IMPACT OF ADVERTISEMENT AND HEDONIC CONSUMPTION TENDENCY ON COGNITIVE DISSONANCE IN THE CONTEXT OF APPAREL INDUSTRY

BY

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DECLARATION OF AUTHENTICITY

I, Reema Giri, declare that this GRP is my own original work and that it has fully and specifically acknowledge wherever adapted from other sources. I also understand that if at any time it is shown that I have significantly misrepresented material presented to SOMTU, I will be fully responsible for my entire work. I ensure this work has not been submitted or presented elsewhere.

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ACKNOWLEDGEMENTS

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ABBREVIATIONS

A:	Advertisement
H:	Hedonic Consumption Tendency
I:	Impulse Buying
C:	Cognitive Dissonance
DF:	Degree Of Freedom
PLS:	Partial Least square method
AVE:	Average Variance Extracted
SD:	Standard Deviation
CR:	Composite Reliability
HTMT:	Heterotrait-Monotrait Ratio
SPSS:	Statistical Package for Social Sciences
VIF:	Variance Inflation Factor
SEM:	Structural Equation Modeling

EXECUTIVE SUMMARY

The major objective of this study was to investigate the impact of advertisement and hedonic consumption tendency on cognitive dissonance. The study was guided by the following research objectives; To identify the impact of advertisement on cognitive dissonance, To identify the impact of hedonic consumption tendency on cognitive dissonance, To assess the impact of mediating role of impulse buying on the relationship between advertisement and cognitive dissonance and hedonic consumption tendency and cognitive dissonance.

This study was conducted in Nepalese apparel industry. In this research, customers of Kathmandu valley were taken as a population. The researcher collected the primary data from 384 respondents with the help of self-administered questionnaires by distributing questionnaires through email, different social media and printed questionnaires. This study was conducted by employing the convenience sampling method. A research design was adopted which involved descriptive and casual comparative. The research is quantitative in nature. Demographic and other information of the respondents were collected. Five-point Likert scale was used to measure the variables of the study. For the normality test and descriptive analysis purpose, SPSS software was used where as SMART-PLS software was used for the purpose of confirmatory factor analysis of construct, for hypothesis testing and model fit.

The findings of the study supported the direct and positive influence of advertisement on cognitive dissonance. Similarly, this study supported the direct and positive influence of hedonic consumption tendency on cognitive dissonance. This study also revealed that between advertisement and hedonic consumption tendency, advertisement had the highest positive impact on cognitive dissonance followed by hedonic consumption tendency. Similarly, the result of this study supported the mediating role of impulse buying on relationship between advertisement and cognitive dissonance and also mediating role of impulse buying on relationship between hedonic consumption tendency and cognitive dissonance. Study also revealed that there was direct and positive relationship between impulse buying and cognitive dissonance and was significant at 5% level of significance. In this study, the value of R square was 48.4% which shows that cognitive dissonance is 48.4% explained by exogenous variables in this model. Thus, from this study it can be concluded that advertisement and hedonic consumption tendency are the important factors which affect the cognitive dissonance of the customers relating to purchase of apparel.

CHAPTER I

INTRODUCTION

1.1 Background of the study

The global economy is expanding at an exceedingly fast rate, as a result, people's living standards are also rising in many areas of their lives, including education, the internet, medical care, etc. The apparel industry is flourishing as a result of the increasing attention that people with steady incomes pay to their wardrobes. For example, according to a recent analysis from Statista, the global apparel market generated 1802.59 billion dollars of revenue in 2015, and it is expected to reach 2246.62 billion dollars by 2025 (Shahbandeh, 2021).In order to better serve clients and succeed in the clothing sector, it is essential to look into the factors that influence consumers' behaviors regarding the purchase of apparel.

Consumers frequently make purchase decision due to the influence of advertisement and their hedonic consumption motives. Consumers claim that mostly advertisements influence their buying behavior as people do not automatically buy a product. Consumers mostly purchase products after they are exposed to an ads. Advertising can be viewed as a stimulus that elicits a reaction or an effect. Hedonic pursuits such as having delight and being happy, and impulse buying behavior direct them to purchase products. These factors also influence the cognitive process of the consumers. Consumers may experience cognitive dissonance not only after making a purchase decision (post purchase stage) but also before making a purchase decision (pre- purchase stage).

This study presents about how advertisement and hedonic consumption tendency affect the consumer's cognitive dissonance relating to purchase of apparel. This study focuses on the influence of advertisement and hedonic consumption tendency on cognitive dissonance. Impulse Buying plays the role of a mediator in this study. The major objective of this study is to examine how advertisement and hedonic consumptions tendency influence consumers' cognitive dissonance.

Advertisement is a paid form of communication that employs numbers of communication techniques to persuade customers to purchase a product (Kotler & Zaltman, 1971). Advertising has been used to promote goods and services for a long time. It is the most effective and influential means of disseminating information about a product. Advertising necessitates a high level of concentration for effective communication. Generally, the purpose of advertisement is to inspire consumer behavior in accordance to the commercial offering. Advertising has ability to evoke emotional responses from consumers and can be

effective in appealing to consumer's emotional propensities that lead towards psychosocial inspirations and impulsiveness.

Hedonism is defined as the belief that pleasure is the most important value in a unique or appealing way of life directed to pleasure seeking. Consumers motivation towards consumption of goods is directed with a desire to feel good (Alba & Williams, 2013). Individuals with hedonic consumption qualities engage in activities that provide them pleasure and reduce their tension (Hoch & Loewenstein, 1991). Documents in the literature reveal a substantial link between hedonic inclinations and shopping experience. Herabadi, Verplanken & Knippenberg (2009) found that Hedonic consumption inclinations and impulsebuying have a substantial association.

An impulse purchase also known as impulse buying. It is an unplanned purchase of a goods or services (Stern, 1962). Customers that attempt to make impulse purchases on a regular basis are known as impulse purchasers or impulse buyers. Many studies have demonstrated that emotions and feelings play a big part in the buying process, and they can be triggered just by glancing at a product or hearing a well-crafted advertising message (Park, Kim, & Forney, 2006). Impulse buying, on the other hand, reduces shopping anxiety and stress. Impulse buying is a way to relieve tension and anxiety while also getting pleasure. Many studies have shown that the degree of cognitive dissonance brought on by impulsive purchases would be substantially higher than that brought on by planned purchases.

Individuals experience worry or unpleasantness as a result of cognitive dissonance, (McGregor, Zanna, Holmes & Spencer, 2001). Conflicts in beliefs, ideas, or values do exist, and they are frequently sparked by new knowledge because people hold two or more ideas, views, opinion or values at the same time (Pajares, 1992). In 1957, Leon Festinger coined the term "cognitive dissonance," which describes how a man tries to control or concentrate on his internal consistency. When someone is uneasy, he or she seeks to alleviate the sources of discomfort by reducing or eliminating the source of unease (Allyn & Festinger, 1961).

This research study will help in identifying certain key characteristics that influence impulse purchases and cognitive dissonance. Many studies have already illustrated how impulse buying affect cognitive dissonance. In a mediation analysis, only few of the studies found some link between advertising, hedonic consumption and cognitive dissonance. This study adds to our understanding of how advertising and hedonic consumption tendency affect cognitive dissonance through impulse buying (mediating variable).

1.2 Problem statement

The study of consumer behavior is concerned with how people, groups, and organizations choose, acquire, utilize, and discard products, services, concepts, or experiences to fulfill their needs and demands. It is essential for marketers to acknowledge the concept of consumer behavior because it enables them to understand and predict purchase patterns of the customers. In today's dynamic and intensely competitive business world, customers are becoming more demanding, and their expectations are continually rising, even marketers are continuously making their efforts to meet the wants and aspirations of consumers (Alsmadi,2006). This study was conducted in order to investigate how advertisement and hedonic consumption tendency of the customers affect their pre-purchase cognitive dissonance by taking impulse buying as a mediating variable. This study was conducted in apparel industry by taking the sample of few clothing brands of Nepal. There has been limited research in this topic and there is no study conducted on this topic in Nepalese context. This study is particularly important in Nepalese context as this study will seek to examine the factors influencing the consumers buying decision related to apparel and how these factors influence the cognitive dissonance of consumers. During the research, various questions are raised to obtain the research objectives. The supporting research questions for the study are highlighted below:

1. What is the impact of advertisement on cognitive dissonance?

2. What is the impact of hedonic consumption tendency on cognitive dissonance?

3. What is the impact of mediating role of impulse buying on the relationship between advertisement, hedonic consumption tendency and cognitive dissonance?

1.3 Research objectives

The main objective of this study is to analyze the impact of advertisement and hedonic consumption tendency on cognitive dissonance. The specific objectives of the study are:

1. To analyze the impact of advertisement on cognitive dissonance

2. To examine the impact of hedonic consumption tendency on cognitive dissonance

3. To assess the impact of mediating role of impulse buying on the relationship between advertisement, hedonic consumption tendency and cognitive dissonance

1.4 Need of the study

By reviewing the research related to this topic, it was found that most of existing studies focus on the showing the relationship of impulse buying and cognitive dissonance of consumers. Only few studies have conducted in order to show the impact of advertisement and hedonic consumption tendency on cognitive dissonance by taking the impulse buying as mediating variable. However, this topic has not been explored in the context of Nepal. This study will try to bridge the gap by investigating how advertisement and hedonic consumption tendency affect the cognitive dissonance of consumers relating purchase of apparel by taking impulse buyingas a mediating variable.

1.5 Limitation of the Study

The study aimed in investigating the impact of advertisement and hedonic consumption tendency on cognitive dissonance of the customers. In this study impulse buying was taken as mediating variable. Despite of the efforts made for arriving at meaningful conclusions from the study, certain limitations are considered in order to obtain reliable interpretation of the results. The main limitations of the study are as follows:

- Total sample of observations of primary data is only 384. Less sample size might lead to the less significant result as expected.

- The primary sources of information for both the dependent and independent variables provide the entire basis of the investigation. As a result, the validity of the study's conclusions is reliant on the respondents' responses' accuracy.

- It is presumed that the data gathered from respondents is accurate. The research utilizes convenient sampling (a non-probability sampling), therefore generalization for the whole population cannot be made.

- The study's scope is constrained and its presumptions could not all be true.

1.6 Organization of the Study

The study comprises of three main sections: preliminary section, body of the report and supplementary section. The preliminary section of the study includes: - title page, certification, declaration of authenticity, acknowledgements, table of contents, list of tables, list of figures, abbreviation used and executive summary. The body of the report is organized into five main parts and they are as follows: -

Chapter I: Introduction

The first chapter of the study associated with general background of the subject. It explains the goals of the investigation and the justification for its necessity. It includes introduction of topics, statement of research problem, objectives of the study, significance of the study, limitation of the study, and the organization of the study.

Chapter II: Related Literature and Theoretical Framework

The second chapter examines past research that is pertinent to the issue under discussion in this study. It contains both theoretical review and review of the literature related to international studies as well as research undertaken in the setting of Nepal. The primary conclusions of earlier investigations are summarized, and they are each presented under a separate category. The theoretical framework for the study and hypothesis development on the basis of these literature reviews are presented in this chapter.

Chapter III: Research Methods

The third chapter provides a description of the research methodology which covers the tools and techniques used in this study to collect, describe and analyze data. It includes the research design, sample size and population, sampling strategy, data sources and nature, instrumentation, data gathering techniques, and data processing techniques.

Chapter IV: Analysis and Results

Data are presented and analyzed systematically in the fourth chapter. Using various statistical tools and procedures as discussed in chapter three, this chapter evaluates the data that has been gathered. The results are presented in tables and attempt to explain the relationship between different variables. This chapters' final section offers the key conclusions drawn from the data analysis and conversations.

Chapter V: Discussion, Conclusion and implication

The study's discussion, conclusion, implications and future research are all included in this chapter. It gives the relevant implications based on the study's conclusion and summarizes the research findings. The advice for additional research is presented in the final section of this chapter. The supplementary section presents the research references and appendix including the research instrument that had been used for data collection.

CHAPTER II

RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Literature Review

This chapter begins with a theoretical review of the different theories. This chapter contains related theories and empirical reviews from the literature which provided a base for this study. A review of related literature has been performed in order to identify any potential correlations of the variables.

2.1.1 Theoretical Review

Theoretical review provides knowledge of the subject matter and what the study is supposed to be along with the idea of expected results which can be further compared with the real scenario.

2.1.1.1 Theory of Buyers' behavior

The basic idea behind the theory of buyers' behavior is that, consumers are generally repetitive when making purchases and are more likely to form a routine in order to save resources and make decisions more easily. To address this, the theory of buyers' behavior aims to define the aspects of decision-making process, identify any changes that take place, and determine whether those elements emerged from a commercial and societal context that a particular brand could have an impact on.

Theory of consumer behavior states that a buyer's preferred brand choice is influenced by their motivations, other alternative options or courses of action, and any decision mediators that match their underlying motives with those alternatives. There is room to recognize a gap and produce something that fills it by analyzing mediators, competing brands, and brands that consumers are aware of. Regardless of the source, the person making the purchase develops the decision mediators needed to consistently select that brand in the future based on what seems to have the finest possibility for satisfying the buyer's motives.

2.1.1.1.1 Nicosia Model:

Nicosia model was proposed by Francesco Nicosia in 1966 as a comprehensive model of consumer behavior. The interaction between the business and its potential customers is the key focus of this model. This model focuses on how businesses interact with customers through marketing (advertising) and how customers interact with the business through their purchases. It is an interactive model in the sense that the firm tries to influence the consumers

purchase behavior through marketing communication and the consumers try to influence the firm by their purchase action. Nicosia proposed this model of consumer behavior based on the available literature on the subject. This model is helpful in the sense that it demonstrates how customers move from having a general understanding of a product to having a specialized understanding of a brand and how they do so by becoming more engaged in the process (purchase action). Nicosia's model can be explained with the help of a flow chart. This model is divided into the following four major fields:
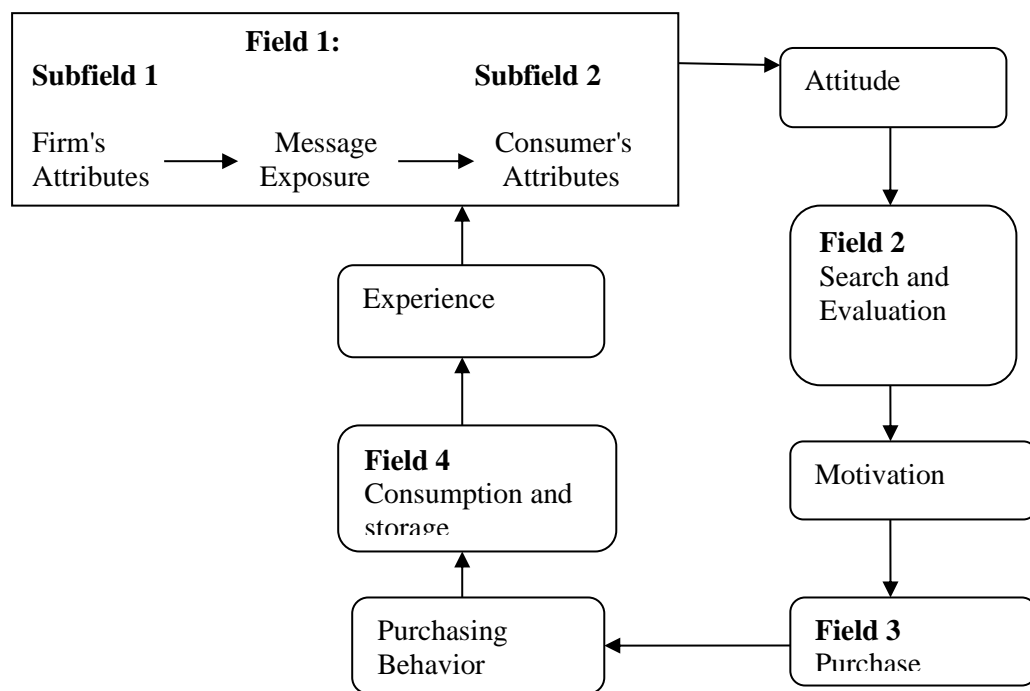
Figure 1: Nicosia Model of Consumer Behavior

Source: (Prasad and Jha, 2014)

The field 1 shows the flow of information from the firm to the consumers. This field shows that consumer's attitude is influenced by the firm's information: This field is divided into two subfields. The first subfield consists of the company's attributes, such as its marketing strategy and consumer-focused communication initiatives. The objective of the communication initiatives is to influence consumer perceptions. The second subfield constitute of consumer's attributes that includes motivation, personality, past experience, and perception. The output of the field 1 is an attitude toward the product based on the consumer's assessment of the company's information. The Field 2 consists of search for relevant information and evaluation of the firm's product in comparison to other brands available in the market. The consumer will actively search for information both from internal

and external sources. Internal source lies in the internal memory system of the consumer. External sources lie in environment in the form of product displays, advertisements, the Internet etc. The output of this field is motivation to purchase the firm's brand. In the field 3, the consumer takes decision to purchase the firm's product and actually purchases it. The output of this field results in the purchase decision. The Field 4 of the model consists of two important feedbacks from the purchase experience. Feedback in the form of experience (satisfaction or dissatisfaction) which enters consumer's attributes in Field 1 and affects future evaluation of the firm's product.

2.1.1.1.2 Hawkins Stern Impulse Buying Theory

This theory was proposed in 1962 by Hawkins Stern. This theory has presented a fresh perspective on consumers' buying behavior. Impulsive behavior had been the focus of Hawkins Stern. Stern claimed that impulsive judgments have nothing to do with established patterns of decision-making and are mostly impacted by external stimuli, such as passing by a persuading advertisement. According to this theory, marketers can persuade consumers to buy more than what they had actually intended.

According to Hawkins stern's model, Impulse buying exists on four levels. The first stage is called "Pure" impulse buying, which refers to purchases made purely on the spur of the moment and typically involve non-routine items from their shopping list. The second stage of impulse buying is "reminded," and it occurs when a customer has past knowledge or familiarity with the product but has no intention of buying it. The third stage is the "suggested" impulsive purchase, which occurs when a client see a product for the first time and feels compelled to buy it. The fourth stage involves making a "planned" impulse purchase; this type of purchase is made when a consumer needs a product but is unsure of its specifications. While creating a marketing strategy, a combination of all four Stern's categories of impulse purchase behaviors can be considered.

2.1.1.1.3 Cognitive dissonance theory

The word "dissonance" was first used by Leon Festinger in his publication in 1957. According to Festinger (1957), Dissonance refers to three distinct entities: the theory itself, the situation that triggers it, and the generated state. The conflict between attitude and behavior is known as dissonance. Cognitive dissonance is the term describing conflicting attitudes, beliefs, or behaviors which causes mental discomfort. Dissonance theory merely predicts that people who are experiencing cognitive dissonance will take actions to lessen

the degree of their dissonance, not that these modalities of dissonance reduction will actually work. In order to further refine the basic idea of the theory of cognitive dissonance, extensive research has been conducted in a number of situations. Various aspects that may be crucial in attitude change have been identified.

Dissonance is said to emerge in one of these three ways: Dissonance can first be caused by any logical inconsistency. Second, a person may experience dissonance if there is a difference between two of their behaviors or between their attitude and one of them. Third, disconfirming a strongly held expectation might cause dissonance. Marketers and psychologists examine consumers' responses that lead to purchases in terms of their attitudes, beliefs, habits, and feelings. In that regard, the cognitive dissonance theory is a term associated with attitude change, making it very important to comprehend. The cognitive dissonance theory is one of the most important aspects of consumer behavior in terms of attitude and belief. As we know that consumers' attitude and belief changes according to products or brands, even though consumer behavior is one of the essential components of creating and putting into practice a successful marketing strategy. Marketing professionals not only attract new customers or keep their existing customers by minimizing consumers' dissonance, but also, they can help their business to establish strong brand recognition. That's why it is essential for all marketers to properly understand the effects of cognitive dissonance and analyze how to reap the benefits of them for the sake of the business.

2.1.1.1.4 Hedonic consumption prospective

The idea of hedonic consumption was born in the early 1980s.Holbrook and Hirschman (1982) proposed hedonic consumption perspective as a dominant perspective in the consumer behavior research field. Hedonic perspective to consumer behavior presents significant challenges regarding the function of mental constructs like multisensory imagery and emotional arousal. Theoretically, hedonic consumption is linked in a number of behavioral science studies, including sociology, esthetics, linguistics, psychology psycholinguistics, as well as studies on motivation and product symbolism in marketing theory. In terms of comparisons with the traditional approach, the main four areas have been investigated. These four areas are: Mental Constructs, Product Classes, Product Usage, and Individual Differences. The objective of hedonic consumption research is to broaden its scope by acknowledging the various sensory channels that consumers utilize in order to derive various propositions from a consideration of hedonic mental constructs. The hedonic

perspective of product classes makes some important suggestions. The product categories are tends to be more emotionally involving. Products like plays, movies, concerts and novel can evoke complex fantasies and fulfill emotional needs. Regarding hedonic consumption as a dynamic usage experience, some intriguing ideas are raised. The hedonic perspective includes the psychological experiences that come with usages of product. The essence of the usage experience may be understood as hedonic reactions. Cultural differences appear to be directly related to variations in customer emotional and cognitive responses to products.

2.1.1.1.5 Hierarchy of Effects Theory

The hierarchy of effects theory is a model that illustrates how advertising influences consumers' decisions to purchase or forgo purchasing a particular good or service. This theory was propounded by St. Elmo Lewis in 1898. According to the hierarchy of effect theory, businesses should develop advertisements that will lead to purchase of advertised goods or services. For the successful advertising, business must understand the hierarchy of effects and use persuasion techniques. It acts as a advertising tactic with the objective of describing the steps that must be taken before a buyer may purchase the advertised product. The business should therefore make sure that consumers go through the six steps that will lead to product purchases. Six stages includes: - (Awareness, knowledge, liking, preference, conviction and purchase).Customer actually moves from awareness to purchase decision. Customer hears about the product at the first stage through advertising. In the second stage, the customer starts to learn more about the product, for instance, through the internet, retail advisors, product packaging, etc. In the third stage, It is important to make sure that the buyer likes your product as the title states it. In the fourth stage, Consumers may like more than one product and could ended up buying them. The fifth stage is all about how business can successfully makes customer to purchase the product. Having preceded through the above stages, in this final stage, the business wants the customer to purchase their product. Thus, it is believed that the hierarchy of effects model would perform and follow a specific order in which the prospect is moved through a series of stages in succession from awareness to the purchase of the product.

Lavidge and Steiner (1961) published an article in the journal of marketing which clarified how consumers utilize cognitive and affective processes to decide which products to purchase. The hierarchy of effects is based on behavioral psychology. In terms of how people think, it may be divided into three major behavioral stages: cognitive, affective, and behavioral. The stages of awareness and knowledge are integrated into the cognitive stage,

which is often known as "thinking".The liking, preference, and conviction sub stages constitute the affective stage, which describes how a product or service affects consumers' "feeling". In order to achieve the ultimate goal of purchase, the final stage is the behavioral stage which is also known as "doing".

2.1.2 Empirical Review

Wasaya, Bilal, Shafee & Mahmood (2016) conducted a study about impact of brand equity, advertisement and hedonic consumption tendencies on cognitive dissonance: A mediation study. The finding of this study reveals that hedonic consumption tendencies and advertisement were significant in predicting cognitive dissonance while brand equity had insignificant relationship with cognitive dissonance. Similarly, impulse buying was significant in predicting cognitive dissonance having positive relation. Further, brand equity, advertisement and hedonic consumption tendencies were directly related to impulse buying.

Karadeniz (2019) investigated how the dependent variables impulse buying and cognitive dissonance are affected by the independent variables such as reference group effect and hedonic consumption tendency. Finding of the study revealed that the reference group effect and hedonic consumption tendencies have significant positive impact on the impulse buying and cognitive dissonance.

Mahdi, Houshmad and Reza (2018) examined different factors which affects cognitive dissonance of consumers such as wisdom of purchase, impulse buying tendencies, hedonic consumption tendencies, Perceived service quality and anticipated satisfaction. The findings of the study present that wisdom of purchase, impulse buying tendencies, hedonic consumption tendencies, perceived service quality and anticipated satisfaction have negative and significant effects on cognitive dissonance. In turn, cognitive dissonance has a favorable and considerable impact on the consumption value and expected satisfaction. There was no correlation between perceived service quality and cognitive dissonance.

Gultekin and Ozer (2012) carried out study about the influence of hedonic motives and browsing on impulse buying. This study presents those hedonic motives and it's dimensions such as adventure gratification and idea have a positive impact on impulse buying. The study has also suggested that consumer's browsing behavior influences impulse buying positively.

A study of Mishra (2021) on Antecedent of consumer impulse buying behavior: A perspective of developing nation. The variables taken in this study were hedonic value, shopping enjoyment and impulse buying, marketing stimuli and social interaction. The result

of this study shows that hedonic value and shopping enjoyment are major predictors where hedonic value has the greatest influence. Factors such as social interaction and marketing stimuli had no significant influence on impulse buying. Further, hedonic value and shopping enjoyment have positive and significant influence on impulse buying.

Maheshwari, Seth & Gupta (2016) in their article "An empirical approach to consumer buying behavior in Indian automobile sector" has found that advertisement effectiveness affects customer buying behavior positively.

Haider and Shakib (2017) conducted a study on the influences of advertisement on consumer buying behavior. This study examined the influence of different variables such as: advertisement entertainment, advertisement spending, familiarity and social imaging. This study presents how consumers are motivated to buy a product when they see an advertisement of that product. Somewhere, consumers feel safe to buy a product that they have seen advertisement of. Consumer develops a level of trustworthiness for a brand that they have seen advertisement of. The finding of this study reveals that customers are highly affected by the advertisement as it creates curiosity on the part of customers and there is positive impact of advertisement on consumer behavior.

Huang and Hutchinson (2008) examined the new implicit measures of cognitive responses that focuses on detecting the effects of specific thoughts. Advertisement contains informational cues which may be present in various forms including explicit verbal claims of product performance or nonverbal features such as pictures, illustrations, and symbols. A consumer who is exposed to an advertisement and attends to it may acquire and comprehend some of these cues. The cues from the advertisement are translated into information by encoding, or turning into an internal symbolic or cognitive code. The consumer may then transfer this coded information to long- term memory storage with the right amount of cognitive effort. The cognitive elements stored in long term memory are considered in terms of beliefs about the product that is, cognitive linkages between the brand and other concepts, attributes, or outcomes of use.

George and Yaoyuneyong (2010) revealed an extremely intriguing relationship between the propensity for impulse buying tendency and cognitive dissonance. This study suggests that impulse buying tendency is a coping strategy to reduce discomfort and bring consistency in conflicting beliefs. Impulse buying tendency in this way is inversely related to cognitive dissonance.

Action based model of dissonance states that individual try to neutralize aversive state and attain consonance to bring equilibrium between conflicting beliefs. Harmon and Amodio (2009) argued that, people with hedonic consumption tendencies may experience less cognitive dissonance than those with utilitarian tendencies.

Saleem, Ali and Ahmad (2012) conducted the study showing the relationship between Product involvement, impulse buying, hedonic consumption tendencies and cognitive dissonance. The result of this study reveals that hedonic consumption tendencies were insignificant in predicting cognitive dissonance but product involvement and impulse buying were significant in predicting cognitive dissonance having direct relation. Further to this, product involvement and hedonic consumption tendencies were found directly related to impulse buying.

Chauhan, Banerjee and Mittal (2020) conducted the study showing the relationship between utilitarian shopping value, hedonic shopping value, online ads, cognitive dissonance and impulse buying. The findings of the study show that hedonic shopping value, utilitarian shopping value and online ads were important in predicting cognitive dissonance and impulse buying has positive mediating effect in relation with constructs.

Haq and Abbasi (2016) examined the relationship between different variables such as: Fashion orientation, hedonic consumption, positive emotions and impulse buying behavior. The findings of the study suggest that hedonic consumption and positive emotions fully mediate the relationship between fashion orientation and impulse buying. The study also shows that there is a significant positive and indirect effect of fashion orientation on impulse buying behavior through hedonic consumption and positive emotions collectively.

Coley and Burgess (2003) looked at the cognitive processes that lead to impulse purchases. The findings of this study presents that there is significant difference between males and females in terms of the components of the affective process. Moreover, compared to men, women are more emotionally and cognitively impulsive.

2.1.3 Research Gap

Wasaya, Bilal, Shafee & Mahmood (2016), Chauhan, Banerjee and Mittal (2020) analyzed the relationship of advertisement, hedonic consumption tendency and cognitive dissonance by taking impulse buying as a mediating variable. Many studies have already illustrated how impulse purchases affect cognitive dissonance. In a mediation analysis, only few of the studies found some link between advertising, hedonic consumption and cognitive

dissonance. To date, many kinds of literature are available on impulse buying and cognitive dissonance but very less literature are available showing the relationship between advertisement, hedonic consumption and cognitive dissonance. This research study will help in identifying certain key characteristics that influence impulse purchases and cognitive dissonance. This study adds to our understanding of how advertisement and hedonic consumption tendency affect cognitive dissonance through a mediating variable (impulse buying). In the context of Nepal, there is no literature available showing the impact of advertisement and hedonic consumption tendency on cognitive dissonance. So, this study tried to fill this gap.

Table 1

Literature Review Matrix

Authors	Variables	Methodology	Findings
Wasaye, Bilal, Shafee & Mahmood, (2016)	Brand equity,Advertisement, Hedonic consumption tendencies,Impulse buying and Cognitive dissonance	SPSS, Regression, Coefficients Of regression, ANOVA analysis	The findings of the study reveals that hedonic consumption tendencies and advertisement were found significant in predicting cognitive dissonance while brand equity was insignificant in predicting cognitive dissonance where impulse buying was significant in predicting cognitive dissonance having positive relation. Further to this, impact of brand equity, advertisement and hedonic consumption tendencies were found directly related to impulse buying.
Mishra, (2021)	Hedonic value, shopping enjoyment,marketing stimuli, social interaction and impulse buying	SEM,Descriptive statistics,correlation matrix, Reliability and validity constructs	The Findings of this study presents that hedonic value and shopping enjoyment are major predictors where hedonic value has the greatest influence. Factors such as social interaction and marketing stimuli had no significant influence on impulsive buying. Further, hedonic value and shopping

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			enjoyment positively & significantly influence impulse buying.
Gultekin and Ozer, (2012)	Hedonic motives such as Adventure shopping, gratification shopping, role shopping, value shopping, social shopping and idea shopping and impulse buying	Descriptive statistics, reliability analysis, regression analysis	The findings shows that hedonic motives and it's dimensions such as adventure, gratification and idea have a positive impact on impulse buying. It also suggests that consumers' buying behavior positively influences impulse buying.
Hasan and Nasreen, (2012)	Purchase involvement, time taken to make purchase decision, Nature of the product and cognitive dissonance	Kruskal Walls test, Reliability statistics	The findings of the study present that high degree of purchase involvement on the part of consumer, the lesser would be dissonance level. It is also proposed that more time a consumer devotes to his purchase decision, the more content they would be with them and lesser would be the dissonance attached with the decision.
Haider and Shakib, (2017)	Advertisement entertainment,advertisement spending, familiarity , social Imaging	Descriptive statistics, reliability analysis, Pearson correlation, regression analysis	The findings of the study present that the customers are highly affected by the advertisement as it creates curiosity on the part of consumers and based on this it can be concluded that advertisement has significant positive impact on consumer behavior.

Saleem (2012)	Product involvement, impulse buying, hedonic consumption tendencies and cognitive dissonance	Reliability analysis, regression analysis, ANOVA analysis, coefficient of regression analysis	The findings of this study present that hedonic consumption tendencies was insignificant in predicting cognitive dissonance but product involvement and impulse buying were significant in predicting cognitive dissonance having inverse relationship. Further to this, product involvement and hedonic consumption tendencies were found directly related to impulse buying.
Haq and Abbasi (2016)	Fashion orientation, hedonic consumption, positive emotions and impulse buying behavior	SPSS, Descriptive statistics, validity and reliability analysis	The findings of the study suggest that hedonic consumption and positive emotions fully mediates the relationship between fashion orientation and impulse buying.
Karadeniz (2019)	Reference group effects, Hedonic consumption, impulse buying and cognitive dissonance	PLS - SEM, Descriptive statistics, reliability Analysis and correlation analysis	The findings of the study suggest that reference group effect and hedonic consumption tendencies have significant effect on impulse buying and cognitive dissonance.
Chauhan, Banerjee And Mittal (2020)	Online advertisement, hedonic value, impulse buying utilitarian value and cognitive dissonance	PLS, SEM, Reliability and convergent validity	The findings of the study reveals that online advertisements, utilitarian purchasing, and hedonic value are significant predictors of both cognitive dissonance and impulse buying, whereas impulse buying is an impeccable term for predicting positive associations with cognitive dissonance. Additionally, there is a positive mediating effect of impulse buying on constructs.

2.2 Theoretical framework
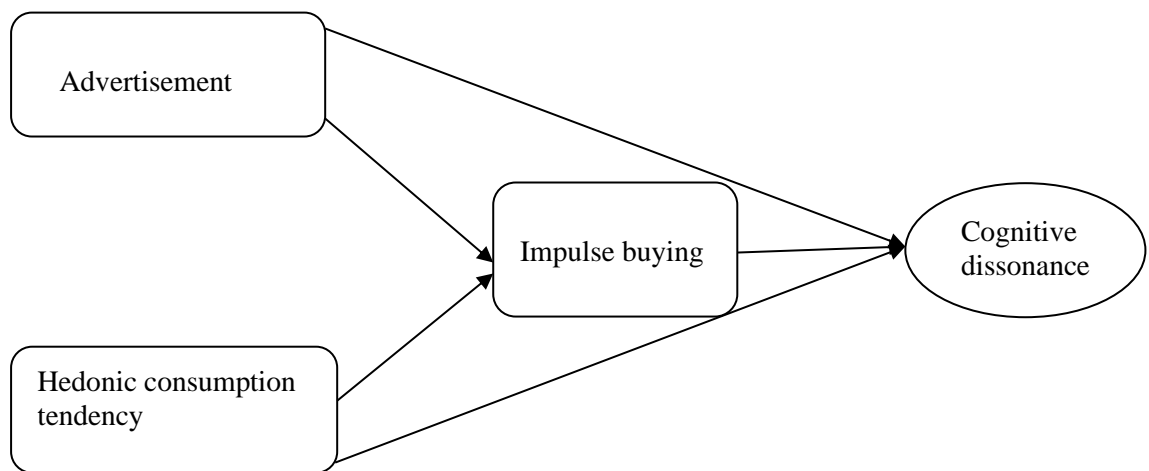
Figure 2: Theoretical Framework

(Wasaye, Khan, Shafee & Mahmood, 2016)

2.3 Operational Definition of Terms

Advertisement (Independent Variable)

Advertising is a means of communication that is used to persuade an audience and convince them to purchase goods or services. Advertising is regarded as one of the most effective marketing tools due to its long-lasting impact on the minds of viewers and its widespread exposure (Katke, 2007). Advertising, as a promotional tactic, is an important instrument for increasing product awareness in the minds of potential customers before they make a purchase decision**.** When consumes are exposed to the advertisement of products they develop likeness for that product and then they eventually willing to purchase it.

Kumar and Raju (2013) found that advertisements can influence a consumer's attitude toward a product in their article "The function of advertising in consumer decision making." According to Anusree and Lynch (1995), advertising is a method for providing customers with information about a product or service while also identifying their unmet needs and wants. The primary goal of advertising is to connect with their current and new customers and provide information about their goods and services, attitudes, and purchasing patterns (Ayanwale,2005). Nowadays, advertisement plays a crucial role in how people shop. The media carrying advertising messages is always expanding, and consumers are inundated with a massive number of advertisements every day (Krugmanetal 1994). For the

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consumers of a product, advertising has evolved into an essential tool for market communication because organizations rely on media to accomplish a number of marketing goals, including increasing sales and spreading knowledge and awareness in the marketplace, the significance of advertising grows gradually. Advertising is a key factor in shaping changing social norms on a global and national scale. The impact of advertising on consumers can be either beneficial or detrimental.

Hedonic consumption tendency (Independent Variable)

Hedonistic consumption is matched by the notion of hedonistic product. When engaging in practical consumption, consumers frequently begin with the product's functional type and purpose, pay attention to its usefulness and performance qualities, and pursue the practical value to satisfy their demands. The term "hedonistic consumption" views consumption as an act of entertainment with the intention of experiencing happiness or pleasure. It concentrates on the illogical and ethereal aspects of consumer behavior. When Holbrook and Hirschman (1982) initially introduced the term "hedonistic product," they argued that it refers to the sensory, emotional, and imaginative components of the consumer experience. The study came in to the conclusion that hedonistic products are built on such feelings and experiences as beauty, pleasure, imagination, and entertainment from the four constructs such as mental constructs, product category, product usage, and individual differences.

According to Alba and Williams (2013), the key to the hedonistic component is whether the consumer experiences pleasure from the object. There are two ways to experience pleasure. The first source is the inherent essence of the goods or services. The second is the interaction that occurs when using products or services, such as the enjoyment of conversing with others when traveling or even the enjoyment of haggling with a salesman when making a purchase. Hedonistic consumption is more concerned with the feelings and experiences of the consumer.

According to Saleem, Ali and Ahmad (2012), hedonism is an individual trait that involves engaging in pleasurable activities. Hedonism is a way of life that implies individuals will be happy if they try to avoid painful feelings as much as possible. Hedonic consumption refers to enjoyment, pleasure, sensuality, and other feelings associated with consuming. Hedonic consumption is a personality trait characterized by indulging in enjoyable activities such as shopping. Hedonic shopping behavior encompasses recreational, pleasurable, intrinsic and stimulation-oriented motivations.

Impulsive buying (Mediating variable)

Khawaja (2018) defines impulsive buying as urgent, abrupt, and hedonistically complicated purchase behavior when the speed of the impulsive decision process impedes the intelligent and methodical appraisal of choices and facts.Coley (2003) asserts that the affective process and the cognitive process make up the psychological process involved in impulsive purchasing. According to Kacen and Lee (2002), an impulsive purchase is an unplanned one that is characterized by a decision-making process that is relatively quick and a leaning toward instant possession. Similar to this, Ghani and Jan (2010) defined impulsive purchase as an unplanned, abrupt choice to make a purchase while in a store. The term "impulse buying" refers to an irrational and uncontrollable decision to purchase a goods for a many of reasons, including the object's price and/or gaudy appearance. Geof and Clive (2004) identified a number of aspects or qualities of commodities that predispose or make them susceptible to impulse purchases. They referred to these qualities as determinants of impulse purchase. Determinants of impulse buying are those aspects, traits, or qualities of a product that cause or encourage consumers to make impulsive purchases of that product.

The research conducted by Cho, Ching and Luong (2014) customers' in-store browsing and positive moods are the two most powerful factors influencing their propensity to make impulsive purchases. Consumers with positive attitude encourage other consumers to join them on their shopping trips, and encourages them to respond more positively to the product. Over the past sixty years, impulse buying has drawn the attention of different academics and professionals. Various studies on impulsive buying have been carried out in developed nations like the United States, Canada, England, and Norway, as well as developing nations like Thailand, China, Philippines, Korea, Poland, Lithuania, Indonesia, India, Pakistan etc. In these studies, marketing professionals have mostly concentrated on defining the general elements that boost impulse purchase. Although impulse purchase is a common affair in Nepal, there is not sufficient research on this topic in the context of Nepal. A thorough research hasn't been done, even though some aspects may have been mentioned.

Cognitive Dissonance (Dependent Variable)

Cognitive dissonance is a word used in psychology. Leon Feistinger, a social scientist, coined the word in 1957 to describe the uncomfortable tension that arises when a person has two competing thoughts at the same time. According to Festinger, cognitive dissonance happens whenever people are presented with information that conflicts with their beliefs,

values, and ideals. As a result, people are motivated to find a solution to the conflict in order to reduce their discomfort. Holding contradictory pieces of knowledge can make people uncomfortable, which are known as cognitive dissonance. The "most significant and well researched hypotheses in social psychology" are those relating to cognitive dissonance. It is well known that the typical way to get rid of this pain is to devalue and disregard a piece of contradictory information.

The notion has also been adopted by management and marketing scientists (Telci, Maden & Kantur, 2011). Marketing research has focused on post-purchase dissonance and its relationship to people's post-purchase views of advertisements, attitude change, service quality perceptions, and brand loyalty. According to Koller and Salzberger (2007) Cognitive dissonance can be present not only in the post-purchase stage, but also in the pre-purchase stage. Consumers feel cognitive dissonance not only when purchasing items and services, but also when deciding whether to purchase a product or service online or offline (from a store). In reality, we often experience some level of cognitive dissonance whenever we make a decision (Gautam, 2015). Individuals' attitudes, values, perceptions, and preferences may be the most essential factors in causing cognitive dissonance. Some perceptions are more powerful than others. When one's deepest beliefs clash with those of others, it can lead to even more dissonance.

Several research studies have found that the level of cognitive dissonance is also based on the nature and type of a shopper, an individual is. Researchers investigating cognitive dissonance, have claimed that there are mainly two types of shoppers. one is a confident shopper and another is a confused shopper. A confident shopper won't doubt his choice of purchase transaction as well as he would remain confident in the prior inquiry he has conducted before buying the product whereas, a confused shopper will experience higher levels of dissonance and would keep on questioning his purchase decision. The psychological complexities of customers while making purchase decisions have always been tied with cognitive dissonance.

2.4 Hypothesis Development

Advertisement and impulse buying

According to Abbasi (2017), advertising promotes social messages and has the power to provoke emotional responses from customers. Advertisements can be beneficial in appealing customers' emotional proclivities, leading to psychosocial inspiration and impulsiveness.

Advertising is a promotional tactic, which is considered as powerful instrument for raising product awareness and conditioning the mind of a potential customer to make a purchase decision. Chen (2008) looked at impulse purchase in both traditional and online shopping environments. Saraswat and Prakash (2012) found a similar result, implying that in-store print media advertising is more successful than online advertising in driving customer impulse behavior. Aragoncillo (2018) looked into the impact of online and offline advertising media on impulse buying in the context of fashion industry. The finding of the study suggests that impulse purchase is slightly more encouraged in the offline channel than it is in the online channel.

Several studies have examined the value of advertising in terms of how much interest someone has in a topic and how they process information (Lee & Yang, 2017). The way a consumer feels about an item after first seeing it affects their attitudes and behavior towards it (Zhang & Mao, 2016). Dodoo & Wu (2019) claim that consumers are motivated to make impulsive purchase decision when they see an advertisement that is considered valuable and helpful. Consumers can be enticed to make impulse purchase more often if they perceive advertising as fascinating content.

H1: Advertisement has a positive and direct influence on impulse buying.

Hedonic consumption tendencies and impulse buying

Consumer behavior that follows sensuous desires through encounters with goods or services is referred to as hedonic consumption. It is believed that a variety of elements, including how enjoyable a product is to use and how appealing it is to look at, have an impact on consumers' buying behavior. These characteristics are thought to be transmitted to the multisensory, imaginative, and emotional components of a person's interaction with products (Khalid & Helander, 2006). Hedonic shopping, according to Hirschman and Holbrook (1982), is the imagination and various emotional experiences brought on by the purchase of a good. After engaging in a hedonistic shopping experience, customers may become emotionally aroused. Hedonic shopping therefore involves feelings like joy, elation, resentment, fear, and passion. According to Arnold and Reynolds (2003), hedonic shoppers said to have different motives to fulfill desired expectations. The consumer's impulse buying behavior is a motivation for hedonic consumption to satisfy hedonic demands in resonance (Piron, 1991; Hausman, 2000). Consumers' hedonic consumption and emotional aspects encourage them to purchase impulsively. Furthermore, new variations of fashion designs are opportunities for consumers to express their identities and also boost hedonic purchase

experiences, which leads to fashion-related impulse buying (Rathnayake, 2011). According to the study of Thompson, Locander, and Pollio (1990), the social interaction that comes with shopping is inherent and it can benefit people who need emotional support. Cobb and Hoyer (1986), found that shopping experiences make customers feel elevated or energized. These sources appear to support the idea of a relationship between hedonic purchase motives and impulse buying.

H2: Hedonic consumption tendency has a positive and direct influence on impulse buying.

Advertisement and cognitive dissonance

Advertisement deals with people's feelings & emotions. Advertisement includes understanding the psychology of the consumers, their motives, attitudes and their behavior. The purpose of advertising can be to create a cognitive dissonance to generate a favorable response from the buyer towards a product or a concept. Nowadays, it is impossible to escape being exposed to advertisements, which leads to the development of certain beliefs that may or may not shape attitudes, intentions, and eventually consumer behavior. The mental processes of consumers are directly impacted by marketing communications like advertising. Advertising can be seen as a stimulus that results in a reaction or an effect. Furthermore, the primary goal of advertisements is to persuade consumers that the product's alternative offers the highest possibility of achieving the desired result. To elicit a favorable response from the consumer toward a product, advertising may be designed to induce cognitive dissonance. Kenneth & Putrevu (1998) argue that a consumer's pre-existing level of involvement in the advertisement program at the time the commercial appears, as well as involvement in advertisements whether the source of involvement in advertisements is relevant or irrelevant to the arguments of the interactions, all have an impact on the consumer's cognitive state and affect the consumer's purchase behavior.

According to the hierarchy of effects theory (HOE) (Lavidge and Steiner, 1961), customers respond to a particular marketing interaction through three major components: the cognitive component, which measures an individual's intellectual, mental, or rational states; the affective component, which measures an individual's emotional and feeling states; and lastly, the behavioral component, which measures the way, the attitude we have influenced how we act or behave. Cognitive dissonance is an important aspect that affects the consumer's buying decision, it may arise in the pre-purchase stage of the consumer's decision-making process

as a result of the unique traits of competitors' products that are forgone in favor of those that are acquired (Koller & Salzberger, 2007). In advertising, cognitive dissonance is fundamentally about inconsistency. Advertisers use persuasive marketing tactics constantly to sway consumer behavior and opinions. Though we may not have known it, we have all encountered the cognitive dissonance phenomena in daily life. Conflict between a person's beliefs and actions is known as cognitive dissonance. This hypothesis explains why individuals alter their behavior and attitudes when making decisions.

H3: Advertisement has a positive and direct influence on cognitive dissonance

Hedonic consumption tendency and Cognitive dissonance

In general, the term "hedonic consumption tendency" refers to a person's propensity to partake in activities that make them feel good and release their stress. Over the past few decades, hedonic aspects of shopping have received more attention and numerous studies have begun to concentrate on this phenomenon. The most important reasons for individuals to fall into cognitive dissonance may be due to their attitudes, values, perceptions and tendencies. Cognitive dissonance has proven to be a significant marketing challenge all over the world. Marketers appear to be struggling to deal with the shifting changes in the intensity of dissonance experienced by consumers as they pass from the pre-purchase stage to the post-purchase stage.

According to the action-based concept of dissonance, people attempt to minimize unpleasant feelings and achieve consonance in order to bring disparate beliefs into harmony (Harmon-Jones 1999), people who exhibit high level of hedonic consumption tendencies may experience less cognitive dissonance than those who exhibit utilitarian ones. Mahdi, Houshmad, and Reza (2018) found that hedonic consumption habits have a negative and significant impact on cognitive dissonance. Wasaya, Bilal, Shafee, and Mahmood (2016) discovered that hedonic consumption inclinations were important in predicting cognitive dissonance. Study of Karadeniz (2019) revealed that hedonic consumption tendencies have significant effect on cognitive dissonance.

H4: Hedonic consumption tendency has a positive and direct influence on cognitive dissonance

Impulse buying and cognitive dissonance

Cognitive dissonance occurs not only at the time of shopping, but also in the post purchase behavior of the consumers. The discrepancy between the expected and actual performance

of a product causes post-purchase regret, which leads to dissatisfaction of customers. People with higher levels of impulsivity experience more cognitive dissonance than those with lower levels of impulsivity (George & Yaoyuneyong, 2010). To reduce this cognitive contradiction, consumers who consider themselves to be logical thinkers may begin to rationalize their impulsive conduct. They could start feeling guilty about their choice if they aren't satisfied with the purchased item. Furthermore, inconsistencies encountered after hasty purchases might lead to post-purchase regret, making the buyer unwilling to purchase those items in the near future. In other words, an individual who is more impulsive in nature could experience more cognitive dissonance than others.

Many studies have proposed that impulse buying leads to higher cognitive dissonance than planned purchases. The literature on involvement provides the justification for such a supposition (Zaichkowsky,1985). The measurement of people's involvement in the purchasing process is known as involvement (Beatty and Kahle, 1988). A cognitive reaction to deal with uncertainty is involvement. Before making a purchase, the involved customer researches the product from within, from personal sources, and from media sources like catalogs, consumer reports, consultants, etc., while keeping in mind the situational limits (Beharrell and Denison, 1995). Due to their high level of involvement in the buying decision, highly involved people are probably more solid in their preconceived notions that drove the purchase (Mittal, 1989). They may think that thorough information search, collection, and analysis of information has provided a solid foundation for their pre-purchase cognitions (Smith and Bristor, 2006). Venkatraman (2006) asserts that customers who are highly involved are better able to manage hazards. This also indicates that they will probably stick with their preconceived viewpoint despite the possibility that others may view it as a risky one. Furthermore, it is likely that the same pleasure and arousal that are associated with impulsive purchases are also associated with substantial cognitive dissonance in the context of the purchase. Individuals who score high on the impulsiveness trait, according to Strack and Deutsch (2004) may be more prone to cognitive dissonance. The purpose of this study is to see if there is a link between impulsive buying and cognitive dissonance

H5: Impulse buying has a positive and direct influence on cognitive dissonance

The study has following expectations as per the hypotheses according to the literature review.

Table 2

Expected result of the hypothesis

Hypothesis	Statement	Expected Decision	Expected sign
H1	Advertisement has a direct and positiveinfluence on impulse buying.	Support	(+)
H2	Hedonic consumption tendency has a direct and positive influence on impulse buying.	Support	(+)
H3	Advertisement has a direct and positive influence on cognitive dissonance.	Support	(+)
H4	Hedonic consumption tendency has a direct and positive influence on cognitive dissonance.	Support	(+)
H5	Impulse buying has a direct and positive influence on cognitive dissonance	Support	(+)

CHAPTER III

RESEARCH METHODS

This chapter is designed to explain the research methods used to meet the stated objectives of the study. This chapter explores the research process regarding the impact of advertisement and hedonic consumption tendencies on cognitive dissonance. This chapter describes the data collection procedures and the methodologies that researchers use to analyze the available data. This chapter covers research plan and design, description of sample, instrumentation, data collection procedure and methodology of the study.

3.1 Research design

This research study has adopted the descriptive and causal comparative research design where descriptive research design was used to describe, classify, compare and measure data. Meanwhile, the causal comparative research design was used to show the relationship between independent variables (advertisement and hedonic consumption tendencies) and mediating variable (impulse buying) with dependent variable (cognitive dissonance).

3.2 Population and Sample

The population for this study was the customers who purchase apparel. Since the Population for this study is unknown, the sample size is based on the sample required to estimate a proportion with an approximate 95% confidence level that generates a sample of 384 (Godden, 2004). And for this study data were collected from 384 customers who purchase apparel from the outlets of Kathmandu valley. Research was conducted among the customers who purchase apparel from Nepalese apparel brands. Customers were approached for data collection purpose and 5point Likert scale questionnaire was used. A self-administered questionnaire was used for the data collection purpose. Researcher has administered questionnaire survey through google form and physical questionnaire mediums. Customers were given a questionnaire to answer the questions pertaining to cognitive dissonance, hedonic consumption tendency, advertisement and impulse buying. This study was based on convenient sampling technique.

3.3 Nature and Sources of Data

This study is based on primary data and adopted a quantitative research method. So, the source of primary data is the responses from the sample in a close- ended 5-point Likert scale questionnaire.

3.4 Data Collection and Instrumentation

In this research study Primary data was collected through self-administering questionnaires. The questionnaire contained closed ended questions relating to study of variable. This study is mainly based on the primary data collected from the customers who purchase apparel from Nepalese clothing brands, stores available in Kathmandu valley. For primary data collection, self-administered questionnaire is used. Questionnaires were made up with two major sections. The first part of the questionnaire consists of demographic and other information of the respondents which includes gender, age, occupation, educational qualification as well as other details of the customers. Second part consists of questions to measure the independent and dependent variables. The second section contains 20 items of five - point Likert scale. Five -point Likert scale is the widely used rating scale that requires respondents to indicate a degree of agreement or disagreement with each series of statement etc. Each scale item response categorizes ranging from 'Strongly Disagree' to 'Strongly Agree'. Value of 1 means Strongly Disagree, 2 for Disagree, 3 for Neutral, 4 for Agree and 5 for Strongly Agree. The respondents were provided instruction on the questionnaire itself. Close ended and Likert scale questionnaire were used in this study to empirically test the hypothesis. Each variable has been measured through instruments previously validated in other contexts. Scale of Advertisement was adopted from Kanat, Atilgan and Ofluoglu (2013). Scale of Impulse Buying was adopted from Rook and Fisher (1995), Scale of Cognitive Dissonance was taken from Koller and Salzberger (2007) and Scale of Hedonic Consumption Tendency was adopted from Verplanken and Herabadi (2001).

3.4.1 The Method of Administering Questionnaire

The required primarydata was collected directly from the respondent some were student while some of them were working individuals. This research study was conducted through physically distributing the questionnaires directly to respondents and distributing questionnaires through online platform like mail and other social media.280 responses were collected with the help of printed questionnaires and 104 responses were collected through an online platform after the questions were developed with the help of Google forms. Respondents were guided through the questionnaire to ensure high level of accuracy in the data collection process.

3.5 Data Analysis Techniques

Collected data was first coded through MS-Excel and then analyzed Through IBM SPSS and Smart PLS. This study has employed IBM SPSS version 25 for testing normality of data and to perform descriptive analysis to examine the impact of independent variables on dependent variable. Similarly, normality of data has been analyzed through Shapiro-Walk and Kolmogorov-Smirnov test using IBM SPSS. Moreover, partial least square (PLS) is utilized in this study since the main goal is to analyze the relationship, direction and strength of variables. When the goal is to advance theoretical ideas and the study is meant to anticipate, the application of PLS is important (Hair, Sarstedt, Ringle & Mena, 2012). PLS helps to analyze the different models, it includes measurement models, structural models and the path models.

3.5.1 Descriptive Statistics

In this research, descriptive statistics has been done using the popular measure of statistics, the measure of central tendency, Mean, Maximum, and Minimum values and Standard Deviation.

Normality Test

Normality of data shows the randomness of data and allows the inferential parametric test for data analysis. In this study, the Shapiro Wilk test and Kolmogorov Smirnov test were used to test the normality of data. Since the data was not normal, the researcher moved with PLS-SEM for data analysis.

3.5.2 Measurement Model

First of all, measurement model was prepared based on the theoretical framework and the scale used in this research. A confirmatory factor analysis (CFA) test has been conducted by calculating the factor loading of each item with the minimum threshold of 0.7 (Hair, Risher, Sarstedt and Ringle, 2019). After that convergent validity was tested using Average Variance Extracted (AVE) with a minimum threshold of 0.5(Hair, et al, 2019). Similarly, Cronbach's Alpha and composite reliability were used with the value of 0.70 to 0.95 for reliability test (Hair, et. al, 2019). The Fornell Larcker criterion has been employed for the discriminant validity test, where square root of each construct's AVE of each construct should be higher than the highest squared correlation with any other construct. Likewise, Heterotrait-Monotrait Ratio (HTMT) has been applied where the value must be lower than 0.9 (Henseler, Ringle & Sarstedt, 2015). Discriminant validity was also tested through cross-loading

criteria, the value of cross-loadings should be less than 0.7 and each item's highest loading should remain in its construct (Hensler, Ringle and Sinkovics, 2019). After that outer VIF is calculated to check whether there is issue of collinearity in the measurement model.

3.5.3 Structural Model

In this study, the model successfully passed the confirmatory factor analysis test and is ready for hypothesis testing in the structural model. First, inner VIF is calculated to make sure that there is no issue of collinearity in the structural model. The VIF value should be lower than 3.3 to establish no collinearity (Diamantopoulos and Siguaw,2006). The formulated hypothesis was tested using structural equation modeling path analysis.to determine the necessary p- values and confidence interval of the formulated hypothesis, a bootstrapping process with the recommended 10000 bootstraps was used (Hair, Hult, Ringle & Sarstedt, 2022). After that the coefficient of determination was calculated. The R square value of 0.20 and above is regarded as high (Rasoolimanesh, Sarstedt, Ringle & Ryu, 2017). And finally, SRMR was employed to access the model fit. The model which has cut off value below 0.08 has a good explanatory power (Henseler, Hubona, and Ray, 2016).

3.6 Ethical Considerations

This study has considered all the criteria for authenticity. The researcher made sure that the rigidity of content and presentation of evidence, results and review without any instances of plagiarism that harms the reliability of this research study. Additionally, the study protected the responses of respondents safe, secure and confidential from the possibilities of data intrusion. This study has also maintained a spirit of humanity and respect for each individual who contributed towards its successful completion. Finally, as a partial requirement of University, the reporting of the project and all the process respected the University guidelines towards the Graduate Research Project (GRP). The researcher has maintained the highest standards of adherence to all the existing rules, regulations, and protocols that a research scholar is required to adhere to when carrying out any kind of academic research.

CHAPTER IV

ANALYSIS AND RESULTS

The main objective of this chapter is to evaluate, analyze and interpret the data collected during the study and present the result of the questionnaire survey. At the first personal information of the respondents have been described by using tables. After that descriptive statistic of variables have presented using (mean, maximum, minimum, and standard deviation). Then, normality tests of the data have been done. After that, to assure the validity and reliability of the data, a measurement model has been prepared. Likewise, structural model has been prepared to find out the answer of research question by testing the hypothesis.

4.1 Respondent's Profile

Table 3

Demographic Profile of Respondents

Demographic Variable	Categories	Frequency	Percent
Gender	Male	176	45.8
	Female	208	54.2
Age	18-26	287	74.7
	27-35	89	23.2
	36-44	7	1.8
	45 and above	1	0.3
Marital Status	Married	100	26.0
	Unmarried	284	74.0
Occupation	Student	244	63.5
	Employed	107	27.9
	Self- Employed	25	6.5
	Others	8	2.1
Academic Background	Intermediate and below	29	7.6
	Bachelor's Degree	187	48.7
	Master's Degree	168	43.8
	And Above		
Monthly Income	Below 20000	213	55.5
	20001-30000	75	19.5
	30001-40000	44	11.5
	40001-50000	19	4.9
	Above 50000	33	8.6

Table 3 presents about the demographic profile of the respondents who took part in this survey. Customers of apparel brands of Kathmandu valley were taken as population of this study. Respondents have been divided into five categories. They are Gender, Age, marital status, Occupation, Academic Qualification and Income level of customers of Nepalese Apparel brands. Out of 384 respondents taken for the study, 208 respondents were female and 176 respondents were male. The participation of female respondents was a little bit higher than the male respondents in the survey. As in total 54.2% respondents were female and 45.8 respondents were male. This shows that majority of respondents were females. The questionnaire was distributed to respondents of different age groups. The researcher categorized the age of customers into four categories. Age group of customers from 18 to 26 comes into first category, age group of customers from 27 to 35 comes under second category, age group from 36 to 44 comes under third category and similarly age group above 45 comes under fourth category. In the above table, it shows that 287 respondents belong to the age category of 18 to 26, 89 respondents belong to the age category of 27 to 35, 7 respondents belong to age category of 36 to 44 and 1 respondent belong to the age category of 45 and above. The largest portion of respondents belong to the age category of 18 to 26 as this category of respondents occupied 73.88 percent of the respondents followed by the age category of 27 to 35, 36 to 44 and 45 and above.

In terms of marital status, out of 384 respondents, 284 respondents were unmarried and 100 respondents were married. It shows that largest portion of respondents were unmarried as this category of respondents occupied 74.0 percent of the respondents followed by 26.0 percent respondents were married.

In terms of occupation, out of 384 respondents, 63.5% were students, 27.9% were Employee, 6.5 % were self- employed and 2.1% were engaged in other professions. Academic qualification of the respondents was studied by classifying it into four groups: SLC and below, intermediate level, bachelor's degree, master's degree and above. Out of 384 respondents, the highest numbers of respondents belong to bachelor degree which occupies 48.7 percent. After these respondents of master's degree and above occupies 43.8 percent.

In terms of family income of respondents, researcher has classified income level of respondents into five categories. First category belongs to respondents who have income level below 20,000, second category belong to respondents who have income from 20,001 to 30,000, third category belong to respondents who have income level from 30,001 to 40,000, fourth category belongs to respondents who have income level from 40,001 to

50,000 and fifth category belong to respondents who have income level 50,000 and above. Study shows that largest portion of population i.e., 55.5% of respondents belong to income level of below 20,000.

Table 4

Other details of respondents

Other details of variables	Category	Frequency	Percentage
Consumption	Rarely	25	6.5
	Frequently	173	45.1
	Very Frequently	59	15.4
	Occasionally	127	33.1
Consideration	Price	63	16.4
	Quality	203	52.9
	Brand	118	30.7
Social media impact	Yes	200	52.1
	No	68	17.7
	May be	116	30.2
Preference to brands	KTM CTY	141	36.7
	Brocade Official	87	22.7
	Necked Express	81	21.1
	Fibro Nepal	71	18.5
	Others	4	1.0

Table 4 shows about the other details of the customers. In the above table the consumption habit of the customers was classified into four categories. Which were rarely, frequently, very frequently and occasionally. From the above table it can be analyzed that 6.5 percent of respondents purchase apparel rarely, 45.1 percent of respondents purchase

apparel frequently, 15.4 percent of respondents purchase apparel very frequently. Similarly, 33.1 percent of respondents purchase apparel occasionally.The customer considerations for the purchase of product were categorized into three categories. Which were price, quality and brand.16.4 percent of respondents consider price as a most important value for the purchase of apparel,52.9 percent of respondents believe quality as a important value for the purchase of apparel. Similarly, 30.7 percent of respondents believe brand as one of the important values for the purchase of apparel.

Out of 384 respondents, 52.1 percent of respondents are likely to buy a product after following a brand on social media, 17.7 percent of respondents are not likely to buy a product after following a brand on social media and 30.2 percent of respondents are not sure about whether social media influence their purchase habit or not.

As research was conducted among the customers of Nepalese apparel brand. Out of 384 respondents, 36.7 percent of respondents purchase apparel from KTM CTY, 22.7 percent of respondents purchase apparel from Brocade official, 21.1 percent of respondents purchase apparel from Necked express, 18.5 percent of respondents purchase apparel from Fibro Nepal. Similarly, 1.0 percent of respondents purchase apparel from other Nepalese clothing brands respectively.

4.2 Descriptive statistics

Table 5

Descriptive statistics of advertisement's Items

Aspects of advertisement	N	Min	Max	Mean	S D
I shop from clothing brands which are mentioned positively at the fashion blogs.	384	1	5	4.05	1.218
If famous people play at the advertisements the prestige of the clothing brand increases.	384	1	5	4.04	1.241
When I go inside the clothing brands store, I try thecloths which I have seen at the advertisements.	384	1	5	3.82	1.268
I cannot easily find the cloths, which	384	1	5	3.97	1.223

33

I have seen atthe advertisements.

I follow the social media pages of the clothing brandswhen I liked.	384	1	5	4.05	1.203

Table 5 shows the descriptive statistics of advertisement items, which include minimum, maximum, mean, and standard deviation. There are five items adopted to measure impact of advertisement on customers behavior. The minimum response and maximum response value of all items are 1 and 5 respectively. Similarly, the mean of all the items of advertisement lies between 3.82 and 4.05 with standard deviation between 1.203 and 1.268. This indicates that on average respondents responded to agree for the items of advertisement.

Table 6

Descriptive statistics of Hedonic consumption tendency Items

Aspects of hedonic consumption tendencies	N	Min	Max	Mean	S D
It is fun to buy cloths spontaneously	384	1	5	4.03	1.293
It makes me happy to shop unplanned	384	1	5	4.12	1.076
I buy cloths to lift my mood at that moment	384	1	5	3.69	1.325
It is a struggle to leave nice cloths I see in a shop	384	1	5	4.11	1.162
I feel a compulsion to buy when I like something verymuch while shopping	384	1	5	4.01	1.185

Table 6 exhibits the descriptive statistics of hedonic consumption tendencies item's, which include minimum, maximum, mean, and standard deviation. There are five items adapted to measure hedonic consumption tendencies of the customers. The minimum response and maximum response values of all items are 1 and 5 respectively. The mean response value of all the items lies between 3.69 and 4.12. This indicates on an average respondents responded to agree for the item of hedonic consumption tendencies.

Table 7

Descriptive statistics of Items of impulse buying

Aspects of impulse buying	N	Min	Max	Mean	S D
I buy cloths that suddenly hit my eye while shopping	384	1	5	4.17	1.209
I purchase more cloths on spot than I previouslyplanned	384	1	5	3.98	1.193
I buy cloths I never thought about at all beforeshopping	384	1	5	3.95	1.196
I am used to buying cloths on the spot	384	1	5	4.06	1.166
Sales people make me buy cloths I have not thought about before	384	1	5	3.55	1.387

Table 7 shows descriptive statistics of impulse buying items. There are five items adopted to measure impulse buying behavior of the customers. Minimum and maximum values of response are 1 and 5 respectively. The mean response lies between 3.55 and 4.17 which suggests that on average respondents responded to agree for the impulse buying items. The standard deviation lies between 1.166 and 1.387. This shows that generally, data spread from neutral to strongly agree.

Table 8

Descriptive statistics of Items of cognitive dissonance

Aspects of cognitive dissonance	N	Min	Max	Mean	S D
Sometimes I am not quite sure about my purchasedecision	384	1	5	4.24	1.167
When I think about making decision to buy that item,I feel uncomfortable	384	1	5	3.77	1.288
I feel like whether my buying decision is right or not	384	1	5	3.99	1.197

	384	1	5		
Sometimes I get annoyed and decide to make purchase without thinking about other options	384	1	5	3.98	1.263
Sometimes I feel like I have to cancel my purchasedecision	384	1	5	4.11	1.175

Table 8 shows descriptive statistics of cognitive dissonance items. There are five items adopted to measure cognitive dissonance of the customers. Minimum and maximum values of response are 1 and 5 respectively. The mean response lies between 3.77 and 4.24 which suggests that on average respondents respond on somewhat agree for the cognitive dissonance items. The standard deviation lies between 1.167 and 1.288. This shows that generally, data spread from neutral to strongly agree.

4.3 Test for Normality

Table 9

Result of Shapiro-Wilk Test

	Statistics	Df	Sig.
Advertisement	0.87	384	0.000
Hedonic consumption tendency	0.88	384	0.000
Impulse buying	0.91	384	0.000
Cognitive dissonance	0.87	384	0.000

Table 9 exhibits the test of Shapiro-Wilk for all the latent variables of this study. The latent variables of this study are advertisement, hedonic consumption tendencies, impulse buying and cognitive dissonance. Since, the statistic value is very small and the p- value of all the latent variables is zero i.e. less than 0.05. Therefore, null hypothesis of the data normality is rejected. This indicates that data are normally distributed is not supported in the 0.05 level of significance. Hence, the use of PLS-SEM will be more justifiable for this data.

Table 10

Result of Kolmogorov - Smirnov Test

	Statistics	Df	Sig.
Advertisement	0.20	384	0.000
Hedonic consumption tendency	0.16	384	0.000
Impulse buying	0.16	384	0.000
Cognitive dissonance	0.18	384	0.000

Table 10 shows the test of Kolmogorov - Smirnov for all the latent variables of this study. The latent variables of this study are advertisement, hedonic consumption tendency, impulse buying and cognitive dissonance. Since, the statistic value is very small and the p-value of all the latent variables is zero i.e. less than 0.05. This test also indicates that data are normally distributed is not supported in the 0.05 level of significance. Hence, the use of PLS-SEM will be more justifiable for this data.

4.4 Measurement Model Assessment

The assessment of measurement model conducted to ensure the quality criteria before proceeding to the structural model assessment. The measurement model utilizes the outer models to evaluate the relationship between the items and the constructs they represent (Hair, Sarstedt, Hopkins and Kuppelwieser, 2014). In the measurement model, confirmatory factor analysis is conducted using Validity and reliability test. Which assures that the model is suitable in this context as well. The measurement model test is the initial test which helps in path analysis and test the hypothesis in Structural Equation Modeling (SEM).
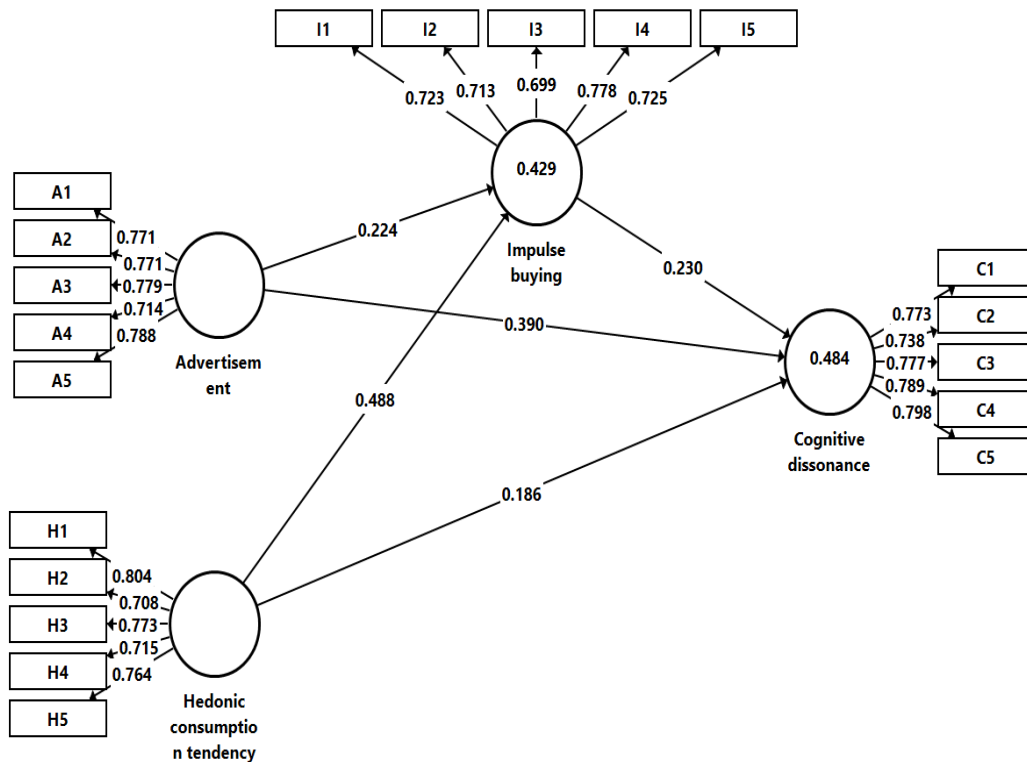
Figure 3 Measurement Model

Figure 3 shows the measurement model of this study. Here, all the items are connected with their respective construct, and independent variables are connected with the dependent variable showing their relationship. This model is the proposed model for this study, which is prepared based on the literature review. From the literature review researcher selected some constructs and items to reflect those constructs. For this study, there are four constructs and twenty items.

4.4.1 Construct reliability and Validity and Factor loadings

Construct reliability

Construct reliability is also known as composite reliability. This way from which a researcher can assess the internal consistency of the data they have collected. The reliability of a construct should be at least 0.70. High composite reliability is a very good indicator that all the items constantly measure the same construct.

Validity

The degree to which a concept is precisely quantified in a quantitative study is defined as validity. High validity indicates that the findings are consistent with the actual properties, traits, and variations in the physical or social environment. Validity refers to the assurance

that all items are measuring what they intended to measure

Table 11

Construct reliability and validity

Construct	Items	Loadings	Cronbach's Alpha	CR	AVE
Advertisement	A1	0.771			
	A2	0.771			
	A3	0.779	0.823	0.876	0.585
	A4	0.714			
	A5	0.788			
Hedonic	H1	0.804			
consumption	H2	0.708			
tendency	H3	0.773	0.81	0.868	0.568
	H4	0.715			
	H5	0.764			
Impulse buying	I1	0.723			
	I2	0.713			
	I3	0.699	0.779	0.849	0.53
	I4	0.778			
	I5	0.725			
Cognitive	C1	0.773			
Dissonance	C2	0.738			
	C3	0.777	0.834	0.883	0.601
	C4	0.789			
	C5	0.798			

Factor loading are correlation coefficients between observed variables and latent common factors. Factor loading describes the extent to which each item in the correlation matrix correlates to produce the principal component. Greater absolute values imply a stronger association between the item and the underlying factor. The range of factor loadings is 1.0 to +1.0. According to Hair et al. (2019), the outer loadings should be equal to or greater than 0.7. In this study outer loadings of all the items of advertisement (A1, A2, A3, A4, A5), Hedonic consumption tendencies (H1, H2, H3, H4, H5), Impulse buying (I1, I2, I3, IB4, I5) and Cognitive dissonance (C1, C2, C3, C4, C5) are equal to and greater than 0.70. It means that the factor extracts sufficient variance from that variable. Cronbach's alpha is a reliability coefficient that provides a way of measuring internal consistency of tests. According to Hair et al. (2019) Cronbach's alpha and composite reliability should be above 0.70 and not exceed 0.95, which is used to examine reliability of the data. The variables' composite   reliability and cronbach's alpha both meet the requirements as stated by Hair et al., (2019). As a result of which, the construct reliability is established. Convergent validity describes how well different measures of the same notion agree with one another. The idea is that if two or more items are a valid measure of concept, they should converge or co-vary if they are measuring the same construct (Hair et al., 2014). In this study the AVE scored above the threshold value of 0.50, thus convergent validity was established (Hair et al., 2019). In the above, Table 11 has presented the results of internal reliability and convergent validity.

4.4.2 Discriminant Validity

Discriminant validity test how much the items of the particular latent variables are different from the items of another latent variable. It tests whether each construct has its importance or not. The idea is that if two or more constructs are unique, then the measures of each should not highly correlate. Discriminant validity can be tested using Fornell Lacker test, Cross - loading, and Heterotrait - Monotrait Ratio (HTMT) test.

I. *Cross Loadings*

For testing this requirement, the loadings of each indicator on its construct is expected to be higher than the cross loadings on other constructs (Henseler, Ringle and Sinkovics, 2019). In this study the loading of each indicator is greater than all of its cross - loading thereby suggesting discriminant validity. The findings of cross -loading are presented in table 12.

Table 12

Discriminant validity - cross loadings

	A	C	H	I
A1	**0.771**	0.465	0.55	0.525
A2	**0.771**	0.499	0.499	0.384
A3	**0.779**	0.519	0.465	0.419
A4	**0.714**	0.487	0.441	0.325
A5	**0.788**	0.453	0.504	0.385
C1	0.513	**0.773**	0.456	0.415
C2	0.479	**0.738**	0.452	0.459
C3	0.461	**0.777**	0.423	0.376
C4	0.523	**0.789**	0.483	0.48
C5	0.472	**0.798**	0.438	0.422
H1	0.546	0.429	**0.804**	0.51
H2	0.372	0.391	**0.708**	0.35
H3	0.534	0.465	**0.773**	0.561
H4	0.446	0.427	**0.715**	0.436
H5	0.502	0.476	**0.764**	0.493
I1	0.407	0.418	0.467	**0.723**
I2	0.324	0.327	0.479	**0.713**
I3	0.359	0.36	0.417	**0.699**
I4	0.342	0.406	0.479	**0.778**
I5	0.502	0.496	0.458	**0.725**

II. *Fornell and Larcker criterion*

The Fornell and Lacker (1981), criterion is one method for assessing the existence of discriminant validity. Fornell and Lacker's (1981) discriminant validity can be assessed by comparing the amount of variance captured by the construct and the shared variance with other constructs. For testing this requirement, the square root of the AVE of each construct should be higher than its correlation with any other construct. The square root of AVE is located on the diagonal of the table in bold and remaining values are the correlation between the construct. The correlation with other constructs is lower than the square root of AVE as seen in table 13.This shows the confirmation of discriminant validity.

Table 13

Fornell and Lacker criterion

	A	C	H	I
A	**0.765**			
C	0.634	**0.775**		
H	0.644	0.583	**0.754**	
I	0.538	0.558	0.632	**0.728**

Note: Bold represent the square -root of AVE

III. *Heterotrait - Monotrait Ratio (HTMT)*

Heterotrait - Monotrait (HTMT) ratio is the technique that best demonstrates discriminant validity in partial least squares structural equation modeling. HTMT is a new method for assessing discriminant validity in partial least squares structural equation modeling. It is based on the estimation of the correlation between the constructs. According to Henseler, Ringle, and Sarstedt (2015), more liberal cut-off point of 0.90 or less for discriminant validity. As all the combinations of constructs do not cross the threshold of 0.90 and stay within the confidence interval for each combination, the construct of this study passes the HTMT test. Discriminant validity is established based on the Heterotrait - Monotrait Ratio as shown in table below.

Table 14

Heterotrait- Monotrait Ratio(HTMT)

	Original Sample (O)	Sample Mean (M)	CI 5%	CI 95%
C - >A	0.763	0.76	0.68	0.839
H - > A	0.778	0.778	0.688	0.865
H - > C	0.705	0.705	0.607	0.792
I - > A	0.657	0.654	0.563	0.736
I - > C	0.681	0.677	0.585	0.768
I - > H	0.785	0.785	0.707	0.863

4.4.3 Collinearity Test (outer VIF)

According to Diamantopoulos and Siguaw (2006), the VIF value should be lower than 3.3 to establish no collinearity. It means that multi collinearity is not a serious issue of the value for VIF is below 3.3.Table 15 shows all the values of Variance Inflation Factor (VIF) in the current study, in which all the item's VIF is less than 3.3, it indicates that there is   absence of multi collinearity among predictors.

Table 15

Collinearity statistics (VIF) of items

Items	VIF
A1	1.621
A2	1.673
A3	1.658
A4	1.476
A5	1.801

C1		1.662
C2		1.516
C3		1.749
C4		1.719
C5		1.83
H1		1.859
H2		1.546
H3		1.592
H4		1.449
H5		1.562
I1		1.424
I2		1.494
I3		1.417
I4		1.671
I5		1.369

4.5 Structural Model Assessment

In examining the structural model, the concern is on the proposed hypothesis which reflect the relationship between the latent variables. The purpose of assessing the data is to determine whether data support the anticipated conceptualization. The evaluation of the structural model is the subsequent phase in PLS - SME once the constructs' validity and reliability are confirmed.

4.5.1 Collinearity Test (Inner VIF)

The VIF value should be lower than 3.3 to establish no collinearity (Diamantopoulos and Siguaw, 2006). It means that multi collinearity is not a serious issue of the value for VIF is below 3.3. Table 15 shows all the values of Variance Inflation Factor (VIF) in the current study, in which all the item's VIF is less than 3.3, it indicates that there is absence of multi collinearity among predictors.

Table 16

Collinearity statistics (VIF) for indicators

	VIF
Advertisement	1.795
Hedonic consumption tendency	2.125
Impulse buying	1.751

4.5.2 Path coefficients of the model

To determine the necessary p-values and confidence interval of the formulated hypothesis, a bootstrapping process with the recommended 10000 bootstraps was also used (Hair et al., 2022). The assessment of the structural model with the mediating variable is shown in Figure 4. The study's path analysis examines the effects of independent variables (advertising and hedonic consuming tendency) on the dependent variable (cognitive dissonance) as well as the mediating effect of the independent and dependent variables' interactions through impulse buying.
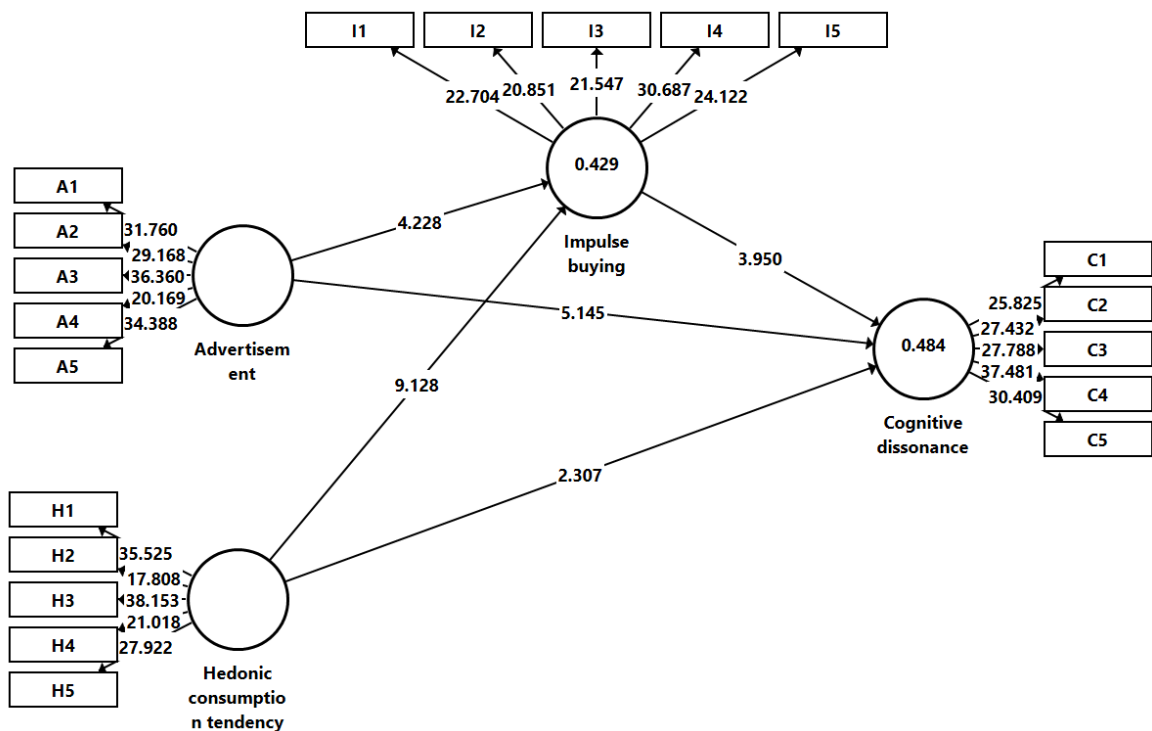

Figure 4 Structural model assessment with mediating variables

Table 17

Path coefficient assessment

	Original Sample (O)	Sample Mean (M)	Standard Deviation (SD)	T Statistics	P -Value	CI 5.00%	CI 95%
A - > C	0.39	0.387	0.076	5.145	0.000	0.28	0.515
A - > I	0.224	0.221	0.053	4.228	0.000	0.143	0.311
H - > C	0.186	0.189	0.081	2.307	0.011	0.057	0.32
H - > I	0.488	0.493	0.053	9.128	0.000	0.389	0.571
I - > C	0.23	0.228	0.058	3.95	0.000	0.127	0.31

Table 17 presents the path analysis of all paths of this study. The original sample value (O), the sample mean (M), standard deviation (SD), T -statistics, p- values and the value of confidence interval is presented in the table. The first path, advertisement to cognitive dissonance is significant at 5% level of significance while seeing the p - value and value of the original sample also lies between the 5% and 95% confidence interval. It means that advertisement has positive and direct impact on cognitive dissonance. Similarly, second path, advertisement and impulse buying is significant at 5% level of significance while seeing the p - value and value of the original sample also lies between the 5% and 95% confidence Interval. This indicates that advertisement has positive and direct influence on impulse buying. Likewise, the p - value and value of sample mean subject to hedonic consumption tendency to cognitive dissonance also lies between the 5% and 95% confidence interval and significant at 5% level of significance. This implies that hedonic consumption tendency has positive and direct influence on cognitive dissonance. In the above table 19, the p - value of hedonic consumption tendency to impulse buying and impulse buying to cognitive dissonance also shows that they are significant at 5% level of significance and the value of original sample of both paths lies between 5% and 95% confidence interval in one tail test. This indicates that a hedonic consumption tendency has a positive and direct influence on impulse buying and impulse buying has a positive and

direct influence on cognitive dissonance. In this study all the paths are significant in 5% level of significance.

Table 18

Result of the hypothesis testing

Hypothesis	Statement	P -Value	Result
H1	Advertisement has a direct and positiveinfluence on impulse buying	0.000	Supported
H2	Hedonic consumption tendency has a direct and positive influence on impulse buying	0.000	Supported
H3	Advertisement has a direct and positiveinfluence on cognitive dissonance	0.011	Supported
H4	Hedonic consumption tendency has a direct and positive influence on cognitive dissonance	0.000	Supported
H5	Impulse buying has a direct and positive influence on cognitive dissonance	0.000	Supported

Table 19

Mediation Analysis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (SD)	T Statistics	P Values	CI 5.00%	CI 95.00%
A - >I - >C	0.051	0.05	0.018	2.91	0.002	0.029	0.09
H - >I - >C	0.112	0.113	0.032	3.52	0.000	0.056	0.156

Table 23 presents the mediation analysis of the study. As per p - value of the path advertisement to impulse buying to cognitive dissonance is 0.002 which is less than 0.05,

the relationship is significant at 5% level of significance. The original sample value of this path lies within the confidence interval of 5% and 95%. This implies that impulse buying partially mediates the relationship between advertisement and cognitive dissonance at 5% level of significance. Likewise, the p -value of the path hedonic consumption tendency to impulse buying to cognitive dissonance is 0 which is less than 0.05. The original sample value of this path lies within the confidence interval 0f 5% and 95% confidence interval. This indicates that impulse buying partially mediates the relationship between hedonic consumption tendency and cognitive dissonance.

4.5.3 Models predictive capability

To evaluate the model's predictive capacity, the coefficient of determination R Square was calculated. The R Square of endogenous construct cognitive dissonance was found at 48.4%. R Square value of 0.20 and above is regarded as high (Rasoolimanesh, Sarstedt, Ringle and Ryu, 2017). It means that 48.4% of variance in cognitive dissonance can be attributed to advertisement, hedonic consumption tendency and impulse buying of this model. Similarly, 42.9% of impulse buying explained by advertisement and hedonic consumption tendency. Hence, the predictive capability of the model is established.

Table 20

Coefficient of Determination of Structural Model

Dependent Variables	R Square	R Square Adjusted
Cognitive Dissonance	0.484	0.48
Impulse Buying	0.429	0.426

4.5.4 Model Fit Assessment

SRMR is employed in this study to evaluate how well the model fits the data. As per Henseler et al. (2016), the model which has cut off value below 0.08 has a good explanatory power. Table 21 indicates that the model's SRMR value, which is 0.066 and is below the cutoff value of 0.08, hence it can be stated that the model has a good explanatory power.

Table 21

Measure of Model Fit

	Saturated Model (SM)	Estimated Model (EM)
SRMR	0.066	0.066

4.6 Major findings

Some of the major findings of this study are as follows:-

- In this study most of the respondents were females. Out of 384 respondents 54.2 % of respondents were females and 45.8% of respondents were male respondents.

- A large number of respondents (74.7%) were between the ages of 18 - 26 years.

- The Majority of respondents were unmarried (74.0%) while 26.0% of respondents were married.

- The majority of respondents were from bachelors (48.7%) while master's degree and above and respondents of intermediate and below were 43.8% and 7.6%.

- Occupation wise distribution of respondents shows 63.5% of respondents were students, 27.9% were employed, 6.5% were self- employee and 8.4% were engaged in other profession.

- Monthly income wise distribution of respondents shows 55.5% have below Rs20,000 monthly income. Similarly, 19.5%, 11.5%, 4.9%, 8.6% have monthly income of Rs. 20,001 to Rs. 30,000, Rs. 30,001 to Rs. 40,000, Rs. 40,001 to Rs.50,000 and Above Rs. 50,001 respectively.

- Out of 384 respondents, 45.1% of respondents frequently purchase apparel. Similarly, 33.1%, 15.4% and 6.5% of respondents purchase apparel occasionally, very frequently and followed by rarely.

- Out of 384 respondents, 52.9% of respondents consider quality as a most important aspect while buying apparel. Likewise, 30.7% of respondents consider brand as a important aspect while buying apparel and 16.4% of respondents consider price as a

important aspect while buying apparel respectively.

- Out of 384 respondents, 52.1 percent of respondents are likely to buy a product after following a brand on social media, 17.7 percent of respondents are not likely to buy a product after following a brand on social media and 30.2 percent of respondents are not sure about whether social media influence their purchase habit or not.

- Customer's preference wise distribution of respondents shows 36.7% of the customer prefers KTM CTY brand of clothing and 22.7% of customers prefer Brocade official brand. Similarly, customers preferring Necked express, Fibro and other Nepalese brands of clothing are 21.1%, 18.5% and 1.0% respectively.

- The overall average mean value of advertisement is 3.98 with a standard deviation of 0.94, which shows that average respondents agree that advertisement influences the purchase habit of the customers.

- The mean scale of hedonic consumption tendency is 3.98 and the standard deviation of 0.91 which means that the average respondents believe that hedonic consumption tendency influences their purchase behavior.

- The mean scale of impulse buying is 3.93 and the standard deviation of 0.89 which means that the average respondents agree that impulse buying influence their purchase behavior of apparel.

- The mean scale of cognitive dissonance is 4.01 and the standard deviation of 0.94 which means that the average respondents agree that cognitive dissonance influence their purchase behavior.

- There is a direct and positive impact of advertisement on impulse buying at 5% level of significance.

- There is a direct and positive impact of hedonic consumption tendency on impulse buying at 5% level of significance.

- There is a direct and positive impact of advertisement on cognitive dissonance at 5% level of significance.

- There is a direct and positive impact of hedonic consumption tendency on cognitive dissonance.

- There is a direct and positive impact impulse buying on cognitive dissonance at 5% level of significance.

- Impulse buying partially mediates the relationship between advertisement and cognitive dissonance at 5% level of significance.

- Impulse buying partially mediates the relationship between hedonic consumption tendency and cognitive dissonance at 5% level of significance.

- All the exogenous variables that are advertisement, hedonic consumption tendency and impulse buying explain 48.4% of cognitive dissonance.

CHAPTER V

DISCUSSION, CONCLUSION, AND IMPLICATIONS

This chapter discusses the research findings and takes another look at the practical and theoretical contributions. In the discussion of the research findings, the direct and mediating influence analysis is presented. This chapter will also include the conclusion of this study. It also suggests implications and future research opportunities in similar research criteria.

5.1 Discussion

The study was conducted to identify the impact of advertisement and hedonic consumption tendency on cognitive dissonance with the respect to customer's buying decision of Nepalese apparel brands. Also, this study also examined the mediation role of impulse buying among the customers of Nepalese apparel brands. The discussion section highlights the direct relationships and results, and findings of all hypothesized mediator effects. As mentioned earlier, the research concluded that advertisement and hedonic consumption tendency impact the cognitive dissonance of the customer. It was confirmed that impulse buying partially mediates the relationship between advertisement and cognitive dissonance and also impulse buying partially mediates the relationship between hedonic consumption tendency and cognitive dissonance.

The primary objective of this study was to determine the impact of advertisement on cognitive dissonance. The result of the study indicated that advertisement has a positive and direct impact on cognitive dissonance at 5% level of significance. The finding of the study support the finding of the previous research which presented that impact of advertisement towards cognitive dissonance is consistent with previous study that has confirmed the presence of relationship between these variables (Wasaya, Bilal, Shafee & Mahmood, 2016).The relationship of advertisement and cognitive dissonance was positive may be due to advertising can act as a stimulus that results in a reaction or an effect. The primary goal of advertisements is to persuade consumers that the product offers the highest possibility of achieving the desired result. To elicit a favorable response from the consumer toward a product, advertising may be designed to induce cognitive dissonance.

Similarly, The result of the study presents that hedonic consumption tendency has a positive and direct impact on cognitive dissonance at 5% level of significance. The findings of the study impact of hedonic consumption towards cognitive dissonance is

consistent with previous study, they also established the positive influence of hedonic consumption tendency on cognitive dissonance (Gultekin and Ozer, 2012; Haq and Abbasi (2016; Mishra (2021). People might experience cognitive dissonance due to many reasons, but attitudes, values, perceptions, and tendencies can be the most important parameters.

Likewise, this study established the direct and positive influence of advertisement on impulse buying at 5% level of significance. Previous research's findings is also consistence with the result of (Ramankutty, Babu and Venugopal, 2014; Aragoncillo and Orus, 2018; Dodoo & Wu ,2019; Habib). The relationship may be due to, when someone sees an advertisement that is deemed helpful and useful, they will be inspired to decide. An individual can be enticed to make impulse purchases more often if they perceive it as being simpler and view advertising as fascinating content.

Moreover, the finding of this study established the direct and positive impact of hedonic consumption tendency on impulse buying. Which is consistent is consistent with the previous research (Hausman, 2000; Saad and Metawie, 2015; Sari and Yasa, 2021). The relationship may be due to, individual hedonic consumption and emotional aspects encourage them to impulse purchases in different situation. Furthermore, new variations of fashion designs and opportunities for consumers to express their identities boost hedonic purchase tendency, which leads to fashion-related impulse buying.

Similarly,the result established the direct and positive relationship between impulse buying and cognitive dissonance. The finding is consistence with the finding of previous research conducted by (Saleem, Ali and Ahmad 2012; Karadeniz, 2019). And findings of this study did not support the findings of other researches which concluded that there is no direct and positive relationship between impulse buying and cognitive dissonance (George and Yaoyuneyong, 2010; Mahdi, Houshmad and Reza, 2018).

Likewise, the findings of the study revealed that impulse buying mediates the relationship between advertisement and cognitive dissonance. In the same way, impulse buying mediates the relationship between hedonic consumption tendency and cognitive dissonance. The finding of the study is consistent with the findings of previous researches (Wasaya, Bilal, Shafee & Mahmood, 2016; Chauhan, Banerjee and Mittal (2020). This study concluded that impulse buying mediates the relationship between advertisement and cognitive dissonance and also impulse buying mediates the relationship between hedonic consumption tendency and cognitive dissonance.

5.2 Conclusion

In this study among two independent variables (Advertisement and hedonic consumption tendency), advertisement has the greatest positive influence on cognitive dissonance and is statistically significant, which shows that study supports the direct positive relationship between advertisement and cognitive dissonance. Hedonic consumption tendency however has comparatively lowest positive influence on cognitive dissonance but is statistically significant, which shows that study supports the direct positive relationship between hedonic consumption tendency and cognitive dissonance. Hence, advertisement is the major factor to determine cognitive dissonance.

Likewise, mediating effect of impulse buying between advertisement and cognitive dissonance and mediating effect of impulse buying between hedonic consumption tendency and cognitive dissonance was assessed. Impulse buying significantly presents the direct positive relationship between advertisement and cognitive dissonance. Similarly, impulse buying significantly presents the direct positive relationship between hedonic consumption tendency and cognitive dissonance.

Consumers' buying behavior can be influenced by different factors. Understanding the behavior of consumers has been an important part of a business organization. The study shows that customers are highly affected by the advertisement as it creates curiosity among them. In the conclusion, it can be said that advertisements should be designed in such a way that it can influence consumers' buying behavior. Impulse buying is a major research concern among researchers due to its pervasive aspects of consumer behavior. Consumers going shopping with hedonic motives have the potential to make impulse purchase. Businesses can benefit from especially focusing on consumers by emphasizing the elements such as "excitement", "pleasure", and "innovativeness". By focusing on these elements, a business can make consumers feel more excited and positive about the product.

Consumers may experience cognitive dissonance at any time while making a purchase decision. This study can also conclude that consumers go through cognitive dissonance to some extent. Marketing managers must look for ways to reduce cognitive dissonance since cognitive dissonance is a precedent for consumer retention. Moreover, effective advertising tools must be used to influence the cognitive dissonance of consumers. Even by defending a choice, Consumers attempt to reduce cognitive dissonance. After analyzing the outcome of the survey, it can be concluded that some of the strategies might be effective in reducing cognitive dissonance. Consumers can reduce cognitive dissonance by focusing on more

encouraging beliefs that offset the dissonant belief or behavior, by reducing the importance of the contradictory belief, and by changing the conflicting belief so that it is consistent with other beliefs or behaviors. In such a way, marketers can take guidance to align their efforts and policies toward consumer dissonance reduction and providing more value to the consumers. Today with the rapid growth of the apparel industry, marketers are facing major challenges to meet up customers' expectations. Therefore, it is important for the apparel industry to reduce the cognitive dissonance of consumers related to purchasing in order to sustain in the competitive local as well as global markets.

5.3 Implications of the study

From the findings of this study, various implications can be extracted for marketers, customers and academic researchers. This study contributes to the literature on cognitive dissonance in the context of purchase of apparel. The conceptual framework has been developed regarding factors creating cognitive dissonance in the part of customers subject to purchase of apparel. Study has presented that how advertisement influence cognitive power of the customers and similarly how hedonic consumption tendency impacts the cognitive dissonance of the customers regarding purchase of apparel. This study has also presented how impulse buying mediates the relationship between advertisement and cognitive dissonance, and in a similar way, how impulse buying mediates the relationship between hedonic consumption tendency and cognitive dissonance. This study contributes to literature on consumers' behavior, advertisement, hedonic consumption, impulse buying and cognitive dissonance in the context of apparel industry. This research study helps marketers to better understand the consumers' behavior and acknowledge how consumers' make purchase decision. This study also helps advertisers, advertisers should consider and respond to the growing importance of marketing and social media platforms for marketing strategy because they influence the consumers' purchase intensions and drive consumers to purchase impulsively. This study is also beneficial for businesses because by regularly monitoring customers and altering their internet marketing strategies, the business can take into consideration the ways to implement social media marketing and online marketing tactics. Furthermore, this study also helps marketers to better understand factors which affect cognition (thinking process) of the consumers. This study also contributes to analyze what are the factors which affect the pre- purchase decision of the consumers' relating to apparel industry.

5.4 Future Research

This study is useful for academicians and researchers who want to study the behavior of the customers in apparel industry in near future. Further study is needed to better understand the cognitive aspect of consumer relating to apparel industry in Nepal. There are numerous other prospective that can be studied in the future by the researchers. Choosing customers from different clothing brand stores as a sample establishes significant section of target population and shows interesting information in this study. The validating the model on many other sample categories remains as an intriguing avenue to be explore. Examining the influence of given model on any other specific product category can reveal novel dimensions.

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APPENDICES

"Impact of advertisement and hedonic consumption tendencies on cognitive dissonance in the context of Apparel Industry"

Dear respondents,

This research entitled "impact of advertisement and hedonic consumption tendency on cognitive dissonance" is a Graduate Research Project (GRP) as partial fulfillment of the requirements for the masters in business administration (MBA) at School of Management, Tribhuvan University. The main objective of this study is to examine how advertisement and hedonic consumption tendency affect cognitive dissonance of the customers relating to purchase of apparel taking impulse buying as a mediating variable.

I kindly request all the participants to co-operate by filling up the questionnaire as it is compulsory for our academic year. Your cooperation is expected to add academic value. The information provided by all the participants will be kept confidential and will be used for academic purpose only. Looking forward to your kind and generous cooperation. In case of any queries or feedback, please feel free to contact at the address below.

Sincerely,
Reema Giri
MBA Research Scholar
giririma11@gmail.com
School of Management, Tribhuvan University

Section A: Demographic and other personal information

(Please tick mark the appropriate answer to the item)

1) **Gender:**
   a)   Male
   b)   Female

2) **Age**
   a)   18-26
   b)   27-35
   c)   36-44
   d)   45 and above

3) **Marital Status:**
   a)   Married
   b)   Unmarried

4) **Occupation:**
   a)   Student
   b)   Self-employed
   c)   Employed
   d)   Others

5) **Academic background:**
   a)   SEE or below
   b)   Intermediate
   c)   Bachelor's degree
   d)   Master's Degree and above

6) **Monthly Income:**
   a)   Below 20000
   b)   20001-30000
   c)   30001-40000
   d)   40001-50000
   e)   Above 50000

7) **How often do you purchase cloths?**
   a)   Very frequently
   b)   Frequently
   c)   Occasionally
   d)   Rarely

8) **Which aspect of product do you consider the most while buying it**?

    a)   Price

    b)   Quality

    c)   Brand

9) **Are you likely to buy a product after following a brand on social media?**

    a)   Yes

    b)   No

    c)   May be

10) **Which clothing brand do you prefer the most?**

    a)   KTM CTY

    b)   Brocade Official

    c)   Necked Express

    d)   Fibro Nepal

    e)   Others

Section B: Likert Scale Questions:

(Please tick mark the appropriate answer to the item.)

S.N	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Advertisement					
A1	I shop from clothing brands which are mentioned positively at the fashion blogs.					
A2	If famous people play at the advertisements the prestige of the clothing brand increases.					
A3	When I go inside the clothing brands store, I try thecloths which I have seen					

S.N	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
						at the advertisements.
A4	I cannot easily find the cloths, which I have seen at the advertisements.					
A5	I follow the social media pages of the clothing brands when I liked.					

S.N	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Hedonic consumption tendency					
H1	It is fun to buy cloths spontaneously.					
H2	It makes me happy to shop unplanned.					
H3	I buy cloths to lift my mood at that moment.					
H4	It is a struggle to leave nice cloths I see in a shop.					
H5	I feel a compulsion to buy when I like something very much while shopping.					

S.N	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Impulse Buying					
I1	I buy cloths that suddenly hit my eye while shopping.					
I2	I purchase more cloths on spot than I previouslyplanned.					
I3	I buy cloths I never thought about at all before shopping.					
I4	I am used to buying cloths on the spot.					
I5	Sales people make me buy cloths I have not thought about before.					

S.N	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Cognitive dissonance					
C1	Sometimes I am not quite sure about my purchase decision.					
C2	When I think about making decision to buy that item,I feel uncomfortable.					
C3	I feel like whether my buying decision is right or not.					

C4	Sometimes I get annoyed and decide to make purchase without thinking about other options.					
C5	Sometimes I feel like I have to cancel my purchase decision.					

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SIMILARITY INDEX

PRIMARY SOURCES

1	Wasaya, Allah, Bilal Khan, Muhammad Shafee, and Mirza Sajid Mahmood. "Impact of Brand Equity, Advertisement and Hedonic Consumption Tendencies on Cognitive Dissonance: A Mediation Study", International Journal of Marketing Studies, 2016. Crossref	254 words — **1%**
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