

Impact of Hedonic Shopping Motivation on Purchasing Decision with Mediating Role of Fear of Missing Out in Online Fashion Sector of Sri Lanka

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Abstract

The growth of e-commerce in Sri Lanka has transformed consumer behaviour, with a noticeable rise in shopping driven by hedonic motivations. Despite this trend, a significant empirical and theoretical gap exists, as there is limited research on how hedonic motivations influence online purchasing decisions in this specific cultural context, especially with the mediating role of Fear of Missing Out (FOMO). Existing studies predominantly focused on Western markets, making it difficult for local marketers to understand consumer behaviour and tailor their strategies effectively. Drawing on Self-Determination Theory, which explains how intrinsic motivations shape consumer choices. This study aimed to address this gap by investigating the impact of hedonic shopping motivation on online purchasing decisions while exploring the mediating role of FOMO in the online fashion sector of Sri Lanka. A quantitative approach was employed, and data was collected from 384 online fashion shoppers using a structured questionnaire. The data were analysed through descriptive statistics, regression, and structural equation modeling. The findings revealed a significant positive relationship between hedonic shopping motivation and purchasing decisions. Specifically, the dimensions of value shopping, idea shopping, and relaxation shopping emerged as the most powerful drivers of consumer behaviour. Adventure shopping and social shopping did not have a significant impact. The study also found that while hedonic motivations are strong predictors of FOMO, FOMO itself does not significantly mediate the relationship with purchasing decisions. This suggests that the influence of hedonic motives on buying is direct and not channeled through a fear of missing out. This research refines existing consumer behaviour models by highlighting the non-universal role of FOMO as a mediator and providing localised insights into the Sri Lankan market. The results suggested that online fashion retailers should prioritise creating enjoyable and value-driven experiences to drive sales, despite the anxiety-inducing promotional tactics.

Keywords: consumer behavior, Fear of Missing Out (FOMO), hedonic shopping motivation, online fashion, purchasing decision