Hoarding and Impulse Buying: An Empirical Approach among Materialistic and Non-Materialistic Consumers

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Abstract: This study examines the prevalence of impulse clothing purchases among materialistic and non-materialistic consumers. Both materialistic and non-materialistic consumers tend to be young, highly interested in clothes, and impulsive buyers, as clothing serves as a means of self-expression. Materialistic customers are highly concerned with acquiring things rather than discarding them. Non-materialistic consumers, on the other hand, often discard clothing items after using them for only a short time. This factor informed the design of the study, which examined the purchasing behaviour of materialistic and non-materialistic customers for clothing. A questionnaire was developed for the study, and data were collected from 330 college students. In this study, the post-purchase behaviours of materialistic and non-materialistic consumers were evaluated using an independent t-test. The results of this study highlight that materialistic consumers have shown a higher level of impulse buying and greater hoarding than non-materialistic consumers, have demonstrated a decreased propensity for impulsive purchases and an unfavourable attitude towards apparel hoarding. Further, this study predicted that there is no significant difference in the post-purchase behaviour of materialistic and non-materialistic consumers.

Keywords: Materialistic Consumer; Non-materialistic Consumer; Impulse Buying; Hoarding Behaviour; Post-Purchase Behaviour; Theory of Planned Behaviour; Structural Equation Modelling.

1. Introduction

The study of consumer behaviour through the lenses of materialism and non-materialism provides academicians, practitioners, and policymakers with a better understanding of the motivations, preferences, and impacts among different groups of consumers. Firms can develop targeted marketing campaigns that resonate with the core values of their target audience, whether they lean towards materialistic or non-materialistic tendencies [1]. With a developing economy and a large consumer market, India presents a wide range of opportunities for researchers to explore consumer buying behaviour and comprehend the

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psychology of different consumer segments [2]. Several studies have examined the consumption behaviour of young people in recent years [3]; [4]. Consumer spending patterns may change in response to market conditions and emerging trends. Every day, consumers make choices about what to purchase and consume [5]. It is well acknowledged that values influence consumer behaviour. Furthermore, values influence attitudes and, ultimately, consumer behaviour [6]. The exposure of people to information about the pandemic crisis and increasing death rates has shifted the purchasing behaviour and attitudes of consumers, resulting in hoarding and impulse purchases [7]; [8]. In the "material-oriented" era, consumer value material possessions (for instance, apparel) and purchase ahead of their requirements. Belk [9] defined materialism as "the importance a consumer attaches to worldly possessions". O'Cass [10] highlighted that material possession can be accompanied by some major aspects such as "utility, appearance, financial worth and ability to convey status, success and prestige". To showcase their status and prestige in society, materialistic consumer symbolise their way of clothing [11]. They have high involvement in clothing, often referred to as leaders of fashion, purchase apparel of the latest styles and the premium segment [12].

Though several studies have emerged to examine the association between materialism and consumption behaviour based on values, very limited investigations have been undertaken to examine the impulse buying and apparel hoarding of materialistic and non-materialistic consumers [13]; [14]. Customers may accumulate apparel products in their wardrobes even when they don't use or utilise them. The behaviour "hoarding" can be defined as the "acquisition of, and failure to discard, possessions which appear to be useless or of limited value", Frost and Gross [15]. Although it has been recommended that clothes should be disposed of after a year, 21% of yearly clothing purchases remain in the household, according to Claudio [17]. Unwanted clothes can be disposed of by customers through recycling, donating them to a thrift store, trading them with another customer, passing them on to friends and relatives, or reselling them to secondhand retailers [16]. Additionally, consumers discard garments. Customers are encouraged to dispose of unwanted clothes responsibly by donating them, reselling them, or reusing them, as throwing them away can harm the environment. Belk [9] asserts, however, that materialistic consumers are typically not giving. Materialistic consumers are less inclined to aid friends and family, have unfavourable opinions towards philanthropic and ecological organisations, and are less eager to give what they have in terms of money or things [18]. Muncy and Eastman [19] found a negative association between materialism and consumer ethics in a study of the ethical standards of materialistic consumers. Research by Kozar and Marcketti [20] examining the relationship between materialism and ethics in the context of purchasing counterfeit clothing revealed that customers who were more materialistic were less likely to make moral decisions.

The buying pattern and consumption behaviour of consumers have been altered due to the continuous waves of the pandemic [21]; [7]. During the pandemic days, most world nations have enforced lockdowns, and a few countries are still using lockdown restrictions on public movement. As a consequence, the strict imposition of lockdown restrictions has led consumers around the world to shift their shopping behaviour to online or e-commerce stores for purchasing apparel and other household products [14]. This change has shifted the buying behaviour of most consumers towards e-stores rather than physical retail stores [22]. However, the shift in purchasing patterns has hurt the consumer's psychological well-being. Consumers with strong materialistic values spend significant amounts of money and time identifying and choosing the most desirable products, which are often equipped with specific artwork or symbolic pieces to attain social status [24]; [25]. Durvasula and Lysonski [26] stated that people hoard by accumulating wealth and worldly possessions, including houses, vehicles, and jewellery, to enhance their social status. Min et al. [27] suggested that the buying patterns of consumers depend on "individuals' attitudes toward consumption, materialism, perceived severity and response efficacy". The present study examines how the buying behaviour of materialistic and non-materialistic consumers differs in the contexts of impulse purchase, hoarding, and post-purchase behaviour. Furthermore, this research aims to determine the existence of differences or commonalities among the two groups of consumers in terms of impulse buying, hoarding, and post-purchase behaviour toward apparel. However, this body of studies has not adequately captured the post-purchase behaviour of materialistic customers. Previous research has shown that younger customers are more materialistic than older ones and are more preoccupied with appearance [10].

Wearing clothes allows one to express oneself. According to several studies, materialism is defined primarily in terms of consumer behaviour, encompassing the desire for and purchase of material items. This viewpoint often aligns with theories of consumer decision-making, such as the Theory of Planned Behaviour (TPB), which posits that attitudes towards consumption, subjective norms, and perceived behavioural control all contribute to what people decide to buy. Studies that employ this criterion could reveal a clear connection between impulsive purchasing, particularly among younger customers, and materialistic ideals. Young consumers today believe that their brands and clothing reflect their social status and characterise who they are, Chaplin and John [28]. The younger generation of consumers in question is often referred to as a materialistic generation, as they tend to spend more and save less than previous generations. The relationship between impulse buying and hoarding is understudied; the current study aims to provide a reliable contribution by comparing these behaviours among two different groups of consumers (materialistic and non-materialistic consumers). However, little is known about the post-purchase behaviours of materialistic and non-materialistic people [23]. This study compares the purchasing behaviours of materialistic and non-materialistic customers in terms of impulsive hoarding of clothing. The current research examines consumers' post-purchase behaviour in greater detail. In addition, the present investigation aims to determine the differences in post-purchase

behaviour of materialistic and non-materialistic consumers, in terms of apparel products. This study presents consequences for marketers and academicians, as well as other contributions to the field of marketing.

2. Review of Literature

2.1. Behaviour of Consumers Related to Clothing

Wearing clothes allows one to express oneself. Consumers who have "an incomplete self-definition tend to complete this identity by acquiring and displaying symbols associated with it", according to symbolic self-completion theory [29]. Materialistic shoppers often flaunt their wealth and social status by dressing in conspicuous ways [18]. Several studies have examined the relationship between garment participation and consumerism. Goldsmith et al. [12] found that materialism had a significant impact on garment participation in a study examining the relationship between materialism and product involvement. Materialism and clothing involvement were found to be positively correlated in a related study by Goldsmith et al. [12], which examined the effects of materialism, brand, and status consumption on clothing involvement. According to a comparison of the characteristics of high- and low-materialism consumers regarding impulsive purchases, high-materialism consumers were more inclined to spend money on expensive goods that enhanced their appearance [18]. Furthermore, compared to males, materialistic customers were more likely to be female and to be interested in brands, clothes, and fashion [10]. According to Johnson and Attmann [30], materialism and interest in fashion are positively correlated. When materialistic and non-materialistic values were compared in terms of the volume of a specific product purchase, Workman and Lee [31] discovered that materialistic people displayed higher. The following hypothesis is put out in light of the literature review:

- **H1:** Compared to non-materialistic customers, materialistic shoppers would claim to have bought more clothing.

2.2. Impulse Buying

The impulse buying behaviour of consumers is defined as "an unplanned purchase of a product or service. It is a decision without pre-shopping intention; it is immediate and spontaneous" [32]. Rook [33] defined the concept as "impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. The impulse to buy is a hedonically complex phenomenon that may stimulate emotional conflict. Also, impulse buying is prone to occur with diminished regard for its consequences". Xiao et al. [34] predicted that consumers' intensity of impulse purchases of hoarding things has increased, following the post-pandemic issue of the Coronavirus. Nevertheless, the disruption of the consumers' decision-making process was due to their tendency to make impulse purchases. "Self-indulgence and other stimuli affect consumer actions heavily and lead to impulsive buying" [35].

Online attributes, including trust, shopping convenience, and customer service, induce impulse buying behaviour in consumers [36]. According to the TPB, this study hypothesises that individuals who define materialism primarily in terms of consumption behaviour will be more likely to make impulsive purchases and use credit to finance them. This may have a more significant impact on individuals who are more susceptible to persuasion through advertising and social media. The past studies addressed that consumers' impulse purchase of clothing is due to the effectiveness of psychological factors such as "impulsive tendency, negative and positive state, self-esteem, self-image, self-identity and personality factors" [37]. The impulsive buying nature of consumers can be influenced by emotional appeals as much as by higher-than-rational behaviour, which resulted in adverse behaviour such as hoarding apparel in large quantities [38]. Pradhan et al. [39] highlighted that materialistic consumers show a high propensity to purchase apparel products impulsively. In line with the above discussion, the following hypothesis is proposed by this study:

- **H2:** Impulse buying behaviour is found to be higher in materialistic consumers than in non-materialistic consumers.

2.3. Apparel Hoarding

Even if they do not use or utilise the apparel, consumers store it in their closets. Bye and McKinney [40] conducted interviews with women between the ages of 35 and 65 to learn why they hold onto unfitting clothing. The reasons given by respondents for keeping clothes were as follows: emotional value ("It reminds me of a lovely time"), value of investments ("I paid good money for it"), management of weight ("I keep thinking I'll lose the weight"), and artistic value ("I just really love it"). Young women between the ages of 17 and 25 were questioned by Morgan and Birtwistle [41] for research on the disposal practices of fashion shoppers. According to the respondents, inexpensive and unusable apparel are more likely to be discarded, whereas luxury items are more likely to be kept even when they are no longer in use. In a similar vein, customers were prone to preserve textile goods that they thought had value [43]. Although materialistic customers purchase brand-name, high-end apparel, nothing is understood about their hoarding habits. Underpinning the theory of self-completion, this study demonstrates hoarding

behaviours of both materialistic and non-materialistic consumers [42]. Considering the above assumptions, the following hypothesis is proposed by this study:

- **H3:** Compared to non-materialistic customers, materialistic consumers would report hoarding more apparel.

2.4. Post-Purchase Behaviours

Clothes are semi-durable item that could need to be thrown away after a while of use. Clothes may become unnecessary due to the release of new styles, fit issues, or signs of wear and tear. Customers discard apparel to make room in their closets. Ha-Brookshire and Hodges [43] discovered in their study on the behaviour of donated used clothing that consumers donated their used clothing to make room in their closets, get rid of guilt over buying clothes they rarely used, and overcome past shopping errors. There are several methods that consumers use to dispose of clothing they no longer need. Focus group interviews on the sustainability of apparel, from the point of purchase to disposal [44]. The most popular post-purchase behaviour of consumers is the disposal of accumulated apparel. This behaviour was accompanied by giving to online merchants, using recycling facilities, or giving to friends and family [45]. To access the post-purchase behaviours of materialistic and non-materialistic people, the study proposes the following hypothesis:

- **H4:** The amount of apparel disposal behaviours reported by materialistic customers is greater than that of non-materialistic consumers.

3. Methodology

3.1. Measures

To collect and analyse the data, this study employed a quantitative research design; primary data were collected from the participants through a survey instrument. To identify participants as being materialistic or non-materialistic in nature, the questionnaire provided a default description of what constitutes materialism and non-materialism. The study involves "a survey questionnaire", developed for the measurement of constructs such as "materialism, apparel purchase, impulse buying, apparel hoarding, and demographic characteristics". The measurement of the construct "materialism" was achieved using four items [20]; [46]. The related items of materialism were estimated using a five-point Likert scale (ranging from strongly disagree – 1 to strongly agree – 5). For the hoarding of clothes, a single item was employed using a five-point Likert scale to measure the average annual apparel purchases, and three items measured the consumers' interest in apparel. In the context of apparel purchases, the impulse buying construct was measured using a 6-item scale adopted from previous studies [47]. However, the measurement of impulse buying items was carried out using a five-point Likert scale. Furthermore, four items were adopted to measure the post-purchase behaviour using a five-point Likert scale. In terms of comparing and analysing the relationship among impulse buying, apparel hoarding, and post-purchase behaviour, this research has employed an "independent t-test". Moreover, this study's measures are found to be reliable and valid, as the measurement value reliability and internal consistency exceed the standard measure (Cronbach's alpha = 0.842) for the items used in this study. The following Figure 1 represents the conceptual model of this study.
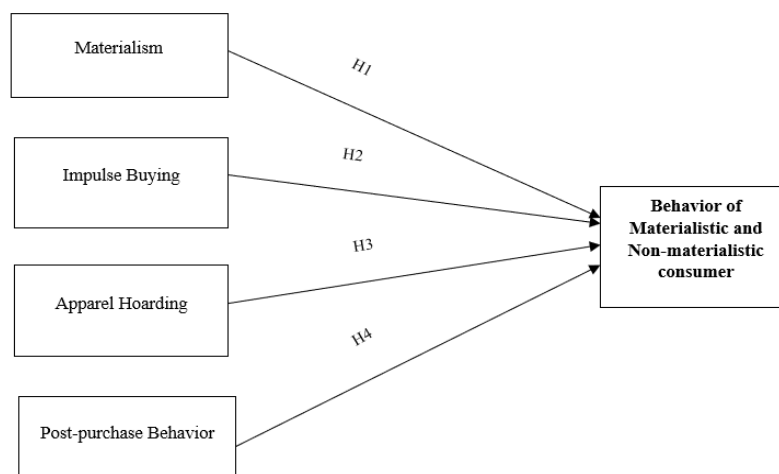

Figure 1: Conceptual model

3.2. Data Collection and Sampling

The study's population comprises student participants from several institutions in Chennai, Tamil Nadu. Since most students tend to be young and exhibit a greater tendency to impulsively hoard things, they form the target population of this study [58]. The current study employed a survey questionnaire, designed to collect quantitative data from the target population, which was subsequently statistically analysed to examine the relationships among the variables of this study. The survey was conducted through an offline channel (printed questionnaires), where responses from participants were recorded in person. To achieve consistent comparison among the variables, such as impulse purchase, apparel hoarding, and post-purchase behaviour, the study used the same set of questions for all the participants. The research employed convenience sampling, a non-probability sample method, to gather data from diploma, undergrad, and graduate students. Previously, the relevant colleges granted institutional consent for the collection of student data. Using a convenience sample strategy, 330 valid and suitable responses were obtained from a total of 400 questionnaires distributed to the students, yielding an 82.5% response rate. In the meantime, the period from February 2024 to May 2024 was used for data gathering.

3.3. Participant's Characteristics

The demographic characteristics of this study include age, gender, educational level, nationality, clothing accumulation, clothing disposal, and frequency of apparel purchases. The study's population consists of 57.30% male and 42.70% female respondents. Students enrolled in post-graduation courses account for 32.42%, students with undergraduate courses are 49.70%, and diploma students account for 17.88%. However, 48.78% of students are aged between 17 and 20 years, 35.76% of students are aged between 21 and 24 years, and 15.45% of students are aged between 25 and 28 years. Nearly 58% of students are male, while 42% are female. Among the participants, 70.90% are interested in accumulating clothes, and 29.10% are not. Sixty-five point seventy-six percent of participants have shown interest in clothing disposal, while 34.24% have not. In terms of apparel purchase, 18.79% of participants involved in purchasing clothes several times a month, and 35.45% of respondents purchase clothes once a month. Nearly 25% of participants purchase clothes more than once every three months, whereas 20% of participants buy clothes only once every three months. The demographic characteristics of the study's participants are presented in Table 1.

Table 1: Demographic characteristics of participants

Construct	Measure	Frequency	Construct
Gender	Male	189	57.30
	Female	141	42.70
Age	17 to 20 years	161	48.79
	21 to 24 years	118	35.76
	25 to 28 years	051	15.45
Educational Level	Diploma	59	17.88
	Under-graduation	164	49.70
	Post-graduation	107	32.42
Nationality	Indian	283	85.76
	NRI	034	10.30
	International Student	013	03.94
Accumulation of Clothes	Interested (Materialistic)	234	70.90
	Not Interested (Non-materialistic)	096	29.10
Disposal of Clothes	Interested	217	65.76
	Not Interested	113	34.24
Frequency of Apparel Purchase	Several times a month	062	18.79
	Once a month	117	35.45
	Several times in 3 months	085	25.76
Gender	Once every 3 months	022	20.00

From the demographic information, it was observed that the majority of participants are materialistic (70.90%), and 29.10% are non-materialistic.

4. Results and Analysis

4.1. Model

The study's model was assessed using SEM (Structural Equation Modelling), which distinguishes the structural and measurement models of the study [49]. "The measurement model defines the relationship between the observed variables and their unobserved latent constructs, while the relationship between the latent constructs is represented by SEM" [49]. To assess the model fit, multiple fit indices were used to evaluate the measurement of items [50]. However, using SEM-AMOS (Version 20.0), the measurement model of the study was assessed and provided expected properties of fit [48].

4.2 Reliability and Validity Measures

To scrutinise the associated properties of the measurement model, the reliability and validity of each item and construct were examined. The total construct, including all items, has yielded a reliability value (Cronbach's α) exceeding the standard value of 0.7. Before testing the hypotheses of this study, principal component analysis was conducted to assess the internal consistency of the items used in the study. Moreover, factor loadings for each variable and item were examined. The following Table 2 shows the factor loadings, reliability analysis (Cronbach's α value) for the constructs such as "materialism, impulse buying, apparel hoarding, and post-purchase behaviour. For materialism, the reliability value was found to be (Cronbach's α = 0.814) with 49.81% of variance. The reliability value of the impulse buying measures (Cronbach's α = 0.897) indicates a high degree of reliability attained for this construct. However, the variance percentage of impulse buying accounts for 58.97%. Apparel hoarding with four items, on the other hand, has attained the reliability value (Cronbach's α = 0.872) with a variance of 41.22. Finally, the reliability value for the post-purchase behaviour of consumer measures (Cronbach's α = 0.852) with 33.69%.

Table 2: Factor loadings, AVE (Average Variance Extracted), composite reliability and Cronbach's alpha values of the variables

Construct	Items	Factor Loadings	Composite Reliability	AVE	Cronbach's α
Materialism			2.71	49.81	0.814
	I am happy to be able to buy more clothes.	0.872			
	I feel rich when buying things I like.	0.791			
	I feel that I cannot afford to buy all the things I wish to buy.	0.758			
	It is really important to purchase clothes	0.860			
Impulse Buying			4.01	58.97	0.897
	I purchase things that I did not intend to buy.	0.829			
	Most of my purchases are not planned.	0.891			
	It's not easy to move away from a well-made apparel product.	0.784			
	I'm excited to purchase the product I like the most.	0.864			
	I am eager to buy things that impress consumers.	0.875			
	I purchase things that I really do not need.	0.890			
Apparel Hoarding			3.98	41.83	0.872
	I wish to buy apparel products in any season, though they are expensive.	0.871			
	I buy apparel based on its quality level.	0.778			
	I keep stocking clothes even though I am not using them.	0.761			
	I continue to purchase apparel products due to the brand's reputation.	0.813			
Post-Purchase Behavior			3.12	33.69	0.852
	I like to reuse the outdated apparel products.	0.713			
	I swap the outdated apparel products with my friends and family.	0.698			
	I sell my outdated products to online merchants.	0.784			
	I will drop off my outdated products in bins.	0.819			

Nonetheless, the maximum likelihood estimation model was employed to assess the study's validity, and it successfully met all necessary validity requirements. Analysing construct validity should come before testing hypotheses. Although factor loading analysis, reliability, AVE (average variance extracted), and Cronbach's alpha values were used to establish the reliability of the variables, the results are presented in Table 2. To evaluate the validity of the constructs used in this study, a discriminant validity analysis was conducted. Table 3 displays the results of the examination of the constructs' discriminant validity using the Fornell and Larker [50] criterion.

Table 3: Validity measures of the variables

Variables	Materialism	Impulse Buying	Apparel Hoarding	Post-purchase Behaviour
Materialism	0.764			
Impulse Buying	0.538	0.781		
Apparel Hoarding	0.612	0.475	0.820	
Post-purchase Behavior	0.376	0.089	0.361	0.834

4.3. Correlations

After the validity and reliability analyses are completed, correlation analysis is used to look at the relationships between the variables in this study [51]. The results are shown in Table 4 below. Furthermore, PLS-SEM is used to investigate the correlation between the variables [52]. "Materialism, impulse buying, apparel hoarding, and post-purchase behaviour" of materialistic and non-materialistic consumers are among the four main components that comprise the study model. As shown in Table 4, materialism is found to have a positive association and a significant link with other variables. It is determined that the sample size of 330 is sufficient to investigate the relationship between the variables [53].

Table 4: Correlation analysis

Variables	Mean	Standard Deviation	Sig. Value	Materialism	Impulse Buying	Apparel Hoarding	Post-purchase Behavior
Materialism	3.6136	1.401	0.000	1	0.568***	0.076	0.316**
Impulse Buying	3.5928	1.306	0.001		1	0.324**	0.498**
Apparel Hoarding	3.7015	1.296	0.003			1	0.396**
Post-purchase Behaviour	3.4079	1.205	0.002				1

4.4. Test of Hypotheses

To test the hypotheses of this study, an "independent t-test" was employed, as shown in Table 5. Significantly, the independent t-test was chosen to provide comparative insights from materialistic and non-materialistic consumers. Among the proposed hypotheses (H1 to H4), the three hypotheses (H1, H2 and H3) are supported, whereas the hypothesis H4 is found to be not supported. However, the results obtained from independent t-test as shown in Table 5 indicates that both materialistic and non-materialistic consumers have significant influence with the variables materialism (p value = 0.000:0.236) indicates H1 is supported, impulse buying (p value = 0.001:0.012) highlights H2 is supported, apparel hoarding (p value = 0.001: 0.086) ensures H3 is supported, and post-purchase behavior towards disposal of clothes (p value = 0.075:0.147) magnifies that H4 is not supported. Table 2 presents the results of the independent sample t-test comparing materialist and non-materialist consumers of clothing.

Table 5: Hypothesis testing

Variables	Mean	Materialistic (N =234) SD	p-value	Mean	Non-Materialistic (N=096) SD	P-value	t-value
Materialism	5.97	2.53	0.000	4.47	2.12	0.236	26.034***
Impulse Buying	4.16	1.81	0.000	2.35	1.06	0.012	28.004***
Apparel Hoarding	3.74	0.98	0.001	2.76	1.03	0.086	25.163**
Post-purchase Behaviour	2.43	0.77	0.075	2.18	0.79	0.147	00.731

Notes: *a means based on a scale of 1-7, with higher scores indicating greater levels of the construct; b means based on a scale of 1-5, with higher scores indicating greater levels of the construct; *p, 0:05; * *p, 0:01; *** p, 0:001 (two-tailed).*

From the above Table 5, it was observed that there exists statistically significant difference among materialistic and non-materialistic consumers, specifically in the context of materialism (p-value = 0.000; t-value = 26.034) found to be statistically significant (H1 - supported), impulse buying (p-value = 0.000; t-value =28.004) is statistically significant (H2 – supported), and apparel hoarding (p-value = 0.001; t-value = 25.163) has attained statistical significance (H3 – supported). However, in terms of post-purchase behaviour (disposal action), both materialistic and non-materialistic consumers (p-value = 0.075; t-value = 0.731) were found to have no significant difference between them (H4 – not supported). The hypothesis testing of the study's variables can be represented in the following Figure 2.
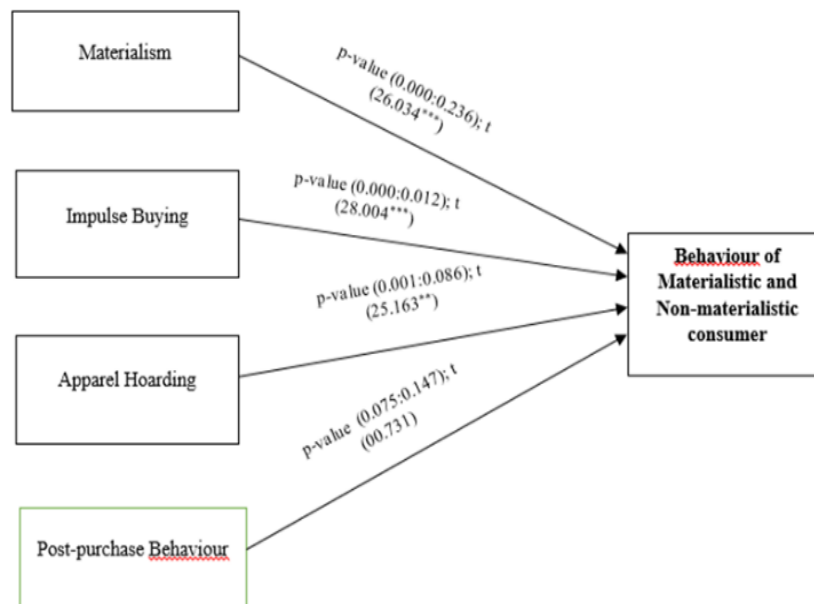

Figure 2: Results of the hypothesis test

According to the hypothesis test results presented in Figure 2, this study provides evidence of statistical significance between impulse buying and apparel hoarding among both materialistic and non-materialistic consumers. This indicates that a significant difference exists among materialistic and non-materialistic consumers in terms of impulse buying behavior and apparel hoarding. Whereas, the Hypothesis (H4) test result suggests that there is no statistical significance for the measurement of post-purchase behavior of materialistic and non-materialistic consumers.

5. Discussion

The goal of the current study is to shed light on the connections between concepts like materialism, impulsive purchasing, hoarding clothing, and the post-purchase behaviours of materialistic and non-materialistic consumers. Additionally, by evaluating the hypothesis, the analytical portion of this study produced diverse outcomes (H1 to H4). According to the results of the hypothesis test, consumers who are more likely to be materialistic have less control over their purchasing habits [54]. As a result, the results of hypothesis H1 have demonstrated that consumers who are materialistic exhibit higher levels of consumption behaviour than those who are not. On the other hand, materialistic individuals have demonstrated that they lack self-control, give little thought to the implications of making an impulsive purchase, and make hasty decisions, such as buying clothing [55]; [56]. On rare occasions, however, non-materialistic individuals have also admitted to having an impulsive tendency to buy clothing. Because non-materialistic consumers have demonstrated a greater capacity for self-control when making purchases, they are less likely to make impulsive purchases [57].

According to the study's findings, materialistic consumers typically show a strong interest in collecting clothing, regardless of cost. Due to cultural pressures, including peer pressure and online media, younger consumers often exhibit higher levels of materialism. In general, this group is more prone to impulsive purchases and often prioritises short-term satisfaction over long-term financial implications. According to the Theory of Planned Behaviour (TPB), younger people may be more likely to make impulsive purchases since they lack established financial literacy. As anticipated, consumers who do not prioritise material possessions show little interest in stocking items. When comparing the post-purchase behaviours of materialistic and non-materialistic consumers, there is no discernible difference between the two groups. The two groups of customers exhibit commonalities in purchase behaviours, such as clothing exchange.

5.1. Theoretical Implications

The present research has made a significant contribution to the literature on consumer behaviour, aligning with other studies and taking into account the findings of this investigation. Overall, the results have indicated that there are several requests for more research using behavioural theories, such as TPB, to learn more about consumer purchasing patterns, including hoarding and impulsive buying, as this study suggests. To start, by examining the two consumer segments — materialistic and non-materialistic consumers — this study makes a significant contribution to the body of knowledge on impulse purchase behaviour. As a result, the current study fills the knowledge gaps regarding impulse buying. By including the correlations between hoarding and impulsive buying, this study has expanded the body of research on consumer behaviour in real-world contexts to investigate the effects of hoarding and impulse buying on clothing items. The study arrived at the new conclusion that non-materialistic customers are capable of making impulsive purchases of clothing items while refusing to hoard them by evaluating these linkages between materialistic and non-materialistic consumers.

According to the data, materialists who are more likely to make impulsive purchases have also been shown to accumulate more clothing. Moreover, this study advances our knowledge of the distinct purchase behaviours of materialistic and non-materialistic consumers [58]. This research also drew attention to the significant issue of society's growing materialism, which is evident in the increasing hoarding of clothing among young consumers and their impulsive clothing purchases. The study's findings clearly demonstrate that the majority of consumers (typically young people) are materialistic and buy clothes with their money to raise their social standing [59]. Nonetheless, the study's findings regarding hoarding and impulsive purchases reveal significant variations in the purchasing habits of the two consumer groups. While earlier research has suggested that materialistic individuals are more likely to make impulsive purchases, this study has demonstrated that non-materialistic individuals are equally more likely to do so; however, they seldom stockpile clothing.

5.2. Managerial Implications

Several management implications can be drawn from the research findings. The primary focus of this study is the growing phenomenon of consumer hoarding and impulsive purchasing. Nonetheless, the evidence indicates that most consumers are materialistic, prone to impulsive clothing purchases, and frequently hoard clothing. Materialistic individuals often utilise their financial resources to showcase their social status by accumulating clothing items, thereby presenting themselves in a desired social context. Additionally, this study examines the significant issue of young consumers' growing materialism, which leads them to accumulate clothing items and make impulsive purchases. The current study shows that both materialistic and non-materialistic customers frequently make impulsive purchases.

This means that marketers should remember that encouraging both types of consumers to make impulsive purchases can lead to increased profits, especially for apparel goods. Therefore, understanding the relationship between consumer perception and brand image enables marketers to craft more effective customer acquisition and retention strategies. Given their propensity for making larger, impulsive purchases, it is not unexpected that materialistic customers disposed of more clothing than non-materialistic consumers. It's noteworthy to observe that neither group's engagement in post-purchase activity differed from the other. This result contradicts other studies that found a favourable relationship between consumer attitudes and involvement in clothing purchasing. When considered as a whole, this study recommends that marketing materials highlight the advantages of customer demands, teaching viewers how to make sustainable purchasing decisions. Although this study has limitations, it offers suggestions for further research.

5.3. Limitations and Future Directions

The present study is subject to several limitations that may be addressed in future investigations. To begin with, this research is limited to the state of South India. Therefore, a comprehensive, large-scale exploration that encompasses data from other parts of India may provide academicians with a more comprehensive understanding of the progression of buying patterns among Indian consumers. To assess the buying behaviour of materialistic and non-materialistic consumers, the sample was restricted to the students ranging from diploma to post-graduation, since most students are young and tend to show a higher interest in purchasing apparel [54].

Secondly, this study claims that the researchers should broaden the sample selection for future investigations. For instance, the mixed sample selection of Generation Z and Millennials would be a greater choice for studying the buying behaviour of materialistic and non-materialistic consumers. Finally, the buying behaviour traits of this study are measured using three items: impulse buying, apparel hoarding, and post-purchase behaviour. These results are partially compromised, highlighting that post-purchase behaviour has no significant impact on the consumer group. To gather in-depth knowledge on buying patterns of materialistic and non-materialistic people, future studies are recommended to analyse these consumer groups using single-item measurement, which can enhance the quality and accuracy of findings.

6. Conclusion

As a result of acquiring possessions, the study concludes that materialistic consumers tend to be self-indulgent. Even still, clothes are seen as a means of self-expression, with materialistic individuals wearing large amounts of clothing to denote their social standing. However, insufficient research has been conducted to identify the relationship between materialistic and non-materialistic consumer behaviour in the context of impulse buying, hoarding, and post-purchase behaviour. Recognising this research gap, the current study examined the association between materialism, impulsive purchasing, hoarding clothing, and post-purchase behaviour to compare materialistic and non-materialistic customers. In particular, relatively few studies have addressed how customers accumulate and discard clothing after making a purchase. The analysis and comparison of materialistic and non-materialistic consumers' post-purchase conduct, however, is a new contribution of this research. It was predicted that materialistic customers would purchase more clothing and engage in obsessive shopping than non-materialistic consumers.

This result aligns with the findings of other studies, which suggest that materialistic customers are more likely to be impulsive purchasers and have a strong interest in fashion and apparel. More financial knowledge is typically associated with higher education levels, which might lessen materialistic inclinations. People with more education could value experience and long-term objectives over material possessions, which would reduce their propensity for impulsive purchases. The TPB emphasises that people are less prone to make impulsive purchases when they are more informed and conscious of the effects of their expenditure. By addressing the proposed research questions and achieving a statistically significant difference, the results of this study demonstrated that impulse purchases and apparel hoarding among materialistic consumers are greater than those among non-materialistic consumers. The study's findings also highlight that the post-purchase behaviour of materialistic and non-materialistic people is found to be common, since there is no statistically significant difference between the two groups of consumers.

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