



Intrinsic factors affecting impulsive buying behaviour—Evidence from India



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ABSTRACT

The goal of this research is to examine the effect of five intrinsic factors, namely, personality, culture, materialism, shopping enjoyment tendency, and impulsive buying tendency on impulsive buying behaviour. Using structural equation modeling, responses from 508 consumers in the different parts of India's National Capital Region were analysed and results showed that while the three constructs of materialism, shopping enjoyment tendency, and impulsive buying tendency had significant positive relationship with impulsive buying behaviour, the cultural construct of collectivism and two personality constructs of extraversion and conscientiousness too showed significant relationship.

The study assumes immense significance because it not only presents useful insight regarding the behaviour of Indian consumers in an ever developing retail sector in India, but also considering the fact that this is the first time an attempt has been made to assess the simultaneous impact of these five intrinsic factors on impulsive buying behaviour. Importantly, the findings also revealed that the influence of intrinsic variables on impulsive buying behaviour did not vary across gender.

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1. Introduction and background

After the sustained love affair of researchers in defining and redefining impulsive buying behaviour (Bellenger et al., 1978; Kollat and Willet, 1967; Stern, 1962), the focus gradually shifted from the 'what' of impulsive buying to the 'why' and then to the 'how' of it. From taxonomical to cognitive (Hoch and Loewenstein, 1991; Rook and Fisher, 1995) and finally somewhat to trait oriented approach (Bratko et al., 2013), the impulsive buying literature has been witnessing both horizontal as well as vertical surge. Needless to point out, that on one hand, there have been a plethora of studies across the globe trying to assess the impact of situational (Belk, 1975; Chavosh et al., 2011; Foroughi et al., 2012) and marketing driven factors (Stern, 1962; Karbasivar and Yarahmadi, 2011; Lifu, 2012; Mehta and Chugan, 2013); while on the other hand, new theoretical models and frameworks have continuously been developed. However, still huge gaps exist with respect to developing understanding related to psychological aspects of the phenomenon, and one such literature gap is the overlooking of simultaneous impact of intrinsic factors on impulsive buying behaviour.

Though one may argue that internal factors such as consumer characteristics related to impulsive buying have been a subject of many studies (e.g. Chavosh et al., 2011), however, in almost none of those studies the cumulative impact of intrinsic factors like materialism and shopping enjoyment tendency has been considered and studied in the same tune as personality traits, culture or even impulsive buying tendency. Thus, though there have been few studies that tried to study the relationship between impulsive buying behaviour and personality (Verplanken and Herabadi, 2001; Herabadi et al., 2009), or for that matter with culture (Jalees, 2009), but in totality, these studies are extremely few in number and did not assess the holistic impact of all other enduring and inherent factors. This is partly because of the fact that apart from personality (Verplanken and Herabadi, 2001; Herabadi et al., 2009) and cultural constructs (Kacen and Lee, 2002; Jalees, 2009) and even the impulsive buying tendency construct (Chavosh et al., 2011; Foroughi et al., 2013; Rook and Gardner, 1993), not many researchers have looked at the inherent side of either shopping enjoyment tendency or materialism. Thus, though many would accept that materialistic beliefs (Pieters, 2013) and the tendency to find joy in shopping can be considered as built-in traits (Beatty and Ferrell, 1998) that aren't expected to change on daily basis, still no attempt has been made to include these as intrinsic factors like personality or cultural traits. This study considers these important constructs as built-in part of individual's persona and tries to explore their impact on impulsive buying behaviour in the same

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tune as that of other established traits like personality, culture, or impulsive buying tendency. Thus, effort has been made to not only study the combined effect of personality traits, culture and impulsive buying tendency on impulsive buying behaviour, but also of the other enduring intrinsic factors such as culture, shopping enjoyment tendency, and materialism.

Notwithstanding the addition to the knowledge base, the study is extremely significant in view of the important retail context of India. With an ever growing relevance of Indian market in liberalised global scenario coupled with predicted rosy future of an expanding retail sector², it is important to develop improved understanding about the application of intriguing and important phenomenon such as impulsive buying. With an obvious dearth of literature on impulsive buying behaviour in Indian context, the findings from the study could kick-start other related efforts in other geographical areas of this huge country. Thus, with the above background, the study aims to explore the nature and extent of relationship between impulsive buying behaviour and personality traits, culture, shopping enjoyment tendency, materialism and impulsive tendency.

The entire paper has been divided into 7 sections. As the introductory and background note forms Sections 1, 2 deals with theoretical framework and hypotheses formation. In subsequent Sections 3–6, methodology associated with the study, analysis of data, results and discussion; and conclusions, are discussed in respective order. Lastly, Section 7 points out limitations of the study and discusses scope for related future research.

2. Theoretical framework and hypotheses

Based on the aforesaid background and relevance, this section provides conceptual framework along with brief discussion about the relevance of the intrinsic traits in current context. Also, in this section, related hypotheses are framed one by one and the literature premise of the significant relationship between the relevant construct and impulsive buying behaviour is being discussed (Diagram 1).

2.1. Personality and impulsive buying behaviour

According to Schiffman (2008), personality is unique and dynamic organization of characteristics of a particular person – physical and psychological – which influences behaviour and responses to the social and physical environment. In other words, it is a set of psychological traits and mechanisms within the individual that are organised and relatively enduring (Larsen and Buss, 2010). The fact that personality reflects individual differences (Larsen and Buss, 2010), it enables us to categorise consumers into different groups on the basis of one or several traits. Also, the fact that personality is consistent and enduring (Larsen and Buss, 2010) means although marketers cannot change consumer personalities to conform to their products, if they know which personality characteristics influence specific consumer responses, they could attempt to appeal to the relevant traits inherent in their target group of customers.

Although the initial attempts to understand and predict consumer behaviour through the use of personality variables yielded disappointing results (Kassarjian, 1971), there has recently been a growing interest in personality influences in consumer research (e.g., Egan and Taylor, 2010; Lin, 2010a, 2010b; Ranjbarian and Kia, 2010). A look through the literature suggests that attempt to investigate the relationship between personality traits and impulsive buying behaviour began

in sixties itself by Kollat and Willet (1967), and later on by Cobb and Hoyer (1986), however, nothing significant was revealed until Youn and Faber (2000) reported that impulsive buying behaviour was found significantly related to the personality variable 'lack of control'. However, the seminal work by Verplanken and Herabadi (2001), wherein, it was reported that a general impulsive buying tendency is strongly rooted in personality, showed considerable scope of studying the personality facets in relation to impulsive buying behaviour. Also, Herabadi (2003) demonstrated that whilst conscientiousness and agreeableness correlated negatively with the impulsive buying tendency, the cognitive dimension, neuroticism was positively associated with the impulsive buying affective factor. In the same vein, Shahjehan et al. (2011) reported that impulsive buying positively correlated with neuroticism (emotional instability) which meant that individuals that experience emotional instability, anxiety, moodiness, irritability, and sadness were more likely to display impulsive buying behaviours. Likewise, study by Bratko et al. (2013) showed that phenotypic correlations with impulsivity, neuroticism, and extraversion were driven mainly by the overlapping genetic influences on the impulsive buying tendency and those personality traits. They also reported that females as well as people higher on neuroticism, extraversion, and impulsivity tended to engage more in impulsive buying.

While understanding the relationship between personality and impulsive buying tendency construct, it becomes important to understand the personality construct. Notably, the traits based approach has been in ascendency on account of the focus on the quantitative measurement of personality (Solomon, 2007) and the most influential trait approach happens to be the five broad trait factors called the Big Five (Feldman, 2010) approach. With many studies confirming that quite consistently the big-five factors emerged in different populations of individuals (Liao and Chuang, 2004), thus, it would not be an exaggeration to state that the big-five model has achieved the greatest degree of consensus among all trait taxonomies (Larsen and Buss, 2010; Feldman, 2010; Doost et al., 2013), and the emergence of five-factor model has enabled researchers to focuses on a core set of behavioural traits-extraversion, neuroticism, agreeableness, conscientiousness, and openness to experience. Some researchers (Doost et al., 2013) believe that almost all dimensions of personality should be categorised through big five, and even indicated that the big five model dimensions have genetic themes that probably are congenital (Esfahani Nasr et al., 2012). Needless to say, given the wide acceptance, the five constructs of personality as per the big-five model have been examined in relation to the plausible relationship with impulsive buying behaviour.

The brief understanding about the five personality constructs along with their hypothesised relationship with impulsive buying behaviour has been discussed hereunder.

2.1.1. Personality trait 'emotional stability' and impulsive buying behaviour

The first personality trait called neuroticism refers to the tendency to experience negative effects such as sadness and vulnerability (Schiffman, 2008). It is sometimes called emotional instability, or is reversed and referred to as emotional stability. As per literature, individuals scoring highly on neuroticism trait are prone to insecurity and emotional distress, while individuals scoring lowly on this personality trait of emotional instability tend to be more relaxed and less prone to distress (McCrae and Costa, 2008). As per Shahjehan et al. (2011) impulsive buying positively correlated with neuroticism (emotional instability) which meant that individuals that experienced emotional instability, anxiety, moodiness, irritability, and sadness were more likely to display impulsive buying behaviours. Considering the emotional nature of impulsive buying (Silvera et al., 2008), it is believed that impulsive buying behaviour is expected to be positively related to the trait

² According to a study by FICCI, India's retail market is expected to grow at 7% over the next 10 years, reaching a size of US\$ 850 billion by 2020. Traditional retail is expected to grow at 5% and reach a size of US\$ 650 billion (76%), while organized retail is expected to grow at 25% and reach a size of US\$ 200 billion by 2020. The study report is available at: http://www.ficci.com/sector/33/Project_docs/Sector-prof.pdf.

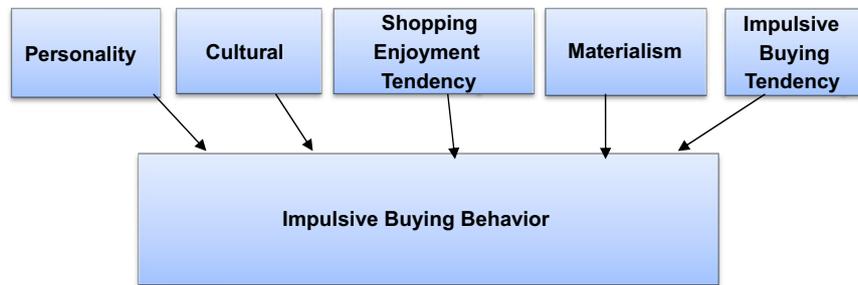


Diagram 1. Conceptual framework of intrinsic factors affecting impulsive buying behaviour.

'emotional instability, and thus would be negatively related to the trait emotional stability. It is therefore hypothesised that,

H1A. The personality trait 'emotional stability' has significant negative effect on impulsive buying behaviour.

2.1.2. Personality trait 'agreeableness' and impulsive buying behaviour

The second personality trait, 'agreeableness' deals with motives for maintaining positive relations with others (McCrae and Costa, 2008) and is considered a tendency to be compassionate and cooperative rather than suspicious and antagonistic towards others (McCrae and Costa, 2008). Though there is no concrete evidence to associate impulsive buying behaviour with the trait agreeableness, in line with Verplanken and Herabadi (2001), we go by the assumption that inclination toward disregarding harmful consequences associated with impulsive buying tendency could serve as a ground to believe that high impulsive buying behaviour would be linked to low agreeableness. It is thus proposed that,

H1B. The personality trait 'agreeableness' has significant negative effect on impulsive buying behaviour.

2.1.3. Personality trait 'extraversion' and impulsive buying behaviour

Individuals high on the trait 'extraversion' have an energetic approach to the social and material world and are social, active and have a tendency to experience positive emotions (John and Srivastava, 1999; McCrae and Costa, 2008). This sociability means they are more likely to come in contact with sales people, and given the risk-taking propensity being consistent with the extravert disposition toward excitement-seeking and uncertainty preference (Chen, 2011), the chances of extraverts indulging in impulsive buying is likely to be more as compared to those low of this trait. This assumption is provided further impetus by the views of Eysenck and Eysenck (1985) who propounded that extraversion implied a more impulsive person with lower self-control. Hence, we have sufficient ground to hypothesise that,

H1C. The personality trait 'extraversion' has significant positive effect on impulsive buying behaviour.

2.1.4. Personality trait 'conscientiousness' and impulsive buying behaviour

The fourth personality trait 'conscientiousness' describes individual differences in the propensity to be self-controlled, responsible to others, hardworking and goal-directed behaviour (McCrae and Costa, 2008; Roberts et al., 2009). Needless to say, individuals scoring highly on this trait are considered methodical, well organised and dutiful, while those low on this trait are thought to be less focused and more likely to be distracted from tasks. Also, as researchers (Donnelly, Iyer, and Howell, 2012) have reported that conscientiousness was likely to play a major role in planning for future expenses, and thus in line with Verplanken and Herabadi (2001) it is expected that this personality trait would be negatively related to impulsive behaviour, and hence, it is hypothesised that,

H1D. The personality trait 'conscientiousness' has a significant negative effect on impulsive buying behaviour.

2.1.5. Personality trait 'openness' and impulsive buying behaviour

In general, openness, also referred to as 'intellect' is characterised by original, imaginative and broad interests (McCrae and Costa, 2008) and describes people who are neither rigid in their own views, nor in their expectations toward others (Mondak, 2010). Further, it has been reported (Hirsh, 2010) that people with dominant personality trait of openness are curious about new experiences and products, and are expected to adopt new products more quickly than people who are less open to experience. Thus, people with relatively high scores on this trait are considered to have broad interests and are more likely to seek out new experiences, while those low on this trait are considered to be practical and traditional (McCrae and Costa, 2008). Therefore, considering the intellectual curiosity associated with this trait (McCrae and Costa, 2008), in our view, such individuals are likely to be more impulsive. Hence, impulsive buying behaviour is expected to correlate positively with this personality trait, and therefore, it is being proposed that,

H1E. The personality trait 'openness' has significant positive effect on impulsive buying behaviour.

2.2. Culture and impulsive buying behaviour

Culture, as defined by Hofstede et al. (2010) is "the collective mental programming of the human mind which distinguishes one group of people from another. This programming influences patterns of thinking which are reflected in the meaning people attached to various aspects of life and which become crystallised in the institutions of a society". Importantly, culture has been recognised as one of the most influential determinants of consumer behaviour (Legohérel et al., 2009; Dameyasani and Abraham, 2013) and it has been stated that consumers' cultural background not only shapes their needs and wants, but also influences behaviours, attitudes and preferences (Venkatesh, 1995).

Though there has been established importance of the relationship between culture and consumer behaviour (Dameyasani and Abraham, 2013), however, some criticism regarding the measurement dimensions of Hofstede's cultural model have been raised in the past—notably, with Kirkman et al. (2006) stating that Hofstede's dimensions failed to capture the change of culture over time. Still, there has been plenty of support for it as well, with Beckmann et al. (2007) arguing that Hofstede's dimensions led to useful explanations of cross-cultural differences in consumer behaviour. Importantly, out of the possible five dimensions (Hofstede, 2001; Hofstede et al., 2010), individualistic and collectivistic dimensions have been identified as one of the major

aspects of consumer culture (as cited by [Jalan \(2006\)](#) based on [Hofstede, 1980](#)) influencing purchase decisions.

With regard to impulsive buying, there has been support for positive association with regard to both the cultural constructs, with some studies indicating that trait collectivism ([Jalees, 2009](#)) was positively associated with impulsive behaviour, while contrarily, some have vouched for the trait individualism ([Kacen and Lee, 2002](#)) to be significantly associated with impulsive buying behaviour. Thus, past evidence from research endeavours suggest that culture influences impulsive buying behaviour of consumers both at individual and collective levels ([Ali and Hasnu, 2013](#); [Kacen and Lee, 2002](#); and [Mai et al., 2003](#)).

This fact that dimensions such as individualism-collectivism are a major determinant of a variety of attitudes and behaviours ([Healey et al., 2004](#)) and are considered to have a strong influence on the types of needs consumers attempt to satisfy ([Nayeeem, 2012](#)), it is expected that the cultural constructs of collectivism and individualism might significantly affect impulsive buying behaviour. With a view to highlight the importance as well as relevance, the relationship between impulsive buying behaviour and the two cultural constructs has been separately discussed hereunder:

2.2.1. Collectivism and impulsive buying behaviour

Collectivism dimension is defined as the degree of interdependence between members of the public ([Hofstede et al., 2010](#)) and comprises of individuals who consider themselves as an integral part of one or more groups.

Though with differing results, there have been research studies reporting significant relationship between impulsive buying behaviour and the cultural traits of collectivism. While [Kacen and Lee \(2002\)](#) reported that collectivistic cultures of the Eastern world tended to suppress impulsive buying; [Jalees \(2009\)](#) who examined the relationship between collectivism with impulsive buying in Pakistan, found that collectivism was the predictor of impulsive buying. One reason for the significant relationship between collectivism and impulsive buying behaviour, as pointed out by [Dameyasani and Abraham \(2013\)](#) could be attributed to the fact that impulsive buying correlated with a desire to satisfy social needs ([Hausman, 2000](#)) which meant that presence of group member(s) was likely to increase the chances of collectivists' indulging in impulsive purchasing. Even [Lee and Kacen \(2008\)](#) acknowledged that collectivist consumers were more satisfied after performing impulsive buying when they are with significant others (i.e. friends or family) during the time of buying. As per the findings of [Dameyasani and Abraham \(2013\)](#) who conducted study on Indonesian consumers, the higher the collectivism, the higher was the impulsive buying. In India, predominantly a collectivist society and very much similar to the Pakistani and Indonesian culture, with growing prosperity and purchasing power, it is being hypothesised that:

H2A. The cultural trait “collectivism” positively affects impulsive buying behavior.

2.2.2. Individualism and impulsive buying behaviour

Individualism refers to the society where individuals tend to prefer independent emotional relationships and prioritise their personal goals to those of their in-groups ([Hofstede et al., 2010](#)). As pointed out by [Kacen and Lee \(2002\)](#), it is expected that such individuals would often ignore the potential negative consequences of their impulsive buying behaviour because in individualist cultures, people tended to be motivated by their own preferences, needs and rights in order to achieve personal goals. Thus, as per [Kacen and Lee \(2002\)](#), individualistic were more impulsive buyers as compared to the collectivists. Likewise, as per the findings of [Mai et al. \(2003\)](#), individualist

orientation was positively related to impulsive buying behaviours, while on the other hand, collectivist orientation was found to be negatively related to impulsive buying behaviours.

According to [Zhang and Shrum \(2009\)](#), the underlying differences between individualists and collectivist could be attributed to the differences between these two constructs with regard to self regulation. As per their findings, in comparison to interdependents (collectivists), the independents (individualists) happened to be more concerned about self-fulfillment and hence acted on their own thoughts and feelings. This, according to [Zhang and Shrum \(2009\)](#), meant that individualists were less likely to regulate their thoughts, and were thus more susceptible to indulgence in impulsive buying behaviour.

Thus, even though literature reveals contradicting results (e.g. [Dameyasani and Abraham, 2013](#)), sticking to the findings from some important past studies ([Kacen and Lee, 2002](#); [Zhang and Shrum, 2009](#)) related to the direction of relationship between individualism and impulsive buying behaviour, the authors hypothesise that individualism would positively affect impulsive buying behaviour. Thus, it is hypothesised that,

H2B. The cultural trait “individualism” positively affects impulsive buying behavior.

2.3. Shopping enjoyment tendency and impulsive buying behaviour

Notwithstanding the influence of personality traits and culture, the relationship between shopping enjoyment tendency and impulsive buying also deserves due attention. [Goyal and Mittal \(2007\)](#) defined shopping enjoyment as a buyer's individual characteristic representing the tendency to find shopping more enjoyable and to experience greater shopping pleasure than others. This definition highlights the rather undermined fact that shopping enjoyment tendency could possibly be referred as a specific internal enduring tendency of the individual to enjoy the shopping process. The fact that for some individuals enjoyment comes from shopping process intrinsically within themselves due to their shopping activity ([Jung and Lim, 2006](#); [Bong Soeseno, 2010](#)), it would be worthwhile to consider it an important intrinsic factor.

It has been suggested ([Chavosh et al., 2011](#); [Bong Soeseno, 2010](#)) that a person who has high characteristic of shopping enjoyment tends to perform in-store browsing longer and is then expected to feel stronger urge to make impulsive buying. In contrast, a consumer who does not enjoy his/her shopping process will tend to shorten his/her in-store browsing time, and is less likely to make impulsive buying ([Beatty and Ferrell, 1998](#); [Bong Soeseno, 2010](#)). Interestingly, quite a few studies ([Mohan et al., 2013](#); [Chavosh et al., 2011](#); [Sharma et al., 2010](#); [Bong Soeseno, 2010](#), [Beatty and Ferrell, 1998](#)) have revealed that shoppers who enjoyed shopping were found to be more impulsive, thereby indicating a positive relationship between the construct shopping enjoyment tendency and impulsive buying behaviour. Thus, based on the evidence from past studies, it could be hypothesised that,

H3. Shopping enjoyment tendency has significant positive effect on impulsive buying behaviour.

2.4. Materialism and impulsive buying behaviour

Beginning with the seminal work of [Belk \(1984\)](#) in defining and explaining materialism as an intrinsic trait, many perspectives have developed to explain this important construct. While [Csikszentmihalyi \(2004\)](#) considered it as an attitude towards material goods, [Kasser et al. \(2007\)](#) looked at it from value orientation perspective. Interestingly, both in the broader perspective of consumer behaviour ([Zarco, 2014](#); [Garðarsdóttir and Dittmar, 2012](#);

Chancellor and Lyubomirsky, 2014) and also in the relatively specific domain of impulsive buying behaviour (e.g. Dittmar and Bond, 2010; Wu, 2006), many studies have been exploring one or more facets of the construct materialism.

It has been stated (Steven and Srinivas (2013); Dittmar and Bond, 2010) that materialism describes consumers who attach value to material objects and find meaning and identity in possessions, and hence, these individuals were driven by the beliefs that the accumulation of consumer goods was a central life goal and a key to happiness. This naturally means that when materialists come across purchase decisions regarding a product or service that they think might win admiration or status for them, they usually fail to resist the temptation to buy (Wu, 2006).

Also, as pointed out by (Richins, 2011), materialistic consumers were driven by the desire to attain social status through material possession, and thus, there was a possibility that such consumers would be impulsively spending money by succumbing to the trigger of temptation. Further, as people higher on materialism are not only found to have more favourable attitudes toward spending (Garðarsdóttir and Dittmar, 2012) but have also been linked to wasting money on relatively unimportant possession (Bae, 2013), possibility remains that individuals high on materialism score might be willing to impulsively go for the product they would wish to acquire. Interestingly, for such consumers, wealth was an indicator of social status, achievement, and reputation (Liao and Wang, 2009) and they did not hesitate to even purchase expensive products of famous brands (Bae, 2013; Prendergast and Wong, 2003). This, according to authors, means that there could be a possibility that not only low-end products, but even the high-end luxury brands could be impulsively bought by people high on materialism score.

A glance through the literature indicates that there is definite evidence pointing towards a positive relationship between materialism and impulsive buying. For instance, while Troisi et al. (2006) demonstrated that highly materialistic people had higher impulsive buying tendencies, several other studies too (Hourigan and Bougoure, 2012; Park et al., 2006; Mowen, 2000) indicated significant positive relationship between materialism and impulsive buying. Thus, considering the past evidence regarding the positive association between the constructs materialism and impulsive buying behaviour, we can hypothesise that,

H4. Materialism has significant positive effect on impulsive buying behaviour.

2.5. Impulsive buying tendency and impulsive buying behaviour

Impulsive buying tendency conceptualised by Rook and Fisher (1995) as a consumer trait is defined as “the degree to which an individual is likely to make unintended, immediate, and unreflective purchases” (Foroughi et al., 2013; Flight et al., 2012; Chen, 2008). Considered as a manifestation of general impulsiveness (Siorowska, 2011; Dholakia, 2000; Punj, 2011; Sharma et al., 2010), impulsive buying tendency has also been defined as an automatic response to novel stimuli that occurred at a pre-conscious level due to biological tendencies (Sharma et al., 2010). It has been suggested that consumers with high impulsive buying tendency tended to indulge more in impulsive buying on account of the fact that people high on impulsive buying tendency experienced more lack of control compared to the customers that had relatively lower impulsive buying tendency (Foroughi et al., 2013; Dawson and Kim, 2009; Youn and Faber, 2000).

In same context, another reason for people high on impulsive buying tendency indulging in impulsive behaviour has been attributed to the unreflective thinking associated with this trait

which is considered to be driven by desire for immediate gratification (Siorowska, 2011).

Importantly, with results indicating that consumers high on impulsive buying tendency were more prone to buy on impulse than their counterparts with low impulsive buying tendency (Foroughi et al., 2013; Herabadi et al., 2009), this relatively stable individual difference variable (Herabadi et al., 2009; Verplanken and Herabadi, 2001) has become an important part of studies related to impulsive buying behaviour. Also, it has also been reported that individuals high in impulsive buying tendency were more likely to be affected by marketing stimuli such as advertisements, visual elements, or promotional gifts and engage in in-store browsing and tended to respond more frequently on urges to buy impulsively (Beatty and Ferrell, 1998; Foroughi et al., 2013).

Thus, all the aforesaid points indicate positive relationship between the impulsive buying tendency and impulsive buying behaviour, and hence it can be hypothesised that:

H5. Impulsive buying tendency has significant positive effect on impulsive buying behaviour.

3. Methodology

Data collection was personally undertaken by the authors and for selecting respondents, convenience sampling was used. The primary reason for selecting convenience sampling were: (a) as no fixed list can be prepared about the prospective consumers as to who shall be and when will they be visiting the concerned outlet for any purchase, probability sampling could not be a realistic technique, and (b) as non-serious respondents were likely to affect the real outcome of the research, it was considered that convenience sampling be used and only genuinely interested candidates be approached and requested for furnishing information and opinions.

To avoid non response bias, respondents were assured about the confidentiality of the research and were briefed about the importance (identity card of the researcher scholar was shown and the researchers visiting cards were provided) of the research as well. Also, to encourage participation, the respondents were provided an optional incentive of a free coffee cup voucher.

For finding the right sample size, the authors looked at various possible perspectives, including (a) sample size determination tables (384 as per Krejcie and Morgan, 1970); (b) type of scales used in the instrument (calculations revealed a maximum sample size of 384 for 7 point likert-type scale); (c) a-priori power analysis estimation using G*power (sample size of 400 based on the possible data analysis techniques); and (d) based on the number of factors to be analysed (sample size of 500 as suggested by Comrey and Lee, 1992). Thus, the maximum of the four possibilities was selected and hence a sample size of 500 was considered adequate. However, even though data were collected personally, taking an even safer perspective, the authors targeted a sample size of 525.

With few minor incomplete and unclear responses keeping the final size to 508, as obvious from the sample profile, no specific population group was targeted in the study. This was because the study was dealing with intrinsic characteristics of the population, and hence, efforts were made to avoid any categorical bias at this stage. Looking at Table 1 we find that sampling profile was almost evenly distributed with regard to gender (53% males and 47% females). The profile of respondents is mentioned in following table.

3.1. Instrument for the study

The questionnaire was first pre-tested prior to the actual data collection process and a few anomalies were taken care of. Except for the scale to measure impulsive buying tendency, the items

Table 1
Sampling profile of respondents.

		Frequency	(%)	Cumulative %
Gender	Male	267	52.6	52.6
	Female	241	47.4	100
Age	Less than 20 years	62	12.2	12.2
	Between 20 and 30 years	241	47.4	59.6
	Between 30 and 40 years	104	20.5	80.1
	Between 40 and 50 years	35	6.9	87.0
	More than 50 years	38	7.5	94.5
Marital status	More than 60 years	28	5.5	100.0
	Single	256	50.4	50.4
	Married	233	45.9	96.3
	Divorced	8	1.6	97.8
	Widowed	11	2.2	100.0
Employment status	Employed	306	60.2	60.2
	Not-employed	202	39.8	100.0
Education level	Middle school or below	15	3.0	3.0
	High school only	36	7.1	10.0
	Diploma	93	18.3	28.3
	Bachelor's degree	211	41.5	69.9
	Master's degree or above	153	30.1	100.0
Income level	Below INR 1.5 lakhs (less than \$2727)	164	32.3	32.3
	Between INR 1.5–INR 3.5 lakhs (between \$2727–\$6364)	181	35.6	67.9
	Between INR 3.5 lakhs to INR 5.5 lakhs (between \$6364–\$10000)	74	14.6	82.5
	Between INR 5.5 lakhs to INR 7.5 lakhs (between \$10000–\$13637)	47	9.3	91.7
	Above INR 7.5 lakhs (Above \$13637)	42	8.3	100.0

used for the measurement of all other constructs were adopted from earlier studies with relevant modifications made as and where deemed necessary. The scale for measuring impulsive buying tendency used in the study had eight items in total, with four items measuring the affective component while the other four measuring cognitive part of the trait; while for measuring the five personality constructs, a ten-item scale by Gosling et al. (2003) was used. Though some authors argue that single-item scales are usually psychometrically inferior to multiple-item scales (Diamantopoulos et al., 2012), as pointed out by some others (Bergkvist and Rossiter, 2007; Gosling et al., 2003) shorter versions can be just as valid as long and sophisticated scales because they tended to eliminate item redundancy and therefore reduced the fatigue, frustration, and boredom associated with answering highly similar questions. Further, the construct impulsive buying behaviour was measured on a two item scale (1. I ended up spending more money than I originally set out to spend" and 2. I bought more than I had planned to buy) adopted from Impulsive buying behaviour (Mattila and Wirtz, 2008), while shopping enjoyment tendency construct was measured using the four-item scale by Beatty and Ferrell (1998). In the same lines, for measuring cultural constructs, four items each measuring the horizontal and vertical dimensions were selected that were common in the two scales of Singelis et al. (1995) and Sivadas et al. (2008).

However, after pre-testing on 92 college students, two items (1. If a coworker gets a prize, I would feel proud; and, 2. The well-being of my coworkers is important to me) were removed from the horizontal dimension of collectivism scale on account of cross and poor loading. Similarly, from the materialism scale (Wu, 2006) an item (I derive a lot of pleasure from buying nice things, although I may have to stretch financially) was removed. The other scales measuring impulsive buying tendency, personality constructs and shopping enjoyment tendency showed excellent loading during pre-testing. The Cronbach alpha scores were calculated for reliability of the instrument was measured and results are mentioned in Table 2, while measurement properties have been presented in Table 3. Further, as multi-item scales pose certain challenges for structural equation modeling (SEM) if all the items are included as indicators of a latent construct item parceling was used as per the guidelines (Yang et al., 2010).

Table 2

Reliability of constructs for measuring personality, culture, shopping enjoyment tendency, materialism, impulsive buying tendency, and impulsive buying behavior.

Construct	Number of items	Cronbach alpha
Personality trait emotional stability (adopted form Gosling et al., 2003)	2	.80
Personality trait agreeableness (adopted form Gosling et al., 2003)	2	.78
Personality trait extraversion (adopted form Gosling et al., 2003)	2	.82
Personality trait conscientiousness (adopted form Gosling et al., 2003)	2	.79
Personality trait openness to experience (adopted form Gosling et al., 2003)	2	.82
Cultural trait individualism (Singelis et al., 1995; Sivadas et al., 2008)	8	.92
Cultural trait collectivism (Singelis et al., 1995; Sivadas et al., 2008)	8	.87
Shopping enjoyment tendency (Beatty and Ferrell, 1998)	4	.74
Materialism (Wu, 2006)	3	.92
Impulsive buying tendency (Badgaiyan, 2014)	8	.82
Impulsive buying behaviour (scale adopted from (Mattila and Wirtz, 2008)	2	.87

4. Analysis

The data analysis incorporated a two-step process by first examining the measurement model and then using the structural paths associated with the hypotheses of this study. Also, the possibility of gender being moderator in the relationship between intrinsic factors and impulsive buying behaviour has been examined using multi-group analysis.

4.1. The measurement model

The data was analysed using AMOS (version 20.0). For this, a confirmatory factor analysis

(CFA) with maximum likelihood estimation was done to verify the underlying structure of constructs. The constructs showed acceptable internal consistency and validity with just an aberration being the construct extraversion (.55 and .71).

Also, none of the standard residuals were higher than 2.58, while model fit summary showed excellent fit with Chi-square (CMIN/DF=2.646) the goodness of fit index (GFI=.935), the adjusted goodness of fit index (AGFI=.91), the normed fit index (NFI=.925), CFI=.952 and the root mean square error of approximation (RMSEA=.057, PCLOSE=.049). The convergent and discriminant validity (shown in Table 4) was found to be acceptable for all the constructs except the construct extraversion. The minor aberration in case of the construct 'extraversion' could be attributed to the exploratory aspects associated with the new conceptual framework and use of short measurement scales and thus flexibility could be permitted with lower levels of reliability and validity (Nunnally, 1978).

4.1.1. Common method variance

Common method variance is a form of systematic error variance capable of affecting the estimates of the true relationship among theoretical constructs by posing problems in questionnaire-based studies especially with regard to possible adverse impact on the relevance of Cronbach alpha scores (Gorrell et al., 2011). Thus, common method variance tests are recommended to identify the

possibility of such biases with a view to treat the effect in case it did impact the study.

For this study, first the diagnostic 'Harman's one-factor' test was used to identify the possible presence of errors due to common method. For this, all the variables in the study were subjected to an exploratory factor analysis (using the method of principal axis analysis with varimax rotation) with the extraction being constrained to just one factor. The primary intent was to see the extent to which the single factor explained the overall variance. Results indicated that single factor accounted for just 23% of the variance thereby indicating possible absence of common method variance.

However, to have a better clarity, all the variables were loaded on one factor to examine the fit of the confirmatory factor analysis model. Results indicated that single-factor model did not fit the data well, with almost all the indicators showing poor fit scores $\chi^2=720$, $p=.000$; GFI=.75; CFI=.671; TLI=.662; and RMSEA=.13. Thus, it was concluded that most of the variance in this data is explained by the individual constructs with study being unaffected by common method variance (Podsakoff et al., 2003).

4.2. The structural model

In line with the threshold values for the test statistics, results indicated excellent fit for the structural model. It must be noted that as per Byrne (2010), a model is considered to be good fit if the

Table 3
Item measurement properties.

Construct	Item	Loading
Impulsive buying tendency	1. Most of my purchases are planned in advance. (Reverse coded)	.80
	Before I buy something I always carefully consider whether I need it. (Reverse coded)	
	I carefully plan most of my purchases. (Reverse coded)	
	I often buy without thinking	
	I sometimes buy things because I like buying things, rather than because I need them	
	I buy what I like without thinking about consequences	
	I buy products and services according to how I feel at that moment	
	It is fun to buy spontaneously	.767
<i>Personality</i>		
Extraversion	I see myself as extraverted, enthusiastic	0.713
	I see myself as reserved, quiet	0.546
Agreeableness	I see myself as critical, quarrelsome	0.791
	I see myself as sympathetic, warm	0.853
Conscientiousness	I see myself as dependable, self-disciplined	0.916
	I see myself as disorganised, careless	0.724
Emotional stability	I see myself as anxious, easily upset	0.854
	I see myself as calm, emotionally stable	0.746
Openness to experiences	I see myself as open to new experiences, complex	0.915
	I see myself as conventional, uncreative	0.704
Shopping enjoyment tendency	Shopping is a waste of time	0.968
	Shopping is not a way I like to spend any leisure time	
	Shopping is not entertaining to me	
	Shopping is not one of my favorite activities	
Materialism	I like a lot of luxury in my life, although I may not have enough money to pay for all my purchases	0.936
	I derive a lot of pleasure from buying nice things, although I may have to stretch financially	0.828
Collectivism	It is important to maintain harmony within my group	0.915
	My happiness depends very much on the happiness of those around me	
	I would sacrifice an activity that I enjoy very much if my family did not approve of it	
	I would do what would please my family, even if I detested that activity	
Individualism	I usually sacrifice my self-interest for the benefit of the group	0.93
	We should keep our aging parents with us at home	
	I often do "my own thing."	
	I prefer to be direct and forthright when discussing with people	
	I am a unique individual	
	I enjoy being unique and different from others in many ways	
	Competition is the law of nature	0.957
	Without competition, it is not possible to have a good society	
	I enjoy working in situations involving competition with others	
	Some people emphasise winning; I'm not one of them	

Table 4
Values of C.R. AVE, MSV, ASV for examining validity.

	CR	AVE	MSV	ASV	Emoti_stability	Extraversion	Agreeableness	Conscientiousness	Openness	Collectivism	Individualism	IBT	Shop_enjoyment	Materialism
Emoti_stability	0.78	0.64	0.20	0.11	0.80									
Extraversion	0.57	0.40	0.44	0.18	0.37	0.63								
Agreeableness	0.80	0.67	0.18	0.07	0.17	0.37	0.82							
Conscientiousness	0.80	0.68	0.44	0.13	0.28	0.66	0.43	0.82						
Openness	0.79	0.66	0.15	0.09	0.37	0.34	0.21	0.25	0.81					
Collectivism	0.88	0.72	0.24	0.09	0.36	0.25	0.18	0.23	0.21	0.85				
Individualism	0.83	0.72	0.29	0.15	0.37	0.44	0.17	0.32	0.32	0.49	0.84			
IBT	0.76	0.61	0.41	0.19	0.45	0.46	0.33	0.35	0.39	0.32	0.54	0.78		
Shop_enjoyment	0.87	0.77	0.10	0.04	0.16	0.19	0.04	0.14	0.28	0.15	0.22	0.32	0.88	
Materialism	0.87	0.78	0.41	0.16	0.42	0.51	0.27	0.38	0.29	0.30	0.43	0.64	0.25	0.88

comparative fit index (CFI) is above 0.9; Tucker-Lewis coefficient (TLI) is above 0.9; while RMSEA values up to 0.08 has been accepted to represent reasonable fit. Interestingly, results showed excellent fit with regard to not only Chi-square value (CMIN/DF= 2.376) but also with respect to other indicators like the goodness of fit index (GFI=.949), the adjusted goodness of fit index (AGFI=.91), CFI=.963 and the root mean square error of approximation (RMSEA=.052, PCLOSE=.322).

Based on the path coefficients obtained from the output tables, the hypotheses were tested and Table 5 provides summary of the results. As clear from Table 5, the first hypothesis regarding positive significant relationship between the big five personality traits and impulsive buying behaviour was partially accepted. Interestingly, the personality traits of extraversion (beta=.274, p=0.004) and conscientiousness (beta=-.136, p=.010) were found to be significantly related with impulsive buying behaviour, while the remaining three personality traits (emotional stability, p=.394; openness to experience, p=.379; and agreeableness, p=.315) did not show significant effect on impulsive buying behaviour. Also, results indicated that while cultural trait of collectivism was found to have positive effect on impulsive buying behaviour, the trait individual had no significant relationship. Interestingly, all the other three intrinsic variables, shopping enjoyment tendency (beta=0.107, p=***), materialism (beta=0.218, p=***), and impulsive buying tendency (beta=0.673, p=***) showed significant positive impact on impulsive buying behaviour Diagram 2.

4.3. Does gender moderate the relationship between intrinsic variables and impulsive buying behaviour?

With clarity regarding the impact of intrinsic factors on impulsive buying behaviour, it becomes imperative to assess if this impact could be generalised for the entire population or was there an element of variation with regard to the basic gender distinction. In past, there have been findings reporting that impulsive behaviour did vary with gender (Lin and Lin, 2005; Ghani et al., 2011; Lifu, 2012). Some authors attributed this difference to genetic basis of risk aversion (as cited by Tifferet and Herstein, 2012, based on Miles et al., 2001), while some other (Kempf et al., 2006) considered it to the inherent difference in processing communication messages. Thus, as mentioned below, the current framework was tested to see if the effect of intrinsic variables on impulsive buying behaviour differed with gender or not. This is extremely important not only from theoretical perspective, but also considering the fact that marketing communication could be more universal in appeal if the role of the gender would be less prevailing.

To study gender-wise variation in the effect of intrinsic factors on impulsive buying behaviour, multiple-group confirmatory analysis (MGCFAs) using AMOS 20 software was used. In this analysis, first, measurement invariance was tested because analysis results such as means or factor loadings can only be compared across different groups if the measures used have the same meanings in all the relevant groups (Davidov, 2008). The relevance of measurement invariance can easily be gauged through the words of Chen (2008): “Measurement invariance is the equivalence of a measured construct in two or more groups, such as people from different cultures. It assures that the same constructs are being assessed in each group”.

Thus, as only after testing measurement invariance, the comparison of path coefficients (Davidov, 2008) is possible hence, the measurement invariance test was done and the summary of results has been provided in Table 6.

For testing the measurement invariance, three necessary conditions – of configural invariance, metric invariance, and scalar

Table 5
Summary of hypotheses results.

Hypotheses	Estimate	S.E.	C.R. (t-value)	p	Result
1 H1: The big five personality traits have significant positive effect on impulsive buying behaviour					Partially supported
H1A: The personality trait 'emotional stability' has significant negative effect on impulsive buying behaviour	0.042	0.048	0.88	0.379	Not supported
H1B: The personality trait 'agreeableness' has significant negative effect on impulsive buying behaviour	0.031	0.031	1.004	0.315	Not supported
H1C: The personality trait 'extraversion' has significant positive effect on impulsive buying behaviour	0.278	0.097	2.877	0.004	Supported
H1D: The personality trait 'conscientiousness' has a significant negative effect on impulsive buying behaviour	-0.136	0.053	-2.562	0.01	Supported
H1E: The personality trait 'openness' has significant positive effect on impulsive buying behaviour	0.037	0.043	0.852	0.394	Not supported
2 H2: The cultural traits have significant positive effect on impulsive buying behaviour					Partially supported
H2A: The cultural trait "collectivism" has a significant positive effect on impulsive buying behaviour	0.076	0.031	2.434	0.015	Supported
H2B: The cultural trait "individualism" has a significant positive effect on impulsive buying behaviour	0.031	0.027	1.119	0.263	Not supported
3 H3: Shopping enjoyment tendency has significant positive effect on impulsive buying behaviour	0.107	0.025	4.282	***	Supported
4 H4: Materialism has significant positive effect on impulsive buying behaviour	0.218	0.047	4.64	***	Supported
5 H5: Impulsive buying tendency has significant positive effect on impulsive buying behaviour	0.673	0.089	7.566	***	Supported

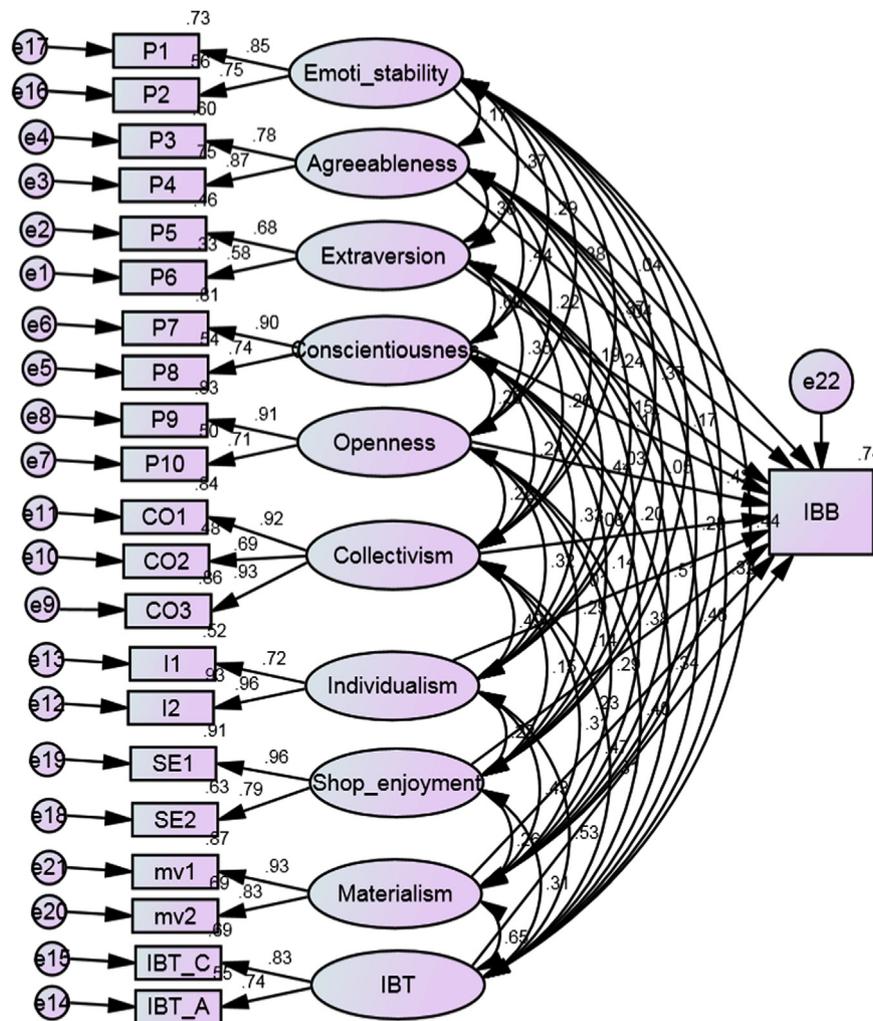


Diagram 2. Structural model.

invariance – are required to be met (Davidov, 2008). As pointed out by Comşa (2010), configural invariance requires that the model holds for all the groups involved or, in other terms, that the items should exhibit the same configuration of factor loadings across different groups. For this, results indicated that the measurement models (single group CFA) for both females (CFI=0.947; TLI=0.923; RMSAE=0.059) and males (CFI=0.947; TLI=0.922;

RMSAE=0.064) had adequate model fit. Also, results showed that the baseline model fitted the data well (CFI=0.942; TLI=0.915; RMSAE=0.045) and all factor loadings were found to be highly significant ($p=.000$).

In testing metric invariance (also called the condition of equal measurement weight or equal factor loadings) the desired condition is that besides configural invariance, the slopes (factor loadings)

should also be invariant (Davidov, 2008) across all the groups. The fit indices suggested that metric invariance model should not be rejected (CFI=0.936; TLI=0.911; RMSAE=0.046). Importantly, it needs to be stressed that for model comparison and assessing multi-group invariance, instead of χ^2 difference test ($\Delta\chi^2$ test), the goodness-of-fit index difference (Δ goodness-of-fit index) is preferred (Chen, 2007) and the according to the rule of thumb (Chen, 2007; Comşa, 2010) Δ RMSEA above .01 and Δ CFI and Δ TLI above .02 are signs of fit decreasing. In our case, Δ CFI=0.006 and Δ TLI=0.004, while Δ RMSEA=0.001, clearly indicated metric invariance.

The final test, called scalar invariance (also called condition of equal measurement intercepts i.e. item intercepts) requires that in addition to metric invariance, the intercepts should be the same across all groups. Here too, the results (Δ CFI=0.014 and Δ TLI=0.013, while Δ RMSEA=0.003) provide support for the invariant factor loading model.

After measurement invariance, the path coefficients for both the groups were examined as mentioned in Table 7. The results showed that not even one path coefficient was significantly different between two groups. Interestingly, as obvious from the path coefficients mentioned in the table, in the male group, relationship between Extraversion–IBB, and Conscientiousness–IBB is seen to be significant though it appears to be insignificant for the female group. However, a closer look at the table's last column suggests that difference between path coefficients for the mentioned paths is not significant between the two groups. This means that as the sample size will increase, the results will tend to resemble the path relationships as visible in the combined data. Similarly, though the relationship between Agreeableness–IBB seems to be significant for the female group, it is expected to become insignificant with increase in sample size because the difference between the regression coefficients for that path is not significant across two groups.

Thus, it is amply clear that gender does not moderate the relationships between intrinsic variables and impulsive buying behaviour.

Table 6
Test results of multi-group SEMs based on gender.

Model	N	χ^2	df	χ^2/df	CFI	TLI	RMSAE
Single group CFA							
Male	267	302.3	144	2.1	0.947	0.922	0.064
Females	241	263	144	1.826	0.947	0.923	0.059
Multi group CFA							
Base line (No Constraints)	508	584.8	288	2.031	0.942	0.915	0.045
Factor loading invariance	508	602	299	2.01338	0.936	0.911	0.046
Measurement intercept	508	635	320	1.98438	0.922	0.898	0.049
Structural covariances	508	725	375	1.93333	0.91	0.899	0.049

Table 7
Results from structural relations and path significance difference analysis.

Path		Combined data		Males		Females		Parametric test of difference t-value
		Regression estimate (t-value)	p	Regression estimate (t-value)	p	Regression estimate (t-value)	p	
Emoti_stability	IBB	0.042 (.88)	0.379	0.044 (.457)	0.65	0.084 (1.449)	0.147	0.345
Agreeableness	IBB	0.031 (1.004)	0.315	-0.006 (-.118)	0.91	0.098 (2.262)*	0.024	1.564
Extraversion	IBB	0.278 (2.877)*	0.004	0.504 (2.065)*	0.04	0.044 (0.524)	0.6	1.713
Conscientiousness	IBB	-0.136 (-2.562)*	0.01	-0.228 (-2.042)*	0.04	-0.09 (-1.546)	0.122	1.062
Openness	IBB	0.037 (0.852)	0.394	0.006 (0.086)	0.93	0.058 (1.08)	0.28	0.569
Collectivism	IBB	0.076 (2.434)*	0.015	0.031 (0.708)	0.48	0.118 (3.099)*	0.002	1.484
Individualism	IBB	0.031 (1.119)	0.263	-0.007 (-.179)	0.86	0.015 (0.483)	0.629	0.443
Shop_enjoyment	IBB	0.107 (4.282)***	***	0.086 (2.531)*	0.01	0.147 (3.15)*	0.002	1.068
Materialism	IBB	0.218 (4.64)***	***	0.206 (2.791)*	0.01	0.237 (3.45)***	***	0.305
IBT	IBB	0.673 (7.566)***	***	0.706 (3.292)***	***	0.508 (5.478)***	***	0.816

5. Results and discussion

Considering the fact that for the first time the mentioned five intrinsic factors have been simultaneously examined for their possible impact on impulsive buying, the study makes useful contribution.

Importantly, the very first finding of the study related to significant association of two personality constructs with impulsive buying behaviour confirms the utility of the personality approach to comprehend consumer behaviour. In line with Herabadi (2003), Shahjehan et al. (2011), Bratko et al. (2013) the results re-confirm the positive association between impulsive buying and extraversion. This means that outgoing and sociable people were more susceptible to impulsive buying and could be targeted by the sales people. Thus, based on this finding, on one hand, marketers in general, and retailers in particular, should look for specific indicators to identify people high on extraversion so as to instigate impulsive behaviour, while on the other hand, people high on this trait should be more careful so as avoid the possibility of post-purchase dissonance. The significant negative relationship between conscientiousness and impulsive buying behaviour validates the findings of Donnelly et al. (2012) that conscientious individuals are indeed more planned and low on impulsive behaviour. These significant associations between personality constructs and impulsive buying behaviour further strengthen the optimism that impulsive buying could strongly be rooted in personality.

Further, though too nascent to be generalised at this stage, the positive influence of the cultural-trait collectivism on impulsive behaviour – in stark contrast to the earlier assumption that eastern collectivist societies were conservative spenders (Kacen and Lee, 2002; Gutierrez, 2004) – in a way indicates the change in purchasing prowess of the eastern societies. Though much more in-depth and large scale study needs to validate this seemingly over optimistic presumption, however, the evidence from similar studies in Pakistan (Jalees, 2009) and Indonesia (Dameyasani and Abraham, 2013) definitely presents a point in the case. The authors feel that this positive association between collectivism and impulsive buying could be on account of three factors. First, with opening up of economy coupled with rapidly developing mall culture, this could be indicator of shift in trend from 'shopping for need' to 'shopping for fun', and even at times reaching the level of 'shopping for greed'. Thus, the likelihood is that the hitherto seemingly conservative collectivists might finally have begun to loosen the purse by going for impulsive buying. Second, as pointed out by Dameyasani and Abraham (2013), with increased trend of group shopping, the chances are that collectivists are being affected by the presence of others and they might be influenced to buy impulsively. In this regard, even Lee and Kacen (2008)

acknowledged that collectivist consumers were more satisfied after performing impulsive buying when they were with significant others during the time of buying. Third, we feel that this trend could be attributed to relative financial security offered by joint family system. In joint family system, still very much prevalent in India, big families stay together and share resources. This, we believe, provides financial confidence to such collectivist which is ultimately reflected in impulsive buying behaviour. From marketers point of view, this could be a serious opportunity to influence and encourage collective buying by not only developing communication messages aimed at promoting 'buying togetherness', but also by offering variety and quality to seemingly impulsive collectivist society. Further, group-coupons or group-shopping points or group-schemes could be initiated by the retailers with the view to encourage collectivists to buy collectively.

Another important finding from this study has been the conclusion that shopping enjoyment tendency did exert positive influence on impulsive buying behaviour. This is in line with findings of Chavosh et al. (2011) and Bong Soeseno (2010), re-indicating the fact that consumers who shop mostly for fun were more likely to indulge in impulsive buying. This must be considered important information to the marketers especially in view of the fact that as per the findings of Goyal and Mittal (2007) majority of Indians enjoy shopping, and Indian women were found to enjoy shopping more than Indian men (Goyal and Mittal, 2007). With a definite link between shopping enjoyment tendency and impulsive buying behaviour, marketers should try to improve the overall feel of the shopping experience. For this, they should strive to bring out a feeling of "wow" from the customers who visit the store. Though easier said than done, according to the authors, beautiful store design and atmosphere, consistently great product quality, making customers feel special, creating that feeling of trust and developing a culture of easy and quick problem solving mechanism could be useful steps in improving overall shopping experience.

In relation to the construct materialism, results indicated significant positive ($\beta = .218, p = ***$) relationship with impulsive buying behaviour. This is contrary to the results from Chavosh et al (2011), wherein, no significant relationship between the variable of materialism and impulsive buying behaviour among Singaporean customers was reported. Interestingly, this positive relationship between materialism and impulsive buying could be another window of opportunity to marketers. By creating affluent and status related brand personalities, marketers have the opportunity to lure materialistic people into impulsive buying. Also, communication messages aimed at creating positive pride in possession of "only-for-you" type of products could also be used to enhance the materialistic mind set of the consumers, which would ultimately result in impulsive behaviour.

Also, the positive relationship ($\beta = .673, p = ***$) between impulsive buying tendency and impulsive buying behaviour was on expected lines. This was in line with findings of Rook and Fisher (1995) who mentioned that consumers high on the impulsivity trait usually bought more frequently on impulse more than others. In fact, positive association between the intrinsic trait impulsive buying tendency and the actual behaviour has been acknowledged in many studies in the past too (Kacen and Lee, 2002; Chavosh et al., 2011; Foroughi et al., 2013). Thus, with impulsive tendency positively influencing impulsive buying, marketers need to look at the various cues that are related to impulsive buying tendency, so that, they could instigate impulsive behaviour.

Finally, a very important finding from this study has been to unveil the absence of gender-wise variation regarding impact of intrinsic variables on impulsive buying behaviour. Though, many studies in the past have indicated that in comparison to men, women had higher levels of impulsive buying (Lin and Lin, 2005; Ghani et al., 2011), our findings indicate that no difference was

visible in relation to the influence of intrinsic factors on impulsive buying behaviour. This means, when it comes to impulsive buying, intrinsic factors were found to have similar effect on men and women. Only further studies would validate whether a visible shift from prehistoric divide of Paleolithic (Kuhn and Stiner, 2006) period wherein women's major roles consisted of parenting and gathering while men's major roles involved hunting and guarding was vanishing or not, from marketers point of view, this means that uniform messages of communication could be handy in near future.

Overall, results show the relevance of all five intrinsic factors in explaining impulsive buying behaviour, and on one hand, these results corroborate findings from some past studies, while on the other hand, leave scope for validation of the current study through related future endeavours.

6. Conclusion

Considering the global relevance of Indian consumer market, and an almost non-existence of detailed studies pertaining to the pervasive phenomenon of impulsive buying, this study provides useful take-homes in more than one way. First of all, the framework proposes the inclusion of not only impulsive tendency, personality traits and cultural orientation as decisive intrinsic variables in assessing impulsive buying behaviour but also makes a case for considering the constructs of materialism and shopping enjoyment tendency. This proposition deserves consideration not only because empirical findings support an overwhelming impact of materialism and shopping enjoyment tendency constructs in impacting impulsive behaviour, but also considering the enduring nature of these inherent traits. Thus, it creates scope for further research in other countries or cultural scenario with a view to either build on or validate these findings.

Second obvious contribution the study has made is by validating the efforts of past research efforts of relevant studies in this field through the empirical results. In many of the results, the findings corroborate the past endeavours in this field, especially with regard to the significant relationship between personality traits of extraversion and conscientiousness with the actual impulsive behaviour. Even the finding related to the culture construct of collectivism being more significant in impacting impulsive buying behaviour can be useful insight for marketers in this fast growing retail world. However, the recognition of intrinsic factors, and especially the personality traits in impacting impulsive buying, and the fact that people purchase products that suit their type of personality needs to be stretched further by including other basic intrinsic variables in the domain. Also, possible inter-relationship between these intrinsic variables and other theoretical constructs could be explored.

Another important contribution is the revelation that effect of intrinsic variables on impulsive buying does not vary with gender. This indicates that intrinsic factors affect men and women in similar manner when it comes to their impact on impulsive buying.

Lastly, findings from the study could provide important insight about impulsive buying behaviour of Indian consumers in relation to the built-in traits, and could be utilised equally by both marketers as well as academicians. While the marketers, can strategise to optimally utilise the positive relationship between the constructs such as extraversion, materialism, shopping enjoyment tendency, impulsive buying tendency and collectivism; it could also be pivotal for future research in the area especially in Indian context.

7. Limitations and future research

The study was conducted in the metropolitan set-up of National Capital Region, and thus, for generalisation, results need

to be validated in other urban and sub-urban areas as well. The possibility remains that our findings could be less relevant to other settings, such as for consumers from small and medium level cities, or for that matter, with regard to older shoppers. For further research, a validation in medium class cities could throw better light on the validity of the relationships.

Another obvious limitation of the research has been the use of short scales for measuring constructs like personality. Though short scales are definitely easy and more comfortable from respondents' point of view, and even though the decent reliability and validity of these scales could make a case for more frequent use of these short inventories, the short scales do create that limit on possible permutations especially if the analytical techniques such as structured equation modeling is being used in the study. Thus, future researches may try to validate the model using other relatively more established and more comprehensive measurement instruments.

Another limitation of the study that could be overcome in future endeavours could be the lack of mediating role of other possible variables such as age, or inclusion of other dimensions of the same variable (such as including other dimensions of culture) or including some other variables as well. Also, to explore the strength of possible relationships between intrinsic factors and impulsive buying behaviour in different contexts and groups, additional subgroups could be studied based on age or varying level of impulsive behaviour. Further, another future scope for related efforts could be the study of intrinsic factors' impact on impulsive buying behaviour in online context.

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