



MALES AS IMPULSIVE BUYERS: HOW DO THEY GET AFFECTED?

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ABSTRACT

Impulsive buying has been studied for many years but there have been limited research studies on males as impulsive buyers. Data from 284 educated male consumers were collected through a structured close-ended questionnaire. The regression model was used for data analysis. This research highlighted that emotional state and socialization have an impact on the males' impulsive buying behaviour. Whereas, promotion, branding of a product, in-store strategies, scarcity of a product, and price had no impact. Marketers should implement those strategies that focus on the emotional state and socialization factor. This research has provided a better understanding of the impulse buying behaviour of the male consumers in developing markets like Karachi, Pakistan.

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Keywords: *Impulse Buying Behaviour, Metrosexual Behaviour, Male Consumers, Consumer Behavior*

INTRODUCTION

Impulsive buying is an unplanned decision of buying a product or service suddenly with a powerful and persistent urge. Consumers buy products impulsively for different reasons, and understanding the impulse behaviour has never been simple. Different researchers have given different reasons or factors for a customer to buy products impulsively. Grant and Stephen (2005) have interestingly explained that impulsive buyers are completely unaware of the fact that they are buying impulsively. Companies are now focusing on the strategies that attract consumers to buy impulsively as they have realized that a major chunk of the sales has been due to impulsive buying (Kacen & Lee, 2002; Merzer, 2014). Haq and Abbasi (2016) also advised that impulsive buying behaviour should be studied-in-depth in developing countries like Pakistan as there is a substantial sales growth. Consumers are changing psychologically; their purchase patterns and standard of living have been improved due to the changes in many factors like environment, economy, firsthand information, technology, education, income, and jobs (Nadu, 2018).

When it comes to consumer buying behavior male consumers have a different mindset compared to female consumers. Maccarrone, Eaglen and Schofield (2018) believed that males and females consumers have no difference in self-control impaired spending. So, focusing on this concept, it is necessary to check whether males are impulsive buyers or not, without being compared with females. These days, the prevalence of being self-focused among today's male consumers is increasing. Companies are now launching products catering the needs of males

in different categories like hair care, skin care, bath and shower products, machinery, clothes, etc. A huge untapped male consumer market has been created for companies focusing purely on products catering the demands of males. Despite the consumer market for males being huge, profitable, and volatile, it has been understudied and leaves a lot of room for further examination. Reasons stating why male consumers are purchasing impulsively have not been specifically focused by the researchers. This study will help customer relations officers and marketers to comprehend male consumers' behavior, which will enable them to improve their offerings and the ways their organizations behave with male consumers.

Research Problem

Impulsive buying among males can be due to many reasons either personal, cultural, new products, etc. Considering the previous research studies, it has been observed that each researcher has focused on different factors of impulsive buying, and the same factors may or may not be applicable in Pakistan's environment. So, it would be preferable if the factors that are affecting male consumers' impulsive buying behaviour are identified based on a research on the ground. Also, due to the continuous developments in males' market segments, the marketers are trying to find the best possible ways to attract, retain, and manage the customers. Haq and Abbasi (2016) advised that impulsive buying behaviour should be studied-in-depth in developing countries like Pakistan which has turned as a big market in Asia. The purpose of this study was to examine the male consumers of Karachi, Pakistan, in order to identify their metrosexual behaviour, and the factors that are contributing to the current trend of males that are being affected by the impulsive buying behaviour in the society. Hence, *"The aim of this research was to study males as the impulsive buyers and to see what affects them to buy impulsively in Pakistan."*

Objectives of the Study

The primary objective of this study was to understand the impulse buying behaviour among males. Aligned to the primary objective, the following secondary objectives could be outlined:

- To study the stimuli that triggers impulsive buying behaviour among the males in Pakistan.
- To examine the products that are mostly purchased impulsively by the males in Pakistan.
- To propose different strategies for marketers and companies in Pakistan, so that they can develop new strategies in the context of male consumers' demands.

Every person has different needs and wants, and varied consumption patterns. Karaca (2017) conducted a study to define the personality traits of strategic entrepreneurs. "Consumer behaviour is the study of how people buy, what they buy, when they buy and why they buy" (Kotler & Keller, 2011). Impulsive buying behaviour is a consumer's behaviour which cannot be predicted solely on the basis of information pertaining to an individual. Factors that affect some individuals to purchase and behave, may not be the same for others, and there are just few common factors that might affect all consumers.

Defining and Positioning Impulse Buying

Historically impulsive behaviour has been related to being immature, primitive, foolish, unintelligent, lacking will, and even criminality (Bohm-Bawerk, 1898; Freud, 1896; Mill, 1848). Impulsiveness or impulsivity has been studied by psychologists, educationists, and criminologists (Hilgard, 1962). This has created a new dimension in which the consumers



have been considered as impulse buyers. Simultaneously forty years ago, impulsive behaviour was started to be studied by the consumer researchers as a phenomenon that triggers consumers to buy impulsively (Clover, 1950; West, 1951). Impulse purchasing cannot be defined just as an unplanned purchase, it is a purchase that is "relatively extraordinary and exciting" (Hoch & Loewenstein, 1991; Iyer, 1989; Jalees, 2009; Kacen & Lee, 2002; Kollat & Willett; 1967; Rook, 1987).

Males' Consumptions

There have been several studies to explore the consumption areas of males without focusing on their social interactions and purchase decisions (Belk & Costa, 1998; Hein & O'Donohoe, 2014; Khuong & Duyen, 2016; Murphy & Patterson, 2011; Schouten & McAlexander, 1995;). Companies often focus on the purchase patterns of females; and a lot of advertisements and promotions have been feminocentric. But, male consumers are now more self-conscious about their image and personality (Krishnan, Koshy, & Mathew, 2013). Souiden & Diagne (2009) have defined metrosexual men as males who are living in urban cities and are spending a significant amount of money and efforts to improve their images and lifestyles by showing a high importance to improve their appearance. The factors driving the males' market segments growth have been due to the product innovation, the increasing number of middle-class consumers, and evolving consumer trends (Krishnan, Koshy, & Mathew, 2013; Laksono & Purwanegara, 2014).

Motivators and Stimuli of Impulsive Buying

Past research studies have been conducted on consumers using different factors that influence them to buy products for different reasons. There are many factors that influence the impulsive buying behaviour of male consumers, such as changes in society, values and technological developments.

- *Emotional State*

Researchers have indicated that there have been different factors such as fashion innovativeness and self-image (Aruna & Santhi, 2015; Koca & Koc, 2016; Phau & Lou, 2004); self-regulation (Baumeister, 2002; Youn & Faber, 2000); hedonic consumption tendency (Hausman, 2000); fashion involvement (Haq & Abbasi, 2016; Park, Iyer, & Smith, 2006); need for touch (Peck & Childers, 2006); pleasure or shopping enjoyment (Beatty & Ferrell, 1998; Bellenger & Kargaonkar, 1980; Chung, Song, & Koo, 2015; Dittmar & Drury, 2000; Prashar, Parsad, & Vijay, 2015; Zhang et al, 2012); positive emotions (Chun, Song, & Ko, 2014; Foroughi, Buang, Senik, & Hajmisadeghi, 2013; Hausman, 2000; Herabadi, Verplanken, & Van Knippenberg, 2009; Rahmawati, 2009) which are variables that directly or indirectly influence the impulsive buying. The main reason behind consumption of grooming products by males is to build, improve, and maintain their identity (Featherstone, 1991). Men like to change their self-image through these products as they want to have different experiences (Aaker, 1999; Grubb & Grathwohl, 1967; Sturrock & Pioch, 1998). The strong emotional state has been one of the significant reasons to buy impulsively (Weinberg & Gottwald, 1982).

- *In-store Strategies*

People not only buy impulsively because of their emotional states, but there are also a lot of external reasons that affect them to buy impulsively whilst recreational shopping (Bellenger & Kargaonkar, 1980; Khachatryan et al., 2018); and there is less planning along with in-store strategies (Cobb & Hoyer, 1986). According to Jones, Reynolds, and Arnold (2006) impulsive



purchase is due to the characteristics of products such as involvement; in-store signage (Peck & Childers, 2006); in-store advertisements (Zhou & Wang, 2003) and store hours (Clover, 1950). There would be more impulsive purchases if stores were designed in a way that the layout, assortment, and aisles guided the consumers to purchase more than their shopping lists (Areni & Kim, 1994; Geetha & Bharadhwaj, 2016; Prashar, Parsad, & Vijay, 2015; Wu, Chen, & Chien, 2013). Gronroos (1994) also suggested that long-term association with customers is beneficial for retailers, as it might help them increase sales at a lower cost.

- **Promotion**

Promotion has a direct and important effect on impulse buying behaviour (Haq, Khan, & Ghouri, 2014; Harmancioglu, Zachary, & Joseph, 2009; Prashar, Parsad, & Vijay, 2015). Promotional tools would have a high impact on the impulsive buying behaviour, for example, offers like buy-one-get-one-free, celebrity endorsements, discount coupons, membership cards, surprise gifts, and free trial offers, etc. would encourage consumers to buy more. Celebrity endorsements have had a very strong influence on men regarding the usage of male grooming products (Cole, 2008; Nizar & Mariam, 2009).

- **Branding of a Product**

Branding of a product has a significant impact on impulsive buying behaviour. Packaging's visual elements and labelling of the products has had a great influence on Pakistani consumers (Husnain & Akhtar, 2016; Peck & Wiggins, 2006). Koca and Koc (2016) also suggested that males would be influenced by brand names. So, branding is an important aspect of any purchase.

- **Price**

Price can have the biggest effect on some of the shoppers, but Muratore (2016) argued that teens as impulsive buyers are not price conscious compared to teens as non-impulsive buyers. Teens as impulsive buyers are more attracted towards the prestige, price-quality, sale proneness, and less price with value consciousness compared to the non-impulsive buyers.

- **The Scarcity of the Products**

Scarcity has moderate effects on the impulsiveness (Chung, Song, & Koo, 2015; Chung, Song, & Lee, 2017). This was further confirmed by the psychological theories such as the theory of need for uniqueness (Fromkin, 1968), commodity theory (Brock, 1968), naïve economic theory (Lynn, 1992), and reactance theory (Brehm & Brehm, 1981).

- **Socialization**

Man as a social being spends the greater part of life interacting with other people (Maralov & Sitarov, 2018). Considering social factors, people like friends and relatives have a great influence on the impulsive shopping (Koca & Koc, 2016; Margaret, Alastair, & Kathy, 1998; Mattila & Wirtz, 2008). Khanna and Karandikar (2013) argued that the role of family in impulsive buying is negative. Shopping with peers might increase the chances of impulsive buying, on the contrary shopping with family might decrease the chances of impulsive buying (Heckler, Childers, & Arunachalam, 1989). Need for admiration from peers has been a dominating factor behind men's need for grooming (Cardona, 2000; Nickel, 2004; Nizar & Mariam, 2009).



- *Tendency of Impulsiveness*

Impulsiveness has been directly or indirectly influenced by hedonic shopping. It can also be said that “consumers’ impulsiveness can satisfy shopping value in social commerce environments” (Chung, Song, & Lee, 2017; Hansen & Olsen, 2006; Rook, 1987). Furthermore, impulsiveness has been based on the person’s personality, and personality influences the person’s desire (Caligiuri, 2000; Verplanken & Herabadi, 2001; Wells, Parboteeah, & Valacich, 2011; Zhang, Prybutok, & Koh, 2006).

Conceptual Framework and Hypothesis

Different factors are identified by different researchers that influence the impulsive buying behaviour have been indicated in Figure 1 Conceptual Model. The current research paper has built its foundation on a comprehensible framework, and it has focused on the factors that have been globally affecting the consumers. Same factors were used to study the males in Karachi, Pakistan as the impulsive buyers. The framework hypothesized that there have been different factors that affect the male consumers' impulsive buying behaviour, ultimately influencing what they purchase. Based on the above discussed Literature Review and Conceptual Model, the following Hypotheses were drawn.

H1: Emotional State affects the Males’ Impulsive Buying Behaviour.

H2: In-store Strategies affect the Males’ Impulsive Buying Behaviour.

H3: Promotion affects the Males’ Impulsive Buying Behaviour.

H4: Branding of a product affects the Males’ Impulsive Buying Behaviour.

H5: Price affects the Males’ Impulsive Buying Behaviour.

H6: Scarcity of a product affects the Males’ Impulsive Buying Behaviour.

H7: Socialization affects the Males’ Impulsive Buying Behaviour.

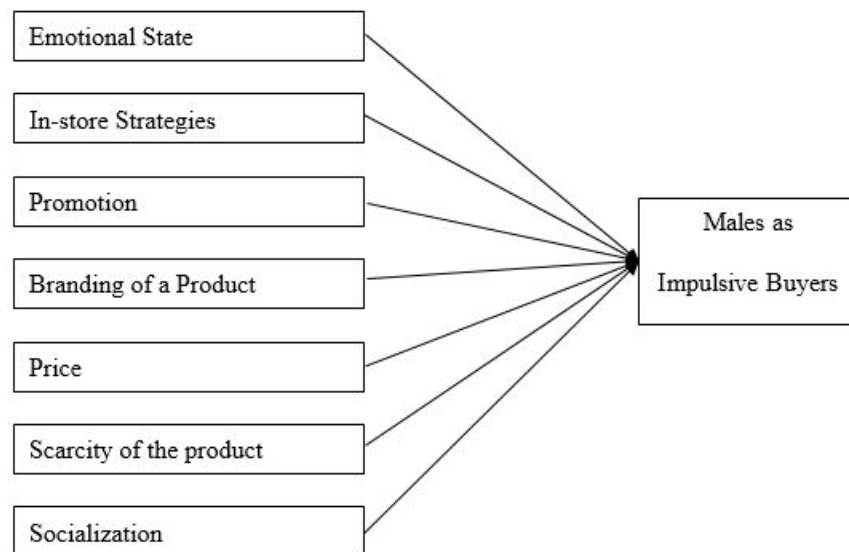


Figure 1. Conceptual Model

Variables that determine the dimensions of the construct were adapted from the previous research studies. In the present study, the questionnaire was composed of the following dimensions: Emotional State (Foroughi, Buang, Senik, & Hajmisedeghi, 2013) and its elements’ self-image (Phau & Lou, 2004), fashion involvement (Park, Iyer, & Smith, 2006), shopping



enjoyment (Bellenger & Kargaonkar, 1980; Beatty & Ferrell, 1998), and hedonic consumption and positive emotions (Herabadi, Verplanken, & Van Knippenberg, 2009), in-store strategies (Cobb & Hoyer, 1986), promotion (Prashar, Parsad, & Vijay, 2015), branding of a product (Koca & Koc, 2016), price (Muratore, 2016), scarcity of the product (Chung, Song, & Lee, 2017), socialization (Koca & Koc, 2016), and the tendency of impulsiveness in male buyers (Chung, Song, & Lee, 2017). Emotional State, In-store Strategies, Promotion, Branding of a Product, Price, Scarcity of the product, and Socialization were considered as the independent variables, and the dependent variable was Males as Impulsive Buyers. All these variables were tested through the statistical tools. Based on the variables and the previous research studies, the following Regression model was developed.

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7 + \varepsilon$$

Y= Males as Impulsive Buyers, X₁= Emotional State, X₂= In-store Strategies, X₃= Promotion, X₄= Branding of a Product, X₅= Socialization, X₆= Scarcity of the product, and X₇= Price

METHODS

This research was based on a positivist stance, it was a deductive, purist quantitative, and explanatory research, the time horizon of the study was cross-sectional, and the data was collected through close-ended questionnaires (adopted from the previous research studies) based on the five-point Likert scale. The target population was the educated male consumers of Karachi falling into the age group of 15-65 years, as the consumers older than that would not be interested in buying products impulsively. The data was collected by a purposive sampling technique, and a non-probability sampling; as it was difficult to obtain the list of the entire male population of Karachi. The sample size was 284 consumers. It was based on the Krejcie and Morgan (1970) sample survey method. It was calculated based on Karachi's population as 14,910,000 (Pakistan Bureau of Statistics [PBS], 2017). The urban male population was 7,830,000, the current literacy rate was 58% so, 4,541,400 of males were literate, the target age was 15-64 years: 967,772.34 (15-24 years: 21.31%), 1,674,414.18 (25-54 years: 36.87%), and 246,598.02 (55-64 years: 5.43%); so, the target population was 2,888,784.54, taking the confidence level as 90%, and the margin of error as 5%. Since the questionnaire was adapted so, the reliability and validity of the scales and key factors were already determined. Moreover, in discussion, the results are compared with those of the findings of pertinent studies to confirm the validity and generalizability.

RESULTS AND DISCUSSION

As indicated in Table II, considering the correlations, it could be analyzed that all the independent variables including Emotional State, In-store Strategies, Promotion, Branding of the Product, Scarcity, and Price were not highly correlated with each other. This relationship should be further checked with the significance value. All the variables except In-store strategy and Price had the significance level lower than 0.05 (p-value<0.05), this indicated that the correlation was significant, and the variables were linearly related to the dependent variable. But as observed above, In-store strategies and Price's significance level was greater than 0.05

(p -value >0.05) which indicated that the correlation was not significant considering In-store strategies. And Price was not linearly related to the Impulsive Buying. The independent variables including Emotional State, Promotion, Branding of the Product, and Scarcity of Impulsive Buying (dependent variable) were compared. It could be noticed that all the independent variables were correlated with Impulsive Buying but not highly. As shown in Table III, R Square was 0.286 indicating that 29% (and Adjusted R Square as .265 or 26%) of the variation in the Dependent Variable was explained by the Independent Variable. Table IV indicates that the model was significant as the p -value was less than 0.05. Hence, the model applied was significantly good in predicting the outcome variables.

H1: Emotional State affects the Males' Impulsive Buying Behaviour

The significance value of Emotional state was 0.021 that was p -value < 0.05 , so the first hypothesis was accepted, and it was evident that Emotional State does affect the Males' Impulsive Buying Behaviour. This was also confirmed by Foroughi, et al. (2013); Rahmawati (2009); Dittmar and Drury (2000).

H2: In-store Strategies affects the Males' Impulsive Buying Behaviour.

The significance value of In-store Strategies was 0.070 that was p -value > 0.05 , so the second hypothesis was rejected and it was evident that In-store Strategies did not affect the Males' Impulsive Buying Behaviour. Coley and Burgess (2003) also agreed that in-store strategies do not have an impact on the males' impulsive buying.

H3: Promotion affects the Males' Impulsive Buying Behaviour

The significance value of Promotion was 0.070 that was p -value > 0.05 ; so, the third hypothesis was rejected, and it was evident that the Promotion did not affect the Males' Impulsive Buying Behaviour. Promotion did not have a significant effect on the males' impulsive buying behavior; this was also confirmed by Coley and Burgess (2003).

H4: Branding of the products affects the Males' Impulsive Buying Behaviour.

The significance value of the branding of the products was 0.377, that p -value > 0.05 ; so the fourth hypothesis was rejected and it was evident that the branding of the products did not affect the Males' Impulsive Buying Behaviour. Branding of the products did not have a significant effect on the males' impulsive buying behavior which was also confirmed by Coley and Burgess (2003).

H5: Price affects the Males' Impulsive Buying Behaviour.

The significance value of Price was 0.214 that p -value > 0.05 ; so, the fifth hypothesis was rejected and it was evident that the price did not affect the Males' Impulsive Buying Behaviour. Also, Sethuraman and Cole (1999) confirmed that the price did not have a significant effect on the males' impulsive buying behaviour.

H6: Scarcity of a product affects the Males' Impulsive Buying Behaviour.

The significance value of the scarcity of a product was 0.808 that is p -value > 0.05 ; so, the sixth hypothesis was rejected, and it was evident that the scarcity of a product did not affect the Males' Impulsive Buying Behaviour. Contrarily, Chung, Song, and Lee (2017) and Chung, Song, and Koo (2015) have argued that the impulsive buying had a strong relationship with scarcity.

H7: Socialization affects the Males' Impulsive Buying Behaviour.

The significance value of socialization was 0.012, p -value < 0.05 ; so, the seventh hypothesis was accepted and it was evident that the socialization did not affect the Males' Impulsive



Buying Behaviour. Koca and Koc (2016); Nizar and Mariam (2009); Saurabh (2008); Caroline (2005); Cardona (2000) have also confirmed that socialization has been one of the reasons for buying impulsively.

From Table V, model equation could be derived, it was indicated that there was 33.4% impact of the emotional state on the Males as Impulsive Buyers, 33.2% impact of the socialization, 10.9% impact of the scarcity of the products, 9.1% impact of the branding of the products, and 7.4% impact of the promotion of the products, whereas price and in-store strategies had a negative impact that is -2.3% impact of the price, and -23.2% impact of the in-store strategies.

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7 + \varepsilon$$

$$\text{Males as Impulsive Buyers} = 0.622 + (0.334) *EMOA + (-0.232) *INSA + (0.074) *PROMA + (0.332) *SOCA + (0.091) *BRAND + (0.109) *SCAR + (-0.023) *Price + \varepsilon$$

Key Findings

It was observed that the majority of respondents were from the age group of 20-35, their monthly income was less than PKR 100,000, they were postgraduate, single and employed along with reasonable disposable income, thus it is logical to assume that they were in a condition to purchase impulsively. Moreover, their last purchases were unplanned and suggestion-based, and their unplanned purchases were made when were in a rush. The males responded that they usually buy food or groceries impulsively more than clothes or shoes (details provided in Table I). Emotional state, socialization, promotion, scarcity, and branding of the product had a positive and significant relationship with the impulsive buying but price and in-store strategies did not. The emotional state had a significant impact on the males' impulsive buying behaviour, which was also confirmed by Foroughi, et al. (2013); Rahmawati (2009); Dittmar and Drury (2000). Socialization had a significant impact on the males' impulsive buying behaviour, also confirmed by Koca and Koc (2016); Nizar and Mariam (2009); Saurabh (2008); Caroline (2005); Cardona (2000). The scarcity of the products did not affect the males' impulsive buying behaviour, also confirmed by Chung, Song, and Lee (2017) and Chung, Song, and Koo (2015). In-store Strategies did not have an impact on the males' impulsive buying behaviour, also confirmed by Coley and Burgess (2003). Promotion and Branding of the products did not have a significant effect on the males' impulsive buying behaviour, also confirmed by Coley and Burgess (2003). Price did not have a significant effect on the males' impulsive buying behaviour, also confirmed by Sethuraman and Cole (1999).

CONCLUSION

People have different needs and wants as they are different from each other. Impulsive buying behaviour is a consumer behaviour which cannot be predicted based on the information about one individual. Factors that affect some individuals to purchase and behave may not be the same for the others; but, there have been few common factors that might affect all the consumers. This study was aimed to examine the relationship between the male consumers as impulsive buyers with emotional state, in-store strategies, promotion, branding of a product, price, scarcity of the product, and socialization. Data from 284 educated male consumers from different age groups and different backgrounds were collected through a structured close-

ended questionnaire. A regression model was used for understanding the effects of the factors on the male consumers' impulsive buying. Findings from this study provided insights to retailers and researchers for understating the essential relationships between male consumers as impulsive buyers and different factors and conditions affecting them. From the results, it was concluded that males buy impulsively but the factors that affect them to buy impulsively are different. Emotional state and socialization have had a significant association with the male impulsive buying behaviour. In addition, this study showed that the in-store strategies, scarcity of a product, branding, promotion of a product, and price did not have a significant effect on the males' impulsive buying behaviour. Also, the male consumers of Karachi mostly bought food or groceries impulsively or unplanned, more than clothes or shoes.

Future Research Direction

Researchers who would like to conduct research on the males' impulsive buying can collect data from more respondents as this research was conducted in a very small span of time, and they can conduct studies in other cities of Pakistan. Also, the data in this study were collected on non-probability sampling; so, in future studies, data can be collected through other sampling methods. Further research can also be conducted by testing impulsive buying indirectly and adding more factors that can affect the male consumers, specifically in Pakistan. Also, researches can be conducted on a specific category of the consumer products like food, groceries, clothes, luxury goods, etc. Another area that can be examined is the effect of culture on impulsive buying, as every culture has its own dimensions or effects on the consumers. Qualitative research can be conducted on marketing strategies of the marketers of the male consumers' products.

Managerial Recommendations

Marketers and retailers should develop marketing strategies that trigger the emotional behaviour and the socialization factor of the male consumers. They should avoid strategies that are focusing on reducing the prices of the products, in-store strategies, promotions, and branding of the products as these would have no impact on male consumers. This research has provided insights about the consumers' choice. Also, males mostly buy food/groceries and clothes/shoes impulsively so new companies targeting male consumers of Karachi can offer food, groceries, clothes or shoes.

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APPENDIX

Tables

Table 1: The Frequency of Products Males Buy Unplanned

		Frequency	Percent
Valid	Food/Grocery items	132	46.5
	Clothes/Shoes	64	22.5
	Accessories/Cosmetics	24	8.5
	Home Furnishing	17	6
	Games/Electronics	17	6
	Luxury Goods	17	6
	Movies/Music	13	4.5
	Total	284	100.0

Table 2: Correlations

		InsA	PromA	SocA	Brand	Scar	Price	ImpA
EmoA	Pearson Correlation	.431	.422	.378	.401	.067	.050	.372
	Sig. (2-tailed)	.000	.000	.000	.000	.548	.649	.000
InsA	Pearson Correlation		.641	.524	.579	.362	.331	.185
	Sig. (2-tailed)		.000	.000	.000	.001	.002	.092
PromA	Pearson Correlation			.581	.536	.348	.489	.309
	Sig. (2-tailed)			.000	.000	.001	.000	.004
SocA	Pearson Correlation				.485	.369	.256	.439
	Sig. (2-tailed)				.000	.001	.019	.000
Brand	Pearson Correlation					.275	.323	.301
	Sig. (2-tailed)					.011	.003	.005
Scar	Pearson Correlation						.216	.234
	Sig. (2-tailed)						.049	.032
Price	Pearson Correlation							.086
	Sig. (2-tailed)							.435

Note: EmoA represents Emotional State, InsA represents In-store Strategies, PromA represents Promotion, SocA represents Socialization, Brand represents Branding of the Product, Scar represents Scarcity of the Product, Price represents Price of the Product, ImpA represents Impulsiveness

Table 3: Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.534(a)	.286	.265	.80587

Table 4: ANOVA

Model		F	Sig.
1	Regression	4.339	.000(a)
	Residual		
	Total		

Table 5: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.622	.525		1.186	.239
	EmoA	.334	.142	.274	2.356	.021
	InsA	-.232	.126	-.259	-1.836	.070
	PromA	.074	.155	.072	.477	.635
	SocA	.332	.129	.331	2.579	.012
	Brand	.091	.103	.113	0.889	.377
	Scar	.109	.087	.137	1.254	.214
	Price	-.023	.094	-.028	-.244	.808

Note: EmoA represents Emotional State, InsA represents In-store Strategies, PromA represents Promotion, SocA represents Socialization, Brand represents Branding of the Product, Scar represents Scarcity of the Product, Price represents Price of the Product, ImpA represents Impulsiveness

Dependent Variable: ImpA.