

# Do Men Purchase Impulsively? An Evaluative Study.



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**Pragathi Prakash**

**Truptha Shankar**

**Shruthi MP**

*Dayananda Sagar University*

(pragathiprakash-rs-mgt@dsu.edu.in)

(dean-scms@dsu.edu.in)

(drshruthimp@dsu.edu.in)

**Sandesh Ramakant Bhat**

*MLA Academy of Higher Learning*

(sandeshrbht@gmail.com)

*'Impulsive' is the new way of purchasing goods and services, where the customer decides instantaneously regarding the purchase. This kind of purchase has become popular because of the internet accessibility and the variety of e-commerce websites that are available. Are both men and women impulsive? This paper tries to address the gap of the online impulsive purchase behaviour amongst the men.*

**Keywords:** Impulsive Buying, Men Behavior, Online Platforms, Purchase Behaviour, Customer Decision.

## 1. Introduction

The marketing strategies are changing day by day. It was customer centric for a long time but currently it has shifted from the delayed advertisement model to the immediate response model. Every marketer tries to trigger the customer's emotions, as these emotions play a major role in their buying behaviour. Emotional triggers through various points like attractive display of the products, strategies, discounts, emotional ads, nostalgic ads etc. These emotional triggers get a major chunk of customers to the marketers which changes the customers' buying behaviour leading to 'impulsive buying behaviour'. It has become a new way for the marketers to market their products on the platforms and attract the customers towards unplanned purchases.

Impulsive buying behaviour means the unplanned purchase of goods and services by the customers that is triggered by external and internal factors. (Rook & Fisher, 1995). Impulsive buying behaviour is the way of purchasing the product where customers are immediately attracted towards the products and come up with the decision of the 'purchase at sight'. According to psychology, impulsive buying is dependent on the cognitive and emotional triggers of the customers. The higher the emotional triggers, lesser the cognitive feeling which leads to higher amount of impulsive buying rate.

Impulsive and online buying: The advent of internet has mainly led to the change in buying behaviour of the customers, especially through online. As most of the websites have their own applications which are easily downloadable on the mobile phones, making it very much easier for the customers to order anything and everything from wherever they are. This has changed the buying behaviour of the customers as it is very easy to order their products. This has mainly led to the attraction of 'spontaneous buying'. Online marketing triggers the unplanned purchase of the customers as it initiates for the immediate buying of the goods and services. This has become a new way of advertising to the marketers where they target the customers to buy the products immediately without giving much time for the 'thinking process'. If the customers think much about the need of a particular product, chances are that they may not purchase the product, hence it's the need of the current hour that customers should be made to purchase the things immediately! It is the immediate response model that is marketed for the customers creating the feel of FOMO!

Impulsive buying and males: the cognitive insights are relative higher in case of men; hence the impulsivity is lesser amongst the men. Zia et.al. (2018) states the emotional intelligence plays a major role in the buying behaviour of the customers, it is observed through the literature that female are impulsive buyers whereas male exhibits less impulsive buying behaviour even though their emotional intelligence is higher, it influences male for controlling their non-rational impulses. Male are influenced by the presence of their female partners that trigger the immediate purchase. As males are the primary earners in the family, they are more cautious about their spending patterns which affect their buying decisions. Tarka et.al (2022) study assessed gender differences in Impulse buying tendencies while purchasing on the internet, with specific regard paid to cognitive and affective factors. Results suggested that both men and women felt elation when they come across products they like, which initiates impulsive purchases; nevertheless, females compared and deliberated over the products before finalizing the purchase, indicating a planned decision-making process. Chen. et.al, 2022 states Celebrities and their endorsements play a vital role in increasing brand value and inducing impulsive buying behaviour amongst customers. Fans who empathize with celebrities are more likely to buy the products that are endorsed. The results revealed that higher levels of borderline pathological celebrity worship positively predict impulsive buying intent, suggesting a significant psychological link. It was also inferred that men displaying a stronger association between borderline pathological celebrity worship and impulsive buying intent compared to women. Utama et.al (2021) Studies have investigated the nexus between the impulse buying tendency, urge to buy, and impulse buying, moderated by gender. The findings revealed that the impulse buying tendency has a positive and significant impact on both urges to buy and impulse buying. Cunha et.al (2024) studies related to

the impact of human values on impulsive buying behavior report considerable gender differences. Male involvement in the purchase process is relatively less and they prefer to complete the buying process quickly. Where survival and emotion proved to be more persuasive towards men, the women were more motivated by pleasure and emotion. Al-Masri (2020) study investigating the relationship between impulsive buying behavior and emotional balance among students, it identifies that impulsive buying is increasing prevalent amongst the youth leading to negative financial and psychological outcomes. Gangai & Agrawal, (2016) research has shown that marketers often leverage personality traits to design targeted advertisements and marketing strategies. The findings revealed that specific personality traits, particularly psychoticism, significantly relate to impulsive buying behavior in both genders. Additionally, men exhibited higher levels of impulsive buying behavior compared to women, highlighting the role of gender in consumer decision-making. These insights contribute to understanding consumer behavior and offer valuable implications for marketing strategies. Bañares et.al (2020) research indicates the role of personality traits toward compulsive purchasing behavior. Gender differences shown that neuroticism, extraversion, and openness were higher driving forces of Compulsive Buying for women whereas conscientiousness and agreeableness more effectively inhibit the process of Compulsive Buying for women than for men. These discoveries can help realize the nature of compulsive buying and implications for public policy as well as marketing strategies. Karia (2020) research study is based on the theory of impulsive buying behaviour with special consideration to the strategic application of this theory, targeting genders for marketers. Women tended to make more spontaneous purchases of clothing, while men leaned towards impulsive buys related to food and gadgets. Women were more likely to shop impulsively when they were feeling happy, whereas men often turned to shopping to cope with sadness. For men, a successful impulse purchase boosted their confidence and reinforced their decision-making abilities. In contrast, women often felt regret or shame if an impulsive purchase turned out to be disappointing. These gaps suggest a need for comprehensive, gender-focused research that integrates emotional intelligence, personality traits, marketing strategies, and technological advancements to better understand and influence impulsive buying behavior. The study was taken-up to address the research questions: What factors influence online impulsive buying behavior among men? Does online platform or personalised advertising features impact on impulsive buying of men?

### Objectives

1. To identify the key determinants of online impulsive buying behavior among men.
2. To evaluate whether the online platform or personalised advertising features impact on impulsive buying of men.

## 2. Methodology

This study was taken-up to evaluate the impulsive buying behavior exhibited by men through the online shopping. The responses were collected using validated scales and structured questionnaires. Questionnaires were circulated through the google forms within the categories of group of people, 206 responses were received, amongst which 106 were received from men. As the paper evaluates the male's buying behaviour these were further taken up for the analysis part. Responses were collected between the time period of 2023-2024, it was collected from those people who are acquainted and frequent buyers from the online platform, hence most of the respondents were from Bangalore city. Bangalore is known for catering to the variety of population from all over the globe, hence it was deemed to be an appropriate choice for the data collection process. Impulsive buying scale was adopted from the seminal paper by Rook and Fisher.

Questions related to the online platform features like- limited period offer, free shipping offer, social media influence etc. were included and personalised advertising features like- personalised discounts, product recommendations based on the history, delivery charges etc. were rolled-out for the respondents to determine their online spontaneous buying behaviour. The men who are usually known for their better emotional and cognitive controls were evaluated under the study. Jamovi software was used for the analysis of the data and construction of SEM structural equation modeling, to draw conclusions. The study wanted to address the literature gap noticed during the review process, regarding the buying behaviour of the males are studied less compared to female.

## 3. Results and Discussions

The analysis begins with the test and understanding of the normality. The normality test was conducted through the descriptive analysis, the Shapiro-wilk p test's 'p-value' will be considered for the determination of normality. If the p-value is <0.05 data is considered to be normal. It was noted that all three sets of data classification namely- online platform features (F), buying behaviour (BB) and personalization influence (IN) were <0.001. This implied that the data considered for the analysis was normal.

Measure of reliability is considered as one of the important tools for the analysis, Cronbach alpha test was conducted for the three data sets under the analysis. If the value of Cronbach alpha is >0.7 dataset is considered to be reliable.

Scale Reliability Statistics	
	Cronbach's $\alpha$
scale	0.844

Scale Reliability Statistics	
	Cronbach's $\alpha$
scale	0.711

Scale Reliability Statistics	
	Cronbach's $\alpha$
scale	0.874

Source: Researcher's Work

It can be inferred from the above figures that the Cronbach alpha is 0.884 for the online platform features (F), it was 0.711 for buying behaviour (BB) and 0.874 for the personalization influence (IN). This indicates that the dataset is reliable. Both exploratory factor analysis and confirmatory factor analysis were conducted for the data to proceed further, according to (Goni, et.al, 2020) Confirmatory factor analysis (CFA) is conducted to confirm the factorial structure of the questionnaire. It is vital for validating the measurement instruments.

Factor	Factor Loadings				
	Indicator	Estimate	SE	Z	P
Online platform features (F)	Limited-time	0.839	0.1254	6.69	<.001
	Free-shipping	1.065	0.1226	8.69	<.001
	Social media influence	0.931	0.1297	7.18	<.001
	Attractive-products	0.774	0.1370	5.65	<.001
	User-reviews	0.834	0.1143	7.30	<.001
	Flash-sales	0.858	0.1337	6.42	<.001
	Celebrity-recommendations	0.839	0.1329	6.32	<.001
	Family-&-friend Ratings	0.844	0.1131	7.46	<.001
Buying behavior (BB)	Buy things online without wasting time	0.490	0.1088	4.51	<.001
	If I buy something online, I usually do it spontaneously	0.536	0.0997	5.37	<.001
	The feeling of wanting to buy something	0.851	0.1145	7.44	<.001
	I am a bit thoughtless in buying things online	0.490	0.1088	4.51	<.001
	If I see something new on a website, I want to buy it	0.536	0.0997	5.37	<.001
Personalization influence (IN)	Personalised discounts	0.895	0.1035	8.65	<.001
	Product recommendations based on the browsing history	0.776	0.0978	7.93	<.001
	Personalised Messages	0.654	0.1052	6.22	<.001
	Delivery time taken	0.867	0.1055	8.22	<.001
	Discount on a particular brand	0.962	0.1024	9.40	<.001
	Economical amount charged for a product	0.807	0.1190	6.78	<.001
	Lesser Delivery Charges	1.062	0.1175	9.03	<.001

Source: Researcher's Compilation

The confirmatory factor analysis gives insights regarding the three variables under the test, the influence of online platform feature or personalised advertising on the impulsive buying behaviour of the men. The results show that all the factor loadings are <.001 i.e., online platform features and personalised advertising strongly supports impulsive buying.

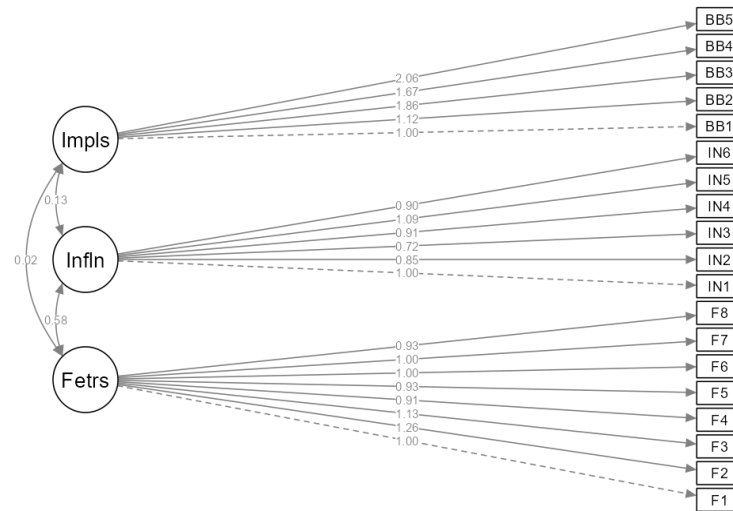
Model tests			
Label	X <sup>2</sup>	df	p
User Model	270	149	<.001
Baseline Model	930	171	<.001

In Structural Equation Modeling (SEM), model testing and fit indices play a crucial role in evaluating the overall goodness of fit for the hypothesized model. They help to determine if the model adequately represents the data and if the relationships among variables are correctly specified. The model test and fit indices show the p-value as <.001 which means the indicators are perfect for the construction of the Structural equation model.

In Structural Equation Modeling (SEM) variables, Online platform features (F) and personalization influence (IN) are taken as Exogeneous variables, ie., they are independent variables and show their impact on the endogenous variable, namely Impulsive buying behavior.

Fit indices				
		95% Confidence Intervals		
SRMR	RMSEA	Lower	Upper	RMSEA p
0.077	0.087	0.071	0.104	<.001

Source: Researcher's Compilation



Source: Researcher's Compilation.

The SEM model effectively explains the relationships among the constructs, underscoring the importance of Features in driving Impulsive Buying Behavior among men. External Influence plays a minimal role, suggesting that men prioritize intrinsic product characteristics over social or marketing influences when making spontaneous purchases. The SEM analysis reveals that men are likely to make impulsive purchases when the intrinsic qualities of a product, such as its design, functionality, and appeal, meet their preferences.

### 4. Conclusions

The findings are significant to understand what drives impulsive buying behavior in men and how product features and external influences affect their decisions to purchase. The study was conducted to understand the presence of impulsive buying behaviour amongst the men, as there was lack of studies in this regard. It is inferred that even men exhibit the impulsive buying behaviour like women. The cognitive and emotional traits of the men make them attract towards the product features than the personalised advertising towards immediate purchases and gratifications.

The study is highly valuable for marketers, product designers, and retailers in terms of understanding and influencing impulsive buying behavior. It means that if product features are a stronger determinant than external influences, marketers should emphasize the attributes of the product that appeal directly to consumer needs, desires, and emotions. Although external influences such as advertising or social influence may not play as significant a role in impulsive buying behavior in this sample of men, the findings may differ across different populations or cultural contexts. Therefore, marketers should consider segmenting their audience and tailoring strategies accordingly. Future studies could examine gender or cultural differences in impulsive buying behavior. Other avenues of further research can include moderation or mediation by other factors like emotion regulation or personal values on impulsive buying.

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