



**Addis Ababa University College of Business and Economics**  
**School of Commerce Department of Marketing Management**  
**Post Graduate Program**

**THE ROLE OF GENDER DIFFERENCES IN IMPULSE BUYING  
BEHAVIOR OF CONSUMERS AT SELECTED SUPERMARKETS IN  
ADDIS ABABA**

**By: Tihitina Girma Kifle**

**June, 2014**

**Addis Ababa, Ethiopia**



**THE ROLE OF GENDER DIFFERENCES IN IMPULSE BUYING BEHAVIOR OF  
CONSUMERS AT SELECTED SUPERMARKETS IN ADDIS ABABA**

**A Thesis Submitted to Addis Ababa University College of  
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the Requirements for Degree of Master of Arts in Marketing Management**

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**GSE/0833/04**

**Advisor: Getie Andualem (PhD)**

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## DECLARATION

I, Tihitina Girma, declare that this research work entitled as **“The role of gender differences in impulse buying behavior of consumers at selected supermarkets in Addis Ababa”**, is the outcome of my own effort and study and that all sources of materials used for the study have been duly acknowledged. I have produced it independently except for the guidance and suggestion of the research advisor. This study has not been submitted for any degree in this University or any other University. It is offered for the partial fulfillment of the degree of MA in Marketing Management.

Tihitina Girma Kifle

Signature \_\_\_\_\_

Date \_\_\_\_\_

## **LETTER OF CERTIFICATION**

This is to certify that Tihitina Girma Kifle has carried out her thesis on the topic “The Role of Gender Differences in Impulse Buying Behavior of Consumers at Selected Supermarkets in Addis Ababa”. This work is original in nature and is suitable for submission for the award of Degree of Master of Arts in Marketing Management.

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Getie Andualem (PhD)

Thesis Advisor

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## **ACRONYMS AND ABBREVIATIONS**

A.A.	Addis Ababa
CSA	Central Statistics Agency
df	Degree of freedom
ETB	Ethiopian Birr
N/A	Not Applicable
SPSS	Statistical Package for Social Science

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## ABSTRACT

*Impulse buying is defined as a sudden, often powerful and persistent urge to buy something immediately. It is a phenomena which has been studied since 1950 which accounts for a substantial volume of goods sold every year across a broad range of product categories. Examination of the affective and cognitive psychological processes and components, which emerge during consumer decision-making, is a prerequisite for the comprehension of the essentials involved in impulsive consumer behavior. The purpose of this study is to compare men and women for differences in individual affective and cognitive processes as well as in the overall affective and cognitive process associated with impulse buying behavior. In addition this study intend to identify gender difference in terms of impulse purchase from a variety of product categories. The research has significance for retailers, marketers, advertisers and individual consumers. Descriptive research design and quantitative research approach is employed using questionnaire as the data collection tool. A sample of 250 respondents taken in a multi stage cluster sampling techniques. Mean score, independent t-test and analysis of variance (ANOVA) are used to test the hypotheses. The result of the study indicate that there is a significant difference between men and women in terms of individual components of affective and cognitive components and also in terms of the overall affective and cognitive processes with women being more influenced than men. Significant differences between men and women in terms of impulse purchase made from the variety of product categories are also observed. Women made more frequent purchases on impulse than men from the product categories including: groceries, cosmetics, house hold products and kids' related products. While men made more frequent purchases on impulse from electronic product category. Confectionary and apparel products did not indicate significant gender difference in impulse buying behavior of respondents.*

*Key words: Cognitive Processes, Affective Process, Gender*

# CHAPTER ONE: INTRODUCTION

## *1.1 Back ground of the study*

Impulse buying is a phenomena studied by researchers since 1950 (clover, 1950; stern, 1962, Rook 1987; Dittmar et al 1995; Peck & Childeus, 2006). Researchers from different walks of discipline, psychology, criminology & marketing, have taken a very keen interest in impulse buying. Since psychologists categorize impulsiveness as basic human trait, individuals' impulse buying tendencies can be conceptualized as a consumer trait that can be labeled as buying impulsiveness (Rook & Fisher 1995).

Researchers both in the area of Psychology and marketing used to categorize impulsive behavior as immaturity, primitivism, foolishness, defects of the will, lower intelligence, and even social deviance and criminality (Bohm-Bawerk 1959; Freud 1911; Mill 1909). It is also portrayed as being bad and with negative consequences in the areas of personal finance, post-purchase satisfaction, social reactions, and overall self-esteem (Rook 1987; Rook and Hoch 1985).

On the contrary impulsive behavior is considered as normatively neutral or even positively sanctioned behavior (Rook and Fisher 1995). In addition according to Hausman(2000),impulse buying is not always viewed negatively by consumers, rather it represents a rational alternative to more time-consuming search behaviors. Researchers also argues that there are important socio-psychological benefits of shopping and impulse purchasing (Bayley & Nancarrow, 1998). Impulse buying is even considered as irrational and choice less buying behavior that can be understood as an automatic matching of environment and patterns of action from memory, amounting to a cognitively efficient means of achieving goals (Malter, 1996). furthermore impulsive buying may be understood as an act of freedom in which the need for analytical evaluation is obviated because the products 'rightness' is experienced directly(Thompson, Locander, & Pollio, 1990).

Whether impulse buying is considered positively or negatively, it accounts for a substantial volume of the goods sold every year across a broad range of product categories (Banerjee & Saha 2012; Hausman, 2000)

Examination of the affective and cognitive psychological processes and components, which emerge during consumer decision-making, is a prerequisite for the comprehension of the essentials involved in impulsive consumer behavior, (Coley, 2000). Dawson and Kim 2009 studied the affective-cognitive aspects and found significant relationship. Silvera et al, 2008 studied the impact of emotions and inferred that impulse buying is influenced by the 'affect' or emotions of the consumer.

Dittmar et al (2000) found that gender influence impulse buying behavior. Researchers also states that consumer characteristics, demographics, socio economic & cultural factors also affect impulse buying behavior (Kollate & willett 1967; Wood 1998; Kacen & Lee 2002)

Jones et, al. (2003) empirically tested that product specific impulse buying is affected significantly by product involvement and it is an important factor supporting impulse buying tendencies. As per Clover (1950) some product categories are more sold on impulse. Stern (1962) also suggests that some product related factors might predict impulse buying.

Abratt & Goodey (1990) found that examination of impulse buying in supermarkets could be much of interest to many manufacturers as well as retailers worldwide. Retail environment such as point of purchase could affect the impulse buying of consumers. Retailers have tried to get consumers to be impulsive in stores through store layouts, product packaging and in store promotion (Dholakia, 2000).

Consumer researchers have mainly focused on identifying the different factors that induce impulse buying in various developed countries (Bayley & Nancarrow, 1998). In the emerging economies, there is a need to study the impulse buying due to recent development in retailing and huge cultural differences when compared to developed economies (Kacen and Lee, 2002). Especially in Ethiopia impulsive buying is a phenomenon that has not been researched and hence needs investigation.

## ***1.2 Statement of the problem***

Different researchers tried to define impulsive buying differently (Stern, 1962; Iyer, 1989; Betty & Ferrell, 1989). Piron, (1991) proposed a definition which includes different scholars view. According to him Impulse purchases are unplanned, decided on the spot, stem from reaction to a stimulus and involve either a cognitive reaction, or an emotional reaction, or both. Impulse buying is characterized as encompassing purchases with high emotional activation, low cognitive control, and largely reactive behavior (Weinberg & Gottwald, 1982). Silvera et al., (2008) studied the impact of emotions and inferred that impulse buying is influenced by the affect or emotions of the consumer

Impulse purchase occurs often where nine out of ten shoppers occasionally buy on impulse (Welles, 1986). Everyone buys impulsively at one point or another (Rook & Fisher, 1955; Wells, 1986). Impulsive purchase happens when consumers experience strong desire that out weight restraints, the consumer loss power of self-control and make the purchase (Hoch & Loewenstein, 1991).

Demographic variables are among the variables retailers mostly use to classify customers behavior (Chiger, 2001). Dittmar et al., (1995) found that men and women process information differently, buy different items for different reasons, and have different influences on purchase decisions and value material possession differently. Men and women approach the shopping task differently (Berni, 2001).

Initially research on impulse buying was directed mainly among various product categories classifying individual products as impulsive verse non impulsive items (Clover, 1950; West, 1951) Bellenger et al., (1978) discovered that consumer impulse buying was widespread, both across the population and across product categories.

Companies experiencing tough competition in the market can apply marketing stimuli's and use impulsive purchase as a competitive advantage. Manipulation of factors, stimulating purchase may significantly increase sales (Virrilait, 2012). Retailers need to understand impulse buying behavior of consumers in their stores (Jones, 2003). Retailers may even want to encourage more impulse buying behavior among their shoppers in order to enhance customer satisfaction (Lee, 2008).

Hausman, (2000) explained that consumers buy goods because of none economic reasons such as fun, fantasy, social and emotional satisfaction which help them to ignore the negative consequence of impulse purchasing. A retail experience which succeeds in delivering value to the customer can become the key to long-term retailer success. (Beverland et, al, 2007)

Sagaci research, (2013) as cited in Addis Standard .Com, Ethiopia has an attractive retail market in the early stage of development. The research also states that boosted by the country development and the emergence of middle class, modern grocery retail should develop quickly to reach 1.5 % of total grocery expenditures by 2018, with 15 to 20 new modern supermarkets expected to be opened in the capital city over the period. The research goes on further explaining that modern supermarkets will also open within malls as Ethiopia remains highly attractive for developers with a potential for 5 to 10 new shopping centers for an equivalent of 175, 000 to 250,000 square meter of gross leasable area until 2018. In addition the research also claims that based on the survey of more than 1,000 households, 200,000 households of Addis Ababa (24%) have monthly income higher than 500 USD and 10% of households earn more than 1,000 USD per month which makes them attractive consumers in the main product category.

With this expected development in the retail sectors in Addis Ababa and the growing middle class, the lack of previous researches in this area prevented impulse buying behavior of consumers from being the source of competitive advantage for retailers thus, prevented them from using it to increase their sales. Marketers also are not targeting impulsive customers and designing appropriate marketing strategies. In addition, consumers do not understand the source of their impulsiveness to device a means to control it.

Based on the statement of the problems the study tries to answer how gender difference affects impulsive buying behavior of consumers in terms of cognitive & affective components and product category purchased

## **Research questions**

1. How does gender affect the individual components of the affective process associated with impulse buying behavior of consumers?
2. How does gender affect the individual components of the cognitive process associated with impulse buying behavior of consumers?
3. How does gender affect the overall affective and cognitive process associated with impulse buying behavior of consumers?
4. How does gender affect the product category purchased on impulse?

### ***1.3 Objective of the study***

#### **1.3.1 General objective**

The general objective of the study is to examine the role of gender difference in impulsive buying behavior in terms of cognitive & affective components and product category purchased

#### **1.3.2 Specific objective**

The specific objectives of the study are:-

- To examine the influence of gender on impulse buying behavior between males and females in terms of individual components Affective process
- To examine the influence of gender on impulse buying behavior between males and females in terms of individual components Cognitive process
- To examine the influence of gender on impulse buying behavior between males and females in terms of overall affective and cognitive processes.
- To examine the influence of gender on impulse buying behavior between males and females in terms of product category purchased

### ***1.4 The Null Hypotheses***

There is a significant relationship between a person's affective and cognitive state and impulse-buying behavior (Dawson and Kim, 2009). Men and women relate to and value material passion differently, (Dittmar et al, 1995). According to Mischel &

Ayduk, (2004) women have less self-control and are more susceptible to impulse spending. This is because women tend to shop for hedonic reasons compared to men consequently women tend to buy unplanned items. Furthermore, some product categories are more sold on impulse (Clover, 1950). Among the products about 70% of the grocery items are impulsively purchased (Nichols et al, 2001).

Based on examination of various literature, the following hypotheses were formulated for analysis.

**H<sub>01</sub>:** There will be no significant difference in impulse buying behavior between males and females in terms of individual components Affective process

**H<sub>02</sub>:** There will be no significant difference in impulse buying behavior between males and females in terms of individual components of Cognitive process

**H<sub>03</sub>:** There will be no significant difference in impulse buying behavior between males and females in terms of overall affective and cognitive processes.

**H<sub>04</sub>:** There will be no significant difference in impulse buying behavior between males and females in terms of product category purchased.

### ***1.5 Significance of the study***

The results of this study will have a practical significance. It will show the gender differences in cognitive and affective processes and their relationships to impulse buying. The study will help to understand impulsive buying behaviors in Ethiopian context. In general, since much research has not been done in this area in our country, it will fill the gap that currently exists. It also shade light for further studies in area of impulse buying. In particular, the results of this study will be useful to retailers to understand and target potential impulsive buyers and encourage impulsive buying in their stores. It will benefit marketers to understand impulsive buying behavior of consumers and formulate appropriate marketing strategies. Advertisers will also be benefited from the result by understanding the impact of emotion and thought and how advertising can be used in order to stimulate these factors. Consumers will learn from the result which component will influence their impulse buying behavior and manage the desire to buy impulsively.

### ***1.6 Delimitation (Scope) of the study***

This study is limited to specific areas of Addis Ababa and it considers ten selected supermarkets only. Moreover it is specific to gender difference associated to impulse buying behavior in terms of cognitive and affective components. And for frequency of product category purchased on impulse.

### ***1.7 Organization of the study***

This study is organized under five chapters. Chapter one deals with introduction, chapter two deals with review of related literature then the methodology is discussed in chapter three. Chapter four constitutes results, discussion and summary of findings. The last chapter, chapter five, contains conclusion, recommendation, limitation and recommendation for future research.

### ***1.8 Conceptual and Operational definitions***

- **Impulse buying** is an irresistible desire to buy competes with the willpower to delay immediate gratification. When an individual lacks adequate control over his buying desires, impulse buying takes place. Youn, (2000)
- **Cognitive processes:** Planning and deliberation (Verplanken and Herabadi, 2001).
- **Affective processes:** Feelings of pleasure, excitement compulsion, lack of control, and the probable regret (Verplanken and Herabadi, 2001).
- **Gender**

## **CHAPTER TWO: REVIEW OF RELATED LITERATURE**

### ***2.1 Introduction***

In this chapter the different views of researchers in the area of impulse buying will be discussed. Starting from consumer decision making process to different definition and models of impulse buying as well as the conceptual framework of the research will be explained in brief. Furthermore, issues related to impulse buying including product and shoppers' related impulse buying, factors influencing impulse buying. The affective and cognitive psychological process and the roll of gender difference between men and women in impulse buying will be discussed. And finally the conceptual framework of the research will be described.

### ***2.2 Consumers decision making process in making purchase***

Consumers pass through steps in making purchase decisions. The Engel, Kollat and Blackwell model (EKB model) describes consumers' decision process and how decisions are made when choosing among a list of alternatives available.

The model basically consists of five sequential steps where information is processed before consumption decisions are made. The first stage starts with the need or problem recognition. This is followed by a search for alternative solutions which involves obtaining relevant information from various sources; both the external environment as well as internal self for instance memory and experiences. The third stage involves the evaluation of alternatives that is subjected to the consumer's personal criterion in deducing the preference. Once the decision is made, the consumer moves into the fourth stage where the purchasing of the selected alternative takes place. The final step involves post-purchase evaluation. The basic framework of the EKB model begins with the state of unfulfilled needs and wants. The dissatisfaction arising from the discrepancy between the perceived current state and the desired state triggers the need or problem recognition.



Figure 1. The Decision Process Stages of the Engel, Kollat and Blackwell Model.

(Source: Engel, Kollat and Blackwell, 1978)

### ***2.3 Impulse Buying General Overview***

Generally, consumers make two kinds of purchases, planned and impulsive. Impulsive purchases occur often where nine out of ten shoppers occasionally buy on impulse (Welles, 1986). The affective processes are responsible for creating impulsivity while cognitive processes are the rational side that maintains self-control. Affective process refers to the emotions, moods, feeling states while cognitive refers to mental structures and processes involving thinking, comprehension and interpreting; though affective and cognitive processes are different, they are not independent of one another (Youn, 2000). It is the balance between these two that dictate the degree of impulsiveness. Impulsive purchasing happens when consumers experience strong desires that outweigh restraints, the consumer loses the power of self-control and makes the purchase (Hoch & Loewenstein, 1991; Weinberg & Gottwald, 1982; Youn, 2000). The interaction between these factors can be illustrated

in where there are two situations and outcomes; one leading to impulsive buying and the other does not.

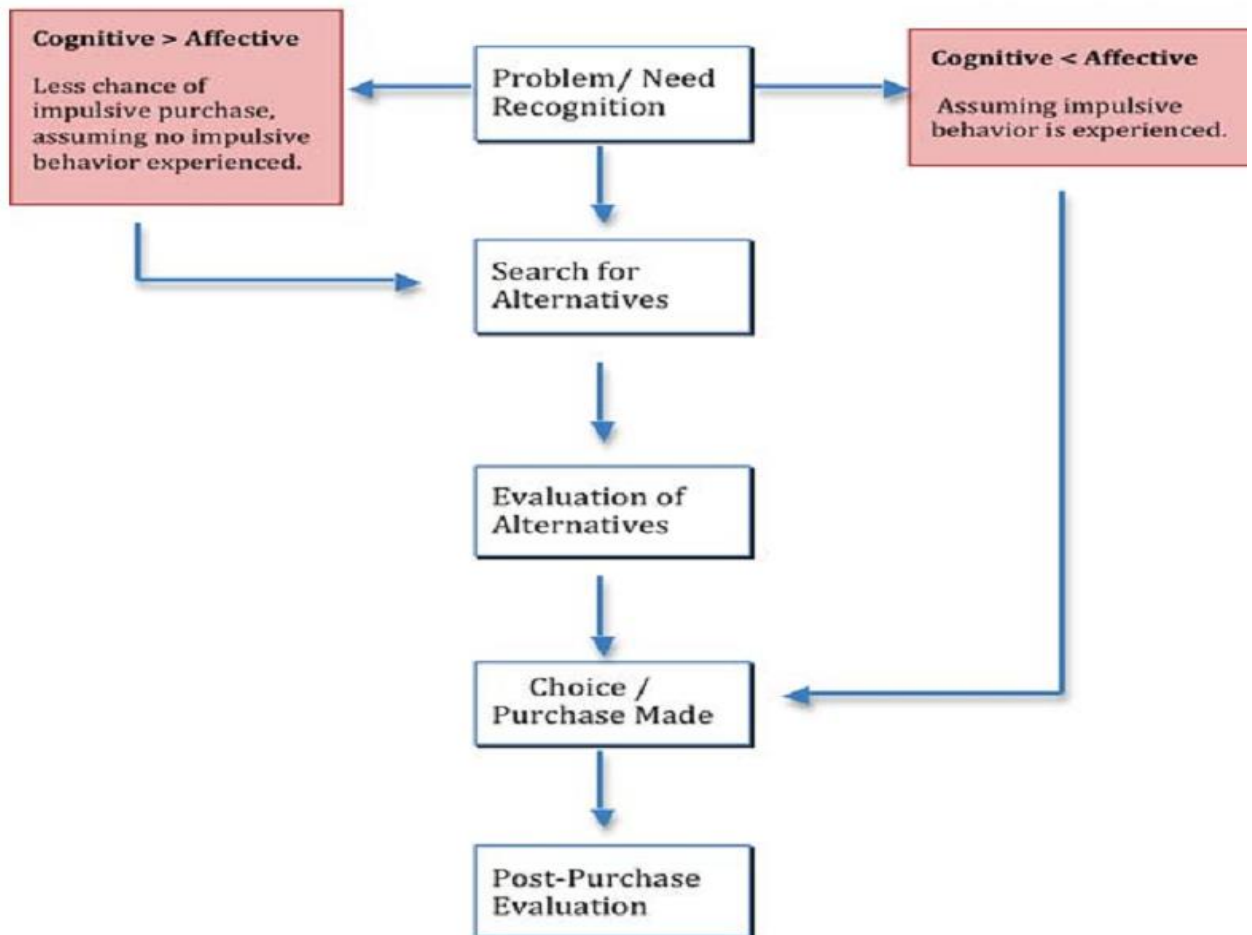


Figure2. The Modified Decision Process Stages of the Engel, Kollat and Blackwell Model Incorporating Impulsive Purchasing Decisions.

(Source: Engel & Blackwell, 1982)

The affective and cognitive factors are the influences in triggering needs. Here, they also influence the possibility of impulsive purchase behavior. At different points in the decision making process, these factors play different roles and trigger different outcomes. This further substantiates the importance of these factors in consumer behavior and provides a holistic view of the drivers in consumption and choice.

### **2.3.1 Impulse Buying Definitions**

Prior to 1982, most definitions on impulse buying focused on the product rather than the consumer as the motivator of impulse purchases. For instance, Stern (1962) provides the foundation for defining impulse buying behavior, which classifies the act as planned, unplanned, or impulse. According to this scheme, planned buying behavior involves a time-consuming information search followed by rational decision making (Piron, 1991; Stern, 1962). Unplanned buying refers to all purchases made without such advance planning and includes impulse buying, which is distinguished by the relative speed with which buying decisions occur. Subsequent to 1982, when researchers began to re-focus attention on impulse buying behavior, researchers began to investigate the behavioral dimensions of impulse buying. Most recently, researchers appear to agree that impulse buying involves a hedonic or affective component (Cobb and Hoyer, 1986; Piron, 1991; Rook, 1987; Rook and Fisher, 1995; Weinberg and Gottwald, 1982). For instance, Rook (1987) reports accounts by consumers who felt the product "calling" them, almost demanding they purchase it. This emphasis on the behavioral elements of impulse buying led to the definition of impulse as follows:

Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. (Rook, 1987).

### **2.3.2 Impulse Buying Models**

Virvilait & Saladien (2012), after investigating different models of factors affecting consumer impulsive purchase behavior in retail environment summarized different model related to impulse buying behavior as follows:

*'Consumer's attitude change during purchase process - in Hoch and*

*Loewenstein the*

*Reference point model;*

*Gender difference in impulsivity, product symbolic meaning, and personality's discrepancy- in*

*Dittmar et.al (1995), (1996) impulsive purchasing models*  
*Hedonistic need satisfaction – in Puri (1996) impulsive purchasing model;*  
*Causal relationship between consumer perception, belief and behavior – in*  
*McGoldrick*  
*(1999) et.al impulsive purchasing model;*  
*Marketing stimuli, impulsivity trait and situational factors – in Dholakia*  
*(2000) impulsive*  
*Purchasing model;*  
*Social factors influence - Mattila and Wirtz (2008) impulsive purchase model;*  
*Knowledge of new products, excitement and consumer esteem – in*  
*Harmancioglu and*  
*Colleagues (2009) a model of impulse purchase of new products.'*

## **2.4 Theoretical Framework**

Although previous research recognizes that affective and cognitive processes do occur during consumer decision-making, little attention has emphasized the impact of these phenomena. For a complete understanding of impulsive consumer buying, attention needs to be directed toward these processes and their components. This study is based on conceptual framework of consumer impulsive buying as a function of two higher order psychological processes: affect and cognition, and their six lower order components. See the table below. The affective dimension reflects irresistible urge to buy, positive buying emotions, and mood management. The cognitive dimension reflects cognitive deliberation, unplanned buying, and disregard for the future. The overall power of each factor and the degree of influence between each component represents the ultimate outcome of whether or not an impulse buy emerges. As the emotional irresistible desire to buy competes and takes over the cognitive control of willpower, impulse buying takes place (Youn, 2000).

**Table 1.1 Theoretical framework of the research**

<p><b>Affective and Cognitive Psychological Processes and Related Factors</b></p> <p>Two Psychological Processes</p> <p>1) Affective process refers to emotions, feeling states, moods</p> <p>2) Cognitive process refers to the mental structures and processes involved in thinking,</p>
<p>Understanding and interpreting Although the two are conceptually distinguishable, they are not independent of one another.</p>
<p>Six Factors</p>
<p><b>Affective Process Components:</b></p>
<p>1) Irresistible Urge to Buy</p> <p>The consumers desire is instant, persistent and so compelling that it is hard for the consumer to resist</p>
<p>2) Positive Buying Emotion</p> <p>This term refers to positive mood states generated from self-gratifying motivations that impulse buying provides. Consumers are likely to engage in impulse buying in order to prolong their pleasurable mood states.</p>
<p>3) Mood Management</p> <p>Impulse buying is in part motivated consumer's desire to change or manage their feelings or moods.</p>
<p><b>Cognitive Process Components:</b></p>
<p>4) Cognitive Deliberation</p> <p>A sudden urge to act without deliberation or evaluation of consequences.</p>
<p>5) Unplanned Buying</p> <p>Lack of clearly planning.</p>
<p>6) Disregard for the Future</p> <p>The result of choosing an immediate option over lack of future concerns and considerations.</p>

Source: Coloy, 2002 (Adapted from Youn, 2000).

## ***2.5 Impulse Buying***

### **2.5.1 Product Related Impulse Buying**

Scholars in different disciplines like economics and psychology have been researching about the theoretical and practical importance of impulsive human behavior since 1950's. (Piron, 1993; Rook, 1987; Youn, 2000).

Consumer impulse buying is one separate and central area of impulsive human behavior. Many research works on impulse buying devote on conceptualizing the idea. Earlier research works on impulse buying was mainly focused on taxonomic activities among various product groups and within different retail establishments (Bellenger, Robertson, & Hirschman, 1978; Clover, 1950; Prasad, 1975)

Various products can be classified as impulsive or non impulsive item through product related research works. According to Bellenger et al., (1978) consumer impulse buying was widespread, both across the population and across product categories. Statistics reported on impulse buying during this time were: over 50 percent of supermarket items (Kollat & Willet, 1967), and 61 percent of healthcare and beauty aid products were purchased on an unplanned basis (POPAI/DuPont Studies, 1978); furthermore, 62 percent of discount store purchases (Prasad, 1975) and 27-62 percent of all department store purchases fell into impulse purchases categories (Bellenger et al., 1978). Among those department store items purchased on impulse, 39.6 percent were from apparel goods. Williams and Dardis (1972) found that 46 percent of women's outerwear and 32 percent of men's wear, out of total purchases, were made on an unplanned basis throughout department store, specialty stores, and discount stores. Few product lines were recognized as unaffected by impulse buying (Bellenger et al., 1978; Rook, 1987).

Due to the current situation in today's fast changing world, the use of 24 hour internet shopping, increased use in credit and the time constraint may all contribute buying to be more impulsive. It could be imagined that the figures mentioned above may have changes to the higher side.

Different research that classified products into impulsive and non-impulsive categories tended to obscure the fact that almost anything can be purchased impulsively (Shapiro, 1973; Rook, 1987). This approach developed a general belief

that impulse buying referred to unplanned purchases (Bellenger et al., 1978; Cobb & Hoyer, 1986)

Research on impulse buying concentrated on identifying unplanned (unintentional) purchases, which is interpreted to be the difference between purchase intentions and actual purchases. Approaches were made to define impulse buying by distinguishing planned from unplanned purchases (Kollat & Willet, 1969; Bellenger et al., 1978). Interviewing participants before and after their shopping trips, by asking what they intend to buy and what actually they bought, were used by researchers as a method to this approach (Bellenger et al., 1978; Cobb and Hoyer, 1986). All items purchases but not mentioned in the first interview were listed as unplanned or impulse purchases.

The methodological approach mentioned above may lead to possible under/over estimating of impulse buying because of memory tiredness, time constraints and lack of attention given by the interviewee (Cobb & Hoyer, 1986). Moreover, other factors may influence shoppers to make decisions which are different from their usual in-store purchase behavior. It may be social desirability bias and feelings of being rational and goal-oriented (Cobb & Hoyer, 1986; Schiffman & Kanuk, 2000).

### **2.5.2 Shopper's related Impulse Buying**

Consumer behavior is a complex, dynamic, multidimensional process, and all Marketing decisions are based on assumptions about consumer behavior (Hawkins and Mothersbaugh, 2007). Consumer behavior can be defined as the decision making process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires (Solomon 1995).

This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behavior but, the process starts much before the goods have been acquired or bought. A process of buying hence starts in the minds of the consumer, which leads to the findings of alternatives between products that can be acquired with their relative advantages and disadvantages. This, in return, is believed to lead to internal and external search. The same process is then followed by decision-making for purchase and using the goods and then the post purchase behavior.

Various studies on shopper's behavior have emphasized on some aspects of shopper's behaviors related to purchase motives. Most of such studies have typically approached shopping behavior from rational (utilitarian) as well as emotional (or hedonic) perspectives.

Accordingly it is believed that shopping involves diverse facts of shopper's experiences requiring a substantial level of interactions among shoppers, sales people and the store's atmosphere. Given this characteristics the shopping process entails sensory, emotional and rational experiences that shoppers may encounter in an interactive fashion. For instance, shoppers, upon entering a store, may come into contact with store atmospherics that stimulate their sensory appeals such as the store's merchandise display, interior, aroma, lighting and background music consequently. Such sensor stimuli can provoke emotional responses such as joy, delight and excitement among other things.

And while looking for the desired goods shoppers have normally a rational experience. For instance, it was indicated shoppers process information for alternative product choices. During this process however, they are most likely to engage in impulse buying. It is has been seen many times that mall owners have tried to exploit such behaviors of shoppers which are basically related to the basic need for instant pleasure. A buyer in a shopping store may not specifically be shopping for the confectionary goods like sweets, chocolates, bubble gums, mints and biscuits and yet related confectionary items displayed at prominent places will certainly attract buyer's attention and trigger impulse buying behavior in them (Chiraz and Anis, 2012).

This phenomenon, on the other hand, can easily be understood with the help of two principles. These two competing principles are the pleasure principle and the reality principle. The pleasure principle is related to immediate satisfaction felt by the customer whereas the reality principle is related to delayed gratification (Chiraz and Anis, 2012). There is believed to be an ongoing competition between these two forces, represented as principles, within the buyer when they enter a shopping store with the intention to buy but impulse related behavior overcomes them because impulse are usually difficult to resist and involve premeditated pleasure experiences (Chiraz and Anis, 2012)

## **2.5.3 Factors influencing impulse buying**

### **2.5.3.1 External stimuli**

Various literatures have shown that impulse buying is influenced by number of factors which could be either related to shopping environment, shopper's personal traits, product itself and diverse demographic and socio cultural aspects. Accordingly impulse buying can be induced by external stimuli and store environment.

External factors in impulse buying refers to marketing cues or stimuli that are placed and controlled by the marketer in an attempt to lure consumers into purchase behavior (Youn and Faber, 2000). These stimuli are related to the shopping and the marketing environment. The shopping environments include the store size evidence, design and formats while the marketing environment is the various sales and advertising activities. Hence, buying impulses can be induced when a consumer encounters a relevant visual stimulus in retail environment or some promotional stimuli (Piron, 1991). It is also apparent that impulse buying is considered as relevant in today's shopping scenario with the innovative sales promotions, creative messages and appropriate use of technologies in the retail stores (Shiffman, 2010)

As stated above impulse purchasing may stem from the consumer's exposure to a stimulus while in the store. The various stimuli inside the shop directly or indirectly influence the customer (Applebaum 1951). Store atmosphere is hence influenced by attributes such as lighting, layout presentation of merchandise, fixture, floor coverings, colors, sounds, odors, and dress and behavior of sales and service personnel.

Highly stimulating and pleasant store environments lead to enhanced impulse buying (Hoyer and Maciemr, 1999). Product appearance and background music were also important external influences on the customer (Verplanken and Herabadi, 2001). It is also proved by many researchers that consumers can experience an urge to buy impulsively when visually encountering causes such as promotional incentives (Dholakia, 2000). Store environments are also said to influence the customer's emotional states which may further lead to impulse buying inside the store.

It was also emphasized that buying impulses actually begin with a consumer's sensation and perception driven by the external stimulus and are followed by a sudden urge to buy (Rook and Hoch 1985). Another study has also shown that the store environment stimuli positively affect impulse buying behavior especially when the store environment is perceived as over stimulating (excitement and stimulation) and that stimuli in the retail store environment are likely to affect consumer emotions (Donovan Rossiter, 1982). Similarly, it is argued that high arousal and over stimulation lessens people's self-regulations and also tends to reduce people's ability to think through their actions which could further increase the chances of impulse buying. Studies conducted in India, in the area, has also asserted the power external stimuli has in the store environment. Consequently a study conducted to assess the buying behavior of Indian youth found out that sensory stimulates such as background music, odor, or feel of the products play an important role in shaping the shopping `exercise of these individuals and could set off impulse buying activity in them. (Kaur and Singh (2007).

Another study has also assessed retail stores in Indian settings and found that all of the in-store measures taken by the retailers affects the impulse stimuli of the customers and therefore contributes towards conversion. An overall promotional mix can also act as the base for differentiating a store from others and attracting customers to it. (Dave 2010). The in store measures that can be taken as impulse stimuli to attract customers were also said to be different and are effective if applied depending on the size of the store. It was thus suggested that when the size of the store is large product display and product prices were said to be the major in store stimuli. Product price was on the other hand the major factor that attracted impulse purchase. An informative and experiential aspect of point of purchase (POP) posters may also influence impulse buying (Zhou and Wong (2003).

### **2.5.3.2 Internal stimuli**

The other main factor that stimulates impulse buying is internal stimuli. Internal stimuli are related to the different personality related factors which characterizes an individual rather than the shopping environment or stimuli. Internal factors of impulse buying denote the individual's internal cue and characteristics that make him/her engage in impulse buying. One of the ground breaking researches by Rook and Hoch (1985) highlighted that it is people and not the product which experience the

consuming impulses during a shopping spree. Another study also established that impulse buyers exhibited greater feelings of amusement, delight, enthusiasm and joy (Weinberg and Gottunald 1982). A similar study on the area also argued that consumers who had more positive emotional responses to the retail environment were more likely to make impulsive purchases.

It was also suggested that consumer impulsivity is a lifestyle trait which can be linked to materialism, sensation seeking and recreational aspects of shopping. (Rook 1987).

The concept of buying impulsiveness trait which shows a person's tendency to involve in impulsive shopping was first introduced by Rook and Fisher (1985).

Another study also pointed out that impulse buying may originate from customer traits such as impulsiveness and optimum simulation level shopping enjoyment, or lack of self-control. (Youn and Faber (2000).

It was also indicated that buyers seek variety and differences which may be a major reason for brand switching as well as impulsive purchasing (Hamkins et. al 2007) variety seeking behavior was found to be associated with impulse buying in a study of (Sharma et. al, 2010).

Similarly it was also illustrated that the involvement with the products may also vary during impulse buying when compared to general buying. Impulse buying or purchasing with little or no advance planning is also a form of low-involvement decision making (Michael et al., 2010). On the other hand, it is obvious that today's marketing context is characterized by growing levels of aspiration, willingness to spend on the part of consumers, westernization and the availability of products, markets.

The combination of the above factors is then a great opportunity for marketers and retailers at large to make use of impulse buying (kumar, 2007). It was for instance stated that Indian customers are oriented towards shopping because of the entertainment that can be derived out of it (Sinha 2003). According to him, the majority of the Indian population can be characterized as young, working class, with high purchasing power and they seek more of the emotional value from shopping than the functional value and they value convenience and variety. Another scholar has also argued that impulse buying can also be induced because of depression of an

individual and in an attempt to improve the mood (Seneath et. al. 2009). Similar studies have shown that impulse buying is often associated with individuals who want to escape from negative psychological perceptions such as low-self-esteem-negative feelings or Moods. (Verplanken and Herabadi (2001). Various autistic stimuli which are self-generated such as consumer's own thoughts and emotions are also responsible for impulse buying (Hirschman 1992).

Hausman (2000) also argued that impulse buying is a hedonic need predominantly motivated by achievement of higher order needs loosely grouped around Maslow's 'hierarchy of needs'. Efforts to satisfy the higher order needs in this hierarchy lead to different types of impulse buying behavior feeling and psychological motivations instead of thinking and functional benefits were also considered as the major factors that induce impulse buying. (Sharna et. al., 2010).

### ***2.6 Affective and Cognitive Psychological Processes***

Weinberg & Gottwald (1982) states that Impulse buying is characterized as encompassing purchases with high emotional activation, low cognitive control, and largely reactive behavior.

According to Hoch & Loewenstein (1991) impulse buying is a Struggle between the psychological forces of desire and willpower. Two psychological processes of emotional factors which are reflected in the reference-point model of deprivation and desire and cognitive factors which are reflected in the deliberation and self-control strategies are by no means independent of one another. A change in either desire or willpower can cause the consumer to shift over the buy line, resulting in a purchase. Emotions influence cognitive factors (e.g., desire motivating a rationalization of the negative consequences of a purchase) and vice versa (e.g., cost analysis reducing a desire).

Impulsive buying as a function of affect and cognition and their six lower order components adopted by Coley, (2005), served as theoretical framework for this study. Generally speaking, affect and cognition influence decision making where affect refers to feelings, thinking, understanding and interpreting information.

Impulsive buying behavior becomes more likely as the affective state overcomes cognition. The affective process which involves motions, feelings states and mood has

components that include irresistible urge to buy, positive buying source emotions and mood management (Coley, 2005).

Elaborating more on the affective components, the irresistible urge to buy was described as a desire which is instant, persistent and so compelling that it is hard for the consumer to resist. Positive buying emotion, on the other hand, is said to refer to positive need states generated from self-gratifying motivations provided by impulse buying. The third component of the affective process; mood management, is an impulse buying which is in part motivated by the desire to change or manage feelings or needs (Coley, 2005).

The cognitive process component of cognitive deliberation on the other hand, refers to the sudden urge to act without deliberation or evaluation of consequences. The second component in the cognitive process: unplanned buying is described as a lack of clear planning. Likewise, a disregard for the future, the third component in the cognitive process, is referred to as a result of choosing an immediate option with lack of concern or consideration about the future (Coley, 2002).

Various literatures have indicated that impulse buying is the result of the interplay between affective and cognitive processes that takes place during the consumer's decision making.

Impulse buying is the act of making unplanned or otherwise spontaneous purchase (Rock and fisher, 1995).

Impulse buying is further defined as a buying action undertaken without a problem previously having been recognized or buying intention having been formed before entering the store according to Engel et.al (1982). Impulse buying as described above will also has got cognitive aspects such as lack of planning and deliberation and affective aspects such as feelings of pleasure, excitement compulsion, lack of control, and the probable regret (Verplanken and Herabadi , 2001). Other studies have also shown that impulse buying gratifies intense feeling. (Holbrock and Hirschrom, 1982).

Impulse buying behavior is also said to be frequently based the presence of an immediate stimulus object and is often accompanied by feelings of excitement and pleasure and /or a powerful urge to buy (Rock, 1987).

Furthermore as impulse buying behavior consists of unplanned and sudden purchases, the cognitive and affective forces guiding the purchase are typically initiated at the time and place of purchase (Rook, 1987).

It was also highlighted that compared to non-impulsive buyers, impulse buyers exhibit hedonic rather than utilitarian consideration for their purchases and the shopping experiences of impulse buyers tend to be driven by high arousal emotions such as excitement and pleasure (Verplanken et. al., 2005).

We should however note that impulse buying is not always influenced by positive feelings. It was hence mentioned by various literatures that impulse buying is often used or serve to alleviate unpleasant psychological states. It was for instance described that people sometimes reward themselves with self-gifts as a means of elevating a negative need (Mike and Demoss (1990).

Bouneitter (2002) also suggested that people choose to sacrifice self- control and allow themselves to make impulsive purchases if they think such purchases might make them feel better. A strong relationship was also found between impulsive buying and both positive and negative mood states (Rook and Gardner, 1993) and based on these results Verplangen et al. (2005). Proposed that the primary function of impulse buying might be as a self-regulatory mechanism aimed at reducing negative feelings especially when these feelings have a structural basis such as a failure to live up to valued standards or low self-esteem.

As expressed time and again impulse buying is a process which constitutes not only affective but cognitive factors. It was thus expressed that for some shoppers the desire to act impulsively results in total disregard for the consequence of the purchase. It was also found out that for consumers who dismiss the possibility of a negative outcome resulting from the purchase, feelings of remorse or guilt may develop (Dimittmar and Drury, 2000 Gardner and Rock, 1988; Rook, 1987).

Interestingly enough it was also found out that some consumers may feel regret due to the monetary expenditure, while maintaining satisfaction that the purchase was made (Dimittmar and Drury, 2000; Gardner and Rook, 1988; Rock, 1987).

Some studies have further highlighted that consumers, utilizing cognition, are better equipped to make rational purchase decisions and in turn make fewer impulse

purchases. This may involve evaluation information resulting from comparison shopping, reference group recommendations and advertisements.

Burroughs (1996) have attempted to better integrate the role of cognition and affect in impulsive buying situations and his research indicated that consumers utilize holistic information processing and are capable of evaluating and a purchase decision with a great speed by generalizing product information in such a way that its symbolic meaning can be almost immediately compared with the shopper's self-image. Hence, when the match is found purchase is made. The contention is that more cognition is involved in impulse buying decisions than previously reported (Burroughs, 1996).

### ***2.7 Gender Differences Between men and women in impulse buying***

Differences between shoppers are believed to be of great importance to an industry that is actively looking for methods that can be used to target consumers; consequently gender poses a timely avenue of investigation (Coley, 2002). Women's behavior is generally thought as being more emotionally and psychologically rooted than men which suggests that women are more susceptible to impulse purchasing (Coley, 2002).

Additionally it has been argued that women because of their propensity to shop more than men in general, make more impulsive purchases. (Dittmar et. Al., 1996: Rock and Hoch 1985).

Other researchers on the other hand have suggested that if the number of purchase is held constant, men and women have the same degree of susceptibility to impulse purchase (Kollat and Willett, 1967). Recent research also showed that men aged 18-34 shop considerably more than older men in every retail channel, (Marks, 2002), and that men aged 16-24 are more openly shopping for health and beauty aids than in past years (Global Cosmetic industry, 2002), possibly indicating a future trend towards less stereotypical shopping behavior. Historically, however, women were found to be more likely to shop for aesthetic products, while men are more likely to shop for functional products (Dittmar et. Al., 1996: Rock and Hoch, 1985). These findings obviously lead to the determination that women will purchase different types of products on impulse compared with men and they engage more strongly in more affective impulse buying than men.

It was also further mentioned in other literatures that in terms of the overall affective process, it seems that women were likely to exhibit a greater tendency to shop under the influence of affective states than men (Dittmar et. Al., 1996).

Previous research has also shown that women tend to value emotional and symbolic possessions more than men for emotional and relationship oriented reasons (Dittmar et. al., 1995; Underhill, 1999) which partially explains their tendency to shop from an affective mindset.

On the other hand men were found more likely than women to impulsively purchase items from product categories related to technology and entertainment, which includes electronics, computer software, music CDS or DVD. An explanation given to this was that men tend to prefer buying functional, instrumental and leisure items compared with women who prefer buying symbolic and self-expressive goods concerned with appearance and emotional of self (Dittmar et. al., 1995, 1996; Under hill, 1999). Hardware and sports memorabilia were the other area of product categories men were also found to purchase on impulse more frequently than women (Dittmar et. Al).

Hardware is related to functional types of products which are favored by men, as well as a product typically associated with traditional male social roles (Dittmar et, al, 1995). This types of products are mostly chosen by men because they men to compensate for or fulfill a strong masculine identify or self-concept (Dittmar et. al, 1995), A research has also shown that women purchase more health and beauty items on impulse than men, which can be explained by the fact that women are more emotional and image guided and purchase goods that project emotional and appearance aspects of self (Dittmar et, al, 1995). Women were also found to be more impulse buyers when it comes to purchase of magazines and books for pleasure reading with more frequency than men.

This was stated mainly because of the magazine's content, which presents extensive information related to women's concerns about appearance and body related issues. (Dittmar et, al, 1995).

Likewise, men made impulse purchase in product categories where strong personal identity was of concern, whereas women made impulse purchases in products that

express emotional stylistic appearance. Men on the other hand bought products that are more instrumental, use related and functional, supporting in general the findings of (Dittmar et. al, 1995)

Another study has also indicated that men and women relate material passion differently. The research demonstrates that women preference is for items related to elemental values, while men preference is for items related to leisure and finance. The reasons for the respective preference were stated that women value their possessions for emotional and relationship reasons while men on the other hand value their possession for functional and instrumental reasons.

(Bashar, Ahmad and Wasi, 2012)

It was also found that men purchase items for personal reasons (independent) while women make purchase for social identify reasons (Dittmar et. al, 1995). Another research conducted to assess the gender difference between women and men on impulse buying has indicated that females above the age of 41 are more likely to intend to buy on impulse mostly because their permanent salary and that they spend it on themselves (Yang, Huang and Feng, 2011)

Similarly promotions are also stated to have an effect on female customers and that university students are more likely to be affected by that. Female consumers in tertiary industries are also more susceptible to be affected by manufacturer's promotions than public officials and business managers are more likely to be affected by budget because more money may lead to more impulse buying (Yang et al, 2011)

It was discovered that female consumers buying intention is easily affected by advertising, display of goods, atmosphere, promotions and sales. Besides female impulse buying intension can increase because of the performance of sales people and recommendations from other customers (Yang et al, 2011). There is also a common belief about the fact that men don't like shopping and are not active in this field and that it is often hard to persuade them to be patient companions for women during shopping (Gasiorowska, 2008)

Women on the other hand have great liking for shopping and that they like walking slowly through stores, examining shelves, comparing prices, product and values, interacting with staff and other buyers, asking questions trying clothes and finally

purchasing. Women also usually shop willingly even for routine objects which can't bring special excitement pleasure or sensation (Underhill 2000) Shopping is hence a means to go out and to deal with their loneliness or boring family life. Men on the other hand move faster than women through shopping malls spend less time looking around and in many cases hard to focus their attention on something they didn't intend to buy (Underhill 2000). To the contrary men tend to buy necessities much quicker than women, that they don't find pleasure in searching, choosing and trying and that they are more suggestible to the pleas of children and sales promotions (Underhill 2000).

It was also found out that men usually don't engage in habitual shopping for necessities but are quite skilled of buying durable goods, like cars, tools, stereos or computers while women traditionally care about more temporary things like cooking a dinner, decorating a Cake, proper hair cut or make up. For women shopping is then a type of transforming experience, a method of becoming better more ideal version of person and that it has emotional and psychological factors that hardly exist for men (Underhill 2000)

As stated time and again for men, impulsive buying tendency is more of instrumental character and they want to find what they want to find what they want in a minimum level of engagement and finish it fast. Thus impulsive buying for them means quick decision with not too much thinking and also the fastest possible consumption of the purchased goods (Gasiorowska, 2003).

## ***2.8 Conceptual Framework***

The research tries to explain the roll of gender difference on the impulse buying behavior of consumers. Impulse buying behavior of consumers studied in terms of affective and cognitive psychological processes. And in terms of product category purchased

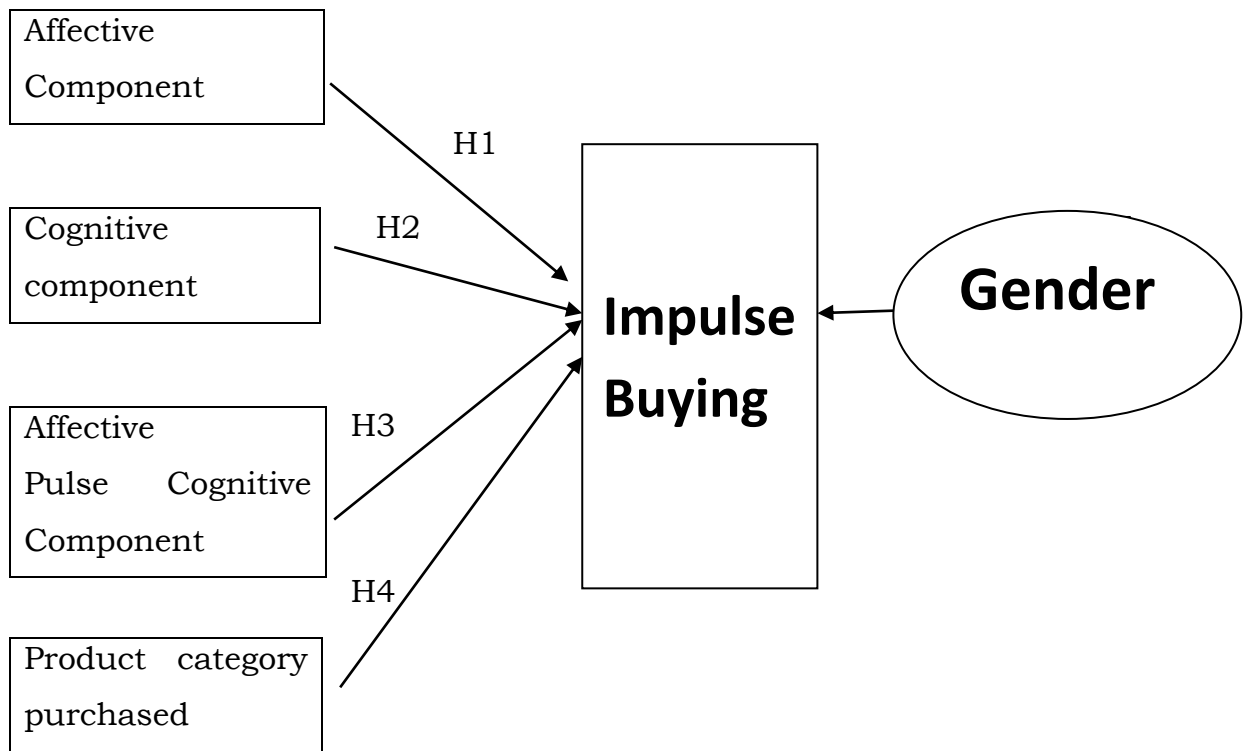


Figure 3. Conceptual framework of the research

## **CHAPTER THREE: METHODOLOGY**

### ***3.1 Introduction***

This chapter states the design of the research, explains sampling and the sampling techniques used and the ethical considerations taken. It also gives details of the sources, tools and procedure of data collection, methods of data analysis as well as validity and reliability of the research.

### ***3.2 Research Design***

The research approach is quantitative research. This approach is used because the nature of the survey the research administered is a limited number of variables which has been analyzed using quantitative methods. The type of research design is descriptive in nature.

### ***3.3 Sample and Sampling Techniques***

#### **3.3.1 Population**

The target groups for this study are customers of supermarkets that are found in Addis Ababa. These supermarkets are found in different corners of the city. Both Male and Female customers are considered in the population.

#### **3.3.2 Sampling Techniques**

In this research both probability and non-probability sampling techniques are employed. From the different kinds of probability sampling a multistage cluster sampling is used to select the sub-cities. According to Babbe (2007) as cited in (Creswell, 2009), probabilistic cluster sampling is ideal when it is impossible or impractical to complete a list of elements composing the population. The unit of analysis of this research is individuals.

The researcher used the sub-cities of Addis Ababa administration as a cluster and the population is sub grouped in to ten clusters based on the number of sub-cities. According to (William, 1991) cluster sampling tries to secure heterogeneity and homogeneity within each subgroups and between subgroups respectively. With this, five clusters of sub cities out of the ten clusters, namely Kirkos, Yeka, Nifas Silk Lafto, Bole and Arada were selected using a lottery system.

In the next step, out of the five sub cities two supermarkets were selected from each based on a nonprobability sampling, using a purposive sampling. Accordingly, a total of ten supermarkets: Bambis and Hadiya from Kirkos, Queens and Chora from Yeka, Safeway and Abadir from N/Silk Lafto, Shewa and Allmart from Bole and Abadir and Beloniyas from Arada were selected, considering their familiarity among their respective localities and the researcher's judgment.

Finally, twenty-five customers from each of the ten supermarkets were selected randomly taking gender into account. The questionnaires were given to customers as per their arrival to the supermarkets. To give the chance of being selected for different groups of customers of the various supermarkets, the researcher tried to selected participants both at day and night times.

### **3.3.3 Sample Size**

Roscoe (1975) proposes as a rule of thumb for determining sample size, sample sizes larger than 30 and less than 500 are appropriate for most research. Especially, where samples are to be broken into subsamples like male or females, juniors or seniors, etc., a minimum sample size of 30 for each category is necessary. Accordingly, the number of this study participants are 250. Out of the 250 questionnaires administered a total of 207 questionnaires were collected which makes the response rate about 83 %. Out of which 12 questionnaire were not usable. Therefore the total number of questionnaires actually used for the analysis were 195 which is about 78 % response rate.

## ***3.4 Sources and Tool of Data Collection***

### **3.4.1 Source of Data Collection**

This research has used both primary and secondary data sources. The primary data was collected using survey methods of data collection that is questionnaire. In case of secondary data sources: Books, Journals, Research papers, data from Addis Ababa Trade and Industry Development Bureau and inter-net sources were used.

### **3.4.2 Tool of Data Collection**

Since questionnaire is the tool for data collection, it is administered among customers of supermarkets in the study areas. The questionnaire has first written in English, translated into Amharic and then translated back to English to ensure the accuracy and consistency of wording.

The questionnaire has five parts. The first part measures the shopping experience of supermarket customers by using 15 questions adopted from, Coley (2002). These questions are divided in two parts the affective components and the cognitive components. The affective components in turn divided in three parts which are irresistible urge to buy, positive buying emotions, and mood management. These sub divisions have questions under each of them to measure the components as stated in the theoretical frame work (Table1.1). The cognitive components also measured in terms of three components. Cognitive deliberation, unplanned buying and disregard for the future. Under each of the constructs there are questions to measure them.

Four point forced choice likert scale is used to answer these part of the question. According to Weisberg (2004), the neutral category or middle option is up for debate including it clearly affects responses. Questions about knowledge and awareness can legitimately include a 'don't know option because no prior exposure to a statement or fact is plausible and commonplace. On the other hand, questions about preference, once the respondent is given some information, can reasonably force a choice to model the real world decision environment. In this case, if a modeling of non-response is possible, true preference on a question as well as the ambivalent or undecided population can be captured, (Dillman, Smyth, & Christian, 2009)

The second part of the questionnaire lists the possible factors affecting a shopping experience based on literature. In general seven factors are identified and listed. Five point likert scale is used to select from the list. And the choice range from not at all to a great deal. This part of the questionnaire supports the hypothesis indirectly.

Part three and four of the questionnaire is about the frequency of purchase as well as degree of planning and deliberation in making purchase decision for product category purchased. Seven types of product categories are listed based on literature and

observation of supermarkets in Addis Ababa. This part is measured using five point likert scale.

The final part, part five, of the questionnaire is demographics information. Since examining the role of gender difference in impulse buying behavior of consumers is the central part of the study, the gender of the respondent, as male and female, is captured in this part of the questionnaire. Furthermore, the marital status of respondents as single or married is sized in this part. The age is also grouped in young, young adult, adult and above. The level of education gives four choices to select from High school and under, Diploma, Bachelor degree and Masters &above. According to Wood (1998) some education beyond high school was significantly associated with impulsive buying behavior.

In the income category the respondents are expected to select from the ranges of Birr 5000 and under, from Birr 5001-10,000, from Birr 10,001-20,000 and Birr 20,001 and above. According to Sagaci Researches (2013) as cited in Addis Standard. Com, about 24% of households in Addis Ababa have monthly income higher than 500 USD and 10% of households earn more than 1,000 USD.

### ***3.5 Procedure of Data Collection***

During the data collection first a brief explanation about the questioner was given to each participant on how to answer the questions through examples. The researcher tried to convince participants to take time and answer the questionnaire in the supermarkets. But those who couldn't deliver the questionnaires immediately were allowed to return on another day based on their convenience. During the collection of questionnaires the researcher has checked whether all the questions were properly answered and if not has completed the remaining by assisting the participant.

### ***3.6 Methods of Data Analysis***

To analyses the data obtained through survey questionnaire, mean score, independent sample t-test and one way ANOVA were used to examine whether there is a significant gender difference exists associated with impulse buying behavior of consumers. SPSS (Statistical Package for the Social Sciences) Version.21 software

was used to perform all the tests. It is one of the most widely used and comprehensive quantitative data analysis packages currently available (Field, 2005). Accordingly, data were interpreted through theoretical framework of the study to arrive at a meaningful conclusion.

### ***3.7 Ethical Considerations***

Considering the relevance of ethics in research work, the researcher has tried to consider ethical issues as much as possible. To this effect, letter from Addis Ababa University, School of Commerce has been acquired to let the selected supermarkets and respondents know that the researcher is a graduating student. Frequent entry to the supermarkets, close observation, interaction with the customers of the supermarket was very crucial. Hence, it was important first to negotiate entry with the get keepers properly. In getting access to the supermarket the researcher has got permission from the authorized top person in the supermarket. This has helped the researcher in such ways as it will give confidence to communicate with the participants inside the market freely, to move around and make a free observation and to get assistance from the employees in the supermarkets easily.

After getting access to the settings (supermarkets) the selection of participants have been based on their informed consent. First the purpose of the study has been properly explained to customers of the supermarkets. Then the procedure was elaborated and finally they were asked to decide whether to participate or not based on their free will. For those who decided to participate, their right to withdraw after starting filling out the questionnaire, was explained. The issue of confidentiality of information was explained in advance to each participant. The analysis was done collectively and study participants are anonymous

### ***3.8 Validity and Reliability***

Marczyk & et al, (2005) proposes two major criteria, validity and reliability, to evaluate the quality of the study. And further goes and defined reliability as the extent that a given method measures the characteristics of interest in a consistent fashion.

Cronbach's alpha is a test commonly used to check internal reliability. The reliability of the data collection instrument of the study is tested using Cronbach's Alpha. A computed alpha coefficient will vary between 1 (denoting perfect internal reliability) and 0 (denoting no internal reliability). According to George and Mallery (2003), Cronbach's Alpha result of greater than 0.7 is acceptable. The reliability of this research instrument tested using Cronbach's alpha and the result showed that the instrument is reliable enough with the overall Cronbach's Alpha value equal to 0.827. The reliability of individual components of the instrument is also tested and all constructs scored Cronbach's Alpha value greater than 0.7. To increase the reliability of the survey, four scale forced choice Likert scale questionnaires had also been used. The reliability in such scale is higher compared to a two- scale system. The reliability decreases if the number of response options is greater than five (Hayes, 1992).

It is fundamental to implement reliable methods in order to achieve validity. Validity is present when the approach to measurement used in the study actually measures what it is supposed to measure (Anderson & et.al, 2004). The most common method of assessing the content-validity is the applied method for the pre-test of questionnaire, guided by a list of definitions for each construct. Consequently, the expert judges the quality of the survey confirms the items and evaluates the ambiguity of other items subject to deletion (Saunders, 2012). Following this the survey questionnaire was evaluated by the thesis advisor and marketing professionals to check if instrument is appropriate to the target construct and assessment objectives.

## **CHAPTER FOUR: RESULTS AND DISCUSSION**

### ***4.1 Introduction***

In this chapter the results of the research is discussed. First the consistency test or the results of the Cronbach's Alpha is explained. Then demographic characteristics of the respondents is discussed. Then each of the hypothesis is accepted or rejected based on the independent t- test and analysis of variance (ANOVA). Finally the summary of findings is presented.

### ***4.2 Reliability Test***

According to George and Mallery (2003) Cronbach's Alpha result of greater than 0.9 is excellent, greater than 0.8 it good and greater than 0.7 is acceptable. A result which is less than 0.6 is questionable and a result less than 0.5 is poor. But if Cronbach's Alpha is less than 0.5 the instrument is unacceptable. Accordingly, only results greater than 0.7 are kept for this study.

#### **4.2.1 Reliability test for the general instrument**

The result of the Cronbach's Alpha test for the general instrument is 0.827 which is more than acceptable range (Saunders, M., Lewis, P. and Thornhill, A., 2012).

#### **4.2.2 Reliability test for each of the Affective and Cognitive components**

The reliability test is also done for each of the Affective and Cognitive components and Cronbach's Alpha results of more than 0.7 are kept. The test shows the components have more than 0.7 Cronbach's Alpha value with mood management leading the group by 0.878 Alpha value followed by unplanned buying 0.825. Under the component called disregard for the future only one question exists thus Cronbach's Alpha is not applicable (N/A) for it. Hence, the result illustrating that the instrument used for the study is reliable.

**Table 4.1 Reliability statistics for the general instrument**

Survey Question Numbers		Cronbach Alpha
Over all Affect and Cognition		0.827
Affective Components		
Irresistible Urge to Buy		0.738
1.	When I shop I tend to decide what I want to buy while I am looking around in a store.	
2.	I always buy if I really like it.	
Positive Buying Emotions		0.772
3.	I feel a sense of thrill when I am buying something new.	
10.	I feel excited when making a purchase.	
Mood Management		0.878
5.	Buying is a way of reducing stress in my daily life.	
6.	Sometimes, I buy something in order to make myself feel better.	
7.	Sometimes I regret buying new things.	
8.	I experience mixed feelings of pleasure and guilt from buying something on impulse.	
Cognitive Components		
Cognitive Deliberation		0.745
4.	I make a list when I go shopping and buy only what is on the list.	
15.	I rarely ever buy impulsively.	
16.	When you think about your buying behavior in general, do you consider yourself to be an impulse buyer?	
17.	Would people who know you consider you to be an impulse buyer	
Unplanned Buying		0.825
11.	When I go shopping, I buy things that I had not intended to purchase.	
12.	If I see something that I think I need, I buy it even though I went shopping for other purposes.	
Disregard for the Future		N/A
13.	I tend to spend money as soon as I earn it.	

Source: Own Survey (2014)

### 4.3 Profile of Respondents

Frequency distribution was used to describe information regarding variables, including demographics characteristics of respondents.

Out of the 195 respondents there were 100 women constituting about 51.3 % of the total respondents. And 95 of were men with about 48.7% of the total respondents (Table 4.3). Care was taken to balance the number of respondents since gender difference is the main focus of the study and the result could be affected by the proportion of the respondents' gender.

**Table 4.2 Frequency Distribution for Gender**

Gender		
	Frequency	Percent
Male	95	48.7
Female	100	51.3
Total	195	100

**Source: Own Survey (2014)**

Among the respondents, 61.5 % were married while 38.5% were single. This could be explained by the fact that married people may visit supermarkets more due to their family status.

**Table 4.3 Frequency Distribution for Marital status**

Marital Status		
	Frequency	Percent
Single	75	38.5
Married	120	61.5
Total	195	100

**Source: Own Survey (2014)**

Majority of the respondents (51.3%) fall under the age of 25-34 years. The second biggest portion of the respondents are those who are from 18-24 (Table 4.4) age category. According to trade literatures (Retail world, 2002), impulse buying behavior is more prominent in younger adults. In general 74.4% of the respondents were above 25 years.

**Table 4.4 Frequency Distribution of Age**

<b>Age</b>		
<b>Years</b>	<b>Frequency</b>	<b>Percent</b>
18-24	50	25.6
25-34	100	51.3
35-44	32	16.4
45 and above	13	6.7
Total	195	100

**Source: Own Survey (2014)**

Furthermore, 28.2%, 43.6% and 19% of respondents were Diploma, Bachelor's and Master's Degree holders and above consecutively. Only 9.2% of respondents has secondary level education and below. According to Wood (1998) some education beyond high school was significantly associated with impulsive buying behavior.

**Table 4.4 Frequency Distribution of Level of Education**

<b>Level of Education</b>		
	<b>Frequency</b>	<b>Percent</b>
Secondary Level Education and Below	18	9.2
Diploma	55	28.2
Bachelor's Degree	85	43.6
Masters and Above	37	19
Total	195	100

**Source: Own Survey (2014)**

101 of respondents (51.8% of the total respondents earn 5000 Birr and less per month which leaves the 94 people or 48.2% earning more than 5000 Birr per month. 22.1 % earns between 5001 and 10,000 birr per month while 11.8% earns between 10,001 and 20,000 birr per month. The remaining 14.4% earns 20,000 and more. According to Sagaci Research (cited by addisstandard.com) among Addis Ababa's consumers 24% of consumers have monthly income higher than 500 USD and 10% households earn more than 1000 USD per month.

**Table 4.5 Frequency Distribution of Income**

<b>Income per Month</b>		
	<b>Frequency</b>	<b>Percent</b>
5,000 and under	101	51.8
5,001-10,000	43	22.1
10,001 -20,000	23	11.8
20,001 and above	28	14.4
Total	195	100

**Source: Own Survey (2014)**

#### ***4.4 Hypotheses***

Independent sample t-test, mean score and one way ANOVA were used to test the hypotheses. In performing the independent t-test which is considered as a special case of one way ANOVA, SPSS performs the Levene's test for equality of variances as part of the t-test and analysis of variances. If a significance value of less than 0.05 is obtained, this suggests that variances for the two groups are not equal. Therefore the assumption of homogeneity of variance is violated. If the significance level of Levene's test is  $p=0.05$  or less, this means that the variances for the two groups (males/females) are not the same. In this case the information in the second line of the t-test table, which refers to equal variances not assumed will be taken, Pallant J. (2005). Furthermore, if the significance value  $p<0.05$ , the null hypothesis will be accepted and if significance value  $p\geq 0.05$ , the null hypothesis will be rejected.

##### ***4.4.1 Hypothesis 1: There will be no significant difference in impulse buying behavior between males and females in terms of individual components of Affective process***

The hypothesis questions gender related difference for each of the three Affective components of impulse buying which are tested using the analysis of variance

(ANOVA). The result of the first test (Table 4.6) to determine whether a significant difference existed between males and females in terms of irresistible urge to buy was significant ( $p = .000$ ). Comparing the mean scores of the male and female group, the mean of the male group was significantly lower ( $m = 2.5842$ ,  $sd: 0.67891$ ) than the mean of the female groups ( $m= 3.1$ ,  $sd 0.53654$ ). Which indicates that women are more likely to make impulsive purchases compared to men due to the experiencing irresistible urge to buy during shopping. The reason could be as argued by Dittmar et. Al., (1996) and Rock and Hoch (1985) that women tend to make more impulse purchase not resisting the urge may be because of their propensity to shop more than men.

**Table 4.6a Mean Score for irresistible urge to buy**

Group Statistics				
Gender		N	Mean	Std. Deviation
Irresistible urge to Buy	Male	95	2.5842	0.67891
	Female	100	3.1	0.53654

**Source: Own Survey (2014)**

**Table 4.6b Result of analysis of variance for Irresistible urge to buy**

Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Irresistible urge to Buy	Equal variances assumed	18.443	.000	-5.901	193	.000	-0.5158	0.0874
	Equal variances not assumed			-5.866	178.855	.000	-0.5158	0.08792

**Source: Own Survey (2014)**

The result of the second test to determine whether a significant gender difference existed in terms of positive buying emotions was significant with p value of 0.002 (Table 4.7). The mean of the male group was significantly lower ( $m = 2.8526$ ,  $sd: 0.77485$ ) than the mean of the female groups ( $m= 3.1650$ ,  $sd 0.60325$ ) implying that women experience more positive buying emotion than men. This could be due to the common belief that women has great liking for shopping (Underhill 2000) while men don't (Gasiorowska, 2008).

**Table 4.7a Mean Score for Positive Buying Emotions**

Group Statistics				
	Gender	N	Mean	Std. Deviation
Positive Buying Emotions	Male	95	2.8526	0.77485
	Female	100	3.1650	0.60325

**Source: Own Survey (2014)**

**Table 4.7b Result of analysis of variance for Positive Buying Emotions**

Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Positive Buying Emotions	Equal variances assumed	10.096	0.002	-3.15	193	0.002	-0.31237	0.09917
	Equal variances not assumed			-3.13	177.531	0.002	-0.31237	0.0998

**Source: Own Survey (2014)**

The result of the third test (Table 4.8 ) to determine whether a significant gender difference existed in terms of mood management was not significant ( $p=0.275$ ) equal

variance not assumed, indicating that gender may not be an important factor in understanding mood management. Mean scores indicate very little difference between males (m= 2.0500, sd .50476) and females (m= 2.1275, sd .48265). This result may mean that both genders may use impulse buying to manage their mood. However, this result was inconsistent with previous literature that state females are more aware and more concerned of their moods Underhill (1999) and in return more capable and more motivated to change or maintain their feeling and moods compared to males (Peter & Olson, 1999).

**Table 4.8a Mean Score for Mood Management**

<b>Group Statistics</b>				
	Gender	N	Mean	Std. Deviation
Mood Management	Men	95	2.05	0.50476
	Women	100	2.1275	0.48265

**Source: Own Survey (2014)**

**Table 4.8b Result of analysis of variance for Mood Management**

<b>Independent Samples Test</b>								
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Mood Management	Equal variances assumed	0.046	0.831	1.096	193	0.274	-0.0775	0.07071
	Equal variances not assumed			1.095	191.228	0.275	-0.0775	0.07079

**Source: Own Survey (2014)**

Based on the results of the study, Hypothesis-1 is partially rejected with irresistible urge to buy and positive buying emotions indicating a significant gender difference while mood management not resulted a significant difference in terms of gender.

**4.4.2 Hypothesis 2: *There will be no significant difference in impulse buying behavior between males and females in terms of individual components of Cognitive process***

The hypothesis was constructed to examine gender difference related to cognitive components of impulse buying. Analysis of variance (ANOVA) test was performed for each of the cognitive components which include cognitive deliberation, unplanned buying and disregard for the future.

The result of the first test (Table 4.9) to determine whether a significant gender difference existed in terms of cognitive deliberation was significant ( $p=0.000$ ). Furthermore, the mean of the male group was significantly lower ( $m =2.4421$ ,  $sd: 0.53277$ ) than the mean of the female groups ( $m=2.9650$ ,  $sd 0.35000$ ). Which indicates that women spend more time and energy in cognitive deliberation than men in shopping. Underhill (2000) explained that because women have greater liking for shopping they like walking slowly through stores, examining shelves, comparing prices, product and values, interacting with staff and other buyers, asking questions trying clothes and finally purchasing giving much consideration for their shopping unlike men who moves faster than women through shopping malls spend less time looking around and in many cases hard to focus their attention on something they didn't intend to buy. In addition according to Gasiorowska (2003), impulse buying for men means quick decision with not too much thinking.

**Table 4.9a Mean Score for Cognitive Deliberation**

Group Statistics				
	Gender	N	Mean	Std. Deviation
Cognitive Deliberation	Male	95	2.4421	0.53277
	Female	100	2.965	0.3500

**Source: Own Survey (2014)**

**Table 4.9b Result of analysis of variance for Cognitive Deliberation**

Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Cognitive Deliberation	Equal variances assumed	36.684	.000	-8.139	193	.000	-0.52289	0.06425
	Equal variances not assumed			-8.056	161.1	.000	-0.52289	0.06491

**Source: Own Survey (2014)**

The second test (Table 4.10) was performed to determine whether or not a significant gender difference exist in terms of unplanned buying component. The result of the variance test showed that there is significant difference ( $p=000$ ) with the mean of the male group significantly lower ( $m =2.6211$ ,  $sd: .85898$ ) than the mean of the female groups ( $m=3.2100$ ,  $sd .56039$ ). Showing women are more unplanned than men with regard to shopping. The literature supports this result asserting that men are more likely to know what they need before entering the store (Rook & Hoch, 1987). The man knows what he wants and goes to get it without wasting anytime (Underhill, 1999).

**Table 4.10a Mean Score for Unplanned Buying**

Group Statistics				
	Gender	N	Mean	Std. Deviation
Unplanned Buying	Male	95	2.6211	0.85898
	Female	100	3.2100	0.56039

**Source: Own Survey (2014)**

**Table 4.10b Result of analysis of variance for Unplanned Buying**

<b>Independent Samples Test</b>								
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Unplanned Buying	Equal variances assumed	24	0.000	-5.698	193	0.000	-0.589	0.10336
	Equal variances not assumed			-5.639	160.473	0.000	-0.589	0.10444

**Source: Own Survey (2014)**

The result of the third test (Table 4.11) executed to determine whether a significant gender difference exist for disregard for the future component is significant ( $p=0.000$ ) with the mean of the male respondents ( $m = 2.0737$ ,  $sd = 0.60568$ ) was significantly lower than the mean of female ( $m = 2.5300$ ,  $sd = 0.74475$ ) which means that women tend to disregard the future more than men while shopping. Dittmar (1995) confirmed that males are more financially concerned while shopping than women and hence have more concern for the future.

**Table 4.11a Mean Score for Disregard for the future**

<b>Group Statistics</b>				
	Gender	N	Mean	Std. Deviation
Disregard for the future	Men	95	2.0737	0.60568
	Women	100	2.5300	0.74475

**Source: Own Survey (2014)**

**Table 4.11b Result of analysis of variance for Disregard for the future**

<b>Independent Samples Test</b>								
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Disregard for the future	Equal variances assumed	21.771	0.000	-4.68	193	0.000	-0.45632	0.09751
	Equal variances not assumed			-4.71	188.572	0.000	-0.45632	0.097

**Source: Own Survey (2014)**

Based on the result of the independent sample t-test, Hypothesis-2 is rejected with significant gender difference found for cognitive deliberation, unplanned buying and disregard for the future.

**4.4.3 Hypothesis 3: *There will be no significant difference in impulse buying behavior between males and females in terms of overall affective and cognitive processes***

Analysis of Variance tests (Table 4.12) were used to identify significant differences between males and females with regard to overall affective and cognitive components which are irresistible urge to buy, positive buying emotions, mood management, cognitive deliberation, unplanned buying and disregard for the future. The results of the first test to determine whether a significant difference existed between males and females in terms of the overall affective process was significant ( $p = 0.000$ ) with the mean of the male group significantly lower ( $m = 2.4956$ ,  $sd: 0.43137$ ) than the mean of the female groups ( $m = 2.7975$ ,  $sd 0.33923$ ). From the result it can be inferred that women tend to shop more under the influence of Affective processes than men. This result is supported by the findings of Dittmar et. Al., (1996) which states that women are more likely to exhibit a greater tendency to shop under the influence of affective

states than men. Women have higher tendency to shop in emotional manner and impulsively than men (Herabadi, 2001).

**Table 4.12a Mean Score for over all Affect**

Group Statistics				
	Gender	N	Mean	Std. Deviation
Overall Affect	Men	95	2.4956	0.43137
	Women	100	2.7975	0.33923

**Source: Own Survey (2014)**

**Table 4.12b Result of analysis of variance for over all Affect**

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Overall Affect	Equal variances assumed	8.212	0.005	-5.447	193	0.000	-0.30189	0.05542
	Equal variances not assumed			-5.414	178.422	0.000	-0.30189	0.05576

**Source: Own Survey (2014)**

The results of the second test (Table 4.13) to determine whether a significant difference existed between males and females in terms of the overall cognitive process were significant ( $p = 0.000$ ) with the mean of the male group significantly lower ( $m = 2.3789$ ,  $sd: 0.51939$ ) than the mean of the female groups ( $m = 2.9017$ ,  $sd .40831$ ). It seems that females are more likely to exhibit more reasoning while shopping. Underhill (2000) explained that women ask more questions, compare and contrast before making purchase giving much time and thought for their purchases.

**Table 4.13a Mean Score for overall Cognitive**

Group Statistics				
	Gender	N	Mean	Std. Deviation
Over all Cognitive	Men	95	2.3789	0.51939
	Women	100	2.9017	0.40831

**Source: Own Survey (2014)**

**Table 4.13b Result of analysis of variance for over all Cognitive**

Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Over all Cognitive	Equal variances assumed	9.033	0.003	-7.834	193	0.000	-0.52272	0.06673
	Equal variances not assumed			-7.786	178.39	0.000	-0.52272	0.06713

**Source: Own Survey (2014)**

As per the analysis of variance Hypothesis 3 is rejected with the overall affective and cognitive components indicating a significant gender difference. Women seems to be more influenced with both affective and cognitive processes while making a purchase.

**4.4.4 Hypothesis 4: *There will be no significant difference in impulse buying behavior between males and females in terms of product category purchased.***

The Hypothesis stated that there is no significant gender difference in the product category purchased on impulse. Analysis of Variance tests (Table 4.14) were performed to determine if there is a significant gender differences in terms of frequency of product category purchased on impulse. The test proved that there is a

significant gender difference for five of the product categories. However, no significant gender difference were found for two product category purchased.

**Table 4.14a Mean Score for frequency of Product category purchased on**

<b>Group Statistics</b>					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Grocery - fresh and packed food stuff	Male	95	3.1105	0.37316	0.3829
	Female	100	3.2150	0.33526	0.3353
Confectionary goods like, sweets, chocolates, bubble gums, mints and biscuits	Male	95	3.0213	1.01047	0.1042
	Female	100	2.975	0.96498	0.0965
Cosmetics	Male	95	2.9680	1.19798	0.1229
	Female	100	3.3050	0.96634	0.0966
Apparel goods including clothing men and women's/girl's clothing, accessories...etc	Male	95	3.5320	0.74666	0.0766
	Female	100	3.4900	0.66279	0.0663
Electronics	Male	95	3.1580	0.99269	0.1019
	Female	100	2.5500	0.91976	0.092
Household products – products for the daily use in households, detergents...etc	Male	95	3.1110	0.91727	0.0941
	Female	100	3.5000	0.58171	0.0582
Kids related products –kid's food, formulas, diapers, Toys....etc	Male	95	2.6000	1.34994	0.1385
	Female	100	2.9650	1.16614	0.1166

**Source: Own Survey (2014)**

**Table 4.14b Result of Analysis of variance for frequency of Product category purchased on**

ANOVA						
Product Category purchased	Gender	Sum of Squares	df	Mean Square	F	Sig.
Grocery - fresh and packed food stuff	Between Groups	0.532	1	0.532	4.24	0.041
	Within Groups	24.217	193	0.125		
	Total	24.749	194			
Confectionary goods like, sweets, chocolates, bubble gums, mints and biscuits	Between Groups	0.104	1	0.104	0.11	0.745
	Within Groups	187.145	192	0.975		
	Total	187.249	193			
Cosmetics	Between Groups	5.519	1	5.519	4.69	0.032
	Within Groups	227.353	193	1.178		
	Total	232.872	194			
Apparel goods including clothing men and women's/girl's clothing, accessories...etc	Between Groups	0.084	1	0.084	0.17	0.681
	Within Groups	95.895	193	0.497		
	Total	95.979	194			
Electronics	Between Groups	18.003	1	18.003	19.7	0.000
	Within Groups	176.382	193	0.914		
	Total	194.385	194			
Household products – products for the daily use in households, detergents...etc	Between Groups	7.39	1	7.39	12.7	0.000
	Within Groups	112.589	193	0.583		
	Total	119.979	194			
Kids related products –kid's food, formulas, diapers, Toys....etc	Between Groups	6.49	1	6.49	4.1	0.044
	Within Groups	305.928	193	1.585		
	Total	312.418	194			

**Source: Own Survey (2014)**

For Grocery - fresh and packed food stuff, the analysis of variance test showed that there significantly different ( $p=0.041$ ) with the mean of the male group significantly lower ( $m =3.1105$ ,  $sd: 0.37316$ ) than the mean of the female groups ( $m =3.215$ ,  $sd: 0.33526$ ). It means that women more frequently made impulse purchases from Grocery related products than men. And the reason could be, according to Underhill (2000), women engage in habitual shopping for necessities than men.

The analysis also showed that there exist a significant difference ( $p=0.032$ ) in terms of male and female in frequency of product purchased on impulse for cosmetics product category with the mean value of male groups ( $m =2.9684$ ,  $sd: 1.19798$ ) which is lower than the mean value of female groups ( $m =3.305$ ,  $sd: 0.96634$ ). Indicating that women made more frequent purchases on impulse from cosmetics product category. Historically, women were found to be more likely to shop for aesthetic products Rock and Hoch, (1985).

In addition the analysis of variance also revealed that there exist a significant gender difference in terms frequency of purchase on impulse for both product category called household ( $p=0.000$ ) and kids related products category ( $p=0.044$ ) with the mean of male groups ( $m =3.1105$ ,  $sd: 0.91727$ ) which is lower than the mean of female groups ( $m =3.500$ ,  $sd: 0.58171$ ) for house hold products category. And for the kids related products, the mean of the male group ( $m =2.6$ ,  $sd: 1.34994$ ) is lower than the mean of the female group ( $m =2.965$ ,  $sd: 1.16614$ ) this could be, as mentioned above, due to the fact that women engage in habitual shopping for necessities than men (Underhill, 2000).

Furthermore, the electronics product category also showed a significant difference ( $p= .000$ ) with a mean value of males groups ( $m =3.1579$ ,  $sd: 0.99269$ ) higher than the mean value of female groups ( $m =2.550$ ,  $sd: 0.91976$ ). The explanation could be, according to previous studies, men were found more likely than women to impulsively purchasing items from product categories related to technology and entertainment, which includes electronics, computer software, music CDS or DVD. Thus men tend to prefer buying functional and instrumental items compared with women who prefer buying symbolic and self-expressive goods concerned with appearance and emotion of self (Dittmar et. al., 1995, 1996; Under hill, 1999). Jones et, al. (2003) also empirically tested that product-specific impulse buying is affected

significantly by product involvement and it is an important factor supporting impulse buying tendencies.

However, the analysis of variance test did not show a significant difference ( $p=0.745$ ) between male and female in terms of product frequently purchased on impulse for confectionary goods like, sweets, chocolates, bubble gums, mints and biscuits. The mean score of the female groups ( $m=3.0213$ ,  $sd: 1.01047$ ) closer to the mean score of the male group ( $m=2.975$ ,  $sd: 0.96498$ ). Similar result is found in the variance analysis of Apparel goods including clothing for men and women, accessories...Etc. the test revealed insignificant difference ( $p=0.681$ ) with the mean value of the male group ( $m=3.5316$ ,  $sd: 0.74666$ ) which is almost similar to the mean value of the female group ( $m=3.490$ ,  $sd: 0.66279$ ). It means for confectionary and Apparel goods both women and men made similar impulse purchase decisions frequently. However this finding goes against the findings of other researchers who argues that women value their possessions for emotional and relationship reasons while men on the other hand value their possession for functional and instrumental reasons. (Bashar, Ahmad and Wasi, 2012) hence women also tend to shop astatic products and men tend to shop for functional products.

Therefore, Hypothesis 4 is partially rejected with five of the seven product category including grocery, cosmetics, electronics, household and kids related products, showing a significant gender difference on frequency of product purchased on impulse. However there was no significant gender difference found for confectionary and apparel products on frequency of product purchased on impulse.

#### ***4.5 Factors affecting impulse buying behavior of consumers***

The frequency distribution (Table 4.15) for factors affecting impulse buying behaviors of consumers indicated that 91.8% of the respondents influenced by the quality of a product from some degree to a great deal. Among which 50.3% believed that quality influences them a great deal. In addition, for 82.1% of respondents, price has some degree and more influence. 63.6% of respondents said that window or in store display has some degree and more influence. According to the respondents sales people, radio and TV advertisings have some degree of influence and more on them with a response rate of 51.35% and 53.30% respectively. Magazine and newspaper

advertisings has least effect on respondents with 33.3% and 29.2% of them asserting the degree of influence from some to a great deal respectively. In general previous studies, Yang et al (2011) discovered that female consumers buying intention is easily affected by advertising, display of goods, atmosphere, promotions and sales. Besides female impulse buying intension can increase because of the performance of sales people and recommendations from other customers.

**Table 4.15 Frequency distribution of factors affecting impulse buying behaviors of consumers**

Ser. No	Factors Affecting Impulse Buying	Not at all	Very small	Some	Significant	A Great Deal	Total
1	Window/In-store display	18.5%	17.9%	32.8%	22.6%	8.2%	100.0%
2	Newspaper Advertising	35.4%	35.4%	23.6%	4.6%	1.0%	100.0%
3	Magazine Advertising	33.8%	32.8%	23.6%	8.2%	1.5%	100.0%
4	Radio/TV Advertising	24.1%	22.6%	35.4%	13.3%	4.6%	100.0%
5	Salesperson	25.1%	23.6%	33.3%	11.8%	6.2%	100.0%
6	Price	3.1%	14.9%	23.6%	27.7%	30.8%	100.0%
7	Quality	5.6%	2.6%	6.7%	34.9%	50.3%	100.0%

**Source: Own Survey (2014)**

#### ***4.6 Summary of Findings***

The purpose of this study was to compare men and women for differences in affective and cognitive processes, as well as the overall affect and cognitive processes associated with impulse buying behavior. Additionally, the study aimed to compare gender difference in terms of impulsive purchase made from a variety of product categories.

The general reliability test for the overall and for individual components of the research instrument showed that the instrument is acceptable.

The profile of the respondents indicated that out of the total respondents 100 (51.3%) of them were women and 95 (48.7%) were men. care was taken in administering the survey questionnaires to involve men and women in equal proportion since the gender is the independent variable of the study the proportion of men and women involved in the study may affect the result. In addition, out of the total respondents 61.5% were married and 38.5% were single showing that more married people were part of the study. The reason could be attributed to the fact that married people may have families which require frequent visit to supermarkets.

The age group was in the survey questionnaire divided into four groups, the first group ranging from 18 years to 45 and above. 51.3 % of respondents fall under the age 25-34 while 25.6 % fall under the age 18-24. The age group from 35-44 constitutes the 16.4% of the respondents while 6.7% of respondents were above 45 years of age. Indicating that the majority of the respondents are above 25 years of age.

The educational status of respondents were also presented in four parts. The first part having respondents with secondary level education and below which was about 9.2 % of the total respondents. The second group included diploma holders with 28.2 % of respondents falling under it. The third group constitute the bachelor degree holders which involved the majority of the respondents which was about 43.6%. The final group included the respondents with master's degree and above and which was about 19% of the respondents. This implicate that the majority of the respondents are bachelor degree holder and above.

Dividing the respondents in income earned per month, the majority of respondents (51.8%) earned 5000 Birr per month and less while 22.1% earned between 5001 and 10,000 Birr per month.11.8% and 14.4% of respondents earn between 10,001 and 20,000 and above 20,001Birr per month respectively, signifying that the respondents can be categorized in two groups. Those who earns 5000 and below and those who earns 50001 and above.

Independent sample t-test and analysis of variance was performed to compare if a significant gender difference existed associated with impulse buying behavior of

consumers in terms of Affect and Cognitive processes and also in terms of frequency of product category purchased on impulse

The overall affect process has three components under it including irresistible urge to buy, positive buying emotions and mood management. The findings of the research showed that in terms of irresistible urge to buy and positive buying emotions a significant difference between male and female was found. But significant gender difference was not found in terms of mood management. Indicating that both men and women are not much different in using impulse buying for mood management. In general, women are more influenced by the overall Affect process than men in shopping.

For the cognitive components which includes cognitive deliberation, unplanned buying and disregard for the future, the overall cognitive process also influences women more than men. However, the response for each components shows that for the cognitive deliberation there was no significant gender difference. Implying that both genders give similar weight for thinking and analyzing in their purchases. This result was inconsistent with past researches. For the remaining two components which are unplanned buying and disregard for the future, a significant gender difference was found. According to the research women are more unplanned and disregard the future more than men in making purchase decision.

The research also showed a significant gender difference for the frequency of product category purchased on impulse, in general. Out of the total seven product categories, for five of them including Grocery (fresh and packed food stuff), Cosmetics, Household products (products for the daily use in households, detergents), and Kids related products (kid's food, formulas, diapers, Toys etc.), a significant gender difference existed with women making more impulse purchases frequently than men. For Electronics products, men had more frequent purchases on impulse. However, there was no significant gender difference found for the two of the product categories which are Confectionary and apparel goods. Both men and women tend to react in a similar manner at time of making purchase from this category.

Moreover, among the lists provided for the factors affecting impulse buying behavior of consumers, respondents seems to be influenced majorly by the product quality

(91.9%) followed by price (82.1%) of the product then by window or in store display (63.3%). Next to radio and television advertisings (53.3%), sales people (51.3%) also influenced the respondents. Magazine (33.3 %) and newspaper (29.2%) advertizing are least influencers of the respondents, according to the study findings.

## **CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS**

### ***5.1 Introduction***

In this chapter conclusion is drawn, forwards is provided. The limitation of the study stated and finally further area of researches suggested.

### ***5.2 Conclusions***

The purpose of the study was to compare men and women for differences in individual components of affect and cognitive processes associated with impulse buying behavior and the overall affect and cognitive process. The purpose was also to compare men and women in terms of the frequency with which impulse purchase was made from a product category. In general the findings of the research indicated that there was a significant difference between men and women in terms of overall affect and cognitive processes.

In general women were more influenced by overall affect and cognitive processes than men while shopping. For the individual components including irresistible urge to buy and positive buying emotions significant difference was found between men and women with women being more influenced than men. However, there was no significant gender difference found for the component mood management between men and women. Cognitive deliberation, unplanned buying and disregard for the future also showed a significant difference between men and women with the women being more influenced than men.

In addition there existed a significant difference between men and women in terms of frequency with which impulse purchase was made from product category. Five out of the seven products showed a significant difference between men and women. Out of which, women are more influenced than men except for four product category. On the contrary men were more impulsive for electronic products than women. The remaining two product categories confectionery and apparel goods implied no significant gender difference in frequency of impulse buying.

Moreover, among the lists provided for the factors affecting impulse buying behavior of consumers, respondents seem to be influenced majorly by the product quality then price, followed by window or in store display, sales people, radio and television advertisements. Finally magazine and newspaper advertising also influenced respondents to some degree.

### ***5.3 Limitation***

The result of the study may have the following limitation

- The study was limited to the area of Addis Ababa and to selected supermarkets
- The study only used survey questionnaire as a data collection instrument
- The research only use descriptive statistics for data analysis

### ***5.4 Recommendations***

The result of this study has different implications for the industry.

- First of all since the research revealed that irresistible urge to buy and positive buying emotions influence the affect process of women more than men during purchase on impulse, retailers should use a marketing strategy that will increase shoppers store patronage and positive feelings for shopping in order to increase impulse purchase. Other studies showed that increased store patronage is directly related to increased impulse purchases.
- Since women tend to shop more while looking around and buy if they found something they really like leading to their irresistible urge to buy, retailers should design their window and in store displays attractively. Window or in store display are the third higher influencers of respondents which are in the hands of the retailers to adjust according to their desire unlike product quality and price. Therefore, displays should be used to their maximum advantages.
- The stores has to look attractive and convenient store ambiance should be maintained in order to create and increase positive buying emotions among women. Sales personals also need to be well trained and cooperative.

- Mood management didn't show a significant gender difference in this research. However, different past researches conducted related impulse buying with mood management resulted with women using impulse buying more to manage their mood than men which increases sales. Thus, retailers should work on creating a marketing strategy to relate their supermarkets with place to have fun while shopping. If supermarkets could be established in a way which provides entertainment along with an attractive shopping experience people would use shopping to managing their mood ensuing an increased sales as different researches depict.
- In general, it is inferred from this research that women are more influenced by their emotions hence by their affective processes. Therefore advertisers may use this information to design their message in a way it touches the emotional side of target markets of women.
- In general directing the store's retail design towards the creation of memorable customer experiences by appealing to their senses, emotions and values can contribute to the creation of such company client relationships. Since customer experiences in retail settings appear to immerse customers at a cognitive, emotional and intuitive level, they can be considered as a new source for value creation.
- The research also implied that there is a significant gender difference between men and women in terms of overall cognitive process with women being influenced more than men. Women are also more influenced in terms of Cognitive deliberation which is one of the components of the overall cognitive process. To use greater cognitive deliberation of women to increase sales, retailers should use point of purchase promotions, well trained and qualified sales people who can provide explanation for customer's inquisitions.
- For men information about any of their questions should be easily accessible to increase their impulsiveness while shopping since they tend to spend less time in supermarkets. Besides, the more support provided to satisfy customer's

cognitive deliberation will help reduce post purchase dissonance for customers and hence increase further impulsiveness for future purchases.

- Women also found to be more unplanned during shopping than men, according to the finding of the research. Thus retailers should take this advantage to increase their sales through increasing the attractiveness of displays and in store promotional technics. Quality of products ranked first followed by price among factors influencing respondents during impulsive buying. Thus retailers should try to supply quality products with reasonable price in their supermarkets which will lead to increased impulsive buying behavior of consumers.
- The research also found out that women disregard the future more than men while shopping on impulse. Men tend to be careful about their finances as per past researches. Thus to increase impulsiveness during shopping retailers should use different strategies that will make funds available on their hand. Including credit facility for customers, ATM machines or having branches of banks in their compound.
- Availability of products have also greater relationship with impulse purchases of products. Thus products should be available, accessible and should be accompanied by appropriate information. For the most of the product category women tend to make impulsive purchase more frequently than men. Thus target groups of specific product must be identified by the retailers in order to adjust the marketing strategies including adverting and sales promotion to bring out the maximum impact. For example, for functional products like electronics men are more susceptible to buy on impulse than women. Thus to increase men's impulsiveness techniques like demonstration should be used. In addition point of purchase promotions with which provide technical information about the product should be used by retailers.
- Individual customers of supermarkets can also be benefited from the research findings by identifying the cause of their impulsiveness and devising means to control it accordingly. The researcher believed that this research also shade

light on the understanding that though, individual's may encourage their impulsiveness for the lack of better knowledge, self-control and many more other reasons, impulsive buying can not only be attributed to the defect of individual characters rather the disposition of nature and society contributes to this behavior a great deal. This understanding will relief some of the individuals self-blame for being impulsive buyer. Furthermore, especially women can control their impulsiveness by reducing their store patronage, by preparing and sticking with shopping list, availing to themselves limited amount of money for their shopping trips and avoiding having good times or entertaining around supermarkets in order not to be drown to buying products on impulse.

### ***5.5 Recommendation for Future Research***

The result of the study implied for the following further research studies

- Samples could be expanded to cover other regions to reach to more accurate result
- The influence of different demographic variables should be further researched
- Factors influencing impulse buying should be further investigated further

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# Appendices

**Addis Ababa University**

**School of Graduate Studies**

**Impulsive Buying Behavior Survey Questionnaire**

**(To be filled by supermarkets' customers)**

**Dear respondents,**

In partial fulfillment of requirements for the degree of Masters of Arts in Marketing Management at the Addis Ababa University School of Commerce, I am carrying out a study which aims at comparing men and women for differences in affective and cognitive processes associated with impulse buying behavior and to identify gender differences in terms of impulsive purchases made from a variety of product categories. Impulse buying is defined as “a sudden powerful and persistent urge to buy something immediately.”Your experience and opinion are highly valuable and I would be very grateful if you would spare 20 minutes of your invaluable time to take part in this survey by completing the questionnaire below.

This survey is completely anonymous and no information you give can be traced back to you or used against you in any way. If you have any questions, please do not hesitate to contact me.

**Thank you so much for your cooperation**

**PART I) Shopping Experience**

**When answering this part of the questionnaire, think back to your last couple of shopping trips and please CIRCLE ONE of the responses that may explain your behavior most.**

<b>No.</b>	<b>Description</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Agree</b>	<b>Strongly Agree</b>
1	When I shop I tend to decide what I want to buy while I am looking around in a store.	1	2	3	4
2	I always buy if I really like it.	1	2	3	4
3	I feel a sense of thrill when I am buying something new.	1	2	3	4
4	I make a list when I go shopping and buy only what is on the list.	1	2	3	4
5	Buying is a way of reducing stress in my daily life.	1	2	3	4
6	Sometimes, I buy something in order to make myself feel better.	1	2	3	4
7	Sometimes I regret buying new things.	1	2	3	4
8	I experience mixed feelings of pleasure and guilt from buying something on impulse.	1	2	3	4
10	I feel excited when making a purchase.	1	2	3	4
11	When I go shopping, I buy things that I had not intended to purchase.	1	2	3	4
12	If I see something that I think I need, I buy it even though I went shopping for other purposes.	1	2	3	4
13	I tend to spend money as soon as I earn it.	1	2	3	4
15	I rarely ever buy impulsively.	1	2	3	4
16	When you think about your buying behavior in general, do you consider yourself to be an impulse buyer?	1	2	3	4
17	Would people who know you consider you to be an impulse buyer?	1	2	3	4

**PART II) Factors Affecting Shopping Experience**

**On a scale from 1-5, how much do each of the factors listed below influence you when shopping?(Circle One)**

<b>Ser. No</b>	<b>Factors influencing shopping</b>	<b>Not at All</b>	<b>Very Small</b>	<b>Some</b>	<b>Significant</b>	<b>A Great Deal</b>
1	Window/In-store display	1	2	3	4	5
2	Newspaper Advertising	1	2	3	4	5
3	Magazine Advertising	1	2	3	4	5
4	Radio/TV Advertising	1	2	3	4	5
5	Salesperson	1	2	3	4	5
6	Price	1	2	3	4	5
7	Quality	1	2	3	4	5

**PART III) Frequency of Product Purchased**

**How frequently do you purchase the following items? (Circle One)**

<b>Ser. No</b>	<b>Items</b>	<b>Never</b>	<b>Less than Yearly</b>	<b>Yearly</b>	<b>Seasonal</b>	<b>Monthly or Less</b>
1	Grocery - fresh and packed foodstuff	1	2	3	4	5
2	Confectionary goods like, sweets, chocolates, bubble gums, mints and biscuits	1	2	3	4	5
3	Cosmetics	1	2	3	4	5
4	Apparel goods including clothing men and women's/girl's clothing, accessories...etc	1	2	3	4	5
5	Electronics	1	2	3	4	5
6	Household products – products for the daily use in households, detergents...etc	1	2	3	4	5
7	Kids related products –kid's food, formulas, diapers, Toys....etc	1	2	3	4	5

**PART IV) Degree of Planning and Consideration in Buying**  
**On a scale from 1-5, How much planning and consideration do you put**  
**into buying each of the following items? (Circle One)**

<b>Ser .No</b>	<b>Items</b>	<b>Not at All</b>	<b>Very Small</b>	<b>Some</b>	<b>Significant</b>	<b>A Great Deal</b>
1	Grocery - fresh and packed food stuffs	1	2	3	4	5
2	Confectionary goods like, sweets, chocolates, bubble gums, mints and biscuits	1	2	3	4	5
3	Cosmetics	1	2	3	4	5
4	Apparel goods including clothing men and women's/girl's clothing.	1	2	3	4	5
5	Electronics	1	2	3	4	5
6	Household products – products for the daily use in households, detergents...etc	1	2	3	4	5
7	Kids related products –kids food products, diapers, Toys....etc	1	2	3	4	5

**PART V) Demographics Information**

**Please answer the following questions about yourself (Circle One)**

1. Marital status:      1) Single              2) Married
2. Gender:              1) Male              2) Female
3. Age:                  1) 18-24              2) 25-34      3) 35-44              4) 45 and above
4. Level of Education:
  - 1) Secondary level education or below
  - 2) Diploma
  - 3) Bachelor's degree
  - 4) Masters and above
5. Income per Month: 1) 5000 & Under 2) 5001 - 10,000 3) 10,001 – 20,000 4) 20,001and above

በድንገት/በግብታዊነት ስለሚደረግ የዕቃ ግዢ/ሸመታ ቅኝት ዳህሳ  
የተዘጋጀ መጠይቅ

ይህ በድንገት /በግብታዊነት በተገልጋዮች/በሰዎች ስለሚደረግ የዕቃ ግዢ/ሸመታ የዳሰሳ ጥናት ለማድረግ የተዘጋጀ የመጠይቅ ቅጽ ነው። ይህን መጠይቅ በመሙላት የጥናቱ አካል በመሆንና የበኩሎን አስተዋጽኦ በማድረግዎ አመሰግናለሁ።

የዚህ ጥናት ዋና ርዕስ የሆነው Impulse buying ድንገተኛ ሃይለኛ እንዲሁም ፋታ የማይሰጥ አንድን ዕቃ ወዲያውኑ እንድንገዛ የሚገፋፋንን ስሜት ወይም ሁኔታ የሚያሳይ ነው። ይህ የዳሰሳ ጥናት በአራት ክፍሎች የተዋቀረ ነው። ክፍል አንድ በአፊክትና በኮንገሽን የሳይኮሎጂ ፕሮሰስ እና ተያያዥነት ያላቸውን ጉዳዮች ያነሳል። ክፍል ሁለት በስሜታዊ ግዥዎች ላይ ተፅዕኖ የሚያሳድሩ ጉዳዮችን ያነሳል። ክፍል ሶስት እና አራት ከሚገዙት ዕቃ ጋር ተያያዥነት ያላቸውን ጉዳዮች ያነሳል። ክፍል አምስት ደግሞ ስለራስዎ አጠቃላይ መረጃ ይመለከታል። የሚሰጡት መረጃ ሚስጢራዊነት የተጠበቀ ነው። ጥናቱ ስሜታዊ ግዥ በሀገራችን አጠቃላይ ሁኔታ ምን እንደሚመስል ለመረዳት ያስችላል።

የዳሰሳ ጥናቱን ለመሙላት 20 ደቂቃ ወይም ያነሰ ጊዜ ብቻ ይወስድብዎታል። ውድ ጊዜዎትን ሰውተው ይህን የዳሰሳ ጥናት መጠይቅ በመሙላት ስለተባበሩኝ ከልብ አመሰግናለሁ።።ማንኛውም አይነት ጥያቄ ቢኖርዎት በስልክ ቁጥር 0930 10 07 99 ወይም በኢሜል አድራሻ tgirma123@gmail.com ማግኘት ይችላሉ።

አመሰግናለሁ።

ክፍል 1.የግዢ አወሳሰን ልምድ

እባክዎትን እነዚህን ጥያቄዎች ሲመልሱ በቅርቡ ስላደረጓቸው ግዢዎች /ሸመታ/ ለማስታወስ ይሞክሩ

እባክዎን መልሶትን በማክበብ ይግለጹ።

ተ.ቁ	ጥያቄ	በፍፁም አልሰማም	አልሰማም	እስማማለሁ	በጣም እስማማለሁ
1	ገበያ ስወጣ/ለግዥ ስወጣ የምገዛውን ነገር እዚያው ዞር ዞር ስል/እያልኩ የመወሰን ልምድ አለኝ	1	2	3	4
2	አንድን ነገር በጣም ከወደድኩት ሁሌም እገዛዋለሁ	1	2	3	4
3	አዲስ ነገር ስገዛ በውስጤ አንዳች የደስታ ስሜት ይሰማኛል	1	2	3	4
4	ገበያ ስወጣ የምገዛውን ነገር ዝርዝር ይገባኝ ነው፤ የምገዛውም በዝርዝር ያስቀመጥኩትን እቃ ነው	1	2	3	4
5	ገበያ መውጣትና እቃ መግዛት እራሴን ከድብርት የማላቅቅበት መንገድ ነው	1	2	3	4
6	አንዳንዴ እቃ የምገዛው ጥሩ ስሜት እንዲሰማኝ ብዬ ነው።	1	2	3	4
7	አንዳንዴ አዲስ እቃ/ነገር በመግዛቴ ፀፀት ይሰማኛል።	1	2	3	4
8	አንድን እቃ በድንገትና ያለአቅድ በመግዛቴ የደስታና የጥፋተኝነት ድብልቅ ስሜት ይሰማኛል።	1	2	3	4
10	አንድ እቃ ስገዛ ደስ እያለኝ ነው	1	2	3	4
11	ገበያ ወጥቼ ለመግዛት ያላቀድኩትን ነገር የመግዛት ልምድ አለኝ/ እገዛለሁ	1	2	3	4

12	ሌላ ነገር ለመግዛት አቅጆ ገበያ ብወጣም እፈልገው የነበረ ሌላ እቃ ካየሁ እገዛዋለሁ።	1	2	3	4
13	ብዙ ጊዜ ገንዘብ ሳገኝ ቶሎ የማጥፋት ልማድ አለኝ	1	2	3	4
15	በድንገት/ ያለእቅድ ዕቃ አይቼ የምገዛው ከስንት ጊዜ አንዴ ነው	1	2	3	4
16	እራሴን በአጠቃላይ ከግዥ ጋር በተያያዘ ስገመግመው በድንገት/ሣያስቡበት እቃ ከሚገዙ ሰዎች ጋር እመድበዋለሁ።	1	2	3	4
17	ሌሎች ሰዎች እርሱን የሚመለከቱት በድንገት ዕቃ አይተው እንደሚገዙ አይነት ሰዎች አድርጎ ነው።	1	2	3	4

ክፍል 2. በግዢ ወቅት ተፅዕኖ የሚፈጥሩ ሁኔታዎች

ከ1-7 ከተዘረዘሩት ምክንያቶች ውስጥ ዕቃ ለመግዛት/ለሸመታ በሚወጡበት ወቅት የበለጠ ተፅዕኖ የሚፈጥርብዎት የቱ ነው።

የሚሰማሙበትን መልስ ይክበቡ

ተ.ቁ	ጥያቄ	በፍፁም ተፅዕኖ አያደረግብኝም	በጣም የተወሰነ ተፅዕኖ ያደርግብኛል	የተወሰነ ተፅዕኖ ያደርግብኛል	በጣም ተፅዕኖ ያደርግብኛል	እጅግ በጣም ተፅዕኖ ያደርግብኛል
1	በመስኮት/በመደርደሪያ ላይ የሚታዩ ዕቃዎች	1	2	3	4	5
2	የጋዜጣ ማስታወቂያዎች	1	2	3	4	5
3	የመጽሔት ማስታወቂያዎች	1	2	3	4	5
4	የሬድዮ/የቲቪ ማስታወቂያዎች	1	2	3	4	5
5	የሽያጭ ባለሞያዎች	1	2	3	4	5
6	የዋጋው ሁኔታ	1	2	3	4	5
7	የዕቃው ጥራት	1	2	3	4	5

ክፍል 3. የግዢ ድግግሞሽ መጠን

ከ1-7 ከተቀመጡት የዕቃ ዝርዝሮች ውስጥ ግዥ ሲፈጽሙ ምን ያህል ደጋግመው ይገዛሉ(በምን ያህል ጊዜ)?

ተ.ቁ	ጥያቄ	በዕራሽ አልገዛም	በየዓመቱ አልገዛም	በዓመት	ወቅት ጠብቂ	ወርና ከወር ባነሰ ጊዜ
1	የግርሰሪ ዕቃዎች ትኩስና የታከጉ የምግብ አይነቶች	1	2	3	4	5
2	ጣፋሾች፣ቸኮሌት፣ማስቲካ ከረሜላ፣በስኩቶች እና የመሳሰሉት	1	2	3	4	5
3	የውበት መጠበቂያ ዕቃዎች(ኮስሞቲክስ)	1	2	3	4	5
4	አልባሳት፣የወንዶችና የሴቶች ልብሶች	1	2	3	4	5
5	ኤሌክትሮኒክስ	1	2	3	4	5
6	የቤት ውስጥ ፍጆታ ዕቃዎች : ለዕለት የሚሆኑ	1	2	3	4	5

