



Exploring the Prevalence and Impact of Impulsive Buying: Demographic and Psychological Influences on Post-Purchase Regret

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Abstract:

Impulsive buying is a significant consumer behavior, particularly in sectors like hospitality and tourism, where it is influenced by various antecedents such as marketing and environmental factors. The rise of e-commerce has further facilitated impulsive buying, with cultural and economic factors playing a moderating role. Impulsive buying often leads to post-purchase regret, a phenomenon influenced by factors such as FoMo (Fear of Missing Out) and cognitive dissonance. This research topic aims to delve into the multifaceted nature of impulsive buying, focusing on its prevalence, the subsequent impact on post-purchase regret, and the demographic and psychological factors that influence these behaviors. surveys are commonly used to collect data from consumers about their impulsive buying behaviours and subsequent regret. for instance, studies have used online surveys to gather responses from 423 of participants, employing convenience sampling techniques to reach a broad audience. Factors such as age, gender, income personality traits, and emotional states contribute to impulsive decisions.

Introduction:

Impulsive buying refers to the tendency of a customer to buy goods and services without planning in advance. It is usually triggered by emotions and feelings. This behavior is a common phenomenon where consumers make unplanned purchases without giving much thought to the decision – making process. Impulsive buying can occur with any product and it's not limited to specific categories. Factors such as goods expectations about a brand and its associated products can contribute to impulse buying behavior.

Situational factors impacting consumer behavior:

Investigate how elements like store atmosphere, crowding, promotional deals, and even digital influences shape buying behavior, for instance, research shows that



factors such as location and layout significantly influences consumer decisions in retail environments.

Responsible marketing practices:

Analyze how brands can leverage insights from situational factors to create ethical marketing strategies. This could include personalized marketing that respects consumer privacy while still being effective.

Consumer satisfaction:

Explore how understanding situational influences can lead to improved customer experiences and satisfaction. The ambiance of a store or the convenience of online shopping can dramatically affect how satisfied consumers feel post-purchase.

Comparative analysis of product categories:

The factors influence consumer behavior differently across various categories. Impulsive buying may be more prevalent in grocery shopping compared to electronics due to different situational triggers like promotions or social influences.

REVIEW OF LITERATURE:

Mahmoud Abdel Hamid Saleh (2012) “An investigation of the relationship between unplanned buying and post-purchase regret” Mahmoud Abdel Hamis Saleh conducts a research on an investigation of the relationship between unplanned buying and post-purchase regret, moderated by consumer family income and gender, as well as the association of both sales promotion and bankcard payment with unplanned buying in the Saudi market. Drawing on unplanned buying and post-purchase literature, the study tested a model of post-purchase regret. A survey was conducted among Saudi consumers of retail stores in Riyadh, Saudi Arabia.

Chandan Parsad, Sanjeev Prashar, T Sai Vijay, Vinita Sahay, (2019) “Role of in-store atmospherics and impulse buying tendency on post-purchases regret” Chandan Parsad and his team conduct a research on role of in-store atmospherics and impulse buying tendency on post-purchases regret that impulsive buyers constitute a dream segment. Stimulants at the point of shopping create sudden urge among these shoppers and they seek to immediately acquire the products. This desire for spontaneous acquisition and instant gratification can result in negative consequences, including post-purchase dissonance(regret). This paper is an attempt to comprehend and examine the direct



and indirect impacts of store atmospherics buying on post-purchase dissonance in the form of regret.

Aliya Bushra, Ahmed Bilal (2014) “The relationship of compulsive buying with consumer culture and post-purchase regret” Aliya Bushra, Ahmed Bilal conducted a study on the relationship of compulsive buying with consumer culture and post-purchase regret is caused among consumers due to internal feelings, which in our case was compulsive Buying as a result of the Materialistic and Status oriented values prevalent among the people, that affects post-purchase regret which could also be caused by unplanned regret which could also be caused by Unplanned Buying resulting from external factors like sales promotions and Bank-card payments at the retail stores.

Sai Vijay Tata, Sanjeev Prashar, Chandan Parsad (2021), “Examining the influence of satisfaction and regret on online shoppers post-purchase behaviour” Sai Vijay Tata and his group presents research has used the expectancy-confirmation model along with the regret theory to examine the influence of six e-retailers characteristics and confirmation on shoppers satisfaction or regret. Further the effect of these two cognitive constructs has been investigated on consumers' post-purchase behaviour like the intentions to write reviews, repurchase intentions and brand-switching behaviour.

L Verina Halim Secapramana, Gracia Jason Magdalena, Listyo Yuwanto (2020) “Impulsive buying, post-purchase regret, and credit card” L Verina Halim Secapramana and her group conduct a research on impulsive buying is an unplanned purchase and is coloured by a strong urge that is difficult to resist buying suddenly. It is usually triggered by external conditions when dealing with products, accompanied by the arising of pleasant and passionate feelings with the consequences of anxiety, regret, and sometimes debt as well. It is suspected that it has something to do with the use of credit cards.

Chriskendry H Masinambow, Sifrid S Pangemanan, Merinda HC Pandowo, (2019) “INVESTIGATING THE POST- PURCHASE REGRET OF CONSUMERS IN



MANADO” Chriskendry and his team represent a research on the post-purchase regret of a consumer is one of the reactions that most influence almost all of the form of consumer behavior towards any kind of product they purchased, in this study, the main focus of type of product is the most daily usage product of the consumer. In term of marketing, which is one of the important part of the company, and which the product that produced from the producer or the seller themselves could be exposed to the consumer, the post-purchase regret is one of the factor that had been an important matter for the marketer to put in their agenda and composing better strategies or tactics of selling a product to the consumers and the customers.

Ganesan Muruganantham, Ravi Shankar Bhakat (2013) “A review of impulse buying behavior” Ganesan Muruganantham and Ravi conduct a research on A review of impulsive buying behavior to provide a detailed account of the impulse buying behavior by compiling the various research works literature in the field of Retailing and Consumer Behavior. It gives a broad overview of the impulse buying construct and the various behavior related aspects. A wide range of journal databases and books were referred to review the works of various researchers. The content analysis of the various research works led to the classification of literature into different factors influencing impulse buying and further development of the research framework. The multiple aspects of the subject are categorized for future research works in the area of impulse buying with the suggestions.

Objective of the study:

1. To Analyze the Prevalence of Impulsive Buying Across Different Contexts
2. To Assess the Impact of Impulsive Buying on Post-Purchase Regret and Consumer Satisfaction
3. To Identify Demographic and Psychological Factors Influencing Impulsive Buying Behavior

Methodology:



Surveys are commonly used to collect data from consumers about their impulsive buying behaviors and subsequent regret. For instance, studies have used online surveys to gather responses from 423 of participants, employing convenience sampling techniques to reach a broad audience.

Quantitative Analysis Techniques:

Techniques like linear regression and ANOVA are used to analyze the data collected from surveys. These methods help in understanding the influence of various factors like credit card usage, store atmospherics, and promotional strategies on impulsive buying and regret.

Analysis:

Demographic profile

	Demographics	Frequency	Percent
Age	Below 15	16	3.8
	16 to 20	113	26.7
	21 to 25	100	23.6
	26 to 30	85	20.1
	31 to 40	62	14.7
	Above 40	47	11.1
Gender	Male	227	53.7
	Female	196	46.3
Education	Higher education	18	4.3
	UG	136	32.2
	PG	62	14.7
	Diploma	44	10.4
	Professional	84	19.9
	Employee	79	18.7
Family size	2 members	46	10.9
	3 - 4 members	205	48.5
	5 - 6 members	116	27.4



	Above 6 members	56	13.2
Income	Less than 40,000	106	25.1
	40,001 to 50,000	120	28.4
	50,001 to 60,00	105	24.8
	Above 60,000	92	21.7
Monthly Expenses	Less than 10,000	95	22.5
	10,001 to 20,000	92	21.7
	20,001 to 30,000	158	37.4
	Above 30,000	78	18.4

- From the above table, it is to be inferred that out of 423 respondents 3.8 % of the people belong to the age group of below 15, 26.7% of the people belong to the age group of 16-20, 23.6% of the people belong to the age group of 21-25, 20.1% of the people belong to the age group of 26-30, 14.7% of the people belong to the age group of 31-40, 11.1% of the people belong to the age group of Above 40.
- From the above table, it is to be inferred that out of 423 respondents 53.7% of the people belong to male and 46.3% of the people belong to Female.
- From the above table, it is to be inferred that out of 423 responses 25.1% of the respondents family members are earning below 40000, 28.4% of the respondents family members are earning 40001-50000, 24.8% of the respondents family members are earning 50001-60000, 21.7% of the respondents family members are earning Above 60000.
- From the above table, it is to be inferred that out of 423 respondents 4.3% of the respondents pursuing higher education, 32.2% of the respondents pursuing UG, 14.7% of the respondents pursuing PG, 10.4% of the respondents pursuing Diploma, 19.9% of the respondents pursuing Professional, 18.7% of the respondents are Employees.
- From the above table, it is to be inferred that out of 423 respondents nearly 10.9% of the respondents family size is 2 members, 48.5% of the respondents



family size is 3-4 members, 27.4% of the respondents family size is 5-6 members, 13.2% of the respondents family size is Above 6 members.

- From the above table, it is to be inferred that out of 423 respondents nearly 22.5% of the respondents family expenses is below 10000, 21.7% of the respondents family expenses is 10001-20000, 37.4% of the respondents family expenses is 20001-30000, 18.4% of the respondents family expenses is 30000.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.851	.858	43

Inference on Reliability Statistics

The provided reliability statistics indicate a Cronbach's Alpha of 0.851 and a Cronbach's Alpha Based on Standardized Items of 0.858 for a scale with 43 items. These values suggest a high level of internal consistency for the scale, which is generally considered acceptable in social science research.

Understanding Cronbach's Alpha

Cronbach's Alpha is a measure of internal consistency, indicating how closely related a set of items are as a group. It is widely used to assess the reliability of scales in research. A value above 0.70 is typically considered acceptable, with higher values indicating better reliability. The value of 0.851 suggests that the items on the scale are well-correlated and measure the same underlying construct.

Implications of the Number of Items

The number of items on a scale can influence Cronbach's Alpha value. With 43 items, the scale is likely to have a robust measure of internal consistency, as more items generally contribute to a higher alpha value. However, it is important to ensure that the items are not redundant and that they contribute meaningfully to the construct being measured.



One way anova

H0: there is no significant difference among the mean scores of different age groups and the type of electronics or beauty products you are most likely to buy on impulse.
H1: there is a significant difference among the mean scores of different age groups and the type of electronics or beauty products you are most likely to buy on impulse.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.115	3	5.038	2.579	.053
Within Groups	818.535	419	1.954		
Total	833.650	422			

Since table value 0.053 more than P value 0.05 the H0 is accepted at 5% level of significance. Hence it is concluded that there is no significant difference among the mean scores of different age groups and the type of electronics or beauty products you are most likely to buy on impulse.

H0: there is no significant difference among the mean scores of different income levels and by which factor they influenced most to buy impulsively.
H1: there is a significant difference among the mean scores of different income levels and by which factor they influenced most to buy impulsively.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.234	4	2.558	2.184	.070
Within	489.596	418	1.171		



Groups					
Total	499.830	422			

Since table value 0.070 more than P value 0.05 the H0 is accepted at 5% level of significance. Hence it is concluded that there is no significant difference among the mean scores of different different income levels and by which factor they influenced most to buy impulsively.

Chi-Square Tests

H0: there is no significant association between gender and What motivates you to buy food or beverage on impulsive buying.

H1: there is a significant association between gender and What motivates you to buy food or beverage on impulsive buying.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.065 ^a	2	.029
Likelihood Ratio	7.121	2	.028
Linear-by-Linear Association	6.439	1	.011
N of Valid Cases	423		

Inference: Since P value 0.029 is less than 0.05 the H0 is rejected, at 5% level of significant. Hence it is concluded that there is a significant association between gender and What motivates you to buy food or beverage on impulsive buying.

CORRELATION:

H0: there is no significant association among the characteristics of the type of products they preferred to buy most, the factor motivates them to buy beverage and food items, the type of products is mostly catches them to buy impulsively, type of products recommendations encourage them to make shopping, the availability of



instant gratification affect your purchases, payment method they prefer most, the particular occasion they buy products impulsively, the time they spend for there shopping.

H1: there is a significant association among the characteristics of the type of products they preferred to buy most, the factor motivates them to buy beverage and food items, the type of products is mostly catches them to buy impulsively, type of products recommendations encourage them to make shopping, the availability of instant gratification affect your purchases, payment method they prefer most, the particular occasion they buy products impulsively, the time they spend for there shopping.

Impulsive buys: electronic s/beauty?	Impulsive buying food or beverage?	Impulsive buying triggers?	Recommendation in your impulsive buying	Instant gratification drives purchases	Payment method in impulsive buying	Occasion in impulsive buying	Shopping by emotional state	Weekly shopping time spent
1	.303**	.111*	.206**	.073	.107*	.136**	.053	.121*
.303**	1	.161**	.085	.035	.209**	.122*	-.010	.246**
.111*	.161**	1	.195**	.066	.226**	.163**	.038	.192**
.206**	.085	.195**	1	.194**	.141**	.040	.066	.176**
.073	.035	.066	.194**	1	.076	-.015	.049	.037
.107*	.209**	.226**	.141**	.076	1	.220**	.015	.124*



.136**	.122*	.163**	.040	-.015	.220**	1	.135**	.233**
.053	-.010	.038	.066	.049	.015	.135**	1	.087
.121*	.246**	.192**	.176**	.037	.124*	.233**	.087	1

Inference:

In the above table all the table values are more than the P value of 0.05, H0 is accepted at the 5% level of significance. Hence it is concluded that there is a no significant association among the characteristics of the type of products they preferred to buy most, the factor motivates them to buy beverage and food items, the type of products is mostly catches them to buy impulsively, type of products recommendations encourage them to make shopping, the availability of instant gratification affect your purchases, payment method they prefer most, the particular occasion they buy products impulsively, the time they spend for their shopping.

H0: there is no significant association among the characteristics of any financial difficulties faced by them, the primary reasons for buying impulsively, how they handle the regret buying, the role played by the impulsively buyed products, type of financial consequences are faced, hope with the regret feeling after buying the products, the presence of buyer remorse affect their future purchasing decisions.

H1: there is a significant association among the characteristics of any financial difficulties faced by them, the primary reasons for buying impulsively, how they handle the regret buying, the role played by the impulsively buyed products, type of financial consequences are faced, hope with the regret feeling after buying the products, the presence of buyer remorse affect their future purchasing decisions.

feel after making and impulsive purchase	faced financial difficulties due to impulsive buying	regret after an impulsive purchase	primary reasons for your post-purchase regret.	items you regret buying	product usability play in your regret for impulsive purchases	actions helps you mitigate regret most effectively	financial consequences have you experienced due to regrettable purchase	feelings of regret after making a purchase	presence of buyers remorse affect your future purchasing decision
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1	.054	-.004	.136**	.163**	.055	.099*	.145**	.102*	.055
.054	1	.167**	.115*	.073	.081	-.043	-.069	.184**	.085
-.004	.167**	1	.227**	.175**	.122*	.104*	.151**	.194**	.229**
.136**	.115*	.227**	1	.292**	.059	.173**	.089	.054	.152**
.163**	.073	.175**	.292**	1	.186**	.193**	.102*	.015	.175**
.055	.081	.122*	.059	.186**	1	.116*	.089	.045	.038
.099*	-.043	.104*	.173**	.193**	.116*	1	.222**	.179**	.169**
.145**	-.069	.151**	.089	.102*	.089	.222**	1	.079	.037
.102*	.184**	.194**	.054	.015	.045	.179**	.079	1	.241**
.055	.085	.229**	.152**	.175**	.038	.169**	.037	.241**	1

Inference:

In the above table all the table values are more than the P value of 0.05, H0 is accepted at the 5% level of significance. . Hence it is concluded that there is no significant association among the characteristics of any financial difficulties faced by them, the primary reasons for buying impulsively, how they handle the regret buying, the role played by the impulsively bought products, type of financial consequences are faced, hope with the regret feeling after buying the products, the presence of buyer remorse affect their future purchasing decisions.

Findings:

1. The age groups "16 to 20" and "21 to 25" account for over half of the total population (50.3%).

2. The Cronbach's Alpha values of 0.851 and 0.858 for the scale with 43 items indicate a high level of internal consistency, suggesting that the scale is reliable for measuring the intended construct.

It found that 53.7% of the sample respondents are male.

3. The study finds total 423 respondents 33.2% are found to be UG holders, 19.9% professional and 18.8% had employee.



4. It is concluded that there is no significant difference among the mean scores of different age groups and the type of electronics or beauty products you are most likely to buy on impulse.

5. Table value 0.029 is less than P value 0.05 then H_0 is not accepted, at 5% level of significant. Hence it is concluded that there is a significant association between gender and what motivates you to buy food or beverage on impulsive buying.

6. Table value 0.070 is more than P value 0.05 then H_0 is accepted, at 5% level of significant. Hence it is concluded that there is a significant association between income and which factor influences your impulsive buying behaviour.

Suggestion

1. Investigate the role of technology in impulsive buying behavior and post-purchase regret.
2. Examine the impact of cultural and social factors on impulsive buying behavior and post-purchase regret.
3. Develop and test interventions to reduce impulsive buying behavior and post-purchase regret.

Conclusion

Impulsive buying is a complex behavior influenced by a combination of psychological, demographic, and marketing factors. While it can be beneficial for retailers, it often leads to post-purchase regret among consumers. Understanding these influences can help in developing strategies to mitigate regret and enhance consumer satisfaction. This research topic provides a comprehensive framework for examining impulsive buying behaviors, their prevalence, and the resulting post-purchase regret. By identifying key demographic and psychological factors, this study can offer valuable insights for developing targeted marketing strategies and consumer education programs to mitigate negative outcomes associated with impulsive buying.

Reference:



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