ORIGINAL RESEARCH PAPER

Psychology

THE ROLE OF IMPULSE BUYING ON SELF ESTEEM

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ABSTRACT

The objective of this study was to find out if and to what extent impulse buying can influence self-esteem. This was a quantitative study conducted on homemakers between the age group of 35-50 yrs. We have used the Rook and Fisher Impulse buying scale and the State Trait self -esteem scale to measure the variables. We have used snowball sampling and data was collected through Google Forms in Chennai The study recruited 49 participants. The results of the study reflect the degree of relationship between the variables (correlation) and the extent to which the dependent variable can be predicted from the independent variable (Regression). The results of the study suggest that there are positive correlations between Impulse buying and Performance Self-esteem, Social Self-Esteem, and there is the negative correlation between Impulse Buying and Appearance Self-Esteem. Through regression analysis, it was found that Appearance , Social and Performance Self Esteems' can be predicted from Impulse Buying.

INTRODUCTION

Window shopping began as a recreational activity. With improved marketing strategies, firms began catering to the needs and wants of the consumers. Marketers and retailers tend to exploit these impulses which are tied to the basic want for instant gratification. The Gruen transfer is the moment when consumers enter a shopping mall or store and, surrounded by an intentionally confusing layout, lose track of their original intentions, making consumers more susceptible to impulse buys. The stern study (1962) provided a classification where buying behaviour is categorised as planned, unplanned or impulse. Planned purchases involve a rational decision making process while impulse buying is followed by a strong, sudden and irresistible urge to buy. Literature suggests that impulse buying is a complex, behavioural phenomenon that is influenced by factors including personality characteristics, inner psychological states and social environmental settings. Self-esteem and self-control mechanisms are two recently centralised psychological constructs in understanding impulse buying.

While trying to understand individual differences in impulsivity, the trait is deeply rooted in our biological makeup. Gray (1975) there are two systems in the brain that are associated with impulse buying. The Behaviour Activation System is linked to our response toward incentives and cues for reward and regulates approach behaviour. The latter is the Behavioral Inhibition System (BIS) responds to cues relating to punishment, frustration and uncertainty and regulates avoidance behaviour. Individuals who indulge in impulse buying have a more reactive BAS as a result they find it difficult to resist stimuli that triggers approach behaviour. Holbrook and Gardness (2000) explained mood as an outcome of consumer experience. This mood suggested that when the initial mood combines with consumption experience there is an updated mood. This cycle may repeat and result in variations in the mood depending on the emotional tone of the consumption experience.

Individuals who are more likely to impulse buy, tend to be social, status conscious and image concerned (GR Iyer, 2020). From the Self Determination Theory (Richard Ryan and Edward Deci), Roberts et.al described how self-esteem varies along a continuum. In this theoretical approach they elaborate on true and contingent self-esteem. True self esteem does not require the individual to meet external standard or other's approval. Contingent self-esteem is dependent on matching one's self esteem with an external need or someone's objective. In this context, we attempted to look to understand the relationship between Impulse Buying and State Trait Self Esteem.

Research Problem: Understanding the Role of Impulse Buying on Self-Esteem

Objective: The study examined the relationship between impulse buying and self-esteem among homemakers in Chennai, through correlation and regression analysis.

Hypothesis: There is no significant relationship between impulse buying and self-esteem.

Methodology: For this study, an online Google form was created and split into three parts – an introduction and consent form, the personal data sheet and the two standardized scales, described above. In the first part, participants were introduced to the topic of the current study and their consent was taken. In the second part, their demographic details were collected in the personal data sheet. The following sections consisted of questions that seek to examine the relationship between the variables. The form was then circulated to individuals through social media platforms including Email, WhatsApp.

RESULTS AND DISCUSSION:

Data was tested for correlation using parametric measures namely Shapiro Wilk test. The data was normally distributed. Hence both correlation (Pearson's Product Moment) and Linear Regression were measured for the data received.

Table 1: The below able is the descriptive statistics for the data collected.

	N	Minimum	Maximum	Mean	Std. Deviation
Buying Behaviour	49	12.00	38.00	21.2449	6.28003
Performance SE	49	13.00	21.00	16.5918	2.11067
Social Self-esteem	49	7.00	20.00	11.8367	3.21032
Appearance SE	49	12.00	23.00	16.7959	2.84297
Valid N (listwise)	49				

Table 2: Correlation: Pearson's product moment

Correlations		Buying Behaviour	Performance Self-esteem	Social Self-esteem	Appearance Self-esteem
Buying Behaviour	Pearson Correlation	1	.111	.400**	-.261
	Sig. (2-tailed)		.446	.004	.070
	N	49	49	49	49
Performance Self-esteem	Pearson Correlation	.111	1	-.041	.580**

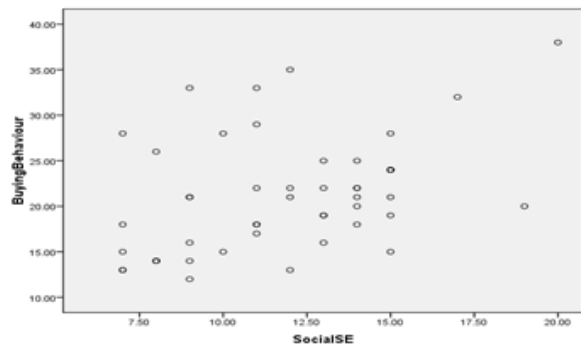|						
	Sig. (2-tailed)	.446		.781	.000	
	N	49	49	49	49	
Social Self-esteem	Pearson Correlation	.400**	-.041	1	-.492**	
	Sig. (2-tailed)	.004	.781		.000	
	N	49	49	49	49	
Appearance Self-esteem	Pearson Correlation	-.261	.580**	-.492**	1	
	Sig. (2-tailed)	.070	.000	.000		
	N	49	49	49	49	
**. Correlation is significant at the 0.01 level (2-tailed).						

Pearson's Product moment correlation was used to determine correlation. The above table represents the degree of relationship between the variables measured.
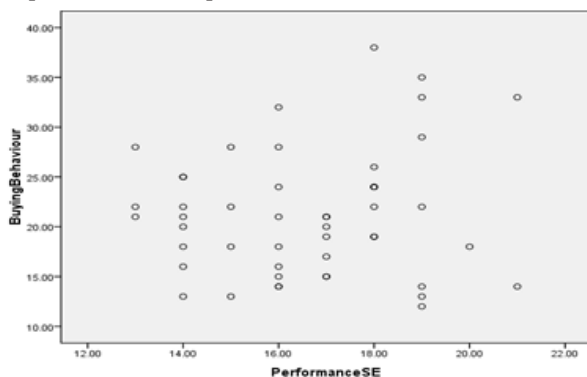
The correlation between impulse buying and performance self-esteem is 0.111.This means the two variables have a weak positive relationship. As impulse buying increases, performance self-esteem also increases.

Impulse buying and social self-esteem have a moderate, positive correlation of 0.4. This means that, as impulse buying increases, social self-esteem increases.

The correlation between impulse buying and appearance self-esteem is -0.261. These two variables share an inverse relationship, as impulse buying increases, appearance self-esteem decreases. The following are the scatter plots that depict the relationship between the variables
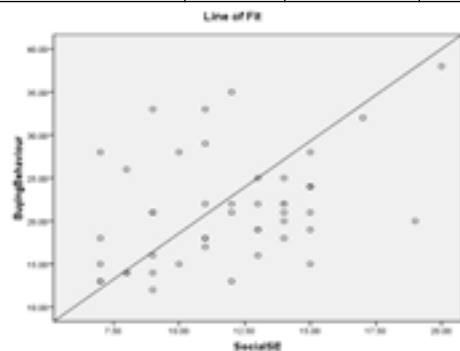

Regression:
a. Social self-esteem & buying behaviour

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.400[a]	.160	.142	2.97363	.160	8.945	1	47	.004

a. Predictors: (Constant), BuyingBehaviour
b. Dependent Variable: SocialSE

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.098	1	79.098	8.945	.004[a]
	Residual	415.596	47	8.842		
	Total	494.694	48			

a. Predictors: (Constant), BuyingBehaviour
b. Dependent Variable: SocialSE

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.494	1.513		4.954	.000
	BuyingBehaviour	.204	.068	.400	2.991	.004

a. Dependent Variable: SocialSE

Line of Fit

Interpretation

A simple linear regression was conducted to predict social self-esteem from buying behavior. The data included impulse buying values (M=21.244, SD=6.28, N= 49) and social self-esteem(M=11.83, SD=3.21, N=49). A scatter plot and correlation analysis indicated that there is a positive, linear relationship between impulse buying and social self-esteem, $r=.68, p=0.04$. The results indicate that social self-esteem can be significantly predicted by impulse buying $F(1,47)=49.$, $p<.001$ (F (IV, error df) = F statistic, significance). The R^2 for this .16 which indicates that 16% of variability in social self-esteem can be predicted by impulse buying. The regression equation is = 7.49+ 1.5x impulse buying . Thus, for each unit increase in impulse buying , social self-esteem increases by 1.5.
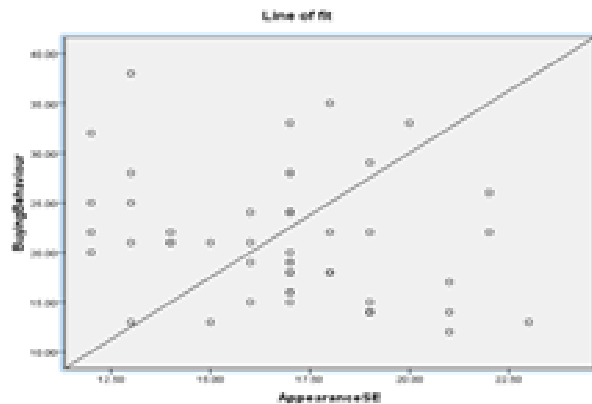
b. Appearance Self-esteem & buying behaviour

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change

1	.261[a]	.068	.048	2.77358	.068	3.432	1	47	.070

a. Predictors: (Constant), BuyingBehaviour

b. Dependent Variable: AppearanceSE

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.399	1	26.399	3.432	.070[a]
	Residual	361.560	47	7.693		
	Total	387.959	48			

a. Predictors: (Constant), BuyingBehaviour

b. Dependent Variable: AppearanceSE

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.305	1.411		13.681	.000
	BuyingBehaviour	-.118	.064	-.261	-1.852	.070

a. Dependent Variable: AppearanceSE
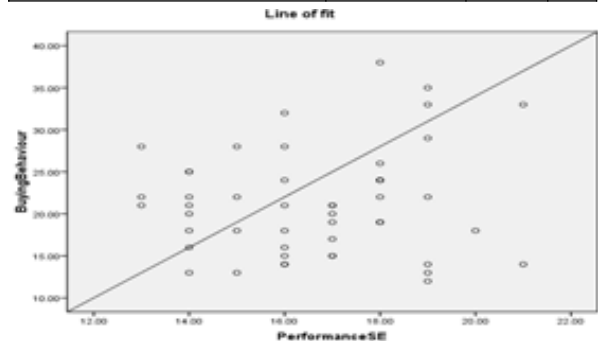

Line of fit

Interpretation

A simple linear regression was conducted to predict appearance self-esteem from buying behavior. The data included impulse buying values (M=21.244, SD=6.28, N= 49) and social self-esteem(M=16.79, SD=2.84, N=49). A scatter plot and correlation analysis indicated that there is a negative, linear relationship between impulse buying and appearance self-esteem, $r=.64$ $p=$ -2.61. The results indicate that social self-esteem can be significant predicted by impulse buying $F(1,47)=49.$, $p <.001$ (F (IV, error df) = F statistic, significance). The R^2 for this .68 which indicates that 68% of variability in social self-esteem can be predicted by impulse buying. The regression equation is = 19.305+ (-1.18x) impulse buying . Thus, for each unit increase in impulse buying , appearance self-esteem decreases by (-1.18).

c. Performance self-esteem

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.111[a]	.012	-.009	2.11972	.012	.591	1	47	.446

a. Predictors: (Constant), BuyingBehaviour

b. Dependent Variable: PerformanceSE

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.655	1	2.655	.591	.446[a]
	Residual	211.182	47	4.493		
	Total	213.837	48			

a. Predictors: (Constant), BuyingBehaviour

b. Dependent Variable: PerformanceSE

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.796	1.078		14.648	.000
	BuyingBehaviour	.037	.049	.111	.769	.446

a. Dependent Variable: PerformanceSE

Line of fit

Interpretation

A simple linear regression was conducted to predict performance self-esteem from buying behavior. The data included impulse buying values (M=21.244, SD=6.28, N= 49) and social self-esteem(M=16.79, SD=2.84, N=49). A scatter plot and correlation analysis indicated that there is a positive, linear relationship between impulse buying and performance self-esteem, $r=.32$, $p=0.111$. The results indicate that social self-esteem can be significantly predicted by impulse buying $F(1,47)=49.$, $p <.001$ (F (IV, error df) = F statistic, significance). The R^2 for this .012 which indicates that 1.2% of variability in performance self-esteem can be predicted by impulse buying. The regression equation is = 15.79+ 0.37ximpulse buying . Thus, for each unit increase in impulse buying , performance self-esteem increases by 0.37.

DISCUSSION:

In this study, I examined the relationship between State Trait Self Esteem and Impulse buying. I have also looked at, to what extent an increase or decrease in self-esteem can be determined by impulse buying behaviour.

The findings suggest that there are positive relationships between Impulse Buying Behaviour and Performance Self-Esteem and Social Self-Esteem. There is a negative relationship between Impulse Buying and Appearance Self-Esteem. Regression Analysis suggested that we can determine to what extent impulse buying can predict an increase or decrease in State Trait Self-Esteem.

Individual and situational factors also influence the consumer during impulse purchase (Sharma et.al 2010). Impulse buying is not directed by any planning or thinking before the purchase. These purchases are unintended, unreflective and immediate in nature. Over the years, various factors influencing impulse buying have been studied. This includes psychological, cultural, fashion orientation and self-esteem. Most of the purchases are done in response to hedonic needs. This makes it important for us to understand how impulse buying affects one's self-esteem.
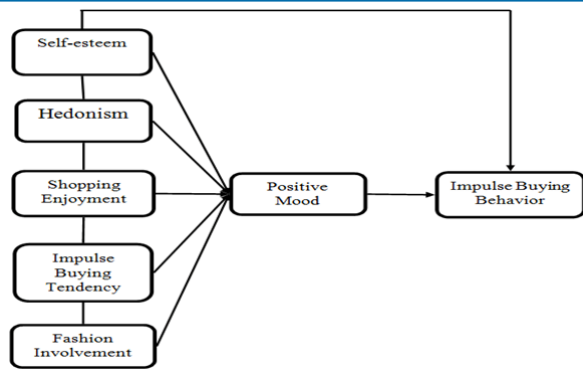
Fig.2: Influences and Impact of Impulse Buying Source: Adapted from Bilal Ahmed et.al (2018)

Hausman(2000), in their study found that consumers who go shopping in the name of "retail therapy", buy products to change their mood. Elliot(1994), suggested that the person's social self-esteem plays a major role in impulse purchase. In our study, we have also found that there is a positive relationship between social self-esteem and impulse buying. Other studies talk about the relationship between self-esteem (Rosen Berg) and the cognitive aspect of impulse buying. Tremblay (2005) found that self-esteem and impulse buying have an inverse relationship.

Previous research has highlighted the degree of relationship between the two variables. In this study I have looked at the relationship between the individual components of self-esteem and impulse buying. Adding on to the body of knowledge, I have also computed regression to understand to what extent the independent variable predicts the dependent variable.

Summary and Conclusion
In this study, we have understood the degree of relationship between the three components of the state trait self-esteem and impulse buying. While performance and social self-esteems have a positive relationships with impulse buying, social self-esteem has a negative relationship with impulse buying. We have also computed regression, through which we predicted the dependent variable from the independent variable. The results of the study can be useful for further studies examining impulse buying in other populations.

Limitations and Future scope
The participants were only from Chennai. Being a small scale study and considering the pandemic we could recruit only 49 participants. An increase in sample size can also bring in more inferences that will add to the body of knowledge. Further, data was collected only from woman between the age range of 35-50yrs. Drawing participants from different economic groups can help us understand the role of money in impulse buying and how that affects one's self-esteem. In addition, studies can focus on understanding the cognitive elements in Impulse buying that influence self-esteem. Impulse buying, post purchase dissonance and self-esteem can also be studied.

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