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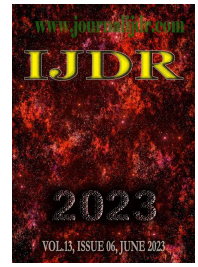
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RELATIONSHIP BETWEEN GENDER DIFFERENCES AND IMPULSE BUYING BEHAVIOUR: A CASE OF COLLEGE-GOING STUDENTS IN KOLKATA

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ABSTRACT

Impulse buying or unplanned purchases by consumers constitute a major proportion of purchases in certain product categories. Studies in the United States widely reported that impulse consumer buying behaviour accounts for up to 80 percent of all purchases in certain product categories, and it has been suggested that purchases of new products result more from impulse purchasing than from prior planning. The specific objectives are–

- 1) To examine whether gender difference has any impact on impulse buying.
- 2) To examine whether emotions, inter-personal influence and self-control substantially influence impulsive behaviour.

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INTRODUCTION

Impulse buying or unplanned purchases by consumers constitute a major proportion of purchases in certain product categories. Studies in the United States widely reported that impulse consumer buying behaviour accounts for up to 80 percent of all purchases in certain product categories, and it has been suggested that purchases of new products result more from impulse purchasing than from prior planning (Kacen & Lee, 2002:163). Impulse buying is a pervasive and distinctive aspect of the consumer's lifestyle and is also a focal point for considerable marketing management activity. A study conducted some decades ago found that between 27 and 62 percent of consumer's department store purchases falls into the impulse purchase category. Also the century we live in and the marketing innovations such as credit cards, 'instant credit', 24-hour retailing, telemarketing and online shopping make it easier than ever for the consumers to purchase things on impulse. Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately (Rook, 1987). Impulse buying may be consequent to consumer perceived environmental cognitions or experienced internal states or traits, which can evoke positive reactions from shoppers that lead to profit gains (Newman & Patel, 2004). Anecdotal evidence reveals that most shoppers occasionally buy on impulse. This pervasive phenomenon draws substantial

research interest. Early studies concentrate on its definitional distinguishableness from non-impulse buying, or developing and validating scales to measure the impulse buying tendency (e.g., Piron, 1991). The present paper is a small effort to contribute to the existing literature where the study tries to capture whether any impulse buying behaviour is existing among the young generations and the probable factors behind. The paper has been divided into five sections starting from the introductory one. The second section concentrates on the past studies conducted on impulse buying behaviour. The third section discusses the methodological issues in detail, whereas, section four discusses the analysis of the data. The fifth and final section sums up the paper with conclusion and policy action.

LITERATURE REVIEW

Impulse buying behaviour has been an area of research for a long time. Many studies have been undertaken covering various aspects of impulse buying behaviour and in different countries. Some of the studies are comparative in nature where comparison have been made between planned purchase and impulsive purchase, consumer's tendency towards impulse buying and role of consumer's feelings in activities like impulse buying etc. Following Stern (1962) planned purchasing behaviour distinguished by information search and its processing. Unplanned purchasing is described as decision making

process without previous planning. Such purchase is impulsive, and the essential dissimilarity between planned and impulsive purchasing types is different relative speed of purchase decision making process. Piron (1991) describes impulsive purchasing by four criteria: impulsive purchasing is unplanned; immediate nature of the behaviour; the consumer experiences emotional and/or cognitive reaction; behaviour arise emotional reaction. Whereas, in his study, Hausman (2000) describes impulsive purchasing as the response to unplanned purchasing of goods. Recent research on impulse buying behaviour indicates that individual consumers do not view their specific purchases as wrong and indeed retrospectively report a favourable evaluation of their behaviour. Impulsive purchasing is being stimulated by impact by the surrounding. Therefore the essence of impulsive purchasing is more valuable time spending than a shopping itself. Rook (1987) states, that impulsive purchasing behaviour is based on a sudden stimulus, followed by excitement and/or pleasure and/or irresistible urge to buy. Impulsivity is consumer's "lifestyle feature". This scientist determined that different consumers experience impulsive purchasing in different ways. Therefore impulsive purchasing becomes a problem with negative consequences that is reluctant to deal. Often impulsive purchases are related with post-purchase, return of goods, financial issues, frustration, dissatisfaction with the goods purchased, guilt and others objections to such purchases.

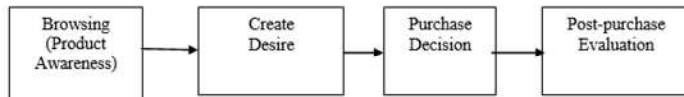
Rook and Gardner (1988) think that impulsive consumers experience stronger feelings than those who tend to plan purchases. Besides, Rook and Fisher (1995) define impulsive purchasing as consumer's tendency to perform spontaneous, unconsidered and fast purchases. Consumers try to control congenial impulsive inclinations and because they realize it as unfavourable behaviour and don't want to accept it as uncontrolled one. Solomon (2002) determined three types of decision making: spontaneous purchase; impulsive purchase and compulsive purchase. Spontaneous purchase is identified when a buyer is not familiar with the shop and trade arrangement in it, saving the time or stimulating to buy because of presented information in displays and shop shelves. Unlike the spontaneous purchase, impulsive purchase is noticed when a consumer doesn't resist to buy a product. In view of this, product range at the cash desk is formed. Compulsive purchasing is determined taking into account if purchases are often and if excessive purchase appears, the reason of which mostly is boredom, stress or anger. Impulsive purchasing behaviour is stimulated by different factors. Based on theoretical and empirical studies there are distinguished main factors stimulating impulsive purchase. Beatty and Ferrell (1998), Rook (1987), Gardner and Rook (1993) relate impulsive purchase behaviour with certain consumer mood. Beatty and Ferrell (1998) determined, that consumer's positive emotions are related with urge to buy on impulse. Therefore impulsive consumers are more emotional than non impulsive consumers. Dittmar (1996) found, that mood for some consumers may be the most important psychological circumstance, stimulating impulsive buying. Mick and DeMoss (1990) stated that people sometimes present gifts to one wishing to raise the mood. Gardner and Rook (1993) defined the relation of impulsive purchasing both with negative and positive emotions. Comparing with negative emotions, a consumer full of positive emotions would express higher impulsivity due to the sense of being unconstrained; desire to award oneself and higher energy flow. Verplanken (2005) stated, when we compare impulsive and non-impulsive consumers, the latter usually follow by rational and utilitarian decisions. Purchasing experience of impulsive consumers is based on high emotions. Beatty and Ferrell (1998) defined, that visitors of big supermarkets are characterized in impulsive purchase behaviour more often. Observation of products in different shops and experienced emotions are closely related with impulsive purchasing. Following Gardner and Rook (1993), impulsive purchasing that occurs often is related with desire to change (negative) or extend (positive) emotional state while shopping. Rook and Fisher (1995) determined, that purchase experience may be same important as influence of situational factors. In the research performed by Lee and Kacen (2007) was determined that exist differences while purchasing by planning and impulsively. They determined that the effect of

purchasing impulsively together with another person is distinctive in different cultures. Consumers from collectivist cultures are more satisfied when buy on impulse together with other persons than when buying alone. Individualists did not express any major difference in process satisfaction when buying alone or with someone else. Planned purchases do not influence either collectivistic or individualistic culture representatives. Following Kollat and Willet (1967), if the number of purchase is stable, then both women and men distinguish with similar degree of susceptibility to buy impulsively. Dittmar (1996) and Rook and Hoch (1985) determined, that women different goods buy more impulsively with higher emotional level than men. Coley and Burgess (2003) performed studies showed that women are more impulsive in emotional and cognitive aspects. Following Donovan and Rossiter (1982; 1994), shop environment that is strongly stimulated and enjoyable is related with better possibility of impulsive purchasing behaviour manifestation. Leith and Baumeister (1996) determined, that consumer's excitement reduce possibility to think about the actions taken. Consumer's stimulation at the shop is possible though exclusive aromas (Mattila and Wirtz, 2008), sounds (Holbrook and Anand, 1990) or colours (Valdez and Mehrabian, 1994). Following Turley and Milliman (2000), shop staff and other consumers belong to social factors influencing unplanned purchases. It is supposed, that help of the shop staff for consumers stimulates process of impulsive purchasing. Consumers are provided with information about the goods, different possible alternatives or substitutes are offered and small gifts are promised. Other consumers very often became an impulse to buy.

Piron (1991), Rook (1987) and Thompson (1990) link impulsive purchase behaviour with consumer's hedonic needs satisfaction. Following Hausman (2000), essential hedonic motives of impulsive purchasing are pleasure, novelty, surprise, fun and emotional exaltation. Consumers more likely to buy impulsively when they are motivated by hedonic needs. Cobb and Hoyer (1986) and Rook (1987) found, that consumers feel high and take on new energy following after purchase process. Impulsive consumers are more likely to experience after purchase regret and return goods, because of unplanned buying than those who buy carefully considering purchase possibilities. It was determined, that consumers, who bought apparel and jewellery on impulse, after purchase estimate oneself behaviour negatively. Though purchasing it they felt excitement and satisfaction of the process, later they affirmed that experienced negative feelings and frustration. Consumers, following the latest fashion trends, are characterized by high degree of involvement into fashion and impulsive purchasing as well. Han (1991) determined that high degree of involvement into fashion stimulates to buy impulsively because of existing experience and sensual signals. To fashion oriented impulsive purchase is often related with hedonic consuming tendencies and positive emotions. Gutman and Mills (1982) identified four dimensions of orientation to the fashion: fashion leadership, interest in fashion, the need to be well dressed and fashion failure. Following these dimensions Huddleston (1993) firstly identified tendencies of individuals' lifestyle and consumer behaviour. Later, Lumpkin (1985) included these dimensions as one variable of purchase orientation determination. Performed studies in this field showed, that age effect impulsive purchasing.

Socio-psychological aspects and its influence to consumer behaviour are studied through motivation. An individual who perceives that there is a discrepancy between his or her actual self and his or her ideal self and who is prone to use material goods to compensate for this discrepancy should have excessive buying tendencies. (Dittmar, 1996). Many foreign scholars argue that the lack of time, financial resources, and the portability of the product, store location, weather or traffic may also be factors that contribute to impulsive buying. Considering the nature of impulse buying, Churchill's and Peter's (1998) model has been modified by the Kim (2003) to describe the impulse buying process by omitting several steps, such as need recognition, information search, and alternative evaluation, and reclassifying influencing factors. The impulse buying process starts with product awareness. Impulse buyers begin browsing without having an intention to purchase a certain item or visiting a certain

store. As consumers browse, they are exposed to the stimuli, which triggers customers' urge to buy on impulse. When impulse buyers feel the desire to buy, they make a purchase decision without searching for information or evaluating alternatives. Then, consumers may experience positive or negative consequences by the post-purchase evaluation after the purchase on impulse. In this process, consumers are influenced by internal (mood/need/desire, hedonic pleasure, cognitive/affective evaluation) and external factors (visual merchandising, window display, in-store form display, floor merchandising, promotional signage) that trigger their impulse purchase behavior. These factors provide information regarding new products, fashion trends or coordination tips.



Source: Kim, 2003

Figure 1. A Model of Impulse Purchasing Process

Explaining Impulse Purchasing through Theoretical Framework:

Researchers from economics and psychology have proposed theoretical models or frameworks to explain the impulse buying behavior. The six theoretical models or frameworks are the reference point model proposed by Hoch and Loewenstein (1991), a model of impulse buying proposed by Beattie, Dittmar and Friese (1995), a theoretical model of impulse buying proposed by Dittmar et al. (1996), the two-factor cost-benefit accessibility framework proposed by Puri (1996), a model of environment-shopper relationships proposed by McGoldrick et al. (1999), and Dholakia's (2000) integrated model of consumption impulse formation and enactment.

The Reference Point Model: Hoch and Loewenstein (1991) proposed that people are less concerned with absolute attainments than with attainments relative to some psychologically relevant comparison point. The benefits of immediate gratification outweigh any future considerations such as monetary issues. Different situations include physical proximity, temporal proximity, and social comparisons uphold impulse purchasing (Hoch and Loewenstein, 1991). This model emphasizes consumer's perceptions of the product as well as shift in the consumer's reference point when predicting impulse buying. It has a major limitation in that it does not explain why certain product categories are bought impulsively, while others are not.

A Model of Impulse Buying: Dittmar et al. (1995) proposed a model of impulse buying to address the limitation of the previous model. The main assumption of this model is that consumers no longer buy products only for their functional benefits, but also for their symbolic meanings as they give an indication of the social standing, wealth, and social status of an individual. It was also found that women who are impulsive buyers tend to purchase products that express their emotional and appearance concerns, while men who are impulsive buyers tend to buy products that are more functional.

A Theoretical Model of Impulse Buying: Dittmar et al. (1996) provided again a more comprehensive theoretical model of impulse buying that draws from self-completion, materialism and self-discrepancy theory. Individuals undergo self-discrepancy which is the difference between how an individual sees his or her self (the actual self) and how he or she would ideally wish to be (the ideal self). In order to compensate discrepancies or shortcomings, individuals use product acquisition as a self-completion strategy. The model predicts variables such as an individual's materialism, degree of self-discrepancies and compulsive shopping tendencies will help to predict what types of products this individual would typically buy. But this model fails to consider the aspects of the situation in which the individuals are impulsive.

The Two-Factor Cost-Benefit Accessibility Framework: Puri (1996) proposed a two factor cost-benefit accessibility framework which addresses this limitation. It draws from research on

impulsiveness, self-control, and time inconsistent preferences and builds on a hedonic framework, according to which an individual feels an irresistible urge to buy a product when he or she is exposed to it. In situations where the benefits outweigh the costs, the temptation to succumb to the felt urge is high and increase impulsiveness. Puri (1996) refers to those individuals as hedonic. In contrast, when the costs of impulsiveness are more salient than the benefits, the individual resists the urge, which decreases the likelihood of any impulsive behavior. These individuals are known as prudent. The interplay between the situational factors and the consumer's propensity to be impulsive determines the likelihood of impulsiveness.

A Model of Environment-Shopper Relationships: McGoldrick et al. (1999) proposed a model of environment-shopper relationships. According to the model, there are two moderators of the relationship between the environment and the customer response, namely the customer's socio-demographic characteristics and his or her cognitive characteristics. For instance, in the case of seasonal sales, some consumers will be looking forward to the savings they can make, while other consumers will only think about the inconveniences of shopping in the sales, such as long lines and the crowd. Consumer may avoid the post-purchase dissonance by considering information that is congruent with the decision, such as the savings from a sale. However, the study proposed by McGoldrick et al. (1999) has one serious limitation - the proposed model only applied to seasonal sales, which limits the generalization of the findings.

An Integrated Model of Consumption Impulse Formation and Enactment: Dholakia (2000) proposed one of the most detailed theoretical frameworks of impulse buying process where impulsive behavior consists of three antecedents, namely the marketing stimuli, situational factors (environmental factors: money and personal factors: mood) and the impulsivity trait. The presence of one or more of these three factors is sufficient to bring about the urge to buy spontaneously. When the consumer experiences the urge to buy spontaneously, certain constraining factors - current impediments (money and time), consideration of long-term deleterious consequences, and anticipatory emotions (negative emotions such as regret) deter impulse purchasing. If these restraining factors are present, the consumer will experience conflict. In contrast, if there are no identified restraining constraints, the consumer will respond to the urge and buy the product on-the-spot.

Context of Developed and Developing Countries: Several research on impulse purchasing had been conducted in developed countries like America, Canada, England, Norway, etc and developing countries like Thailand, China, Philippines, Korea, Poland, Lithuania, Indonesia, India, Pakistan, etc. In those researches, consumer behaviour and marketing researchers have mainly focused on identifying the general factors that increase impulse buying. These factors can be classified in four general categories, namely consumer characteristics, store characteristics, situational factors, and product characteristics.

Consumer Characteristics: Consumer characteristics include any individual characteristic or trait that increases the consumer's propensity to be impulsive. These characteristics include the consumer's age, gender, culture, mood, materialism, shopping enjoyment, impulsive buying tendency, and the perceived degree of self-discrepancies. It has been found to be an important determinant in predicting impulse buying. Younger people face fewer risks when spending money. Impulse purchase is at a higher level between age 18 to 39 and at a lower level thereafter (Wood, 1998). Women tend to be more impulsive than men (Dittmar et al., 1995). Men and Women relate the material possession differently. Women preference is for items related to elemental values for emotional and relationship reasons, while men preference is for items related to leisure and finance for functional instrumental reasons. It has an influence on impulse buying both at the regional and individual levels (Kacen and Lee, 2002). An individual's affective state or mood has been found to be an important determinant of impulse buying, in that if an

individual is in a good mood, he or she tends to reward himself or herself more generously and therefore, tend to be more impulsive (Beatty and Ferrell, 1998). The notion of materialism indicates that individuals who use product acquisition as a self-completion strategy tend to be more impulsive (Dawson and Richins, 1992). It is another variable, whereby individuals consider shopping as a form of recreation, do not stick to a buying list, and therefore, tend to make many impulsive purchases (Beatty and Ferrell, 1998). It determines an individual's propensity to buy impulsively (Rook, 1987). Several researchers have tested and found support for the relationship between this consumer trait and impulse buying (Beatty and Ferrell, 1998). Individuals who perceive self-discrepancy try to use material goods to compensate the discrepancy, have impulse buying tendencies (Dittmar et al., 1996). Store characteristics include the store layout, the presence of salesperson, the store atmospherics, and the store type. Marketers should promote a good store layout to maximize the convenience of the consumer (Crawford and Melewar, 2003).

A well-trained salesperson can decrease frustration by guiding and aiding the consumer in the purchase process and activate impulse buying behavior. Store managers can look at a number of environmental design variables to increase stimulation in their shops. For example, fast-tempo and high-volume music increase arousal levels, warm colors such as orange, yellow and red are associated with elated arousal, and ambient scents such as grape fruit or other citrus fragrances also increase stimulation levels of buying. Consumers tend to be impulsive in different stores. For example, it has been shown that many impulse purchases result in grocery shops (Ahlawat and Iyer, 1987). Situational factors refer to both environmental and personal factors that are present when the consumer makes the impulse purchase (Dholakia, 2000). These include the time available, money available, the presence of others, and in-store browsing. The time a consumer has for shopping determines whether he or she will be impulsive. The more time an individual has, the longer time he or she will spend browsing the shopping environment (Beatty and Ferrell, 1998). The availability of money is a facilitator in the impulse buying process (Beatty and Ferrell, 1998), since it increases the purchasing power of the individual. If the individual does not have enough money, he or she will avoid the shopping environment altogether. It can increase the likelihood of an impulse purchase (Luo, 2004). For example, when individuals are in a group, they tend to eat more. On the other hand, the presence of others can have a deterring effect on the consumer, when he or she feels that the behavior will be perceived as being irrational (Fisher and Rook, 1995). In those cases, the consumer will choose to make the purchase when he or she is alone. It has been found to be an important component of the impulse buying process (Beatty and Ferrell, 1998). Browsers usually make more unplanned purchases than non-browsers. Certain products are bought more impulsively than others. The likelihood that a product will be purchased on an impulse depends on the product category and the product price. The marketing literature has proposed two categories of products: hedonic products or functional products. Hedonic products are mainly consumed for their hedonic benefits, while functional products are consumed for their utilitarian benefits (Babin et al., 1994). It has been found that impulse buying occurs more in the case of hedonic products because of the symbolic meaning they convey. It is an important determinant of impulse buying (Wong and Zhou, 2003). More specifically, consumers tend to be more impulsive when there are sales or product discounts, low marginal need for the item, short product life, smaller sizes, and ease of storage. In the backdrop of such vast literature base, the present study tries to examine the behaviour of the young generation in Kolkata, specially the college-goers, in terms of their impulse purchase. The specific objectives are

- To examine whether gender difference has any impact on impulse buying.
- To examine whether emotions, inter-personal influence and self-control substantially influence impulsive behaviour.

- To determine gender differences in affective and cognitive impulsive buying processes and determine the differences between gender in terms of product category purchased.
- To investigate a probable positive effect of online marketing on impulse buying behaviour, especially on young women.

The objectives mentioned above have been examined through collection and analysis of data. The detailed methods of data collection and handling have been mentioned in the next section.

METHODOLOGY

The study focuses on the group of people who are representative of the young generation. Hence, the study has been conducted on the college goers in Kolkata and the young who have passed out and are doing job in various companies. A structured questionnaire has been prepared to capture relevant information on the socio-economic status of the respondents such as type of residence, age, level of education, whether in job or students and gender. Besides, specific questions are also there to capture their buying behaviour where a five-point Likert scale was adopted. The first section of the buying behaviour related questions, impulsive behaviour of the respondents were trying to be captured through four different but related questions. The second set of questions focus on the influence of window display on the buying behaviour of the respondent. The third set of questions tried to capture the influence of floor merchandising on the individual, whereas, the fourth set of questions were capturing the influence of promotions on the buying habit of the respondents. The final set of questions was intending to confine the influence of culture on the buying behaviour of the individual. The study concentrated on the youths of Kolkata and 300 samples have been collected randomly from different parts of the metro city. The structured questionnaire has been mailed to them and reply has been captured. Then the data were handled and incorporated in the Excel sheet for the purpose of analysis. Data analysis was performed using standard tabular and graphical method. Besides, standard correlation analysis was also applied to examine the relationship between desired variables. The detailed analysis of the data has been elaborated in the next section (Section 4).

ANALYSIS OF DATA

Impulse buying behaviour of the young generation in Kolkata, particularly the college goers and the youth involved in job in the corporate sector has been analysed to examine the objectives mentioned in Section 2. The total sample size was 300, out of which 225 (75 percent) are unemployed and 75 (25 percent) are employed. The average age of the respondents was 25.62 years and 154 of the respondents are male, whereas, 146 are female. Among the respondents almost 34 percent lives with their parents, 18 percent each lives with their roommates and with their spouses respectively, whereas, more than 29 percent lives alone. The respondents live either in their own house or in apartment. Approximately 47 percent of them live in their houses whereas, 53 percent lives in apartments, either rented or own. The average income of the unemployed respondents is Rs. 4429, which is due to the income they receive through the private coaching they provide to lower class students. On the other hand, the average income earned by the employed respondents is Rs. 21337. Among the respondents 47.33 percent are passed out after their graduation, 25 percent are students in their Post Graduation level, almost 17 percent are engineering students and almost 11 percent are at their Graduation level. Hence, out of 300 respondents, 52.66 percent are students at graduation or higher level and 47.34 percent are employed but have completed their education within last couple of years. Due to the frequent practice of online shopping the mode of payment, particularly the use of credit card was asked to the respondents and it has been witnessed that almost 24 percent of the respondents do not use credit card for purchase of any commodity. On the other hand, 12.33 percent of the respondents use credit card frequently for their purchase. Rest of

the respondents opined that they use credit card but at a moderate level. The impulse buying behaviour of the respondents and probable factors were tried to be captured through five sets of questions. The table below reveals the impulsive buying behaviour of the two broad groups of respondents – students and employed.

Table 1. Impulsive Buying Behaviour of the Respondents divided in Student and Employed

Question	Student Group	Employed Group
I go shopping to change my mood.	68.21	31.79
I feel a sense of excitement when I make an impulse purchase	31.23	17.13
I have difficulty in controlling my urge to buy when I see a good offer	53.66	7.39
After I make a impulse purchase I feel regret.	11.19	0
I have difficulty controlling my urge to buy when I see a good offer.	37	23.53

Source: Author's Survey data

Table 1 shows comparative view of the impulse buying behaviour of the student community and that of the employed respondents. It is clear that students are more prone to impulse buying compared to their employed counterpart. About 31 percent of the students feel excited after unplanned purchase compared to their 17 percent employed counterpart. 37 percent of the student respondents opined that they cannot control themselves to see a good offer, whereas, more than 23 percent of the employed respondents revealed that they cannot resist themselves in similar situation.

Table 2. Impulsive Buying Behaviour of the Respondents divided in Male and Female

Question	Female (percentage)	Male (percentage)
I go shopping to change my mood.	33.33	12.66
I feel a sense of excitement when I make an impulse purchase	5.6	0
I have difficulty in controlling my urge to buy when I see a good offer	0	11.17
After I make a impulse purchase I feel regret.	0	5.33

Source: Author's Survey data

The above table shows that the impulsive buying behaviour is more prominent among the female respondents compared to their male counterparts. almost 33 percent of the female respondents have opined that they are prone to shop to change their mood, whereas again, 33.33 percent of the female respondents have revealed that they cannot resist themselves after seeing a good offer. On the other hand, only about 13 percent of male have revealed that they shop to change their mood. The question of the influence of family on buying behaviour, it has been witnessed that 29 percent of the respondents opined that they frequently shop with their family. On the other hand the same 29 percent of the respondents also opined that they do shopping alone. But 33.31 percent of the respondents opined that they generally prefer products that their friends and family members purchase.

CONCLUSION

The purpose of the paper was to compare the impulse buying behaviour between male and female, specifically among the college-going students in Kolkata. According to the statistical result, it has been found that significant difference exists between the male and female respondents in terms of their impulse buying behaviour. Hence, the first null hypothesis has been rejected. It has been also found that the second hypothesis, i.e. emotions have no positive influence on impulsive buying behaviour also significantly differs between male and female respondents and which implies that emotion has important role in guiding impulsive buying behaviour. The study also shows that the purchasing behaviour of friends and family do influence the purchasing behaviour of the individual and hence, the third null hypothesis shall not be accepted.

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