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**Title of Thesis: WHAT FACTORS INFLUENCE IMPULSIVE BUYING IN
CONTEMPERARY WORLD OF MILLENNIALS? CAN MARKETERS TARGET
MEN AND WOMEN SEPARATELY, BASED ON GENDER DIFFERENCES?**

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WHAT FACTORS INFLUENCE IMPULSIVE BUYING IN CONTEMPERARY WORLD OF MILLENNIALS? CAN MARKETERS TARGET MEN AND WOMEN SEPARATELY, BASED ON GENDER DIFFERENCES?

Abstract

The purpose of this research paper is to investigate the existing study on the theory of impulsive buying behaviors and to explore the scope of it for marketers to promote their goods and services in a strategic gender centric manner so that a particular product/service can easily be advertised and targeted to one particular group of consumers. A part of this research will also stroll through the depths of how the contemporary world of millennials have been a part of the transition process from in-store purchases to e-store buying. The study will be focused on how marketers can leverage insights in today's era of digitalization on how consumers indulge into impulsive buying behaviors online and in-store. The aim of this research paper is also to identify one among many factors that marketers can leverage in order to increase impulsive purchases to eventually increase the overall sales of a brand. Although there is a lot of existing study on impulsive buying, there is very little study on gender centric impulsive buying. So, the goal of this study is to fill that gap by examining the existing factors from existing studies and then performing an in-depth qualitative research analysis on them with the help of various open ended questions, to be precise, this study aims to find gender centric impulsive buying traits to curate new findings and strategies for markets to target their consumers online and in stores to indulge them into impulsive buying tactics.

Chapter 1. Introduction

A number of factors, from demographic, cultural, individual to environmental have an impact on stimulating impulse purchasing behavior. In a paper written by Mirela and Ivana (2010), they define impulsive buying behavior as unplanned, sudden and spontaneous purchasing impulses without a thorough evaluation of the product and its buying impact. In another paper, the authors emphasized on the fact that unplanned or impulsive transactions are perceived to be as common as 90% in terms of its frequency with consumers buying habits (Cobb & Hoyer, 1986, Gutierrez, 2004). Many scholars claim that 9 out of 10 consumers often buy on an impulse (Coley, 2002), while others suggest that the buying of stimulation takes place in 27% to 62% of all transactions (Beatty & Ferrell, 1998). In the same paper that studied these areas, the authors discussed that a variety of factors from demographics, cultural and environmental to another person's influence in a situation influences impulsive buying behaviors. The leading concept in the analysis is to take situational variables into account as "stimulators". Namely, the idea is that the customer, whose personal characteristics are established, enters a specific shopping environment that will in some way affect him/her by its particular characteristics (Mirela Mihic, 2010).

Hence, the increase in competition increases the need of marketers to study this area of shopping consumption. The principal idea of this study is to consider gender differences in various factors as stimulators for impulsive purchasing behavior. The concept is that, depending on their gender trait characteristics, a consumer enters a specific shopping environment, reacts to external stimulus and gives into impulsive buying behavior. This study is intended to determine the correlation between genders and their ways of reacting to various factors that influence impulsive purchases. The research will therefore aim to address the following question: what factors influence impulsive buying in contemporary world of millennials? Can marketers target men and women separately, based on gender differences? Taking into account the impact of the examined factors on impulsive shopping, can various market segments be isolated? Are these segments different in terms of unique demographic characteristics? Data during the research of this thesis is to be gathered through a thematic approach, grounded theory and qualitative semi-structured interview technique. The

responses gathered through interviews with various participants will later get transcribed through a tool and findings and discussions will be created with help of analysis and hypothesis of all responses supporting the study matter.

This study is focused on previous analyses of genders and how they react to various situational factors, such as the ability and friendly nature of sales workers, the location of the store, promotional events, special displays, etc. and its effect on impulsive purchasing habits (Mirela Mihić, 2010). This is a question of two important research subjects, which means it is important for marketing and management experts, as it provides an additional explanation of the impulsive buying and understanding of respondents' behavior. Furthermore, the study findings will provide managers with valuable insights into some marketing campaign components, for example adapting or changing certain brand promotion & selling strategies. The themes for the study revolve around four main factors, such as; influence of situational factors, mood, role of gender and trait impulsivity & self-perceived attractiveness. A total of 9 questions will be discussed and overall gender differences will be analyzed to see how they relate to our examined factors. Answers curated will be also display new insights on customer segments, their preferences, behaviors, responses, desires, habits etc.

Chapter 2. Literature Review

2.1. Impulsive buying behavior

Increased rivalry in the market has increased the different ways that sellers adopt as tools in order to reach out to new customers and turn them into frequent buyers. A research shows that while some believe in focusing on making the product more appealing, others focus on making the product package more attractive and user-friendly. Many retail stores also use multiple strategies to make the store setting a lively & fun environment to shop. On the other hand, retail sectors have shown themselves using advertising and promotion strategies too, to tempt customers into buying the product. The overall try is to not solely capture the rational purchases by consumers, however, additionally to instigate fast deciding through individual's need for abrupt possession of the merchandise within the kind of "impulsive buying" traits. As a matter of fact, this unintentional purchase is known as impulsive buying & is also an important factor of retail sales successes today. In most cases, this purchase is made based on extremely intrinsic emotions a customer has during the buying process. There is a lot of existing research on this topic that shows the scope of further study in this particular field. In a paper, the author tells us that in 1997 alone, an approximate of \$4 billion was spent only in impulsive purchases. Further research in this showed that almost 62% of retail shopping and 80% of luxury shopping were solely impulsive decisions and purchases. Such high number of people have started to indulge in this act of shopping that marketers are drawn to study it in order to leverage it for greater sales (Badgaiyan, 2015).

Although there were significant inconsistencies in the concept of impulsive purchases, its definition was often related to unplanned buying. Impulsive purchases were first described as the difference between what one had planned to buy and what they actually end up purchasing instead. In particular, at every point of the decision-making process it was necessary to identify the key factors that lead to change in purchase decisions and whether an instinctual purchase decision was made before or after they reached the shopping environment. Four forms of impulsive purchases were proposed during Stern's (1962) study,

explicitly; pure impulse buying, remainder impulse buying, suggestion impulse buying and planned impulse buying. It was later decided that it would not be possible to buy both unwanted goods impulsively and unplanned transactions rationally (Beatty and Ferrell, 1998). Rook (1987) stated in his analysis that urges often were overwhelming and that shoppers often end up losing control of their actions. Also, Baumeister (2002) argued that it relies on the ability of the customer to control himself or herself to resist impulses. Soon after that, the researchers eventually agreed to define impulsive purchasing as a reactive, stimulus-controlled action, which results from an unplanned, uncontrolled drive (Rook and Gardner, 1993; Weun, Jones and Beatty, 1998) (Grace Yuna Lee, 2008). In a study related to the fashion industry, they showed that Impulsive purchases represent a large portion of retail sales. For example, 76% of buyers admitted purchasing food on impulsive moods, 57% admitted to buying mid cost goods (i.e. fashion) impulsively and 28% admitted purchasing expensive items such as gadgets or home décor on impulses. These insights were showcased in the latest survey of 1047 British consumers (Shoppercentric, n.d.). Another study in the same field was performed in the US and comparable statistics were published with a survey of 2273 consumers that showed statistics of the previous month which said that 67% of United States' adults purchased goods impulsively. In the year previous to that, two thirds reported regretting their impulsive transactions (education), n.d.) (Arne Floh, 2013).

According to Abbasi (2017), impulsive purchases of desires is now a marketing riddle. Clover picked up this idea 60 years ago and used it to fascinate market positioning practices. This form of behavior has been observed when consumers face immediate, affective and quick purchase decisions. He states that if a customer wants to indulge into spontaneous purchasing of a particular product, they don't evaluate other choices and instead just go straight for their first choice. Surveys have shown that such habits are most often caused by social stimuli that can boost people's desire to shop. Spontaneous purchasing habits are known as the distinct action of an individual who gets inclined towards buying due to different surrounding conditions. Making purchases is viewed as an activity of gratification that relates to emotions and psychosocial inspirations (Chang, Eckman, & Yan, 2011). These keenness and inducements can lead to emotional answers and can occur even without any outcomes or tests. Hedonic motives encourage the customer to go for leisure, entertainment and pleasure while customers who are engaged in hedonism do not think wisely and fairly while shopping but prefer comfort, relaxation and internal gratification. Gültekin and Özer (2012) established the significance of fun and pleasure in the consumer's decision-making

process. Goyal & Mittal (2007) suggest that exciting spending is the inner characteristic of a consumer that motivates them to spend on their own motives, wants, likes, spending capacity and desires. Many that are highly interested in shopping appear to think more around shopping malls and markets because of their higher curiosity and shopping enthusiasm of attaining a particular product/service (Badgaiyan & Verma, 2014) (Muhammad Bilal Ahmad, 2018).

2.2. Impulsive purchases in-store

In a study (Anna S. Mattila, 2008) of factors influencing impulsive buying in-store, researchers examined the character of under and over-stimulation in generating impulsive buying in-stores today. During their research, they suggested that over-stimulation (i.e. more than anticipated excitement) lead to transitory loss of self-control and in turn increased chances of impulsive buying habits. Previous psychological work indicates that self-regulation is diminished when vital self-resources are exhausted (Baumeister, 1998). Such ego-depletion also extends to customers' environments. As an example, (Baumeister, 2002) indicates that the capacity of people to avoid their temptations and desires at the end of the day are lower as the resources of oneself are slowly reduced during the day. The researchers also argue that the high level of excitement in a shop increases the chances of loss in self-control of customers. Past work indicates that high anticipation decreases the capacity of people to focus in the consequences of their acts (Tice, 2001) (Leith, 1996). This study also puts light on the fact that online shopping indicates websites being highly interactive could be jeopardizing self-regulation and thus could promote purchases of stimuli (Kim, 2004). In line with the reasons above, the store environment that is seen as over-stimulating leads to lower self-control rates in customers and hence high impulsive purchases occur, and store conditions that are considered to be arousal-neutral or under-stimulating are likely, on the other hand, to reduce the purchase level. These conditions, in other words, do not threaten self-regulation so as to reduce the risk of impulsive purchases (Anna S. Mattila, 2008).

In order to understand the in-store factors of stimulation, (Anna S. Mattila, 2008) the researchers focus on two social factors, i.e. store employees and other customers. In most store settings, it is important to consider the interactive effects of these two factors. An

analysis on this topic shows that employee behavior influences consumer evaluations (Gwinner, 2005). In addition, prior work has shown that customer helpfulness influences the readiness of consumers to purchase (Baker, 1992). In contrast, research into perceived crowds suggests that human density is negatively correlated with happiness and contentment (Machleit, 2005) and the number of purchases they make (Grossbard, 1990). Based on the research's results conducted in outlets located within Singapore instigate that it is not the actual level of excitement which drives the purchases of impulses, rather, it's the desired stimulation by the user that influences the purchase of impulses. Secondly, the research investigates the collaborative impact on unplanned transactions of two social variables – namely, store workers' help & perceived crowding. Their findings indicate that it is not the actual level of excitement which drives the purchase of impulses; rather, the desired stimulation by the user influences the purchase of impulses. Research suggests that consumers should be motivated and excited to increase impulsive purchases in a shop setting to the point of over-stimulation. A number of variables like the tempo and volume of the background music in a store that lure customers into a better mood, warm colors like orange, red and yellow are also considered to be a great association to elevation of arousal and aroma of the ambiance is also considered to be a great factor of increase in levels of stimulation by store managers (Anna S. Mattila, 2008).

2.3. Impulsive shopping in e-stores

Ever since the dawn of e-commerce, researchers in information systems (IS) and marketing have studied the application of brick and mortar results to see its scope in the online shopping sense. Recent studies in e-commerce puts a lot of light on retail problems such as credibility (D. Genfen, 2003), shopping motives that are epicurean and practical or useful (T.L. Childers, 2001). A critical issue with major consequences for online shopping in bricks-and-mortar retailing are atmospheric signs in the online shopping climate. Early studies have already demonstrated the importance of environmental and store-atmosphere in retailing (Baker, 1986). Evaluate the perceived market value and shopping intentions, for example, by environmental, communal and design factors (J. Baker, 2002). According to (C. Mathwick, 2001) the environment's characteristics of a shop include shopping center's design, interiors, music in the background and exhibitions or visuals around the arena. In the last couple of

years I.S. researchers have also demonstrated the significance of the retail environment's effect on the actions of consumers in connection with online retail. In a study seminal to this, (S.A. Eroglu, 2003) had a model that explained the effects of atmospheric signals on shopping attitudes and results such as satisfaction and response. Further studies in this area focus on the impact of aesthetics (S. Cai, 2011), music in the background (C.g. Ding, 2012) and vibrant colors on the internet and e-commerce sectors (F.-F.Cheng, 2009). The increased significance of e-commerce shopping makes it increasingly necessary to have a deeper understanding of impulsive purchases on the internet. Total worldwide revenues of USD 530.2 billion were generated by online retail industry in 2011. This equates to a 15.4% increase in the 2007-2011 period (Marketresearch.com, n.d.). Above all else, most of surviving investigations on online motivation buys break down triggers of online drive purchasing dependent on hypotheses that come from I.S. research, such as, (X. Zhang, 2007) researched online drive purchasing through the perspective of the technology acceptance model (TAM) (Davis, 1989). Different analysts have researched the job of ecological signs on online drive purchasing, mostly through site quality attributes, consequently focusing on upgrades identified with the air of the e-store (J.D. Wells, 2011) (Arne Floh, 2013).

The principal study identified with online drive in purchasing was directed by a researcher (T. Adelaar, 2003), who examined the effect of various types of data portrayal (text, visuals and videos) without much forethought purchasing conduct. Another early examination proposed a model to clarify the effect of stream on web-based buying behaviors, considering motivation purchasing as a directing variable (D.N. Smith, 2004). Different investigations have accentuated the job of lack of caution in web-based purchasing. Park & Lennon (J. Park, 2006) built up a connection between drive purchasing propensities in various stations, by indicating that motivation purchasing in TV shopping is impacted by motivation purchasing in blocks-and-mortar based shopping. With regards to form items, style trailblazers show a further extent of drive purchasing all in all, just as on the internet (I. Phau, 2004). To wrap things up the develop of lack of caution strongly affects online drive purchasing (J.D. Wells, 2011). Nonetheless, note that rashness ought not be seen only as an individual quality but instead inside a particular buying circumstance. As an ongoing report by (W.-H. Chih, 2012) on online drive purchasing appeared that imprudence is affected by circumstance-explicit beneficial outcomes and standardizing assessments. Above it all, the boosts offered by online shops end up being significant precursors of online motivation purchasing. For instance, visuals of the products, online promotions or costs that are seen as appealing can aminate

motivation buys (S.R. Madhavaram, 2004). In a far reaching investigation of the effect of online help quality measurements on consumer loyalty and online motivation purchasing, three out of six assistance quality measurements were seen as exceptionally noteworthy (G. Bresolles, 2007). Be that as it may, the presence of specialized highlights can likewise invigorate online motivation buys. For instance, proposal specialists increment the event of impromptu buys, interceded by items search adequacy (R.E. Hostler, 2011). The discoveries of a research on e-commerce impulse purchases was conducted using the S-O-R model which demonstrate the effects of product engaging quality and site correspondence style, just as happiness, on mental states operationalized as positive and negative impacts. The two show a noteworthy effect on reaction, communicated as perusing, the inclination to purchase imprudently, and the creation of a drive buy. (D.V. Parboteeah, 2009) expounded a model including task-pertinent signals (e.g. importance of data) and state of mind significant prompts (e.g. visual allure) as improvements. Interior states were conceptualized based on TAM (saw helpfulness) and saw satisfaction. The reaction was operationalized as the inclination to purchase rashly. A review, just as an examination, exactly affirmed the estimated impacts.

With regards to e-stores, past examinations have gotten blended outcomes. Based on steam hypothesis, (M. Koufaris, 2002) contended that shopping delight positively affects incautions purchasing. Notwithstanding, neither one of the studies could demonstrate that this impact is huge. An investigation without really thinking acquisition of sports stock items yielding a similar outcome (H.H. Kwon, 2002). Later examinations that are hypothetically grounded in e-stores' barometrical prompts and boosts, then again, have observationally affirmed the positive effect of shopping happiness without much forethought purchasing. As (T. Adelaar, 2003) appeared, positive passionate reactions to an improvement increment the motivation purchasing goal. Likewise, the desire to purchase rashly has been demonstrated to be essentially determined by web-based shopping pleasure (D.V. Parboteeah, 2009). In contrast to these investigations, the examination (T. Verhagen, 2011) concentrated on feelings instead of view of feelings and in this manner recommended and experimentally affirmed an intervening effect of impact on the connection between shopping delight and motivation purchasing (Arne Floh, 2013).

2.4. Factors that influence impulsive buying behaviors

Situational factors

According to many scholars, more than one characteristic inclines towards impulse buying. Spontaneity in buying, pleasure felt after unplanned purchasing and lack of shopping list planning are the main characteristics of impulsive purchasing behavior and are also the attributes of the customer. In terms of other variables, such as demography, society and circumstances, however, impulse purchasing is still being studied. In this particular research, the instigators have emphasized situational factors in conjunction with its aims towards impulsive buying. Based on their findings, the external factors are the situation that customers come in contact with, for example visual stimuli (process or environment) which generate unplanned purchases are situations that come from the in-store shopping environment. In one particular moment, the customer suddenly feels the need to buy a specific product he/she is attracted to. A few researchers also gave (Youn, 2000) importance to a shoppers' individual characteristics and believe that those characteristics could be consistent in some settings. Advocates of the situation, however, stress that continuity of actions varies depending on the situation. (Belk, 1974; Mattson & Dubinsky, 1987) Several studies show that the consumer's situation conditions its behavior and according to statistics 4 to 43% of over-all consumer's behavioral variances point towards situational factors as the very reason of transformation in a consumer's specific factors that influence impulsive buying (Mirela Mihic, 2010).

Based on Belk's (1974) research a situation is a variety of variables. Particularly in an observation of time and place not followed by awareness of the person (intra-individual) and stimulus (choice alternative), and the impact on current behavior influence impulsive buying. Belk's situation taxonomy factors therefore include five elements i.e. physical environment, social environment, time, shopping, the former conditions under which the consumer enters the shopping environment or conditions that come from the shopping area itself (Belk, 1975). The writers of the paper also address the importance of internal factors of the store arena in the shopping environment such as the design of the interiors, background music that lures them into a good mood, fragrance of the arena, placement of the commodities, sale advertising content etc. to influence the behavior of an individual in its buying process

(Michić, 2002). In accordance of these internal factors, the presence of other people in this buying process also acts as a factor of impulsive buying behavior (Coloma & Kleiner, 2005) (Mirela Mihic, 2010). Apart from these mentioned factors, some scholars believe that time plays an important role in impulsive buying behavior. More the time, more are the chances that the individual will indulge into impulsive buying behaviors (Iyer, 1989; Herrington and Capella, 1995) particularly when there is no specific purchasing list to follow (Beatty & Ferrell, 1998). Some other factors of impulsive buying are prices, offers, deals, reduction in current prices and other price related strategies that lure customers into purchases. (Parsons, 2003). Hart & Davies (1996) mentioned in their study that (Aylott & Mitchell, 1998) the location of the store, its maintenance and customer service also influence impulsive buying (Mirela Mihic, 2010).

Positive mood and impulsive buying

Scholars like Isen, Means, Partick and Nowicki (1982) debate that people who stay positive and optimistic are always swift in making decisions. The action of spontaneous purging is motivated by positive emotional circumstances and instant buying power. Beatty and Ferrell (1998) suggested that people have different buying habits, but that there would be repeat shopping incentives immediately if customers have a higher drive to buy. Other researchers accomplished that the immediate purchasing of fashionable items exposed the variety, which convinces people to buy fashion and emotion. Involving in trendy goods and clothes can encourage you to purchase trendy items randomly. This kind of buying action and style participation increases the self-esteem of an individual and hence his image in a society. As several previous studies have shown, there is a positive correlation between accidental purchases and self-esteem. Research also throws light on how customers with a higher degree of self-esteem prefer to be positive in their choices and personalities, they also think twice before buying something because they want to look sophisticated and successful. So, they don't usually indulge into impulsive buying instantly. Speaking about the term self-esteem we gather that it is characterized as a general sense of pride or self-confidence that generate positive feelings and make one feel more respectful towards himself/herself. According to some intellectuals, the desire to accommodate and improve self-esteem in commercial research is related to materialism (Arndt, Solomon, Kasser & Sheldon, 2004). It is also said that the positive aspect of self-worth is directly related to combinations of attributes that make an individual feel more confident in their own skin. It is correspondingly said that if an

individual has more self-esteem, he/she tends to feel more secure and respected by noticing all his faults and imperfections among others. In a study, Rook & Fisher (1995) reported that some consumers refrained from their internal instant actions to avoid post purchase regrets and make smarter and more reasonable decisions. It is also said that unplanned shopping may lead to negative regulatory evaluations. (Muhammad Bilal Ahmad, 2018).

The results of a research done centric to positive mood and impulsive buying conclude that an individual's instant buying habits include fashion participation, optimistic mood and their impulsive buying traits, hence, marketers must remember to use these strategies and certain approaches that improve their positivity in the emotional environment by concentrating on the pleasure and amusement of customers to increase their sales and boost their brand's revenues. Marketers should seek to boost their style by concentrating on the shopping area and pricing strategies must be formulated in such a way that it would inspire consumers to purchase instantly. Retailers should act as a helping hand in this procedure by making customer friendly return policies and to maximize store and credit time (Muhammad Bilal Ahmad, 2018).

Role of gender in impulsive buying

An apparently under-researched factor influencing shoppers' indiscreet purchasing choices is sex, in spite of the fact that this segment variable is one that retailers use as a method for grouping client conduct (Chiger, 2001; Marks, 2002; Otnes and McGrath, 2001). Analysts have been revealing gender contrasts and gender difference in choice and behavior for many years. Research shows that the behavior of men and women is different in many ways despite the current movement to eliminate gender disparities. Gender differences are highly important. Among many differences between men and women, few are that they process information very differently, material ownership is referred to and perceived differently, even various items were purchased for different purposes and shopping tasks were performed differently. The methodologies for more impulsive procurement studies include gender, even though there is no clear empirical evidence about gender differences considerably influencing the purchasing decisions made by consumers (Burroughs 1996; Dittmar et al. 1996; Youn and Faber 2000) (Amanda Coley, 2003).

A study in the same field was based on a model that anticipated that items are being spontaneously bought to reflect on one's identity. In this way, sex as a significant social class, should impact both, the items purchased rashly, and the purchasing contemplations utilized. The researchers of this study examine these parts of impulsive purchasing drives in a develop understudy populace through individual meetings utilizing a blend of quantitative and open-ended questionnaires. Based on their predictions, men were more driven buying items that added to their self-esteem and gave them a feeling of relaxation while women were seen purchasing products that added to their personality and helped them express themselves through those purchases. An analysis of impulsive buying by mature students show that men and women actively purchase specific goods briefly and potentially for many reasons (Fairman & Dittmar, 1993). Women were seen purchasing branded outfits, make up products and accessories; whereas men were seen more driven towards high-tech gadgets and sports kits (Helga Dittma, 1995).

In recent decades, gender differences in social theories have gradually been replaced by evolutionary explanations (Archer, 2004) (Schmitt. D.P., 2008). Evolutionary psychology describes the distinction between the sexes as embedded in the genes that developed from natural selection millions of years ago (Buss, 1995). Modern hunter-gatherer societies' studies provide evidence for our early ancestors' possible sexual labor division. In these communities, women were said to be the ones gathering fruits and other nourishments on a daily basis, so that the women get to stay near home and look after babies while men on the other hand, hunt about once a week in groups and return to the tribe with meat that is normally evenly divided among all tribal families (Marlowe, 2007). Some have indicated that men tend to hunt for big but challenging games instead of large numbers of small animals, because the danger and challenge of these hunts enables men to advertise their skills and capabilities and maybe increase access to prospective mates (Hawkes, 2002). Briefly, from an evolutionary psychological viewpoint, there exists some disparities in gender, partially because women and men have faced different issues in the history of civilization. For example, men needed abilities which made them better hunters, and thus natural selection favored the characteristics which improved their hunting skills. The hunter must be able to control mental images of objects in the world; therefore, men of today are better able to rotate their minds than women start from childhood (Linn, 1985) (Quinn, 2008). Women responsible for taking care of children needed psychological characteristics that strengthened their parenthood. Research today, revels that women have more empathy than for men

(Baron-Cohen, 2004) and women also have improved verbal skills, which the researchers regard as important for upholding of family and for raising children (Strand, 2006).

Trait impulsivity and self-perceived attractiveness

Although a recent study indicates that there are minor variations between gender in consumer behavior, several studies have reported significant variations (Gentry, Academy of marketing science review). Women, for example, devote extra time shopping than men for Christmas gifts (Fischer, 1990) and generally enjoy shopping more than men do (Rook, 1985). Research often indicates that women manage details more in depth and comprehensively than men in marketing and product awareness communications (Meyers-Levy, 1991). Lots of study convey that women are also more likely to buy impulsively than men (Coley, 2003). Most significantly, many of the shopping patterns recorded by women mimic behaviors which are necessary in a global world in which it is vital to collect available food- fruit, noodles, tubers, etc. to avoid hunger. The researcher (Kruger, 2009) found that women prefer to scrutinize goods carefully before they purchase and select from a variety of products and look out for items on sale more than men (Sigal Tifferet, 2012). Study in the field of self-perceived attractiveness and impulse purchases also show that the idea of acquisition of “aesthetic wealth”, i.e. beauty properties, can lead to greater social value, desirability, prestige and power which can act as a major incentive in buying women’s products that increase attractiveness (T.L. Anderson, 2010). A study also mentioned that it can particularly extend to women who feel less desirable compared to other women (P.H. Bloch, 1992). Women who feel less desirable compared to other women may also be inspired to increase their appeal to ease the negative impact of low self-perceived attractiveness (A.A. Haedt-Matt, 2012) or to raise self-esteem by buying products such as cosmetics linked to an improved self-image (T.F. Cash, 1982). In comparison, it is more likely for women strongly to buy opportunities to indulge themselves because the purchase of impulse benefits from them the very products which make them feel attractive (K.M. Durante, 2010)

In a study performed (Margery Lucas, 2014) on impulsive buying it was predicted that both negative and positive moods affect into impulsive buying. In terms of the affective aspect of impulse purchase, the negative imperative may be more dominant rather than positive, since purchasing impulses may mostly be motivated by negative impact and need to replace that emotion or minimize it. Further results in the same area show that there are diverse and

varying explanations for pulse shopping. In relation to impulsivity, the person is prone to the particular kind of impulsivity that is dominant and not just generic impulsivity. Some fall into temptation because, typically, they do not plan so, especially quickly and unreflectively when shopping. Others, usually reckless behavior, emotional choices appear to make while shopping, theoretically to minimize or fix adverse effects, in having unpleasant feelings. Research also shows that some find it hard to resist the transitory influences which allow temporary purchase delays, likely by regulatory depletion, due to lack of reinforcement and self-discipline. About of self-perceived attractiveness, people who believe they look better appear to be particularly vulnerable to poor buying choices; the reasons for that relationship are yet to be explained. Those who want to have a greater control over their purchase choices can lead to greater financial well-being, knowing the specific personal qualities that get triggered when they shop (Margery Lucas, 2014).

2.5. Gender impulses in millennials

This age is pulled into a wide assortment of media, routinely utilizing sites, audits and interpersonal organizations to straightforwardly communicate their inclinations and sentiments (Hershatter and Epstein, 2010). Up to 53% of Millennials make purchases on the web. Starting at 2015, 73.2% of the more youthful (18 to 24) Millennials and 71.6% of more seasoned ones (25-34) were assessed to have made at any rate one buy by computerized implies during the scheduled year. Many have internet shopping aptitudes, checking item appraisals, surveys or input on retailers (Donnelly and Scaff, 2013). An august 2014 examination by Gallup found that Millennials were almost certain than Gen X or Baby boomers to make drive buys and male customers made marginally less motivation buys than females. While both the male and female undergrads utilize the Internet to research and buy items, the finding demonstrates they essentially contrast in the kinds of items they explore and buy on the web (Dawn, Powers 2013). The investigation of Donnelly and Scaff (2013) demonstrated that 82% of Millennials incline towards blocks and mortar than web-based shopping. Male understudies wanted to buy from a store, take control of the price discussion and get the item instantly. Female understudies didn't confide in buying over the internet, needed to abstain from postage expenses, and needed to have the option to restore the item effectively if essential. Besides, females will in general show more serious hazard avoidance

and less trust in the utilitarian of the internet (Sanchez – Franco et al., 2009). In light of the investigation of McMahan et al. (2009) it is shown that men shop online more than ladies, while ladies use email more than men. Weiser (2004) traits such sexual orientation use examples to internet experience; that is, ladies were less complex in their utilization of the internet, which drove them to lean towards less complex in their utilization of the internet, which drove them to lean towards less internet highlights. This prompts the speculation that ladies lean toward purchasing on the web not as much as men (Radojka Kraljević, 2017).

At 77 million, the millennial age is 1 and half times as extensive as generation X and practically equivalent in size to the child of post war America age. Hailed as computerized locals, 20 to 30 years old are additionally portrayed as innovative, arrangement concentrated, socially cognizant, and group situated (DeVaney, 2015). From the study of our DLSU Alumna Pineda & Swedish Researcher Bernhardsson, the 20 to 30-year olds are brought into the world after 1985, the recent college grads have extraordinary level of introduction to media beginning at age 0. The greater part of them grew up with presentation of various types of customary and innovation upgraded media. At age 8, a large portion of them would have had a cell phone, a music player or tonic game cushion. (Deterle, Dede and Schrier, 2008) Many of them grew up with steady access to PCs and in the long run the web, have continually visited Wikipedia for their everyday school-works. Millennial students have a self-administration learning expertise, the routine capacity to get quick, applicable and prompt information and data, sees innovation commitment as natural along with learning (Pineda, 2009). Millennial students and innovation are coupled together (Pineda & Bernhardsson, 2011). Throughout the years, internet has become a necessary part in the everyday lives of individuals both in the working environment and at home. The fast development in data innovation has obviously affected the scene of customer environment and at home. The fast development in data innovation has obviously affected the scene of customer conduct. The web-based retailing that is accessible every minute of every day has achieved an expansion in drive purchasing. Motivation purchasing is presently considered as a wonder (Jose Luis Legaspi, 2016).

In a study on Gender centric impulsive buying behavior in millennials express that these days individuals from supposed Generation Y or Millennials are youthful grown-ups in their 20's and 30's and they present noteworthy buying power. In this way, they concentrated by investigates and advertisers to decide the age qualities as they have a great deal of impact

over the more seasoned ages and are trailblazers over all businesses. In contrast with different ages, Millennials are viewed as more homogeneous due to the network to the Internet by which they impact, learn and share way of life propensities. Age Y is multiple times bigger than generation X and it is the biggest shopper advertise since Baby Boomers (Maand Niehm, 2006; Neuborne, 1999; Nayyar, 2001; Paul, 2001; referred to in Valentine and Powers 2013). They are a colossal age of restless, exploratory students, advanced local, multitaskers and gamers who love the level arranged world and anticipate roaming network all day, every day (Sweeney, 2006). 20 to 30-year old age group impact the acquisition of different clients and likely clients. In view of the investigation of Audrain-Pontevia and Vanhuele (2016) in a retail setting, there gives off an impression of being an agreement that people contrast in shopping style, conduct and recognition (Faqih, 2016; Babin et al., 2013; Mortimer and Clarke, 2011; Noble et al., 2006). Based on research, the investigation endeavors to access the sexual orientation contrasts of Millennials in Consumer practices, because of their effect on the economy that merits orientation issues impact purchaser conduct of understudies as far as value affectability, steadfastness card proprietorship, taking part in devotion card prizes and inclinations in purchasing on the web or disconnected. The point of this investigation is to recognize sex contrasts in the buy of Croatian understudies, as agents of the Millennial age. (Radojka Kraljević, 2017).

2.6. Gender differences and post purchase dissonance

With regards to post purchase dissonance, a study done on consumers' shopping conducts recommends that if men want to return their products after purchasing, they take very little time in evaluating that decision. The study also showed that men usually take around 21 days in making that decision and executing it while women take longer, at least a month was proposed through the research. The research also emphasizes that 50% of the things purchased get returned or switched by the ladies (Bakshi, n.d.) due to effects of post purchase dissonance. The effects that a customer faced after he or she acquired a desired product are indications that they enter the post-purchase stage. At this stage, the buyer's fulfillment is a component of the closeness between the buyer's desires and the product's final observed performance. If the customers believe that the performance of the acquired purchase is underdelivered then he or she will be disappointed and will experience the ill effects of the

bungle because most customers expect a product to add value to them and their decisions. They expect to feel a sense of belonging and feeling of containment at acquiring a product/service. In cases of extreme dissatisfaction, the buyer can try to change the purchase situation by usually lowering the price paid for the goods. For other cases, in which an acquisition has resulted in utter disappointment and a product cannot be returned, the tactic might be to conceal the positive in an effort to overlook the acquisition. Arndt has examined the role of word-of-mouth promotions and its use in the reduction of cognitive dissonance. The study indicated that word-of-mouth was used to minimize cognitive dissonance following a big buy-in decision under different circumstances. In certain situations, it can be beneficial for friends to share information. Post purchase dissonance also acts as a limitation of impulsive buying and hence, salespeople in certain industries have taken measures to reduce post purchase dissonance by positioning ads that display pleased brand owners and sending them congratulatory letters along with free gifts or positive media coverage. It is shown that communications between the brand and its customers' post the purchase is made, has resulted in fewer product returns and cancellations. The study further emphasizes that in mature markets, consumers should be drawn to new products and existing customers should be happy and loyal to the label or the brand. It seems clear that the reduction of pre-purchase risk could be more a concern to draw consumers to new products than after-purchase risk and in order to keep current customers brand-loyal, the reduction of post-purchase risk may be more important. Should the promotional mix differ in the pre and post purchase phases in accordance with the use of the respective strategies, managers should be warned of this fact and salespeople can and must be trained in the ways that can help alter these phases from the buyer's process (V.-W Mitchell, 1994).

Chapter 3. Research Methodology

3.1. Research gap

While we recognize the existing study in this area to be about meaning of impulsive buying behavior in store settings and online, we also recognize the existing factors that marketers have been leveraging in order to increase their sales, this lead us to another important aspect which is that gender plays a very significant role in the form of classification in customer segmentation. As researchers, our views are that every existing factor, with thorough investigation can be comprehended in terms of gender differences. Further research in gender centric buying gives scope to generate findings that can help us establish gender traits, characteristics and point of views of participants that have been indulging in impulsive purchases. This research allows us to examine the factors mentioned above in the literature review with comparison to the answers we receive from the participants during the interviews.

3.2. Method

Research design and research approach

To specifically articulate the design of this research, we have adapted the thematic analysis as our theoretical approaches. Analyzing material is a general concept for many specific analytical approaches (Powers & Knapp, 2006). Although, this is a systematic coding and classing approach used to unobtrusively analyze vast quantities of textual knowledge to determine the trends and patterns of the language being used, its duration, its relationships, and communication structures and discourses (Mayring, 2000; Pope et al., 2006; Gbrich 2007). In order to describe the features of the document's content, thematic analysis is often considered to be as a method for identifying and reporting trends (themes) within data as an independent qualitative descriptive approach (Braun & Clarke, 2006: 79). The goal seems to have been to examine narrative complements of life stories anatomically, breaking down the text into comparatively small material components sending them for descriptive analysis (Sparker, 2005). It seems that purpose of thematic analysis is to split the text into

comparatively small content units and send it for descriptive therapy, in order to examine the narrative materials from the stories of life (Sparker, 2005) (Mojtaba Vaismoradi, 2013).

Text thematic analysis includes the systematic reading, description and categorization of linguistic data pieces and verbal interaction into thematic patterns (Kellehear, 1993). It is an interactive process where factors discussed in the literature review will be mentioned, putting it in relationship to other pieces of original coding responses received in of pieces of texts and comments will be made critically while identifying the differences in responses received by both genders. An analysis writing is itself an analytical process which involves interpretation and judgement. Therefore, the current theoretical paradigm epistemologically owes much to grounded theory (Glaser & Strauss, 1967). Although grounded theory is, however, suitable for an entirely bottom-up ethnographic approach, the present research project begins with some basic questions that form and direct the data search patterns and meaning (Helga Dittmar, 2000).

Philosophical context

Each method is addressed within its historical and philosophical context when qualitative methods are implemented in the qualitative research textbooks (Steubert Spezialie & Carpenter, 2007). Qualitative approaches typically share a specific philosophy including personal emphasis and an open start (Holloway & Todres, 2003). Thematic analysis can be carried out both in rational / essentialist and in constructive paradigms but the result and focal point for each can be different (Braun & Clarke, 2006). It was also noted that the thematic approach is primarily based on some fascist point of view. A fascist view assumes that the data are accurate and valid indices of facts (Sndelowski, 2010). In other words, the researchers want to find out or to know what has happened (Ten Have, 2004) about the actual actions, attitudes and motives of the participants. According to Sandelowski (2010), there is a great deal of energy spent on philosophy, frequently with little to no connection to what researchers do. However, when looking for discrepancies and related similarities in approaches, the methodical starting points of the research should be remembered (Bondas & Hall, 2007) (Mojtaba Vaismoradi, 2013).

Analysis of data

The research method in Elo and Kyugäs (2008) and in thematic analysis according to Braun and Clarke (2006), the production phase of content analysis and the familiarization with the data are similar. The analysis process is also comparable of Braun and Clarke's thematic analysis. The researcher in this case, is supposed to transcribe the interview to obtain a sense of the whole by reading the transcripts many times. Although the topical research investigator is advised primarily to include both latent and evident information in data analyses, before moving into the next step of the data research, the information analyst may choose between manifest (development categories) and latent material (developing themes) content. The next step in the data analysis is called the organizing process of content analysis: this is the open coding, the compilation of codes of possible subcategories / subthemes or categories / themes, and the comparison of the identified coding clusters and the overall dataset. For thematic analysis the same set of methodological method was used in classifications of initial codes, describing and distinguishing topics, revising subjects and reviewing themes. The final phase of the data collected is related to the recording of previous phase of the method. The last opportunity for data analysis in thematic analysis is highlighted in particular as this point. Therefore, the thematic method promotes the researcher's imagination to present the findings in terms of a storyline, a map or a model (Mojtaba Vaismoradi, 2013).

3.3. Qualitative analysis

Qualitative analysis in recent years has become a more common research form in social sciences and organizational studies. Many scholars have taken constructive approaches to research into the phenomenon by testing different behavioral aspects and in some cases test theories (Cobb and Hoyer, 1986; Dittmar et al., 1996; Rook and Fisher, 1995). But the phenomenological research of Thompson et al. (1990) was small-scale but the emphasis was sadly not on buying impulses. Cob and Hoyer (1968) note that motivating factors that underlie partial preparation versus the purchase of impulses should be especially important for consideration. This seemed like an interesting topic of study where they perform a research on motivational factors of impulsive buying. For several good reasons, most research chose different categories of retail goods to carry out the analysis – they suggest that the shopper could be more proactive to describe what they mean by a push purchase, which

could therefore involve direct transactions and thus provide useful perspectives by compare and contrast. The shopper can also help to recognize the important characteristics of the experience by selecting the categories (Geoff Bayley, 1998). Some experts also believe that qualitative work has its roots in the early 1900s of the anthropology and sociology of the early 20th century as an acknowledged and systematic approach to the development of knowledge (for example: Malinowski, 1922; Mead, 1935; Park and burgess, 1925). There are numerous historical versions and production of interviews, but in qualitative matters Norman Denzin and Yvonne Lincoln's ideas (2000, 2011) were especially influential. Researchers assert that, as a field for investigation in itself, qualitative social science field of research worked in 8 to 9 'moments' of history, from 1900 on (Holland, n.d.).

3.4. Types of Interviews for qualitative analysis

Qualitative researchers have faced challenges in the last two years to participate in new forms of social life, in particular digitally mediated, digitally generated and mobile ones (Poorthuis etcoll., 2014). All around the globe, the context to social sciences that have been interpreted in the literature constitutes techniques, records and findings that yet stay unanswered. Academically, the way researchers study the social existence of method (Lury and Wakeford, 2012; Ruppert et al., 2013), and empirically, because qualitative study and data are taken beyond the academy's sphere of proliferation and public availability of social knowledge. Dydia DeLyser and Daniel Sui (2013) detailed in their latest progress report on the qualitative methodology in the research paper, that despite the abundance of new methods for collecting and analyzing qualitative data, the endurance of interviews still remains as key techniques of the qualitative research (Robyn Dowling, 2015). Another research puts light on the significance of qualitative interviews as a research technique. Study shows that interviews are primarily of three forms; Structures, semi-structured and unstructured (P. Gill, 2008).

Structured interviews are basically orally conducted questionnaires that ask a set of present questions, with little to no variance and without room for more questions, to address more information. They are thus fairly simple and easy to handle and can be of particular benefit to any questions need to be answered or when they are likely to be difficulties with literacy and/or numeracy. These allow for minimal participant responses and therefore, they aren't of

much use if what you are looking for is more detail. On the other hand, unstructured interviews do not represent hypotheses or ideas pre-concepted, and are performed in very little or no companies. An interview like this will usually start with an open-ended question which will later continue depending on the response to the initial question. Interviews that aren't structured typically take a lot of time (often lasting many hours) and can be difficult to plan and engage in because the inability to carry out predetermined interviews gives no clarity about what to speak about (which is daunting and powerless to many participants). Therefore, their usage is usually only considered where there is a substantial depth or virtually no information on the topic (or where a specific view of a known subject is required).

Whereas, semi-structured interviews include many key topics that help to identify the areas to be discussed, but also enable interviewers to vary and get an idea or respond in a way that they can gain detailed insights that can support their research. The flexibility in this approach also allows for information to be discovered or elaborated which is important for participants, but which the research team has not previously considered to be relevant, compared in particular to structured interviews (P. Gill, 2008).

3.5. Research question

WHAT FACTORS INFLUENCE IMPULSIVE BUYING IN CONTEMPERARY WORLD OF MILLENNIALS? CAN MARKETERS TARGET MEN AND WOMEN SEPARATELY, BASED ON GENDER DIFFERENCES?

Ample amount of existing study backs up the gender centric factor in context of impulsive buying but being said that, there are a lot of other factors that influence impulsive purchases among customers today. This calls for a need to study the relevance of gender in each mentioned factor of our research's literature review. Hence, the question; what factors influence impulsive buying? Can marketers target men and women separately, based on gender differences? This question will simplify recognize the extensiveness of impulsive buying and ways that marketers can target men and women.

3.6. Research process

In this particular paper, after a thorough analysis on the literature review and the problem question, the researcher decided to perform semi-structured interviews with participants in both, pairs of two and individuals to conduct a research on impulsive buying in order to curate findings on what most participants think of impulsive purchases. Based on those findings, we later ran an analysis on how male and female as two separate classes in gender perform. A total of 4 pairs and 2 individuals were interviewed in a quiet house setting and each interview lasted for around 17 to 20 minutes. Some of these pairs were friends and some were strangers. The findings dived deep into the analysis of each pair's responses and how their answers differed from one another. Similarities and differences will be discussed in the findings section, and the literature review mentioned above will be used and referred to as and when needed in the discussion section to finally provide new insights which will be mentioned in the discussions section. Keeping in mind that participants in pairs might or might not know each other; this gives us the chance to explore new scenarios of participants' familiarity or the fact of them not knowing each other could give them the coolness to respond to each question with an open mind and also add a sense of competition in terms of their own personality, beliefs, motivators, satisfiers.

This approach allows a detailed analysis of personal emotions and characteristic traits in classes that are not feasible in focus group interviews. Qualitative interviews, thus, allowed the researcher to investigate and explore the area of impulsive buying in depth with male and female entities to gather some fruitful insights in the spectrum of gender centric impulsive buying. Here, male and female participants responded to the same questions at the same time and avoided self-awareness, instead interestingly engaged in the topic of discussion. They shared their views on the topic and what they thought influenced the interest of topic to grow by the hour. The study will also define the limitations of this research and how marketers can use the findings to better understand a consumer's behavior based on his or her gender. The themes for the study revolve around four main factors, such as; influence of situational factors, mood, role of gender and trait impulsivity & self-perceived attractiveness. A total of 9 questions will be discussed and overall gender differences will be analyzed to see how they relate to our examined factors. Answers curated will be also display new insights on customer segments, their preferences, behaviors, responses, desires, habits etc.

3.7. Participant selection and Interview preparation

For the interviews supporting the gathering of our research process, a total of 10 participants were picked, out of which 8 pairs were picked keeping in mind their age, gender and relationship with the other participant. 2 individuals were picked from the fields of marketing and behavioral analysis. In form of semi structured interviews, we established that the data collected was of high value and insightful in context of our research study. Each interview started with the same question and then revolved around other questions in a systematic manner. Data collected was overall on 9 specific questions that are mentioned in the findings and discussions section below.

3.8. Ethical issues and procedures

The participants of this research interview were provided with a form that stated the agreement and conditions of the interview. The form specified that answers provided by the participants will solely be used for research purposes and will stay confidential to the interviewer, interviewee and the supervisor of the research paper. Participants were informed before starting that their answers were going to be used to identify gender centric traits. The participants were also provided with the leverage of backing out of the interview at any given point of time if they felt so. The purpose of this form was to collect their written consent to use their responses in context of this study as and when needed.

Chapter 4. Findings & Discussions

4.1. Introduction to thematic research findings & discussions

This part of the research paper summits towards the data collected and discoveries made through interviews and responses that participants gave. During this section, due to privacy concerns, the participants will be addressed as pair A; Participant 1 and Participant 2, pair B; Participant 3 and Participant 4, pair C; Participant 5 and Participant 6, pair D; Participant 7 and Participant 8 and individuals will be addressed as individual A being participant 9 and individual B as Participant 10. Demographics and background of the participants will be written during the process. The questions asked in the interview are mentioned along with responses of the participants and an in-depth analysis will be conducted on their candid answers and behaviors during the process to see how they support the literature review and our question topic. This part of the research paper includes all the questions asked and responses received. After every question and answers received, there is a report that includes is quick synopsis of differences between both genders and their responses to the question topic along with a quick comparison of the factors we have listed in the literature review.

Pair A

Participant 1 (30, Female, Italian), Participant 2 (26, Male, Indian)

Relationship of the participants: Strangers

Dublin

Pair B

Participant 3 (23, Female, Spanish), Participant 4 (24, Male, Indian)

Relationship of the participants: Dating

Dublin

Pair C

Participant 5 (22, Female, Spanish), Participant 6 (22, Male, Indian)

Relationship of the participants: Friends

Dublin

Pair D

Participant 7 (23, Female, Spanish), Participant 8 (21, Male, India)

Relationship of the participants: Strangers

Dublin

Individual A

Participant 9 (22, Female, Indian)

Marketing student and practitioner, Mumbai

Individual B

Participant 10 (30, Male, Indian)

Behavioral psychologist, Dublin

4.2. Interview questions, responses and report

1. What are your views on impulsive buying? Are you guilty of it?

Pair A

Participant 1: “Ummm...”

Interviewer: “Have you ever heard about impulsive buying?”

Participant 1 (F): “Yes of course, I have heard about impulsive buying. I also bought impulsively sometimes in my life & I understand that this is a technique that people in shops can make on buyers so that they buy things impulsively but not knowing it and thinking that they really need the thing that they bought”.

Participant 2 (M): “Yeah, I have heard of impulsive buying and I have done it. I think impulsive buying really depends on how my day is going”.

Pair B

Participant 3 (F): “No, this is the first time”.

Participant 4 (M): “Yes, I have heard about it, but I haven’t done much research on it”.

Interviewer: “Think about a time when you bought something that wasn’t planned. Do you think we all unknowingly indulge in impulsive buying?”

Participant 3 (F): “oh yes, yes totally”.

Participant 4 (M): “Yes, I think so. This happens a lot of times with me because whenever I enter Dunness, I always forget some of the things on the list and I end up buying bananas and I’m like I want them just because I like them. I think I have implemented impulsive buying a lot of times”.

Pair C

Participant 5(F): “I don’t know too much about that. I can understand a little bit, I do think that everybody makes unpanned purchases”.

Participant 6(M): “Yeah, I know what impulsive buying is. Basically, when you find a product very attractive that you don’t even think twice and make a decision to buy it”.

Pair D

Participant 7(F): “I don’t know what Impulsive buying is. I think it’s when you make unplanned purchases? I do it a lot of times like when I am in a store and I only want trousers but when I see something else and I look nice with it on me, I buy it anyway. And oh, there is also special marketing and offers that manipulate my buying decision”.

Participant 8(M): “I have heard of the term impulsive buying, I think that impulsive buying is when you look at a product and you like it, don’t think twice and you just buy it. I think especially for shoes, I am a sucker for them and if I am shopping and I find attractive shoes I just buy it. I will check the price also later; I will check the comfort and quality first and I’ll buy it. And yes, desserts are my impulse cravings for sure”.

Individual A

Participant 9 (F): “So, I feel like impulsive buying is very subjective. If I am a person who likes to spend that kind of money in my lifestyle, when I go out even if I don’t have any intentions to buy, but if I see a good offer, I see a really nice collection out there, then I can’t stop myself and I just go and buy. But if there are people who are very much set in their mind and who planned their purchases, and who are not hindered by all these offers, it wouldn’t affect them. So impulsive buying is really to target the right kind of people also, not everyone out there is impulsive buying”.

Individual B

Participant 10 (M): “Well, I myself do a lot of that specifically when I am going to shop on a weekend when I don’t have any other deadlines or schedules to follow and I am just relaxed, maybe I’ll just buy a coffee before heading into the shop and then I purchase stuff. Also, there is a research I read that spoke about how customers shouldn’t go to stores empty stomach while grocery shopping because if you are empty stomach, you tend to buy stuff that is high on calories and junk food. So, I tried it myself and actually realized how true that is and I’ll buy fast food and chocolates because I have a sweet tooth. So, I think I do indulge into impulsive purchases a lot. Mostly in food and beverages”.

Report

The question asked played a critically important role in process of the interview and its formation. Asking participants about their views on impulsive buying tells us what genders actually consider impulsive buying to be. Based on the responses we received, we realized that not many people know what impulsive buying is. Mostly, men considered themselves to be impulsive buying experts and knew a lot about it, while most women only knew very little and were found linking it with unplanned, spontaneous and sudden purchases. One thing we established was that all the participants indulged into impulsive purchases with or without knowing it.

2. Where do you shop more, in stores or online?

Pair A

Participant 1(F): “In stores”.

Participant 2(M): “In stores. No actually I have made a few impulsive purchases online also”.

Pair B

Participant 3 (F): “For me its online with clothes. But not so much with food”.

Participant 4 (M): “For me it’s more about food so in stores”.

Pair C

Participant 5(F): “Usually not online but yes if I do it would be because of cheaper deals”.

Participant 6(M): “Both, online usually for better offers”.

Pair D

Participant 7(F): “Me usually in store because I want to try and see it myself before buying it”.

Participant 8(M): “Both, I don’t mind either”.

Individual A

Participant 9 (F): “Both”.

Individual B

Participant 10 (M): “Honestly, gadgets I go online and for food and beverages I would prefer Tesco or Lidl”.

Report

Responses we received in context to where they preferred to shop impulsively, we found out that women mostly preferred shopping in-stores than online because they want to touch and feel the products before buying them. Although if they were to shop online it was mostly because they were getting better deals on clothes and accessories at a cheaper price. Men, on the other hand, were seen more inclined towards making purchases online only when it was for gadgets. Most of them preferred in store shopping when it came to food and beverages.

3. When you’re purchasing online, what factors influence your buying process?

Pair A

Participant 1(F): “Don’t shop so much online”.

Participant 2(M): “I am a food shopper, so I usually like shopping in stores”.

Pair B

Participant 3(F): “Hmmm, so the background is white and then you see a model with a dress, and it looks so pretty, I think to myself that since it looks so nice on her it will look that nice on me as well. It appeals me more when I see it on someone”.

Participant 4(M): “I think I can trust a few websites with purchasing electronic gadgets online, they have better deals”.

Pair C

Participant 5(F): “I don’t really like to buy online because I can’t see the product, I can’t wear the product or try it and so I can’t put my trust in it. But if I have to it is because it’s cheaper”.

Participant 6(M): “I once impulsively bought headphones online because they had a good offer, but they were still expensive even after discount. I have also bought my gym proteins online because of better offers and deals. I also care more about return policies online when it’s a purchase I make via Instagram or another social media app. Amazon is trustworthy I can back that”.

Pair D

Participant 7(F): “Me, not online really, because I think I can better decide a purchase when I am in stores and make the decision”.

Participant 8(M): “I think convenience is why I would shop online”.

Individual A

Participant 9 (F): “Yeah, so we have this app called Nyka, it’s an online beauty store. So, whenever I get an advertisement, if I want to buy a nail polish, I’ll go there, I’ll check for a nail polish but then I see so many other products out there, their new launches, offers on some specific brands and I just try to scroll through but when you’re scrolling through, I am a person who at the end, ends up buying more than

what I planned on because I give into special offers and deals. And you know, how they have put it, placed it, app's interface; like how easy it is for me to use, colors and attractiveness also matter”.

Individual B

Participant 10 (M): “So, I would only purchase online when I am buying something from Amazon, specific to amazon and specific gadgets. Usually because it's so easy, I don't have to do anything, I know there is return policies, warranty, exchange policies that customer service and shopping experience is what's fascinating”.

Report

When asked what factors influence them into making impulsive purchases online, we found out that women usually found online shopping very appealing and fascinating. The way that online stores display their products on pretty models, made women feel like they would look as pretty as them too once they owned what the model was wearing. Self-perceived attractiveness was noticed here. Some women also expressed issues putting trust in online shopping as you can't see or feel the product before buying it and most times what you see isn't what get delivered. But for the women that did indulge into impulsive purchases loved the design, trends section, offers and multiple choices that added to their online shopping experience. Men, on the other hand, considered online as the best way of shopping in terms of saving time and getting better deals on electronic gadgets. Some of them even considered online shopping as the best buying experience because of its comfort convenience.

4. Do you think there is any influence of in-store employees, store settings or other situational factors in your buying process?

Pair A

Participant 1(F): “Yes of course. For example, I bought my headphones and I liked them very much, I already wanted to buy it but I thought to myself that I'll buy it next time and in that time the seller opened the seal of the package and um I bought it”.

Interviewer: “So, you bought it because he opened the package?”

Participant 1(F): “Yeah, I felt guilty”.

Participant 2(M): “So, as soon as I enter a grocery store, there are lots of products, now there are so many products, there is a clutter and I have to make a decision so I either picking something that’s on my eye level because I think I believe that impulsive buying is effortless”.

Pair B

Participant 3 (F): “I think more than the store employees, I tend to get more influenced by, say, my friends accompanying me during shopping”.

Participant 4 (M): “When I go to Dunness, Tesco or Lidl, store employees don’t play a role there, I am on my own”.

Pair C

Participant 5(F): “I think it was yesterday, I indulged into an impulsive purchase. I saw it on myself in the full-length mirror with different light settings in the trial room, it was so fascinating, not just the experience but I also loved the way that dress looked on me and I instantly bought it. About store employees, in expensive stores, the employees give you more attention and they idealize you. And this is good for you because you are relaxed, and you know you can spend more time in the store which usually results into impulsive purchases. So, store employees can persuade me into buying something that I had not planned”.

Participant 6(M): “So, I had an old Samsung phone and I was thinking of switching to Apple 11 but I was waiting for a while and one day I was passing by the Apple store, they had some offers on this big screen right through the glass door inside the store and I had the money and so I thought why not just buy it? And no store employees or floor assistance don’t make a difference to me”.

Pair D

Participant 7(F): “Okay so when I enter a store, I look all over, I also think the background music plays a role when I am shopping. I think the type of assistance and environment they are giving you, helps you decide whatever you will stay there for longer or go to 10 other stores that make you feel better”.

Participant 8(M): “One thing that influences me is how many people are in that shop? If I see a shop with many people, I want to know why there are so many people and then next thing I know, I am buying there impulsively. And yes, if at all you buy something, I think it has a lot to do with the way the employees at the store treated you”.

Individual A.

Participant 9 (F): “Okay, so I’ll give today’s example, so since the malls just opened up, I went with my father to get him some stuff. But because I saw there was a discount sale going on at H&M, I just went inside to have a look on what’s the collection like, but when I came out, I already had 2 bags full of clothes. So that was about that. My instore experience. But being said that, for me what is also important is the collection and how good it is, even if the collection is good but not on sale, I will still buy it. So, for me, the quality of the clothes and the quality of the product that they are selling matters the more. And coming to store employees, I have actually experienced this. You know there are small boutiques out there and there are people personally looking after you, your choices or what you want and when they come out and help you with things? So you know, when they are pushing you so much, and they are helping you out so much, then because of their service also you feel like you are obligated to buy something, that’s one point and because they show you every product personally, you get to see more options and variations and that helps your shopping experience and which results in me buying something from them usually. So yeah, the customer service they provide definitely matters”.

Individual B.

Participant 10 (M): “So, I was recently at the Apple store on henry street, and I was buying the new iPad. So, I entered the store, I was very excited. I saw the product; I tried the display products to get its feel and this whole time I had an employee constantly answering all my queries and making sure I am comfortable. Right after choosing the color I was proceeding towards the billing counter where I noticed this huge banner of the iPad, I was about to purchase with the new Apple pencil. Very slick looking. And as soon as I reached the billing counter, the product was displayed, and I just instantly knew I wanted to buy it and I bought it. But later I came back

home I realized I have no use of it. You know what I mean? And talking about inexpensive impulsive purchases, one thing that really attracts me is, uh, you know how they keep some stuff near to the billing counter, have you been to Penny's? So, just last Saturday, I was invited to my manager's place for dinner. So, I thought I have to take something for her, so I went to Penny's and I bought some scented candles for her and then I bought an idol of a buddha. So, I was in the queue and I was certain that's all I was going to buy. But then I saw these really cute sunglasses for a small kid, and I realized they have a kid, so I bought those too and then I saw these room freshers and I realized I might need them for myself, so I bought those as well. You know? These are cheap products that you can buy without a second thought when you are purchasing other expensive things with it".

Report

For women in store, store employees always played an important role. Women participants showed that they wouldn't go to a store if the customer service wasn't good and if employees weren't welcoming. Some even remember stories explicitly when they bought something because of the store employee's influence. Some women said friends and store settings like the lightings inside trial rooms added to their shopping experience because the full-length mirrors with light settings added to their traits and self-perceived attractiveness also influenced them into making impulsive purchases. Discounts and background music were also factoring for some women. Likewise, for me, in store impulsive shopping looked a little different. A man said that he usually didn't put much effort in shopping impulsively and bought whatever was at his eye level because he believes that impulsive shopping has to be effortless. Most men said they had little to no relation with making impulsive purchases due to store employees. One male participant also said for himself, that the crowd inside a store attracted him to it.

5. Do you think there is a factor of price sensitivity when you make purchases?

Pair A

Participant 1(F): “Um. I hope so, because I still don’t know if that product would work the way I expect it. I think yes, price has an effect on impulsive buying, if I have to spend all my salary on something I would not”.

Participant 2(M): “It definitely depends on the price. My impulsive buying is more for cheaper products. I don’t regret it; it depends on the price of the product and I don’t usually buy expensive things impulsively. So, products which are like cheap, I buy think without second thoughts”.

Pair B

Participant 3 (F): “Yea, I mean I obviously need to have the money for it. If I like buying something but it is out of my budget, I think a lot before making the purchase”.

Participant 4 (M): “Not so much in food products but in clothes and stuff, yes, sometimes”.

Pair C

Participant 5(F): “Okay so, if I get let’s say offers like buy one get one? I’ll totally go for it. Because I know I am paying at least 10% less of the total price of both the products’ original price, so in that moment, even if I thought buying one for its original price was high. Now, I am buying two for less than how much it would have originally costed me. Do you know what I mean?”

Participant 6(M): “For me, price doesn’t matter that much, for me it should trigger my mind. If I get that trigger, I don’t care about the price”.

Pair D

Participant 7(F): “For me, price plays a role but if I have the money and I know buying something will make me happy, I’ll go for it irrespective of the fact that I could be spending slightly out of my budget”.

Participant 8(M): “Honestly, the brand matters to be. If I like 2 similar pairs of shoes and I can only buy one, I would go for the ones that are slightly more expensive because I think that if they are expensive it’s for a reason no matter if they look the same like the less expensive ones”.

Individual A

Participant 9 (F): “I would still love to buy it, but if it’s like straight 15k I’ll have to put some thought into it first you know what I mean? But if I had that kind of money in that moment and I really loved something, I’ll buy it”.

Individual B

Participant 10 (M): “That’s a very important aspect. It all ends up on where you come from, what background you come from, are you financially stable”.

Report

Most women did care about the price of the product, however some said that if they were certain that the product was to make them happy once purchased and if they had the money in that time, they would whatever it is they liked irrespective of its price. Another woman said that she would usually think about the price unless she is seeking to buy something that’s already on sale, then she will simply buy it without second guesses. Most men said they indulge into food purchases which are slightly cheaper so there isn’t much thinking of price there and with other consumer products some cared about the brand more than the price, so according to the research, it is safe to say that women are more price sensitive than men.

6. Do you think that making purchases has anything to do with the mood in which you enter the store?

Pair A

Participant 1(F): “Yes definitely. For example, I will talk about the headphones. Um, it was my first day in another country, I did not know nothing about where I am, so I was in a state of euphoria and I wanted to buy something from this country as my first purchase. So, that was all my mood at that time”.

Participant 2(M): “Yeah definitely, there have been times where you know, my whole day I was doing nothing and that motivated me a lot to make impulsive purchase, because when I am doing nothing that means I haven’t spent my mind making rational decisions so I would want to continue not giving thought to my purchase”.

Pair B

Participant 3 (F): “Yes, for example, me, if I am sad and I go to shop, I don’t have self-esteem and I don’t buy clothes because I think I look bad in all of them. And If I am really happy and I try the same clothes, I look really pretty and end up buying them”.

Participant 4 (M): “Yeah, the same happens to me in groceries. I can totally relate, if I am sad, I am not going to buy everything”.

Pair C

Participant 5(F): “Yeah, when I am happy, I tend to buy more”.

Participant 6(M): “No, I don’t think so, no. ok...maybe sometimes when I am stressed”.

Pair D

Participant 7(F): “I buy more when I am happy, and I end up buying more”.

Participant 8(M): “I think I buy more when I am sad, because I would try to take my sadly and frustration on the products”.

Individual A

Participant 9 (F): “For me it’s like, even if I am in a bad mood but I enter a store and they have good clothes, that would change my mood. But, for me it’s more about the products, if I like the products, I purchase them”.

Individual B

Participant 10 (M): “It definitely has a lot to do with the mood you are carrying”.

Report

When asked about the influence of mood on impulsive buying, we found out that women usually linked impulsive buying with how happy and excited they were. They said the happier they are, the more they will shop and if they weren't happy, then they would think that the clothes they are trying look ugly on them and so they would end up buying nothing. In contrast, men linked impulsive purchases with unproductive days, lazy mood, as a reward to make himself feel better and to make his sorrows go away. This shows that women are clearly more inclined towards making impulsive purchases when they are happy and men, when they are sad.

7. Do you think that every purchase you make on an impulse, also delivers an added emotion to you outside from its actual use or Do owning them make you feel a certain way about yourself?

Pair A

Participant 1 (F): "Yeah, the headphones example for sure. It was a sentimental purchase".

Participant 2 (M): "You know how it is like, let's say, I make an impulsive purchase and I end up liking that product, I'll go home and eat it, if I have friends over and they end up it, I'll get all the more confident and thank myself a million times for making that purchase decision. It serves my confidence and motivates me to make another impulsive purchase".

Pair B

Participant 3 (F): "Yes, yes. Obviously, if I see myself with a dress and I look really pretty I love it!"

Participant 4 (M): "Sometimes yes because when we go out shopping and if there is a t-shirt which she likes then there is an emotion attached to it, it's not just a piece of cloth. So yeah sometimes it has emotions attached to it".

Pair C

Participant 5(F): “I think ah, when I feel like, happy, I want to spend my money on something that will make me happy but when I am sad I also want to shop maybe food or something that will comfort me, you see? So yeah, I think there is an emotional element”.

Participant 6(M): “I usually think if when I have some deadline to achieve and after that if I achieve that deadline successfully, that means I have to give myself a reward”.

Pair D

Participant 7(F): “Yeah, when I am happy, it adds on to my happiness. Buying is an emotional thing, if I am happy, I will definitely buy more”.

Participant 8(M): “Yes, so I think when you meet someone for the first time, they judge you on your physical appearance, they would notice your shoes. So, sort of adds on to my personality”.

Individual A

Participant 9 (F): “Yeah yeah yeah!!! So, for me it’s like clothes. Clothes always gives me the confidence. So, whenever I buy clothes it’s just not clothes. For me it’s a matter of confidence whenever I wear them. It’s what makes me feel like I am standing out of the crowd and that’s my emotion when it comes to clothes”.

Individual B

Participant 10 (M): “Well, if you talk about Christmas, then I may be inclined towards overdoing my purchases. Last December when I was going to meet my family, and I found out my 2 little cousins were also joining us, I ended up buying a lot of stuff, lots of gifts, my whole luggage was filled with that stuff. And price didn’t really play any role there you know? Because they were gifts for my loved ones. And if you talk about purchases that make me feel a certain way, I think all my Apple products, I love the brand and all of its products that I own. Apple products make me feel a certain way I can’t describe”.

Report

As a matter of fact, this question generates the most interesting answers. We found out that women have a lot of sentimental attachments to the purchases they make and some of them feel like they add to their physical appearance. Shopping makes them happy and that's the most important emotion of them all. Clothes give them the confidence to stand out of the crowd. For men, making a good impulse purchase means adding on to their confidence when it comes to the purchase decisions they make. It was also noticed that men indulged into buying products because their loved ones liked it a lot or because it was a gift for someone else and for a few of them, impulsive purchases were rewards and added onto their personality. It was seen in this question's responses that impulsive shopping serves people in so many different ways than the actual use of the product or service they purchase. For women it was all about making them feel happy, adding on to their physical appearance and self-confidence while for men it was more about how the purchase will reflect on their personality and a good purchase decision turning into confidence boost.

8. Have you guys heard of post purchase dissonance? Can you tell me if you have ever felt it?

Pair A

Participant 1 (F): "Is it about reflecting on the decision? I think it depends on the product, if it's expensive but you don't like it? I think would try to convince myself that its good, so I don't feel bad spending money on it. And in context to my headphones, I am now embarrassed to go to that store because I think the seller recognized that I bought it impulsively".

Participant 2 (M): "So, I think, people who make impulsive decisions will continue making impulsive decisions no matter what. Once I bought a product thinking it tasted like something I liked, but when I ate it, it tasted really bad so I had to influence myself that its good but that didn't stop me from trying out new products to eat".

Pair B

Participant 3 (F): “I think about the money but like I feel so positive about the purchase because it makes me so happy”.

Participant 4 (M): “Very unconsciously this has happened to me a lot of times when then when I come back, I wonder if this was really worth it”.

Pair C

Participant 5(F): “For me, when I buy something, it’s a lengthy process, so usually once I make the purchase, I think it’s when I am very sure about the outcome, so I don’t usually regret it”.

Participant 6(M): “Lot of times faced it myself, especially those EarPods I ordered online, even though they were in a premium range, I was so disappointed with them. That was the main reason why I bought other pair of headphones. I regretted it so much because I invested a lot of money and the outcome was not good, and so I was not happy with the product. Even though I went to their store and tried to get a return policy, they refused. So... I wasn’t very happy with that impulsive purchase!”

Pair D

Participant 7(F): “I don’t think I regret my decisions at all because I think so much before making the purchase”.

Participant 8(M): “So, my mom always tells me to stroll through multiple stores before I buy something because I have regretted many decisions that I make in the first store I enter”.

Interviewer: “Why so?”

Participant 8 (M): “Because if I go to another store and I end up looking at a better pair of jeans that was much better than a pair I bought and is almost the same or at a cheaper price, then I regret my decision”.

Individual A

Participant 9 (F): “Umm, yeah, there have been times when you pick something or that happens mostly when you shop online, you see something, the way it flashes on your screen, it’s something nice, really catchy, looks really good, and then you buy it and you order it, and then it comes to your place and it’s not what it looked it. I think that’s really disappointing”.

Individual B

Participant 10 (M): “So I also did this one shopping in pressure, so I was with a girl, we met for a coffee date and I was feeling cold so she suggested, why not go and buy a jacket for you, and I still had time to leave and it was cold so I thought why not. So, we went up to this store and she ended up picking the most expensive jacket in the store and said let’s buy this one and I said okay because of the efforts she put into looking for that jacket. I didn’t want to let her down. And I bought that, dammit. It was a nice jacket but it’s not going to be a use to me, I can’t wear it for work, I could wear it for clubbing or something, but I don’t go clubbing that often”.

Report

It was seen that women who put considerable amount of thought into their impulsive purchase and buying decision had lesser regrets than women who didn’t think so much. Participant 1 who bought headphones impulsively from a store because she felt obligated to buy after the seller opened the seal of the box, instantly felt ashamed because she felt like the seller recognized that she made an impulsive purchase. Participant 9 also expressed her story of how she experienced post purchase dissonance when she once bought something online, expected something else but received something completely different. Talking about men, in this context to post purchase dissonance, they said that they usually had post purchase regrets when they thought about the price they paid and usually felt worst after they saw a better version at a cheaper price for what they just bought.

9. After you have faced regrets, do you think a lot before making a purchase or is it a quick decision?

Pair A

Participant 1(F): “yes obviously. I hope it does”.

Participant 2(M): “It doesn’t stop me from trying new food items to be honest”.

Pair B

Participant 3 (F): “In my case I think a lot because I need money to buy that”.

Participant 4 (M): “Same I think price is very important”.

Pair C

Participant 5(F): “I try to think twice after I face bad purchase decisions”.

Participant 6(M): “I think, the older I am getting, the wiser my pricing decisions are. Earlier I used to buy impulsively a lot but now since I am independent and I have to manage my own finances, it’s difficult to purchase impulsively”.

Pair D

Participant 7(F): “Sometimes, when I go to a shop, and if I have to buy a pair of trousers but there’s also a pair of shoes that I think will compliment those trousers, I will do some major thinking to make sure I avoid regrets”.

Participant 8(M): “I actually think prior to entering the store about what product I want to purchase, so there isn’t a lot of thinking involved, if I see the product I want irrespective of the brand, if I like it, I quickly buy it”.

Individual A

Participant 9 (F): “When marketers realize what kinds of post purchase dissonance that we go through, they should use that and leverage that to build strategies to improve a customer’s impulsive buying. When they recognize for example that maybe people regret the buying decision of a particular product because of its quality, they can probably work on that or reduce the price a little. Something that makes the customer feel more special and important. Retaining existing customers is very important. So, acting up on the feedback is very important. Imagine if your customer gets home and actually likes the product, he/she impulsively purchased for the first time, he could come again. One impulsive purchase can make him/her your loyal customer. So, I think if marketers can perfect their strategies keeping those parameters in consideration, impulsive buying can be a whole different strategy”.

Individual B

Participant 10 (M): “So, the implication here would be that I might be very frugal when it comes to spending money, but I am also a smart buyer. So, they both actually go hand in hand if you know what I mean. So, whenever I have to buy something new and I know it’s going to cost me a little more, I always go to places like online shopping where I know a return would be easy, I would never take a chance of buying it from a direct store where the salesperson tells me next time I go back that no its not refundable”.

Report

In this case, all women said that they do think a lot of times before buying something after they have faced regrets making a buying decision. Men, on the other hand, were seen less sad over making wrong buying decisions and said it didn’t stop them from trying new things next time. Participant 9, woman, however, believe that if marketers recognize the real reasons behind post purchase dissonance and try to fix it once and for all, they may end up permanently retaining a customer and his / her loyalty.

Chapter 5. Future implications and scope of research

Based on the findings of this research and its findings, it is clear that marketers can easily target men and women separately, based on gender differences. This calls for more attention on the subject topic. Impulsive buying is the first most common way of customer segmentation and impulsive buying is something that each and every customer indulges into irrespective of if they know it or not and whether they like it or not, they will enter a store or go online and buy something they haven't planned. For marketers, these insights can be helpful to uplift their sales. By further studying the concluding insights curated through our research, marketers get an understanding of how they can target men and women better. In terms of further study based on this research paper is concerned, researchers can perform an ethnography or interviews instantly after they leave a store to see what their impulsive purchases were like. Doing a research in such a time when they have just stepped out can give you fresh details of their buying experience. In terms of online shopping, researchers and scholars should try to measure the effectiveness of clickbait ads for promotion to influence impulsive buying.

Chapter 6. Conclusion

Findings and discussions in this research revolve around the main differences among genders and their traits, characteristic and wants. It was noticed during the entire research conduct that women were more inclined towards making clothing purchases on an impulse whereas men were more inclined towards making impulsive purchases related to food and gadgets. Women were seen shopping more when they were happy while men were seen shopping more to reduce their sadness. Shopping impulsively acted as a motivator when it was a good purchase for men and instilled a sense of confidence in their decision-making process while for women, making a bad impulse purchase made them regret and feel ashamed. Good shopping decisions however in a lot of ways were similar for both men and women in terms of adding on to their physical appearances. Men weren't so much a victim of customer services and store employees while women got highly influenced due to store employee assistance and gave in on their convincing powers. Men were also seen indulging into making purchases on impulse for others while women did more of that for themselves. I was seen that even though participants didn't know much about impulsive buying, they were indulging in it. It was also noticed that more men than women indulge into impulsive buying behaviors online. More women had issues with trusting online purchases in terms of its quality and price. Online impulse purchases had an upper hand when it came to special offers and price but when it came to quality products most participants wanted to shop in stores where they got to see, touch and feel the product before buying it. Another difference noticed between the buying process of men and women was that women invested a lot more time in their purchases than men and that played a huge role in whether or not they regret a purchase decision. It was also predicted that post purchase dissonance could act as a limitation of impulse buying but turns out, no matter how much customers try, they will never stop making impulsive purchases because it's very difficult for most of them to even recognize the impulse when it is happening. One thing we know is that, marketers can totally target men and women separately based on gender differences.

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