

**COMPARATIVE ANALYSIS OF IMPULSE BUYING BASED ON GENDER DIFFERENCES**

by:

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**ABSTRACT**

Consumer Buying Decision is one important indicator for the actual impulse buying from customers in the marketplace and is influenced by Emotion, Life Style, Factor Situational and Promotion. This research is purposed to analyze the differences of impulse buying between male and female in Manado. This research used the Independent sample t-test as the method of this research. Population in this research is mainly in this research is people in Manado. The sample of this research is 100 respondents of random sampling. Impulse Buying of male is statistically significant difference with Impulse Buying of female in Manado. Impulse Buying of female is higher than male in Manado, when female have higher Emotion, Life Style, Factor Situational and Promotion that can increase their impulse buying. The interpretation shows that the mean between male and female is different and supported by significance level of the p-value.

**Keywords:** *impulse buying, gender, buying decision*

**INTRODUCTION****Research Background**

Consumers' preference is one main concept that is needed to be considered by marketers and businessmen when deciding for running a business and competing with other companies. This concept becomes important to many of them because consumers' decision for purchasing products or using services is related with changing in the sales volume of sold goods or the usage frequency of provided services. Even though one given company can provide various products or services, it is not certain that people in the designated environment will definitely choose its items as the products or services for fulfilling their needs and wants.

The common differentiation among consumers in every different marketplace makes it is easy to see a group of people that shares a similar or even same perception about the appropriated products or goods for them. Some demographic characteristics that are applicable for separating common consumers' preference for products or services are gender, age, income, race, social class and location. Directly or not, each one of them can impact the thought from people in one environment when deciding to purchase goods or to use services for satisfying their needs and wants.

Principally, there is one demographic characteristic that is commonly considered by marketers and businessmen in every separated region or city, which is gender. By applying the understanding of this concept, consumers are divided into two main groups, which are the group of male consumers and the group of female consumers. In every different market in this world, it is obvious that both consumers' groups have been influenced the market for almost products or services that can be used by each individual person. Some products or services are especially made only for male people, such as tools for assembling machines, tools for repairing cars and motorcycle, and formal man's clothing. There are also goods or services that are purposely made for satisfying female people desires, such as cosmetics products, facial and skin treatments services and formal woman's clothing. Eventually, it is also possible to see some products or services are used by male and female consumers. The consumers' preference for purchasing products or using services that are based on the gender differentiation is important for ensuring consumers will frequently purchase goods or use services. Partly, there is one partial concept of marketing that can be changed when the gender differentiation is involved for choosing

the right products or services, which is the Impulse Buying. This buying concept is actually similar the common purchase decision that is made by people in every environment. In this buying concept, consumers do not purchase products (or use services) because those items are needed to fulfill their needs and wants, but the purchasing (or usage) action is made by them because of the interest when those consumers see the displayed products or the advertised services. Directly or not, each individual person, either male or female, has the tendency to purchase products or to use services without many considerations in price, models and quality.

Have an item has become an expression of self-identity. This triggers an increase in the number of wants and needs of the community, creating a new lifestyle that is integrated and received a lot of customers. This helps to increase spending as a lifestyle. Changes in society can also be seen in the declining number of free time outside of work hours. Customers spend a little time planning before shopping, and their attitude is a shopper lifestyles and increased earnings make them want to buy more and more and there was impulse buying. Impulse buying is a habit and shopping is a fact of life. Impulse buying is a part of decision making in the short time. Customers usually can not refuse to buy an item, though actually not planned in advance; most of the consumers must make an impulsive purchase. Impulse buying is an interesting topic within the subject consumer behavior.

Impulse buying is a phenomenon that is understood and act differently by marketers and psychologists. Marketers typically focus on markets that affect the customer, and the construction of impulses as a result of this influence. Studies and articles have shown that the most common business industries where impulse buying occurs are in clothing stores and in grocery stores This research aims to verify the hypothesis on different temperamental determinants of impulse buying tendency for both genders in a sample Manado.

### **Research Objective**

The objectives of this research are, to analyze the significant in impulse buying based on:

1. Emotion factors between male and female.
2. Lifestyle factors between male and female.
3. Situational factors between male and female.
4. Promotion factors between male and female.

## **THEORETICAL FRAMEWORK**

### **Theories**

#### **Impulse Buying**

Impulse buying is a process that occurs when the consumer experiences a sudden urge to purchase an item that he or she cannot resist. (Solomon, 2011:389).

Stern (1962), noted that impulse buying is influenced by a variety of economic, personal, temporal, spatial and even cultural factors. These vary not only between different shoppers considering purchasing the same item, but also for the same shopper buying the same item in different situations, and so it is frequently assumed that personal and situational factors are significant.

Weinberg and Gottwald (1982), argue that impulsive behavior depends on the personality of the individual consumer and decision behavior cannot be characterized by the extent of cognition alone.

#### **Impulse Buying Categories**

Stern (1962) concluded that there are four categories of impulse purchase. They are based on the above mentioned definitions where the purchase is unplanned.

- 1) Pure Impulsive Buying: (defined as classic impulsive buying), is a purchase that breaks the normal planned shopping pattern. This category is strongly connected to emotions and the impulsiveness is very high. It occurs because of a want to escape or because the product is a novelty. The consumer is not looking for the product at all but feels a strong emotional want. Low price is a common trigger to this category.

- 2) Suggestion Impulsive Buying: (defined as a suggestion impulsive buying), because when seeing a new product for the first time; a need develops in the shopper that can only be satisfied by buying it. This purchase can turn out to be a rational or functional purchase decision but the purchase is not planned because the consumer has no previous knowledge about the product. That is why visualization in the store is the key factor for the purchase.
- 3) Reminder Impulsive Buying: (defined as reminder impulsive buying), is when a product suddenly reminds the consumer that they need it because they are out of it back home. There already exists an unconscious need for the product which implies that the consumer has previous knowledge about the product. The reminder impulse can also remind them about a particular advertisement or information previously noticed by the consumer, which now makes the consumer take the opportunity of purchasing. The difference between reminder impulse buying and suggestion impulse buying is that the product is known to the consumer in the first but not in the latter situation.
- 4) Planned Impulsive Buying: (defined as planned impulsive buying), because when entering a shop the consumer has in mind to buy something or some sort of good but the choice of what kind of product, brand, size or price etc. has not been determined. Instead special offers and other stimuli such as salespersons, influence the decisions inside the shop. The actual decision is made at the point of sale. This makes it different from planned purchase when a more specific kind of product is in mind e.g. a blouse instead of clothes.

### **Gender and Impulse Buying**

Underhill (1999), defines that the majority of shopping products is women's domain. Women usually shop quite willingly, even for prosaic, routine objects, which cannot bring special excitement, pleasure or sensation. Still in Underhill (1999), conclude that men typically move faster than women through shopping malls spend less time looking around, and in many cases it is hard to focus their attention on something they did not intend to buy. On the other hand, they buy necessities much quicker than women, they do not find pleasure in searching, choosing and trying, and also they are more suggestible to the pleas of children and sales promotions.

Underhill (1999), conducted that for women, shopping is a kind of transforming experience, a method of becoming better, more ideal version of person; it has emotional and psychological factors that hardly exist for men. Sulima (2000), argue that during family shopping, men are used mainly for moving a shopping trolley, and for authenticating with word or with gesture the consumptive ideas of their wives. Checkout and door are their most desired places in shops. Women's euphoria is usually accompanied by men's worry."

Gasiorowska (2003) conducted that for women, this tendency is of stimulative character, thus it is connected to emotions derived from the process of shopping or from the possessing new goods. Impulsive buying tendency in this group is associated with high level of desired stimulation and high level of materialism, and also with aspects of money attitudes that are anchored both in present and future.

Giraud (2001), defines that gender has specific influence on impulse buying such as women tend to be more impulsive than men. If consumers are in a good mood, they tend to reward themselves more generously and tend to be more impulsive. Coley and Burgess (2003), found that females and males differ in their affective and cognitive processes of impulse buying. In that manner, consumers seeing themselves as impulse buyers can be more prone to impulsive buying.

### **Emotion**

Coley and Burgess (2003), argue that feelings might include an "irresistible urge to buy, positive buying emotions and mood management". When a consumer experiences an "irresistible urge to buy", he/she feels compelled to make an impulse purchase. Babin and Babin (2001), defines that in stores consumer's purchasing intentions and spending can largely be influenced by emotions. These emotions may be specific to certain things for example, the features of the items, customer self-interest, consumer's gauge of evaluating items and the importance they give to their purchasing at a store

### Lifestyle

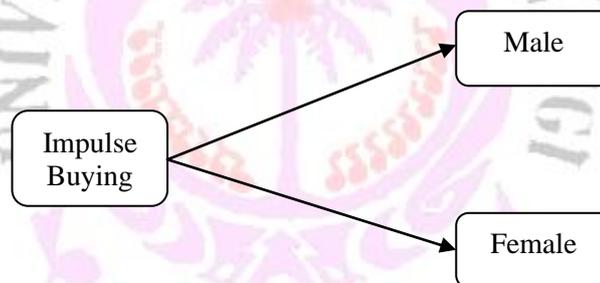
Sun et al. (2004), found that The differences in the consumer's lifestyle between the individualistic and collectivist culture at ethic-level. Individuals seem to be more satisfied with their life than people living in collectivist society, financially satisfied and they do more travel and people from collectivist culture. Cobb and Hoyer (1986), defines that Shopping life style and impulse buying behavior are closely related but only in the case of impulse buyers.

### Situational Factors

Mai, et al. (2003), conclude that the availability of money is a facilitator in the impulse buying process, since it increases the purchasing power of the individual. If the individual does not have enough money, he or she will avoid the shopping environment altogether. Srivastava and Kumar (2013), defines that when a shopper searches activity in a retail setting time available has positive effect for that activity. So in these situation individuals who have more time, they browse longer in stores. Consumers who have low entertainment values for shopping will be more efficient, spend less time in the store, see a lower net benefit of engaging in unplanned purchasing.

### Promotion

Zhou and Wong (2003), argue that product price is another variable of impulse buying. Consumers tend to be more impulsive when there are sales or product discounts, low marginal need for the item, short product life, smaller sizes, and ease of storage. Munger and Grewal (2001), conducted that the effects of promotional methods on consumer's perceptions, providing evidence that discounts impact consumer perceptions and, also, subsequent purchase intentions. Curry and Moutinho (1993), reported that different stimuli that enhance consumer information processing when advertising exposure is present. This suggests that understanding the influence of advertising stimuli on consumers.



**Figure 1. Conceptual Framework**

Source: Theoretical Review

### Research Hypothesis

The hypothesis of this research are:

- H<sub>1</sub> : Emotion factors between male and female for impulse buying in Manado have a significant different.
- H<sub>2</sub> : Lifestyle factors between male and female for impulse buying in Manado have a significant different.
- H<sub>3</sub> : Situational factors between male and female for impulse buying in Manado have a significant different.
- H<sub>4</sub> : Promotion factors between male and female for impulse buying in Manado have a significant different.

## RESEARCH METHOD

### Type of Research

This research uses comparative type of research where it will investigate the difference gender and impulse buying.

### Place and Time of Research

This study will conducted in Manado during June to July 2013.

### Population and Sample

Population is generalized to the object/subject which have a certain quantity and characteristic that is required by researcher to studying and to gain conclusion (Sekaran and Bougie, 2009:262). The population in this research is mainly in this research is people in Manado The sample of this research is 100 respondent by using random sampling. The sampling design is saturated samples that is considered as the best way of getting some basic information effective and more accurate (Sekaran and Bougie, 2009:263).

### Data Collection Method

There are two types of data that are used to make an appropriate result, which is primary and secondary data. For this reasearch will be used the primary data and secondary data. The primary data get from respondent. The secondary data is taken from books, journals, and relevant literature from library and internet. These secondary data were used in the background, literature review, research method, analysis and discussions.

### Operational Definitions and Measurement of Research Variables

Impulse buying is a process that occurs when the consumer experiences a sudden urge to purchase an item that he or she cannot resist. (Solomon, 2011:389).

### Data Analysis Method

#### Validity and Reliability

The reliability of a measure is established by testing for both consistency and stability. Consistency indicates how well the items measuring a concept hang together as a set, Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie, 2009:162). Since reliable scales are not necessarily valid, researchers also need to be concerned about validity. It assesses whether a scale measures what is supposed to be measured. Thus validity is a measure of accuracy in measurement (Hair et al. 2010:120).

#### Independent Sample -Test

An independent samples t-test: test that is done to see if there are significant differences in the means for two groups in the variable of interest. That is, nominal variable that is split into two subgroup (for example, smokers and nonsmokers; male and female).

### Result

The validity test of Emotion Factor, Life Style Factor, Situational Factors and Promotion Factor, are greater than 0.3 (0.356, 0.635, 0.359, 0.648, 0.820 and 0.854) and below the significance level of 5%; therefore, the data is considered as valid. Reliability test is used to check the consistency of the measurement instrument. The reliability test in this research using Alpha Cronbach, that will show the instrument is reliable if the coefficient is more than 0.6. The value of Cronbach's Alpha > 0.6 indicates that all research instrument indicators of variable are reliable.

**Table 1. Group Satistics**

	Groups	N	Mean	Std.	Std. Error
				Deviation	Mean
Emotion	Female	50	4.3467	.68664	.09711
	Male	49	3.7279	.72544	.10363
Life_Style	Female	50	2.9667	.70711	.10000
	Male	50	2.7200	.59613	.08431
Factor_Situational	Female	50	3.4867	.53116	.07512
	Male	50	3.1733	.61809	.08741
Promotion	Female	50	2.9800	.58091	.08215
	Male	50	2.8467	.55209	.07808

Table 1 shows that Female Customers have higher averaged values for Mean and lower Standard Deviation and Standard Error Mean than those who are Male Customers, for Emotion Factor from clothing products in Manado (values of Mean, Standard Deviation and Standard Error Mean for Female clothing products Customers are 4.3467, 0.68664 and 0.09711 and values of Mean, Standard Deviation and Standard Error Mean for Male Clothing Products Customers are 3.7279, 0.72544 and 0.10363); and conclude that Female Customers has the more dominant influence for the understanding of Emotion Factor from clothing products, compared with Male Customers in Manado.

Table 1 shows that Female Customers have higher averaged values for Mean, Standard Deviation and Standard Error Mean than those who are Male Customers, for Life Style Factor from clothing products in Manado (values of Mean, Standard Deviation and Standard Error Mean for Female Clothing Products Customers are 2.9667, 0.70711 and 0.10000 and values of Mean, Standard Deviation and Standard Error Mean for Male Clothing Products Customers are 2.7200, 0.59613 and 0.08431); and conclude that Female Customers has the more dominant influence for the understanding of Life Style Factor, compared with Male Customers in Manado. Table 1 shows that Female Customers have the higher averaged value for Mean and lower values for Standard Deviation and Standard Error Mean than those who are Male Customers, for Situational Factors from clothing products in Manado (values of Mean, Standard Deviation and Standard Error Mean for Female Clothing Products Customers are 3.4867, 0.53116 and 0.07512 and values of Mean, Standard Deviation and Standard Error Mean for male Clothing Products Customers are 3.1733, 0.61809 and 0.08741); and conclude that Female Customers has the more dominant influence for the understanding of Situational Factors, compared with Male Customers in Manado. Table 1 shows that Female Customers have higher averaged values for Mean, Standard Deviation and Standard Error Mean than those who are Male Customers, for Promotion Factor from clothing products in Manado (values of Mean, Standard Deviation and Standard Error Mean for Female Clothing Products Customers are 2.9800, 0.58091 and 0.08215 and values of Mean, Standard Deviation and Standard Error Mean for Male Clothing Products Customers are 2.8467, 0.55209 and 0.07808); and conclude that Female Customers has the more dominant influence for the understanding of Promotion Factor, compared with Male Customers in Manado.

**Table 2. Independent Sample T- Test**

		t-test for Equality of Means						
		t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Emotion	Equal variances assumed	4.359	97	.000	.61878	.14194	.33706	.90049
	Equal variances not assumed	4.357	96.453	.000	.61878	.14202	.33689	.90067
Life_Style	Equal variances assumed	1.886	98	.062	.24667	.13080	-.01289	.50623
	Equal variances not assumed	1.886	95.276	.062	.24667	.13080	-.01299	.50632
Factor_Situational	Equal variances assumed	2.719	98	.008	.31333	.11525		.54205
	Equal variances not assumed	2.719	95.832	.008	.31333	.11525		.54212
Promotion	Equal variances assumed	1.176	98	.242	.13333	.11334	-.09158	.35825
	Equal variances not assumed	1.176	97.747	.242	.13333	.11334	-.09159	.35825

Table 2 shows that the significance value (1-tailed) is 0.575, which is higher than  $\alpha$  (0.05). It means that the assumption that will be utilized is "Equal variances assumed". Later on, Table 4.8 shows that the significant value (2-tailed) that is 0.000, which is higher than  $\alpha$  (0.05). Thus, it can be assured that: (1) the group of female customers has more dominant for the understanding of Emotion Factor for clothing products, compared with the

group of Male Customers and (2) There is significant difference in the understanding of Emotion Factor between Female and Male customers for clothing products in Manado. Table 2 shows that the significance value (1-tailed) is 0.016, which is higher than  $\alpha$  (0.05). It means that the assumption that will be utilized is "Equal variances assumed".

Table 2 shows that the significant value (2-tailed) that is 0.062, which is higher than  $\alpha$  (0.05). Thus, it can be assured that: (1) the group of female customers has the more dominant for the understanding of Life Style Factor for clothing products, compared with the group of Male Customers and (2) There is no significant difference in the understanding of Life Style Factor between Female and Male customers for clothing products in Manado. Table 2 shows that the significance value (1-tailed) is 0.442, which is higher than  $\alpha$  (0.05). It means that the assumption that will be utilized is "Equal variances assumed". Later on, Table 4.10 shows that the significant value (2-tailed) that is 0.008, which is higher than  $\alpha$  (0.05). Thus, it can be assured that: (1) the group of female customers has the more dominant for the understanding of Factor Situational for clothing products, compared with the group of Male Customers and (2) There is significant difference in the understanding of Factor Situational between Female and Male customers for clothing products in Manado. Table 2 shows that the significance value (1-tailed) is 0.877, which is higher than  $\alpha$  (0.05). It means that the assumption that will be utilized is "Equal variances assumed". Later on, Table 4.11 shows that the significant value (2-tailed) that is 0.242, which is higher than  $\alpha$  (0.05). Thus, it can be assured that: (1) the group of female customers has the more dominant for the understanding of Promotion Factor for clothing products, compared with the group of Male Customers and (2) There is no significant difference in the understanding of Promotion between Female and Male customers for clothing products in Manado.

## Discussion

Basically, humans have a nature that is never satisfied, that is why human wants and needs are never-ending. The development today's of the world as if demanding human wants and needs are increasingly out of control. Want's and needs also growing along with the development of the world. And it is certainly very influential on economic activity. Consumer Buying Decision is one important indicator for the actual impulse buying from customers in the marketplace and is influenced by Emotion, Life Style, Factor Situational and Promotion. Impulse buying is a part of consumers buying decision in the short time. Impulse buying is an interesting topic within the subject consumer behavior. Marketers typically focus on markets that affect the customer, and the construction of impulses as a result of this influence.

Judging from the mean, women are more dominant than men. Women have higher rates than men in terms of the four factors examined. Based on emotions, lifestyle, situational factors and promotion women had higher mean levels than men. This is because; women are more at ease and happier all around the shopping areas. When a woman has free time, shopping is one of the ways they spend their time. That is why women are particularly vulnerable to the outbreak of impulse buying.

The second finding in this research has described the differentiation in the understanding of Female and Male customers about four factors of emotion lifestyle, situational factors and promotion. This research supports previous research that found by Gasiorowska, A (2011) which stated there are differentiation impulse buying between Female and Male. Based on the results in previous part, there are four different comparisons which are stated as follows: the results showed that among male and female have differences emotion that can push their impulse buying. A same result found by Coley (1999) which stated that there are differences emotional desires that affected the decision making of male and female. It can increase the unplanned buying decision that related to the impulse buying. Female are more affected emotionally in impulse buying. A woman's emotional needs and desires are supported by varied and evolving. Woman feel very happy when they have what they want, especially in the field of fashion. Women are very difficult to see the good stuff, cheap, and even the latest, though sometimes they feel guilty after buying something. That is why impulse buying among women and men are supported in a highly emotional factor is dominated by women.

The lifestyle between Female and Male had significant impact on the impulsive buying behaviour in Manado. A same result found by Bashir et al (2013) which all the variables of reference group included gender is influence. Male and Female unconsciously required always looking different and pitching up to date as an example in the field of fashion. Meanwhile, male have lack of awareness to their fashion, because of their basic character which is not to concern about their look. Female Lifestyles supports the occurrence of impulse buying,

because they will spend their money to buy all the 'happening' products. By the time female had free time, shopping is one of the ways they spend their time. Sometimes they invite a friend to meet and then continue with the shopping. Meanwhile, Male is tend to wearing that make them comfortable even it is not the trend. Male will spend their time with their friends, but really rare to spend their time for shopping. Situational factors as it is sometimes difficult to avoid sidelined but especially by a woman. Due to the growing of the world so that someone spent the money for anything that actually unneeded, but they cannot reject to buy something. Male and Female really cannot be confronted with promotional activities. A same result found by Karbasivar and Yarahmadi (2011) which is there is pivotal relationship between promotion and gender.

## CONCLUSION AND RECOMMENDATION

### Conclusion

1. There is significant difference for Emotion Factor between Male and Female customers of clothing products in Manado.
2. There is no significant difference for Life Style Factor between Male and Female customers of clothing products in Manado.
3. There is significant difference for Situational Factors between Male and Female customers of clothing products in Manado.
4. There is no significant difference for Promotion Factor between Male and Female customers of clothing products in Manado.

### Recommendation

1. The management from clothing stores in the Manado City must be concern with male and female customers' concern about Emotion Factor, Life Style Factor, Situational Factors and Promotion Factor, because it can affect the purchase decision from both different customers groups.
2. The management from clothing stores in the Manado City must also evaluate other factors that can influence the established idea from male and female people in this city about before the decision making for clothing products will be made by them.

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