



ONLINE IMPULSIVE BUYING TENDENCY VIS-A-VIS EMOTIONAL INTELLIGENCE - A STUDY ON WORKING MEN AND WORKING WOMEN WITH AND WITHOUT INTERNET ADDICTION

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ABSTRACT

The aim of the present investigation is to study the Online Impulsive Buying Tendency and Emotional Intelligence as expressed by working men and working women with and without internet addiction. Accordingly, a group of 120 working men and women (30 men with internet addiction, 30 men without internet addiction, 30 women with internet addiction and 30 women without internet addiction) were selected as samples in this investigation. General Information Schedule, Internet Addiction Test Scale, Consumer Impulsive Buying Tendency Scale and Schutte Self-report Emotional Intelligence Scale were used as tools. The findings reveal that Impulsive buying is comparatively higher among working men and working women with internet addiction than that of working men and working women without internet addiction. Emotional intelligence is comparatively higher among working men and working women without internet addiction than the working men and working women with internet addiction. No significant difference was observed between working men and women with internet addiction in terms of Emotional Intelligence. The same is true for working men and working women without internet addiction. There is a negative correlation between Overall Online Impulsive buying and Emotional Intelligence. Online shopping largely contributes towards enabling spontaneous buying. The most salient emotions, which usually accompany impulse purchases are pleasure and excitement. Thus, individuals should have control over their emotions and they must be aware of the selling techniques of the online traders that might lead to more impulsive buying.

Keywords: Online Impulsive Buying Tendency, Emotional Intelligence, Working Men and Working Women and Internet Addiction

INTRODUCTION

Consumer psychology is the study of people's buying habits, customs, and preferences in connection to consumer products, as well as their reactions and preferences to product advertising, packaging, and marketing. According to American Marketing Association, consumer behaviour can be defined as "the dynamic interaction of effect and cognition, behaviour, and environmental events by which human beings conduct the exchange aspects of their lives." The impulsive buying tendency indicates that some people have a greater likelihood of making an impulse purchase than others. Badgaiyan and Verma (2015) studied the role of situational variables in impulse buying behaviour. The impact of nine situational variables such as personal including money availability, family influence, economic well-being, time availability, credit card uses and in-store which

include sales promotion, store environment, friendly store employees, and store music were studied. The outcome of the study proved that except for store music, all the selected situational variables significantly impacted impulsive buying behaviour. Also, the study found that gender did not impact impulse buying behaviour while age was found to have a significant negative association with impulse buying behaviour. Many researchers suggest emotions, low cognitive control, or spontaneous behaviour in the proximity of an appealing object activates impulse buying and such purchases may occur largely without regard to financial or other consequences. When a customer takes such impulsive buying decisions at the spur of the moment, it is usually triggered by emotions and feelings. Thus, there is a need to probe more into the factor that how impulsive buying is significantly related to emotional intelligence. Traditionally, impulse buying is a sudden, compelling, hedonically complex behaviour in which the rapidity of an impulsive decision process precludes thoughtful and deliberate consideration of alternative information and choice (Bayley & Nancarrow, 1998; Beatty & Ferrell, 1998). When buying on impulse, individuals make an unintended, unreflective, and immediate purchase, and often feel a calling to buy the product (Jones et al., 2003; Rook, 1987). The nature of online transactions causes many consumers to overspend because the remote process does not really feel like spending money (Dittmaret et al., 2004). Online shoppers are more spontaneous than those in brick-and-mortar stores. Online marketing stimuli make purchasing impulsively easier and allow online shoppers to be less risk-averse (Donthu & Garcia, 1999; Madhavaram & Laverie, 2004). In a study by Kim (2008), impulse buying tendencies dominate online purchases of sensory products (e.g., clothing, accessories, jewellery, and cosmetics). Studies have shown that consumers' possibility to buy impulsively is increasing further because of the convenience of online shopping and as the internet has become the main source of information and is being used widely in daily life (Kumar S & Kaur A, 2018). The customers are found highly influenced toward the low-price products offered by the online shopping portals and the quality of the website affects them negatively therefore the consumers who surf the internet more will expose to more trendy shopping products and they will buy more impulsively (Chakraborty, 2017). Saraiva et al (2018) aimed to distinguish Emotional Intelligence (EI) levels and Internet addiction (IA) by gender and age groups and to assess the predictive relationship between EI and IA. The results showed that there is a weak, but statistically significant, negative relationship between EI and IA. Tariq et al (2021) investigated the role of emotional intelligence in consumers' satisfaction with life, especially during the COVID-19 crisis. It focused on the relationship between consumer Emotional intelligence, impulsive buying and satisfaction with life, particularly during the shocking COVID-19 pandemic. It also reflected the mediating role of impulsive buying in the indirect association between consumer emotional intelligence and satisfaction with life. The findings of the study revealed a significant association between consumer emotional intelligence and impulsive buying as well as between consumer emotional intelligence and satisfaction with life. In addition, consumer impulsive buying behaviour played a significant mediating role in the indirect relationship between consumer emotional intelligence and satisfaction with life. When consumers had a high level of emotional intelligence, their involvement in impulsive buying was low, and they were more satisfied with their lives. This study helped consumers to understand how to effectively manage emotions ensuing during shopping experiences to control their buying behaviour. Gender is the major factor out of all the other factors that affect consumer purchasing behaviour. When gender differs, the perception of consuming the product is different as well. Men and women tend to have different choices while shopping because of the difference in their upbringing and socialization. While a review suggested that gender differences in consumer behaviour are minimal (Gentry et al., 2003), some studies have documented significant differences. However, it is not clear in that if gender has any influence on online impulsive buying tendencies.

Considering the above the present investigation has been designed to study the online impulsive buying tendency related to emotional intelligence as opined by working men and working women with and without internet addiction.

OBJECTIVES

To study the online Impulsive Buying Tendency of working men and working women with and without internet addiction.

To study the Emotional Intelligence of working men and working women with and without internet addiction.

To study the relationship between Emotional Intelligence and online Impulsive Buying Tendency of working men and working women with and without internet addiction.

HYPOTHESES

Hypothesis- I

There is no significant difference between working men with and without internet addiction in terms of online impulsive buying tendency.

Hypothesis- II

There is no significant difference between working women with and without internet addiction in terms of online Impulsive buying tendency.

Hypothesis- III

There is no significant difference between working men and working women with internet addiction in terms of online impulsive buying tendency.

Hypothesis- IV

There is no significant difference between working men and working women without internet addiction in terms of online impulsive buying tendency.

Hypothesis- V

There is no significant difference between working men with and without internet addiction in terms of emotional intelligence.

Hypothesis- VI

There is no significant difference between working women with and without internet addiction in terms of emotional intelligence.

Hypothesis- VII

There is no significant difference between working men and working women with internet addiction in terms of emotional intelligence.

Hypothesis- VIII

There is no significant difference between working men and working women without internet addiction in terms of emotional intelligence.

Hypothesis- IX

There is no significant relationship between impulsive buying and emotional intelligence for working men and working women with and without internet addiction.

STUDY AREA AND SAMPLE

A group of 120 men and women belonging to Kolkata city were selected as samples following the purposive sampling technique.

The pertaining characteristics of the subject are as follows:

- Age- 26 to 35 years
- Gender- Male and Female
- i. Working men with Internet Addiction (N=30)
- ii. Working men without Internet Addiction (N=30)
- iii. Working women with Internet Addiction (N=30)
- iv. Working women without Internet Addiction (N=30)
- Education Qualification- Minimum Graduate.
- Duration of service- At least 2 years
- Income level- Rs. 25,000/- to 50,000/-
- Regular Internet Access- At least 2 years

- Online buyers
- Interested and co-operative

TOOLS USED

General Information Schedule- It consists of the item, viz., name, address, gender, age, education qualification, monthly income, duration of service etc.

Internet Addiction Test Scale- The Internet Addiction Test (IAT; Young, 1998) is a 20-item scale that measures the presence and severity of Internet dependency among adults. A primary examination of the validity of the IAT has shown strong internal consistency ($\alpha = 0.90-0.93$) and good test-retest reliability ($r = 0.85$).

Schutte self-report emotional intelligence test (SSEIT) Scale- It comprises 33 self-report statements. It is designed to measure the components of emotional intelligence proposed in Salovey and Meyer's original theory of emotional intelligence (Mayer JD, Salovey P, 1989). The SSEIT has an acceptable level of internal consistency ($\alpha = 0.87$) and test-retest reliability ($r = 0.78$).

Consumer Impulsive Buying Tendency Scale- This scale comprises 10 self-report statements. It aims to measure the impulsive buying tendency (IBT) of consumers. Three domains of this scale are Cognitive, Lack of planning and Hedonism. The composite reliability of the overall scale is .724 and the reliability scores for the cognitive, lack of planning and hedonism dimensions are .748, .715 and .764 respectively. As a rule of thumb, loadings between 0.60 and 0.90 are considered acceptable (Bagozzi & Yi, 1988)

ADMINISTRATION, SCORING AND STATISTICAL TREATMENT

Questionnaires are administered to a selected group of subjects by giving proper instructions. Data were collected and properly scrutinized. Both qualitative and quantitative analyses were done.

RESULT AND INTERPRETATION

The present investigation is an attempt to study the relationship between online impulsive buying tendency and emotional intelligence as opined by working men and working women with and without internet addiction.

Table-1: Comparison between Working men with and without internet addiction in terms of Online Impulsive Buying tendency

Impulsive Buying Tendency	With Addiction (N=30)		Without Addiction (N=30)		t value
	Mean	SD	Mean	SD	
Cognition	6.03	1.59	5.10	1.95	2.031**
Lack of Planning	12.43	2.62	9.53	3.10	2.561**
Hedonism	12.03	2.89	10.47	3.30	1.955*
Overall	30.50	5.87	25.10	7.58	2.513**

*=Difference is insignificant; ** $p < 0.05$

Data inserted in Table 1 reveals that a comparatively positive view has been noticed among the working men with internet addiction than that of the working men without internet addiction. Individuals are buying things which they believe are useful, buying makes them happy and it is fun for them to buy things spontaneously. Further analysis of data reveals that working men without internet addiction think carefully before buying, they don't buy things according to how they feel at that moment. This kind of view may be the reason for comparatively higher online impulsive buying tendencies in the case of working men with internet addiction than working men without internet addiction. Thus, **Hypothesis-I** which postulates, "**There is no significant difference between working men with and without internet addiction in terms of online impulsive buying tendency**" is rejected in this investigation except Hedonism.

Table-2: Comparison between Working Women with and without internet addiction in terms of Online Impulsive Buying

Impulsive Buying Tendency	With Addiction (N=30)		Without Addiction (N=30)		t value
	Mean	SD	Mean	SD	
Cognition	7.20	1.37	6.23	1.38	2.71**
Lack of Planning	12.93	2.63	11.03	1.90	3.21**
Hedonism	13.13	2.49	11.87	2.47	1.98*
Overall	33.26	5.77	29.13	4.61	3.06**

*=Difference is insignificant; **p<0.01

Analysis of data reveals that a comparatively positive view has been noticed among working women with internet addiction than that of working women without internet addiction. Individuals are buying things which they believe are useful, buying makes them happy and it is fun for them to buy things spontaneously. Further analysis of data reveals that working women without internet addiction think carefully before buying, they rarely buy things according to how they feel at that moment and they don't buy things to uplift their mood. This kind of view may be the reason for comparatively higher online impulsive buying tendencies in the case of working women with internet addiction than working women without internet addiction. Thus, **Hypothesis-II** which postulates, "There is no significant difference between working women with and without internet addiction in terms of online impulsive buying tendency" is rejected except Hedonism in this investigation.

Table-3: Comparison between Working men and women with internet addiction in terms of Online Impulsive Buying

Impulsive Buying	Men (N=30)		Women (N=30)		t value
	Mean	SD	Mean	SD	
Cognition	6.03	1.59	7.2	1.37	3.04***
Lack of Planning	11.43	2.62	12.93	2.63	2.21**
Hedonism	12.03	2.89	13.13	2.49	1.58*
Overall	29.50	5.87	33.26	5.77	2.56**

*=Difference is insignificant; **<0.05; ***p<0.01

Data inserted in table 3 reveals that the individuals are buying things which they believe are useful, buying makes them happy and it is fun for them to buy things spontaneously. In this present study, it can be seen that working women with internet addiction are comparatively more online impulsive buyers than that working men with internet addiction. Thus, **Hypothesis-III** which postulates, "There is no significant difference between working men and women with internet addiction in terms of online impulsive buying tendency" is rejected in this investigation.

Table-4: Comparison between Working men and women without internet addiction in terms of online impulsive buying

Impulsive Buying	Men (N=30)		Women (N=30)		t value
	Mean	SD	Mean	SD	
Cognition	5.10	1.95	6.23	1.38	2.594**
Lack of Planning	9.53	3.10	11.03	1.90	2.257**
Hedonism	10.47	3.30	11.87	2.47	1.864*
Overall	25.10	7.58	29.13	4.61	2.489**

**p<0.01; *=Difference is insignificant

In this present study, it can be seen that working women without internet addiction are comparatively more online impulsive buyers than that working men without internet addiction. But analysis of data reveals that both the groups are less impulsive buyers than the individuals who are internet addicted. Thus, **Hypothesis-IV** which postulates, “**There is no significant difference between working men and women without internet addiction in terms of online impulsive buying tendency**” is rejected except Hedonism in this investigation.

The current study findings suggest that there is no significant difference among the four groups with respect to hedonism (a dimension of impulsive buying). By exploring the hedonistic aspects, the main focus is on the consumers’ emotional nature when purchasing products and the positive effect derived from the act of buying (Babin et al.,1994). Studies have shown that consumers’ focus on hedonistic consumption experiences enhances buying behaviour as it provides positive feelings and allows them to escape from negative feelings about themselves. Thus, the hedonistic need of experiencing adventure and excitement sort during shopping as well as the irrational and impulsive thinking while shopping enhances the pleasure of shopping activities. Although studies have mainly focused on compulsive buying behaviour and consumer behaviour with respect to hedonistic shopping the current proposition suggests a hedonistic pattern among people with impulsive buying tendencies which requires further research.

Table:5- Comparison between Working men with and without internet addiction in terms of Emotional Intelligence

Emotional Intelligence	With Addiction (N=30)		Without Addiction (N=30)		t value
	Mean	SD	Mean	SD	
	99.30	5.53	119.97	7.60	5.63*

*p<0.01

In comparison, men without internet addiction have a comparatively higher level of Emotional Intelligence than men with internet addiction. Analysis of data reveals that a comparatively positive view has been noticed among the working men without internet addiction than the working men with internet addiction. They can recognize the emotions that people are experiencing and have control over their own emotions, when they can feel a change in emotions, they tend to come up with new ideas. Further analysis of data reveals that working men with internet addiction show negative views like they can’t help other people feel better when they are down, they are not aware of non-verbal messages that people send, and when they are not in good mood, they can’t solve problems easily. Therefore, men without internet addiction comparably are more adept at identifying, understanding and managing their emotions, as well as using them to guide their thoughts and actions than that men with internet addiction. Studies have shown that people who are internet addicted are less capable of controlling and recognizing their feelings and emotions. Thus, **Hypothesis-V** which postulates, “**There is no significant difference between working men with and without internet addiction in terms of Emotional Intelligence**” is rejected in this investigation.

Table:6- Comparison between Working women with and without internet addiction in terms of Emotional Intelligence

Emotional Intelligence	With Addiction (N=30)		Without Addiction (N=30)		t value
	Mean	SD	Mean	SD	
	99.27	6.31	124.1	11.92	6.02*

*p<0.01

Analysis of data inserted in Table 6 reveals that a comparatively positive view has been noticed among the working women without internet addiction than the working men with internet addiction. They can recognize the emotions people are experiencing and have control over their own emotions, when they can feel a change in emotions, they tend to come up with new ideas. Further analysis of data reveals that working women with internet addiction show negative views like they can’t help other people feel better when they are down, they are not aware of non-verbal messages that people send, and when they are not in good mood, they can’t solve the problem easily. Studies have shown that people who are internet addicted are less capable of controlling and recognizing their feelings and emotions. The reason behind this may be that the individuals who surf the internet adversely are likely to be affected more by their mental and psychological health thus, results in comparatively low emotional intelligence than the people who are not that much dependent on the internet. Thus, **Hypothesis-VI** which postulates, “**There is no significant difference between working women with and without internet addiction in terms of Emotional Intelligence**” is rejected in this investigation.

Table-7: Comparison between Working men and women with internet addiction in terms of Emotional intelligence

Emotional Intelligence	Men (N=30)		Women (N=30)		t value
	Mean	SD	Mean	SD	
	99.30	5.53	99.27	6.13	.02*

*=Difference is insignificant

Analysis of data (Table 7) reveals that working men and women with internet addiction somewhat can't recognize the emotions people are experiencing, they can't help other people feel better when they are down, and they are not aware of non-verbal messages that people send, when they are not in good mood, they can't solve the problem easily. They have some positive views like they have control over their own emotions when they can feel a change in emotions, they tend to come up with new ideas. This kind of view may be the reason for the moderate level of Emotional Intelligence in both groups. People who are internet addicted are less capable of controlling and recognizing their feelings and emotions. The reason behind this may be that the individuals who surf the internet adversely are likely to be affected more by their mental and psychological health thus, results in comparatively low emotional intelligence than the people who are not that much dependent on the internet. Therefore, both men and women who are internet addicted don't differ significantly. Thus, **Hypothesis-VII** which postulates, "**There is no significant difference between working men and women with internet addiction in terms of Emotional Intelligence**" is accepted in this investigation.

Table-8: Comparison between Working men and women without internet addiction in terms of Emotional intelligence

Emotional Intelligence	Men (N=30)		Women (N=30)		t value
	Mean	SD	Mean	SD	
	119.97	7.60	124.1	11.92	1.989*

*=Difference is insignificant

For both working men and women with internet addiction, the mean value is slightly above moderate level with women without internet addiction at a comparatively higher level. Data analysis reveals that they can recognize the emotions people are experiencing, they are capable of helping other people to feel better when they are down, and they are aware of non-verbal messages that people send. Further analysis of data reveals that they sometimes don't seek out activities that make them happy, there were no major events in their life that had led them to re-evaluate what was important and not important. This kind of view may be the reason for comparatively higher Emotional Intelligence in the case of women without internet addiction than men without internet addiction. There was no significant difference found between working men and women without internet addiction because people who are not internet addicted are adept at identifying, understanding and managing their emotions, as well as using them to guide their thoughts and actions. Thus, **Hypothesis VIII** which postulates, "**There is no significant difference between working men and women without internet addiction in terms of Emotional Intelligence**" is accepted in this investigation.

Table-9 Correlation between Impulsive buying and emotional intelligence of working men and women with and without internet addiction

	Cognition	Lack of planning	Hedonism	Overall Impulsive buying	Emotional Intelligence
Cognition	-	.767**	.618**	.862**	-.358**
Lack of planning		-	.636**	.909**	-.324**
Hedonism			-	.875**	-.378**
Overall impulsive buying				-	-.399**
Emotional intelligence					-

** Correlation is significant at the 0.01 level (2-tailed).

The value of correlation between Overall Impulsive buying and emotional intelligence is -0.399 which indicates a negative correlation between them, this means if impulsive buying increases, then the emotional intelligence will decrease accordingly and vice-versa. Thus, **Hypothesis IX** which states, “**There is no significant relationship between impulsive buying and emotional intelligence for working men and women with and without internet addiction**” is rejected in this investigation.

CONCLUSION

In conclusion, it can be said that although the overall result revealed that Impulsive buying is higher among working men and working women with internet addiction than that of working men and working women without internet addiction, working women with internet addiction possess comparatively higher impulsive buying tendencies. Further research can be done based on the impulsive behaviour of women in other aspects. This study might add on to the current literature about the gender role and internet addiction in online impulsive buying tendency. Emotional intelligence is comparatively higher among working men and working women without internet addiction than the working men and working women with internet addiction. No significant difference was observed between working men and women with internet addiction in terms of Emotional Intelligence. The same is true for working men and working women without internet addiction. Finally, it can be concluded that there is a negative correlation between Overall Online Impulsive buying tendency and Emotional Intelligence. This indicates that if the emotional intelligence of the consumer is at a high level, then the impulsive buying tendency would be seen as lesser in that consumer and vice-versa. Therefore, it can be suggested that the individual should have control over their own emotions and they must channelise their emotions on the right path.

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