

CHAPTER II

LITERATURE REVIEW

2.1 Impulsive Buying Behavior

Impulsive buying often interpreted as a spontaneous and instantaneous buying act that is not supported by a prior purchase plan. Therefore, every purchase event is an experience for the consumer concerned that can be said as emotions play a primer role in all momentary decision making (Nair & Das, 2015). A study conducted by Badgaiyan *et al* (2016) stated that the tendency to buy impulsively is always interpreted as a consumer behavior that can make someone accidentally, directly, and make ineffective purchases which were initially based on momentary desires and hedonistic attitudes.

Impulsive buying itself is a complex behavior because of when this viewed from one side that can be considered problematic for consumers and on the other hand is necessary for sellers to increase their sales. The cause of impulsive buying behavior to be crucial to studied further is to determine the factors that influence it. In various studies conducted, researchers looked at the relationship between personality factors (i.e. neuroticism, agreeableness, extroversion, conscientiousness, and openness), cultural factors (individualism and collectivism), and store stimulation (store window and sales promotion) that can trigger impulsive buying behavior (Miao *et al*, 2020).

One theory of personality factors written in the research of Gangai and Agrawal (2016), states that impulsivity is divided into four dimensions, namely: narrow assertiveness, risk-taking, non-planning and activeness. The researchers also found four dimensions of impulsivity to be different with extraversion, neuroticism, and prediction where the impulsivity factor was narrowly correlated with neuroticism and psychoticism but not with extraversion.

Sofi and Najar (2018) in their study, found that impulsive buying can cause a conflict between two psychological processes, namely cognitive-wise control and affective-impulsive effects. Thus study reveals that the emotional element produces a will that arises spontaneously while the cognitive element facilitates self-control or

determination and the two are not at all independent of each other. Any variation in feelings or cognitions can lead to fluctuating spending that forces unwanted purchases.

Therefore, consumers must continue to make choices among the various products sold in front of them. But the fact is that consumers are always vaguely aware that sellers or business people play psychologically or emotionally from consumers to make repeat purchases in the future. In the activities of the business world, especially marketing, sellers or business people will conduct consumer profiling to determine aspects of how individuals make purchases, what makes them do it, and what impact they have (Lehman *et al*, 2019).

Therefore, it is very relevant to study how impulsive buying can occur and to what extent marketing theory is responsible for such actions. Impulsive buying has been extensively studied about what happens before the purchase of funds as a consequence of these studies and whether product positioning can encourage such unplanned purchases. As already mentioned, impulsive buying in the consumer realm includes bad behavior with negative consequences for personal finances, post-purchase satisfaction, social reactions, and self-esteem. But in some consumer situations, impulsive buying can be seen as neutral and even positive, such as making spontaneous purchases for a sick friend, helping people on the road, or things related to generosity, empathy, or practical everyday activities, so when buying something spontaneous but based on benevolence can give a more positive momentum assessment, as noted by Lehman *et al* (2019).

In their research, Farid and Ali (2018) concluded that impulsive buying behavior can occur due to external and internal stimuli. The external stimulus in question is a stimulus that is always controlled by marketers to lure customers into impulsive purchases such as planning strategies to create consumer buying desires by placing products in stores and playing the psychological side of consumers. Internal stimulation itself occurs because the emotions or moods of individuals such as individuals who usually have a positive mood are more likely to make impulsive purchases and tend to be more enthusiastic about shopping than people who have a negative mood.

In another study conducted by Muruganatham and Bhakat (2013) states that there are 4 types of impulse buying, namely:

1) Pure Impulsive Purchases

Purchases that violate normal shopping plans and are associated with very high emotions, occur because of the desire to run away or feel a strong emotional desire, usually low prices or discounts are common triggers for this type.

2) Impulsive Buying Suggestion

When the individual sees a new product for the first time so that the need grows in the buyer who is only satisfied with buying the product. This purchase is always based on a rational or functional purchase decision but is not planned by the consumer because they do not have prior knowledge about the product, therefore this usually happens because of the visualization in the store which triggers the buying factor.

3) Impulsive Purchase Reminder

When a product suddenly reminds consumers that they need the product when they are out of the house so that consumers already know about the product and what distinguishes Impulsive Buying Reminder from Impulsive Buying Advice is that the product is known in the future ago but not in the latter situation.

4) Planned Impulsive Purchases

When consumers enter the store and want to purchase a product but by paying attention to the brand, size, or price that has not been determined so that special offers and other stimuli such as salespeople can influence decisions in the store so that the decision occurs when purchase.

2.2 Consumer Emotional Intelligence and Impulsive Buying Behavior

In research conducted by Simmons (2019) cites one definition of emotional intelligence as "the ability to monitor one's own emotions and to monitor the emotions of others, to distinguish these individuals and to use this information to guide one's thoughts and actions". In this research, Simmons (2019) also takes the theory of four branches of the emotional intelligence model which include:

1. Understanding emotions

Identifying and distinguishing emotions in a person's body, feelings, thoughts, and expressions that are expressed through cultures such as art, music, and architecture.

2. Facilitating thinking using emotions

Using emotions to guide our thoughts, attention, and actions

3. Understanding the emotion

By knowing the cause of the emotion, interpreting the information communicated for purpose and well-being.

4. Regulate emotions

They can regulate our and others' responses to emotional experiences.

Emotional intelligence also allows individuals to increase their awareness to better value and manage emotions. In research conducted by Lixandru (2020), individuals with high levels of empathy are believed to be able to manage their emotion. Emotional intelligence can be theorized to include three aspects, which is the ability to understand and handle ideas or abstract intelligence, materialized entities or mechanical intelligence, and humans or social intelligence.

In their research, Kidwell *et al* (2008) stated that emotional intelligence is another type of intelligence beyond cognitive ability that affects a person's ability to cope and solve problems successfully so that in its development emotional intelligence has reached the latest developments from a comprehensive conceptualization of emotional intelligence in social psychology research and has developed the concept of consumer emotional intelligence (CEI), which is a concept domain that connects emotional intelligence with consumer behavior.

Therefore, in a previous study conducted by Zia *et al* (2018), it was stated that consumer emotional intelligence harms impulsive buying behavior because the smarter a person is in controlling his emotions, the less likely the individual will make impulsive purchases and this theory will apply otherwise, if the person is not able to control his emotions, the more likely the individual will make an impulsive purchase.

2.3 Generation and Impulsive Buying Behavior

Generation is a term to divide individuals around the world based on their year of birth to facilitate researchers in conducting research related to individual habits. Which are usually influenced by the environment that will form different cultures between various individuals. There are generation X who can be consider as old generation and generation Y who are the driving force in advancing civilization to become more advanced and which has given birth to a new generation, generation Z as a connoisseur of the wheel of technology that Generation Z is believed to be the generation with the fastest adaptation compared to other generations. Where this generation is always forced to adapt well and adapt to various possibilities that will occur in the future. Until now, a new generation has emerged whose capabilities cannot be measured, namely the Alpha generation who is more individual and certainly has everything and is the main connoisseur of technological developments that have existed to date (S&P, 2015).

It concluded in the abstract that generation moderates impulsive buying behavior or have a positive significant impact on impulsive buying behavior. Research conducted by Muratore (2016) estimates about 75% of unplanned purchases, often made by the younger generation because of impulsive buying behavior can occur when consumers experience a sudden, often strong, and persistent urge to buy something immediately. This urge is what triggers the hedonic complex and can trigger emotional conflict. Consumers engage in impulsive buying behavior when they experience a sudden but persistent strong urge to immediately purchase a product offering regardless of the consequences of purchasing that offer. The younger generation likes the pleasant emotions or pleasures they can feel when can do something and satisfy their emotions. It is conceivable that impulsive buying is associated with a hedonic shopping experience in a sense of adventure and sensation, a feeling of excitement, and escape from all problems can lead to a reduction in self-control, which is relatively excessive and enjoyable, also more emotional than rational.

Research conducted by S and P (2015) states that generation Y and Z are more prone to impulsive buying than other older generations because this generation more often has a very strong emotional desire to satisfy their current emotions. As existing research shows that generation Y and Z consumers also grew up in an era where

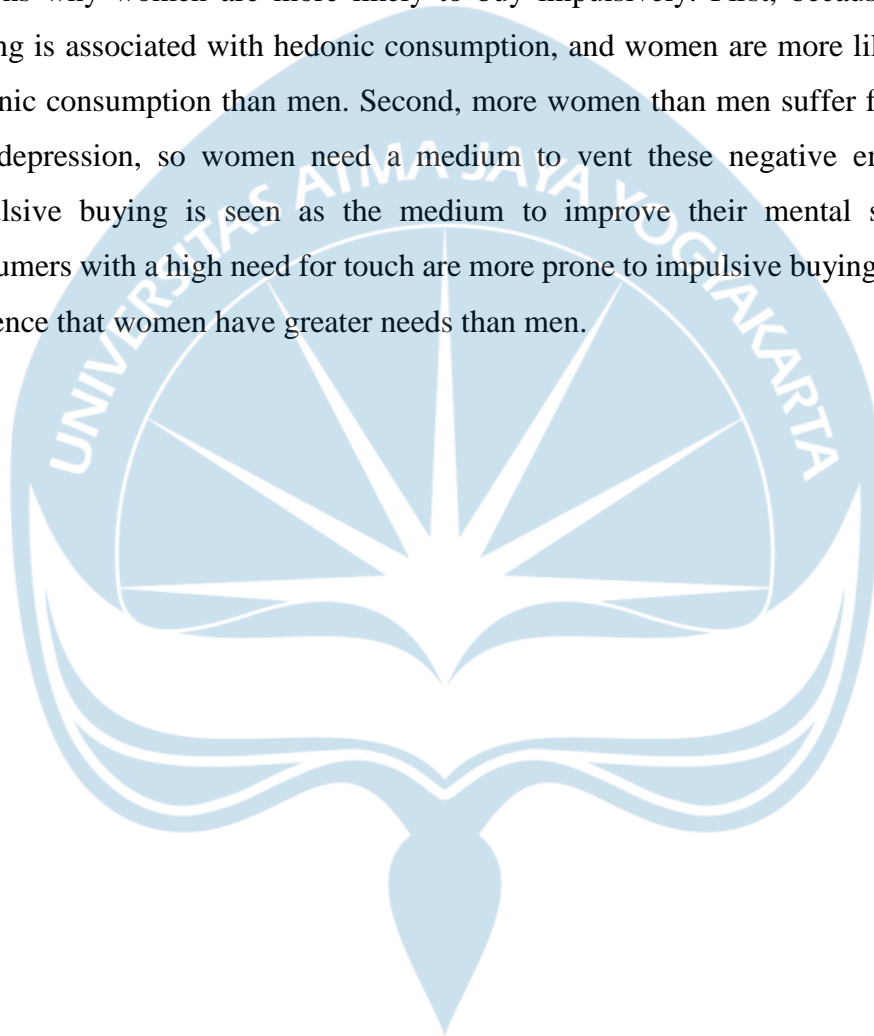
shopping has become a form of entertainment with an experiential aspect in retail settings due to technological developments in this generation. So it is very easy for them to buy an item or goods order when the services only through their smartphones and make this generation spend only on daily entertainment.

2.4 Gender and Impulsive Buying Behavior

Research studies between gender and impulsive buying behavior have often existed and most of the studies reveal that, gender greatly have an effect on impulsive buying behavior where the concept of gender identity has been studied in the field of psychology for many years and has become a part of the marketing and consumer behavior. Although gender identity is closely related to the concepts of "biological sex" and "gender" but they are have a different concepts, because of biological sex only expresses the biological aspects of women and men, while gender expresses psychological, social characteristics between women's and men's behavior. Gender identity can be defined as existential femininity or individual masculinity, in other words, gender identity reveals how individuals describe themselves according to their feminine and masculine personalities (Ozdemir & Akcay, 2019).

Gender is one of the most common segmentation criteria used by marketers. This makes a lot of sense considering that young men and women are recognizable, accessible, and a huge source of profit. Therefore, there is a collection of psychological literature that relates gender to consumer behavior research and one of them is the research conducted by Tifferet and Herstein (2012) on an evolutionary psychological view of gender differences rooted in genetic variation that naturally arose millions of years ago. In this research, Tifferet and Herstein (2012) wrote about modern hunter-gatherer societies to demonstrate the possible division of sexual labor among our early ancestors. In such a society at that time, women tended to gather fruits, tubers, and other edible resources in groups daily, as this allowed women to live near the house so they could take care of their children. Men would do the opposite, hunting in groups about once a week to share their catch and distribute it among all the families in the tribe. In short, from the perspective of evolutionary psychology, gender differences were caused by women and men facing different problems in human prehistory.

Nowadays, shopping is more like foraging than hunting because it is like foraging in everyday life which involves many choices to be made with the objects at hand. Women enjoy shopping more than men and are more likely to see it as entertainment or recreation. At least in the research of Tifferet and Herstein (2012), there are 3 reasons why women are more likely to buy impulsively. First, because impulsive buying is associated with hedonic consumption, and women are more likely to have hedonic consumption than men. Second, more women than men suffer from anxiety and depression, so women need a medium to vent these negative emotions and impulsive buying is seen as the medium to improve their mental state. Third, consumers with a high need for touch are more prone to impulsive buying and there is evidence that women have greater needs than men.



2.5 Previous Research Study

Table 2.1
Previous Research Study

| No | Author | Year | Article Title | Journal | Research Question | Variable | Method | Result |
|----|-----------------------|------|---|--|--|---|--|--|
| 1 | Ion Danut Lixandru | 2020 | The Relationship between the Decision-Making Process and the Emotional intelligence in E-Society: A Time Series Analysis of Choosing a University Product | Informatics Economica Vol.24 No.1 pp.87-97 | How is the correlation between changes caused by information in society at the level of individual emotional intelligence regarding aspects of decision making in the choice of university products. | The data is taken from the number of students admitted to the Faculty of Marketing from ASE Bucharest from 2009-2010. And by distributing short surveys that are filled in between February 17-24 which are filled out by 54 respondents. | Linear Model, Polynomial Model, and The Exponential Model using SPSS and Microsoft Excel | Respondents have different levels of response to the conception of changing currents in society which makes them think that the influence of the new generation is certainly very high. However, this tends to increase the number of students who choose marketing as a field of study that is chosen by considering social and technological aspects |

| | | | | | | | | |
|---|---|------|---|--|---|--|---|--|
| 2 | Miao Miao, Tariq Jalees, Sahar Qabool, and Syed Imran Zaman | 2020 | The effect of personality, culture and store stimuli on Impulsive Buying Behavior | Asia Pacific Journal of Marketing and Logistics Vol.32 No.1 pp.188-204 | How is the relationship between personality factors (neurotism, agreeableness, extroversion, conscientiousness and openess), cultural factors (individualism and collectivism), and store stimuli (window displays and sales promotions) on impulse buying behavior | The sample was taken from a survey conducted in leading malls in Islamabad, Lahore, Karachi, Faisalabad and Quetta. So get 350 respondents of which 55% are men and 45% are women. | Descriptive analysis, Convergent validity & Discriminant Validity | The results showed that neuroticism, openess, collectivism, and promotional sales had a positive effect on impulsive buying behavior, while agreeableness, extroversion, conscientiousness, individualism, and window display had no significant relationship with impulsive buying behavior |
| 3 | Dena N Simmons | 2019 | You can't be emotionally intelligent without being culturally responsive" Why FCS Must Employ Both to | JFCS Vol.111 No.2 pp.7-16 | Understanding the context in which individuals live, work, and learn is very important in the field of family and consumer science (FCS) so that it will continue to grow and develop to meet the needs of the nation. And its relation to | The data were taken from various research literatures in the field of family and consumer science as well as research literature on | Quantitative Research | Through this research, it can be concluded that as the world changes, research and FCS must follow these changes which have enormous impacts on individuals, families and communities. |

| | | | | | | | | |
|---|---|------|---|---|---|---|--|---|
| | | | Meet the Needs of Our Nation | | Emotion Intelligence which has a positive relationship strata with the quality of social relations | Emotion Intelligence. | | |
| 4 | Erkan Ozdemir and Gamze Akcay | 2019 | The effect of gender identity on consumers' impulsive buying behavior and the moderating role of biological sex | Business and Economics Research Journal Vol.10 No.05 pp.1109-1125 | <ol style="list-style-type: none"> 1. How does gender identity affect Impulsive Buying Behavior 2. Is the effect of gender identity on Impulsive Buying Behavior different from biological gender as a moderator variable | The data was taken from the face-to-face survey method on 01-31 August 2018 with the results of 426 questionnaires filled out and can be analyzed | Structural Equation Modeling (SEM) | The effect of gender identity on consumers' impulsive buying behavior and whether this effect differs significantly according to biological sex is investigated. And feminine gender identity was found to have a significant and positive effect on consumer impulse buying behavior, while masculine gender identity had no significant effect on consumers' impulse buying behavior. |
| 5 | Thayna Aparecida Lehmann, Juliano Krug, and Christian Daniel Falaster | 2019 | Consumer purchase decision: Factors that influence impulsive purchasing | Brazilian Journal of Marketing | Identify whether self-control spending and long-term orientation of the influence of impulsive behavior and understand the variables that can cause individuals to reduce impulsive behavior. | Samples were taken from 286 respondents who were invited through social networking media such as WhatsApp, Instagram, and | Descriptive and differential statistics, multivariate analysis with statistical correlation techniques | Impulse buying occurs when individuals have less self-control over what they buy and this situation can be controlled if the individual has long-term guidance. So in fact this tends to affect self-control in terms of spending and it can reduce impulsive buying behavior. |

| | | | | | | | | |
|---|------------------------------------|------|--|---|--|---|-----------------------------------|--|
| | | | | | | Facebook which were collected on 2 October - 9 October 2018 with a total of 51% of respondents being women. | and structural equation modeling. | |
| 6 | Dania Shakaib Farid and Mazhar Ali | 2018 | Effect of Personality on Impulsive Buying Behavior: Evidence from a Developing Country | AIMI Journal Marketing and Branding Research Vol. 5 pp. 31-34 | <ol style="list-style-type: none"> 1. Does Openness has an effect on impulsive buying behavior? 2. Does Conscientiousness has an effect on impulsive buying behavior? 3. Does Extraversion has an effect on impulsive buying behavior? 4. Does Agreeableness has an effect on impulsive buying behavior? | The sample size for this study was 400, the data for this survey was gathered with non-probability sampling using mall intercept technique from people with ages 20 years to 40 years belonging to SEC A,B, and C. out of 400 sample size, the one can be | Multiple Regression Analysis | In this research, openness, extraversions and neuroticism play an important role in encouraging an individual to shop impulsively. This also shows that openness, extraversion and neuroticism are positively associated with the impulsive buying behavior where conscientiousness and agreeableness are negatively associated with the impulsive buying behavior, but this study could not find any significant effects of agreeableness and conscientiousness on impulsive buying behavior. |

| | | | | | | | | |
|---|---|------|---|---|---|---|-------------------------------|--|
| | | | | | 5. Does Neuroticism has an effect on impulsive buying behavior? | use is 381 sample. | | |
| 7 | Mubashar Hassan Zia, Shoaib Shafique, and Amer Rajput | 2018 | The Influence of Gender based Emotional Intelligence on Impulsive Buying Behavior | NUML International Journal of Business & Management Vol.13 No.02 pp.65-75 | <ol style="list-style-type: none"> 1. Does Consumer Emotional Intelligence have a relationship with Impulsive Buying? 2. Is there a difference in Impulsive Buying Behavior between gender, so that women are more likely to make Impulsive Buying than Men? 3. Does Gender Moderate the Relationship between Emotional Intelligence and Impulsive Buying Behavior | The data is taken through a survey conducted based on the gender of women and men as the unit of analysis and it is these respondents who often shop for their homes and personal needs. The sample distributed was 400 questionnaires and only 286 questionnaires were accepted and processed. | Moderated Regression Analysis | Consumer Emotional Intelligence was found to have a negative relationship with Impulsive Buying Behavior so that it can be concluded that the more emotionally intelligent someone is, the less likely they are to make an impulsive purchase. Meanwhile, Gender as a moderator variable was found to have a strong role as a moderator between the main influence of the relationship between Consumer Emotional Intelligence (CEI) and Impulsive Buying Behavior. In fact, this study states that gender differences affect purchasing decisions such as female consumers more often make impulse purchases than male consumers. |

| | | | | | | | | |
|---|---|------|--|--|--|--|---|--|
| 8 | Shakeel Ahmad Sofi and Shabir Ahmad Najjar | 2018 | Impact of personality influencers on psychological paradigms: An empirical-discourse of big five framework and impulsive buying behavior | European Research on Management and Business Economics Vol.24 pp.71-81 | How is the influence of intrinsic attributes on impulse buying, as well as behavior among young consumers | Samples were taken randomly by having 638 valid and reliable samples. | Analyses Factor Explores and Confirmatory | Personality significantly shapes impulse buying tendencies. So that personality variables such as expressive tendencies, pleasure seeking and social have a positive effect on impulsive buying, while emotional stability, conscientiousness and conserving propensity have a negative effect on impulsive buying tendencies. |
| 9 | Anant Jyoti Badgaiyan, Anshul Verma, and Saumya Dixit | 2016 | Impulsive Buying Tendency: Measuring important relationships with a new perspective and an indigenous scale | IIMB Management Review 28, 186-199 | <ol style="list-style-type: none"> 1. Does the concept of "self-control" have a significant influence on the tendency of impulse buying? 2. Does the tendency to buy impulsively have an influence on impulsive buying behavior? | Taken from 450 questionnaires distributed. As well as using convenience sampling to collect data, so as to get the results in the form of 233 samples of | Factor analysis | The results obtained are that extraversion and awareness are significantly related to impulse buying. As well as revealing a positive relationship between impulse buying tendencies and impulsive buying behavior, and a negative relationship between impulse buying and self-control. |

| | | | | | | | | |
|----|-------------------|------|---|--|--|---|--------|---|
| | | | | | 3. Do extraversion and awareness have a significant effect on impulse buying? | men and 189 samples of women with the final result of 422 questionnaires received. The second sample was taken by adding a target of 508 questionnaires that were acceptable from the initial target of 525 questionnaires. | | |
| 10 | Isabelle Muratore | 2016 | Teens as impulsive buyers: what is the role of price? | International Journal of Retail & Distribution Management Vol.44 No.11 pp. 1166-1180 | <ol style="list-style-type: none"> 1. Are impulsive teen shoppers less price conscious than non-impulsive teens 2. Are impulsive teens more prone to sales than non-impulsive teens? | Data were taken from 3 secondary schools located in Southern France by distributing questionnaires which succeeded in | MANOVA | There is a clear difference between adolescent impulsive buying and non-impulsive adolescent buying. Adolescents who frequently make impulsive purchases have higher sensitivity, price-quality schemes, sales tendencies and price awareness and lower values compared to non- |

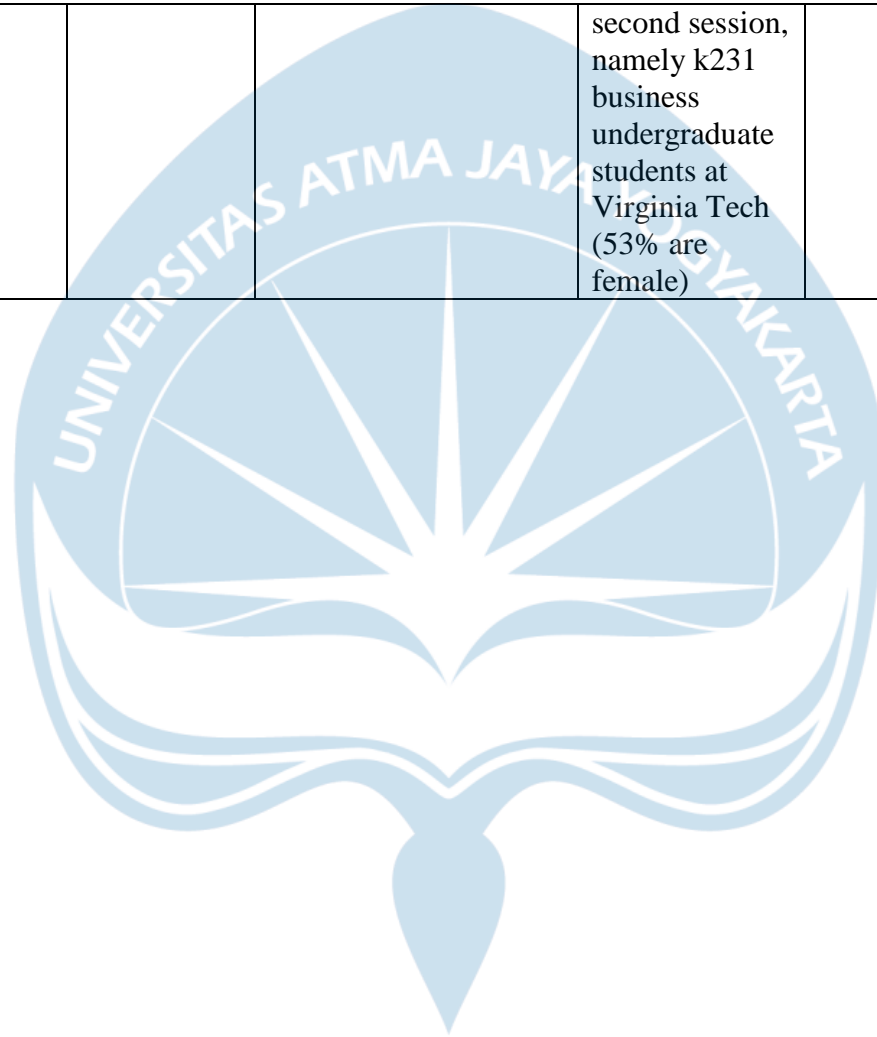
| | | | | | | |
|--|--|--|--|--|--|--|
| | | | | <p>3. Are impulsive adolescents less expensive than non-impulsive adolescents?</p> <p>4. Are impulsive adolescents less aware of the value of goods than non-impulsive adolescents?</p> <p>5. Are impulsive adolescents more likely to be sensitive to prestige than non-impulsive adolescents?</p> <p>6. Are impulsive adolescents more likely to judge quality based on price than non-impulsive adolescents?</p> <p>7. Do girls tend to be more impulsive buyers than boys?</p> | <p>getting 325 youths aged 14-18 years old with a percentage of 57.85% women and 42.15% men.</p> | <p>impulsivity. In addition, teenage girls are more likely to be impulsive buyers compared to teenage boys</p> |
|--|--|--|--|--|--|--|

| | | | | | | | | |
|----|--|------|---|---|--|--|---|--|
| 11 | Khagendra Nath Gangai and Rachna Agrawal | 2016 | The influence of personality traits on consumer impulsive buying behavior | International Journal of Marketing and Business Communication Vol 5 | <ol style="list-style-type: none"> 1. How the influence of personality traits on impulse buying behavior. 2. Identify the role of gender and personality traits on impulse buying behavior. | Samples were taken randomly in the Delhi area and the NCR area with the distribution based on sex 60 males and 60 females. | Correlation and T-test analysis | Personality has a significant relationship with impulsive buying behavior, namely psychoticism in men and women. And gender has a significant difference with impulsive buying behavior, where men show more impulsive buying behavior than women. |
| 12 | Aruna S and Santhi P | 2015 | Impulsive Purchase Behavior Among Generation-Y | The IUP Journal of Marketing Management Vol.14 No.01 pp.21-38 | <ol style="list-style-type: none"> 1. How is Impulsive Buying Behavior 2. Are there any stimuli that trigger impulse buying among Gen-Y 3. What are the factors that influence impulse buying | Data were taken from 150 respondents in the city of Coimbatore, India in December 2013 – March 2014 to individuals aged 19 – 35 years. | Descriptive Statistics, Chi-square Test and Factor Analysis | In this study it can be found that trends, fashion appearances and instant gratification are factors that strongly motivate young people to indulge in impulse buying so that young people's impulsive buying behavior can be associated with variables that are not always determined by their socioeconomic profile. |
| 13 | Deepa Nair and Saritprava Das | 2015 | Impact of Emotional Intelligence on Impulsive Buying and | European Journal of Business and Management | <ol style="list-style-type: none"> 1. What is the impact of Emotional Intelligence on Impulsive Buying Behavior on | Data were taken from residents of the small town of Kharghar on the outskirts of | Regression Analysis | Impulsive buying in women has a very strong negative correlation with their emotional intelligence, resulting in feelings of guilt that are felt after making the impulsive |

| | | | | | | | | |
|----|--|------|---|---|--|--|------------------------------|---|
| | | | Product Value Proposition | | <p>Women in the apparel sector?</p> <p>2. Is there a relationship between Impulsive Buying and feelings of guilt?</p> <p>3. Is there a relationship between guilt of Impulsive Buying and the decision not to repeat the use of clothes?</p> | Mumbai. By taking random data to 72 women with a vulnerable age of 18-65 years. | | purchase. So it can be concluded that Impulsive buying only creates temporary satisfaction which in turn creates long-term dissatisfaction. |
| 14 | G Muruganatham and Ravi Shankar Bhakat | 2013 | A Review of Impulsive Buying Behavior | International Journal of Marketing Studies Vol.5 No.3 | How is impulsive buying behavior by compiling various literatures of research work in retail and consumer behavior? | The data is taken from various literature research works in the field of retail and consumer behavior. | Quantitative Research | Impulse buying is one of the challenges for market researchers because of its complex nature, where this research phenomenon seems complicated and multifaceted which accounts for a large volume of products sold each year. |
| 15 | Sigal Tifferet and Ram Herstein | 2012 | Gender differences in brand commitment, impulsive | Journal of Product & Brand Management Vol.21 | 1. Do women have a higher level of brand commitment than men? | Data were taken from universities in Israel which were attended | Multiple Regression Analysis | The results show that compared to men, women have higher levels of brand commitment, hedonism, and more impulse buying. |

| | | | | | | | | |
|----|---|------|---|--|--|--|--|--|
| | | | buying, and hedonic consumption | No.03 pp.176-182 | <ol style="list-style-type: none"> 2. Do women have a higher level of hedonic consumption compared to men? 3. Do women have a higher rate of impulse buying than men? | by 257 students with 153 males and 104 females | | |
| 16 | Blair Kidwell, David M Hardesty, and Terry L Childers | 2008 | Consumer Emotional Intelligence: Conceptualization, Measurement, and the Prediction of Consumer Decision Making | Journal of Consumer Research Vol.35 No.01 pp.154-166 | <ol style="list-style-type: none"> 1. How does CEIS predict consumer performance beyond the MSCEIT effect 2. How emotional abilities will affect consumers with decision quality beyond the effects of cognitive abilities | The data was taken from the first two experiments, namely data taken from 100 undergraduate business students who were randomly selected by receiving one of the CEIS or MSCEIT and after 1 week, the instrument that was not received would be given in the | Reliability Scale, Discriminant Validity and Nomological | In its findings, CEIS displays adequate nomological validity in predicting compulsive consumption and CEIS can also predict consumer performance better than MCSEIT for the consumer food choice variable. So it can be concluded that the factor structure of CEIS is acceptable for each dimension as a whole. |

| | | | | | | | |
|--|--|--|--|--|--|--|--|
| | | | | | second session, namely k231 business undergraduate students at Virginia Tech (53% are female) | | |
|--|--|--|--|--|--|--|--|



2.6 Hypothesis Development

H1. Consumer emotional intelligence have an effect on impulsive buying behavior

Consumer emotional intelligence can be associated with impulsive buying because of human emotional feelings or abilities can determine individual desires, it can be said emotional intelligence is one of the determinants of impulsive buying attitudes that individuals will show when they have to make choices (Kidwell et al, 2018). The important thing of emotional intelligence is the personality of the individual himself, where this can be determined from the influence of the individual's social, cultural, and environmental factors that can influence consumer behavior (Gengai & Rachna, 2016). The concept of emotional intelligence also allows individuals to increase awareness to better appreciate and manage emotions well, so that individuals with high levels of empathy are believed to be able to manage emotions well (Lixandru, 2020).

Therefore, emotional intelligence will have a detrimental impact on impulsive buying because of impulsive buying as a purchases that occurs spontaneously, and based on previous research mentioned by Zia *et al* (2018), the more emotionally intelligent a person is, the less likely the person is to make impulsive buying behavior. In the initial research conducted by Badgaiyan (2016) about impulsive buying as a purchase that was not planned or gradually recognized as a consumer's emotional experience where the speed of consumer behavior hinders alternative considerations or eliminates the thought of consequences for the momentary decision.

It can be concluded that impulsive buying is a complex behavior that is closely related to the emotional level of consumers or consumers emotional intelligence, which on the one hand can be considered a problem for consumers and on the other hand can be a very important tool for business people to increase their sales by exploiting the emotional state of the consumer (Miao et al, 2020). So most of the time consumers make many decisions related to every feature of daily life. However, most of these decisions are made without proper planning and ignore the implications associated with certain buying decisions and that emotions or feelings are often associated with these rash actions (Sofi & Najar, 2018). In this case, one definition of emotional intelligence is the ability to monitor emotions in oneself and others to

discriminate between individuals in using the information to guide one's thoughts and actions (Simmons, 2019).

H2. Generation moderated the effect of consumer emotional intelligence on impulsive buying behavior.

The definition of impulsive buying behavior itself is closely related to sudden purchases whose speed hinders careful consideration and ignores alternatives or future implications that greatly affect the momentary temptation to satisfy momentary emotions (Lehman et al, 2019). In its long history, impulsive buying itself is associated with childish actions, immaturity, stupidity, and lack of intelligence which was later redefined as purchases that occur when consumers experience a strong sudden urge to buy something (Farid & Ali, 2018).

In this case, the relationship between generations and impulsive buying is caused by each generation having its characteristics and uniqueness. As we all know, the generation is divided into 5 generations with the oldest generation being baby boomers and the youngest generation being called alpha generation. Generation Y and Z consumers also grew up in an era where shopping has become a form of entertainment with experiential aspects in retail settings caused by technological developments in this generation for them to buy goods or order services only through their smartphones and make this generation only spend on daily entertainment. This will be very different from the older generation of individuals such as generation X who have to buy goods at the retail store and have difficulty making purchases online, especially after the platform-oriented and online shopping pandemic, where the older generation resides. This will depend on their children who are in gen Y, Z, and alpha who are more familiar with the online electronic shopping system and have more regular shopping orders to buy without any deviation in the purchases they will make. This generation is also very famous in terms of imitation because of many young Indonesians like Korean-style clothes and follow the lifestyle of their idols so that generation will feel proud or happy when they match their idols (S & P, 2015).

In the abstract, it can be concluded that generations can moderate impulsive buying behavior which is can have both positive and negative impacts caused by the

attitude of the younger generation who often have a sudden and continuous urge to buy something as soon as possible, thus triggering complex hedonic events and triggering emotional conflicts (Muratore et al., 2016). In a study conducted by S and P (2015) stated that generations Y and Z are more prone to impulsive buying compared to the older generation because of a very strong emotional desire to satisfy their emotions at that time, while the older generation has a higher level of emotional satisfaction and stronger emotional control due to longer life experience

H3. Gender moderated the effect of consumer emotional intelligence on impulsive buying behavior.

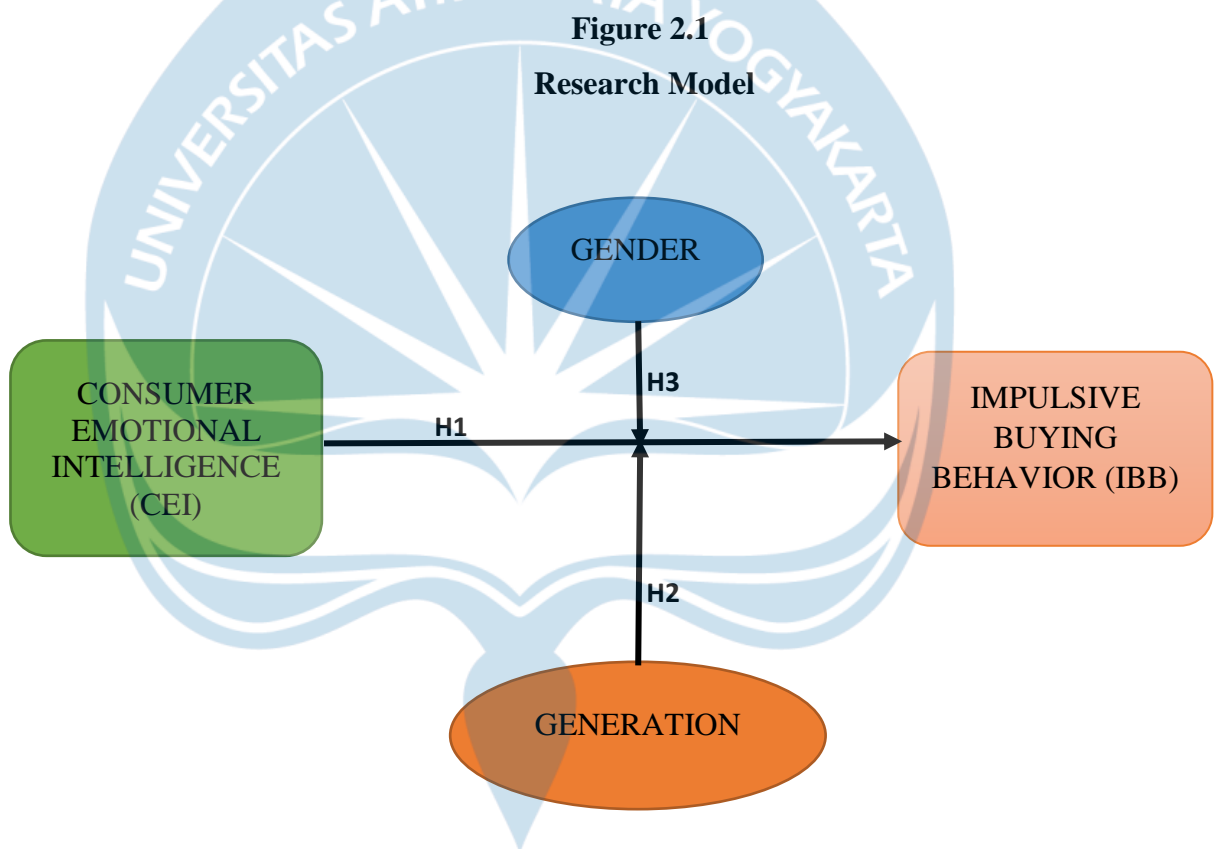
There have been many studies on impulsive buying behavior and the causes of impulsive buying is often associated with irrational behavior in humans which often leads to sudden decisions that can defeat the logic of spending that should have had consequences afterward in a social or emotional financial context (Nair & Das, 2015). In their research, Muruganatham and Bhakat (2013) divide impulsive buying into 4 types of impulsive purchases: 1) Pure Impulsive Purchases, 2) Impulsive Purchase Advice, 3) Impulsive Purchase Reminders, 4) Planned Impulsive Purchases.

In a research study conducted by Ozdemir and Akcay (2019) gender is often involved in influencing buying behavior where the concept of gender has often been a reference for research fields for years in the fields of psychology, marketing, and consumer behavior. Where gender identity is just a concept of "biological sex" and "gender" is a different concept because gender expresses psychological, social characteristics between the behavior of women and men so that it can be defined as existential femininity or individual masculinity.

So it can be concluded that gender is one of the most common segmentation criteria to be used in research where women make more impulsive purchases because women are always very closely related to emotions, as has been written in several studies, women are very happy to be praised and admired this is very affecting the emotions of the perpetrator to feel that buying the item can evoke his emotions at that time such as feelings of pleasure and pride so that it can be concluded. The purchase decision will depend on the individual's emotional state when the purchase occurs.

Psychological studies show that women often make decisions emotionally and men often make decisions based on logic, women can make lapses when shopping, and men are less likely to buy anything other than what they originally thought. However, this research is starting to develop and not only establishes gender as a measure of impulsive buying behavior caused by emotions, but generation can also be a benchmark that emotions can influence purchases (Tifferet & Herstein, 2012).

2.7 Research Model



Adapted from Zia *et al* (2018)