

CHAPTER V

CONCLUSION

5.1 Conclusion

Based on the results of research conducted through various stages based on data collection, data processing, and data analysis. Then the following conclusions can be drawn:

1. Consumer emotional intelligence has a significant influence on impulsive buying behavior. So this study accepts hypothesis one (H1) that has been proposed, whether consumer emotional intelligence influences impulsive buying behavior.
2. Generation is not able to be a moderating variable of consumer emotional intelligence on impulsive buying behavior. Because in the result in table 4.7 shows consumer emotional intelligence interact generation with value 0.531 which is greater than 0.05 so the hypothesis 2 (H2) about generation moderated the effect of consumer emotional intelligence on impulsive buying behavior is not acceptable. Which is no matter which generation it is, whether generation X and Y or generation Z can be an impulsive person, and it depends on the person itself, that generation can control their emotional intelligence or not.
3. Gender is not able to be a moderating variable of consumer emotional intelligence on impulsive buying behavior. Because in the result in table 4.8 shows consumer emotional intelligence interact gender with value 0.882 which is greater than 0.05 so the hypothesis 3 (H3) about gender moderated the effect of consumer emotional intelligence on impulsive buying behavior is not acceptable. Which is no matter which gender it is, whether female or male can be an impulsive person, and it depends on the person itself, they can control their emotional intelligence or not.

5.2 Managerial Implication

Based on the results of the research that has been done, the managerial implications that can be given are as follows:

1. It is recommended to pay attention to the level of service that can make consumers comfortable when shopping, such as not forcing consumers to make transactions and negotiating prices aggressively. So that makes consumers feel anxious, uncomfortable, frustrated, even embarrassed to continue buying. Ensuring consumer comfort is the main thing to convince consumers to make further purchases, such as providing information patiently and not in a hurry when consumers question services or goods will add positive service value to consumers. In this case, the more comfortable consumers feel when shopping, the more positive consumers feel to shop and buy something compared to when consumers feel annoyed or uncomfortable.
2. The promotion method is in the form of television advertising media that contains some meanings and emotions such as feelings that inspire and can attract the attention of consumers. So it is highly recommended that the product or service in the advertisement that is displayed can contain emotions that can be felt by consumers and have the delivery of emotions that can make consumers feel touched so they can think about continuing it until the purchase.

5.3 Research Limitation

Based on the results of the research conducted, several limitations can be considered for further research and the limitations of this study are as follows:

1. Lack of respondents as a result of using online questionnaires so that at the time of closing the questionnaire, researchers only managed to get 151 respondents. Because of this problem, this study must combine generations X and Y due to the lack of respondents born in the X and Y generations collected by the researcher. Where researchers can only collect 10 respondents to make

generations X and Y have 33 respondents so that to achieve the minimum number for data processing, generations X and Y must be combined

2. In this study, in the questionnaire on emotional intelligence variables, you must delete or not use 7 question items in data processing reliability and regression because the negative annotations in these 7 question items cause the seven items to be not valid.

5.4 Suggestion for Further Research

Based on the research that has been done, the suggestions that can be given by researchers are as follows:

1. In future research, it is recommended that generations X and Y can stand alone without combining. So for the next research, it is better for the researcher to get a large number of respondents, especially in generations X and Y.
2. In future research, if you want to use generation as moderation, it is recommended to add or research a new generation, namely the alpha generation which will be in the spotlight in the years to come as a new target market for business people.
3. In further research, the researcher recommends that the question items on the consumer emotional intelligence variable can use positive annotation on the question items so the respondent doesn't have any misleading understanding of the question.

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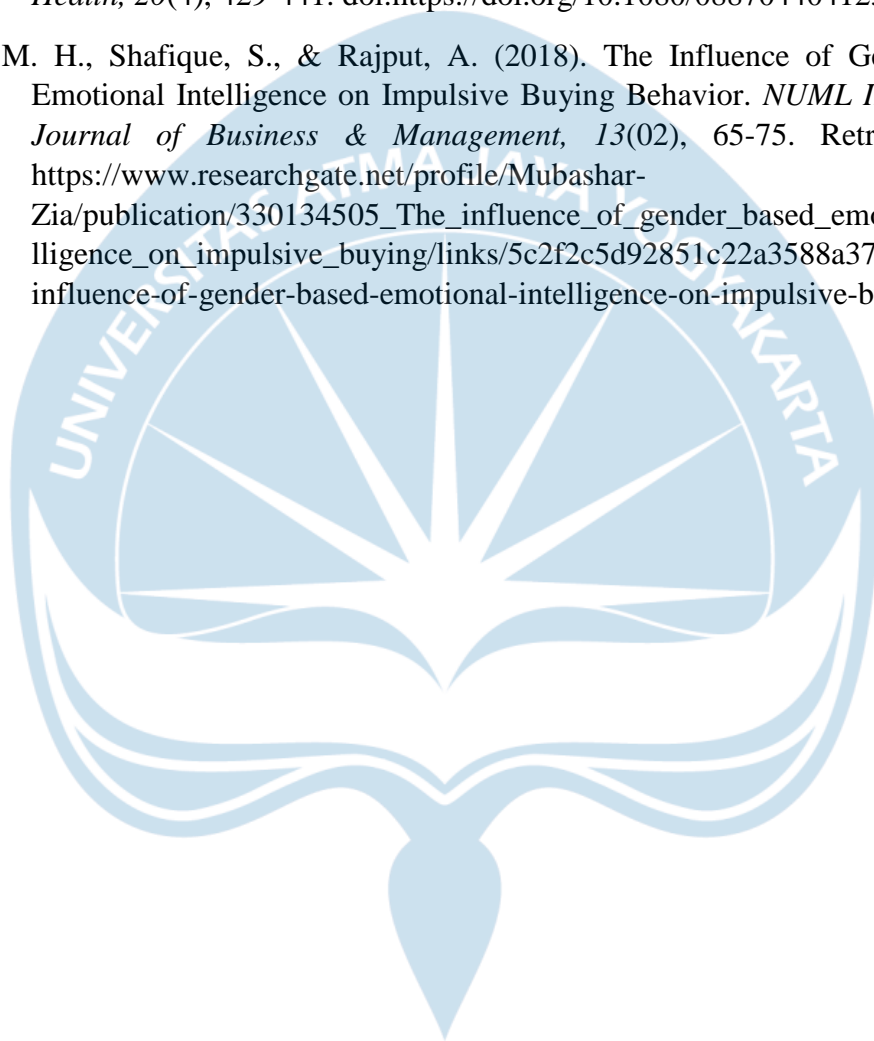
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Attachment 1
Questionnaire

Consumer Identity

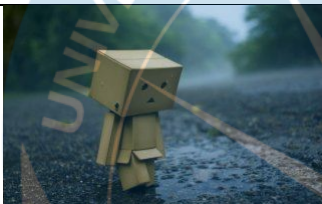

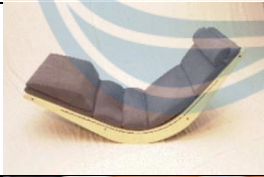


Year of Birth:

Age:

Gender:

CONSUMER EMOTIONAL INTELLIGENCE

Choose one of the answers according to your feelings with (√): 1) Not at all represent; 2) Slightly represent; 3) Moderately represent; 4) Quite represent; 5) Extremely represent.

no	Gambar	Question	1	2	3	4	5
1		Indicate the amount of sadness expressed in this picture.					
2		Indicate the amount of excitement expressed by the product in this picture.					
3		Indicate the amount of relaxation expressed by the product in this picture.					
4		Indicate the amount of guilt expressed in picture.					
5		Indicate the amount of surprise expressed in this picture.					

Choose one of the answers according to your feelings with (√): 1) Useless; 2) Slightly useless; 3) Neutral; 4) Quite useful; 5) Extremely useful.

NO	Question	1	2	3	4	5
6	How useful might it be to feel tension when interacting with an aggressive/pushy salesperson when making a purchase?					
7	How useful might it be to feel hostility when interacting with an aggressive/pushy sales person at an auto dealership?					
8	How useful might it be to feel joy when consuming unhealthy food when maintaining a healthy diet?					
9	How useful might it be to feel frustration when purchasing something expensive and interacting with an incompetent salesperson?					

Put an "X" on the choices below that are closest to your feelings, when certain situations occur

10. You felt anxious and became stressed when he thought about having to negotiate a price with a car dealer when buying a new car. When the dealer became pushy and began aggressively negotiating the price, you then felt ____.

- 1) Self-conscious
- 2) Depressed
- 3) Ashamed
- 4) Overwhelmed
- 5) Happy

11. You was in a hurry to eat lunch before an afternoon meeting. When You stopped at a fast food restaurant, you were happy to see that there were healthy food choices on the menu. After reading the nutritional information you were even more pleased about the choice you made, you felt ____.

- 1) Depressed
- 2) Content
- 3) Unsure
- 4) Fatigued
- 5) Active

12. You went into a grocery store happy and left the store feeling sad. What happened in between?

- 1) You noticed an elderly lady passing out free samples of food
- 2) You went to buy your favorite product and it wasn't there
- 3) You was buying products that made you feel uncomfortable talking to the cashier
- 4) You realized you had a lot of things to do in the afternoon
- 5) You was treated rudely by the cashier

13. You were returning expensive clothes. You felt embarrassed and then you felt angry. What happened in between?

- 1) You realized that you should not have bought the clothes in the first place
- 2) You saw an old friend in the store who was in a hurry and couldn't talk
- 3) You decided that you couldn't afford the clothes after all
- 4) You was encountered by a salesperson who was suspicious of your intentions
- 5) You realized that he lost one of the items you wanted to return

14. You watched a TV commercial. You felt sad and then you felt guilty. What happened in between?

- 1) The commercial was offensive and made you not want to watch anymore
- 2) The commercial was inspiring and made you think about an old relationship
- 3) The commercial was thoughtful and made you think about losing touch with an old friend
- 4) The commercial was strange and made you think about his years growing up
- 5) The commercial was interesting and made you think about an new career path

Choose one of the answers according to your feelings with (√): 1) Very Unhelpful; 2) Unhelpful; 3) Neutral; 4) Helpful; 5) Helpfully

NO	Question	1	2	3	4	5
15	<p>You just came back from a day of clothes shopping. You were feeling peaceful and content. How well would the following behavior preserve your emotions?</p> <p><i>Behavior: You decides it is best to ignore the feeling since it wouldn't last</i></p>					
16	<p>You went to your favorite clothing store where you saw a shirt that you wanted to buy last week. You felt stressed and frustrated because the shirt that you wanted was no longer there. How well would the following behavior help you reduce your frustration?</p> <p><i>Behavior: You should discontinue future shopping at that store.</i></p>					
17	<p>You and your friend want to buy a new car. The two of you will share the car and both have specific preferences in the type of car to be purchased. You and your friend have a good relationship but are stubborn about the car that you each want. How effective would you be in maintaining a good relationship with your friend if she/he performed the following behavior?</p> <p><i>Behavior: You should be sarcastic so that your friend will back down and the two of you buy the car that you really wants</i></p>					
18	<p>You has a job in which you are interacts with many of your clients. These clients are very important to you and your company since they represent large accounts. You has a great relationship with your clients, although today, one of your clients is very rude and made an offensive comment to you. How effective would you be in maintaining</p>					

	a good relationship with this client if performing the following behavior? <i>Behavior: You should become rude and offensive back to the client</i>					
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IMPULSIVE BUYING BEHAVIOR

Choose one of the answers according to your feelings with (√): 1) strongly disagree; 2) disagree; 3) neutral; 4) agree; 5) strongly agree

NO	Question	1	2	3	4	5
1	I often buy things spontaneously					
2	"Just do it" describes the way I buy things					
3	I often buy things without thinking					
4	"I see it, I buy it" describes me					
5	"buy now, think about it later" describes me					
6	Sometimes I feel like buying things on the spur-of-the-moment					
7	I buy things according to how I feel at the moment					
8	I carefully plan most of my purchases					
9	Sometimes I am a bit reckless about what I buy					

Attachment 2

Reference Journal

NUML International Journal of Business & Management
Vol. 13, No: 2, Dec., 2018

ISSN 2410-5392 (Print), ISSN 2521-473X (Online)

The influence of gender based emotional intelligence on impulsive buying

Mubashar Hassan Zia¹ Shoaib Shafique² Amer Rajput³

Abstract

This research is focused on determining the effect of gender among the relationship of emotional intelligence and impulsive buying behavior, for this purpose gender moderation is used on the main effect relationship, The variables were tested through linear regression for finding the causal and moderated effect among the research variables. The sample was taken on the basis of convenience from the major cities of Pakistan it was probable that all the respondents were consumers. The findings suggest that gender has strong moderation on the main effect relationship, this highlights the importance of gender as a key variable of interest for marketers who are concerned about emotionally intelligent customers, who can and are controlling their emotions regarding purchases after recession period, in which the customers are more and more careful about their spending patterns. The findings have a value for marketing managers that despite recession, the gender dimensions can be utilized for enhancing sales based on impulses and gaining market share, through those impulses which are result of gender-based stimulus. In addition to this, females were found to go for impulsive purchases despite their emotional intelligence in comparison to males.

Keywords: Consumer Behavior, Emotional Intelligence, Impulsive Buying, Consumer Psychology.

Introduction

Changing market dynamics, competition and struggle for achievement of maximum market share is the driving force for marketers during the modern day. Consumers are facing now problems on their purchase decisions due to recession in the international market (McGregor, 2011). This has been a fact that marketing people are using psychologists to facilitate them in their market offerings, by understanding aspects of human personality which are vulnerable to marketing stimulus. Consumers have now established a set of emotional controls identified as "Emotional Intelligence" (Kidwell, Hardesty, & Childers, 2008), for overcoming unwanted marketing stimulus which can lead them to purchases which are unplanned depicting a behavior known as "Impulsive buying behavior" (Rook & Fisher, 1995). But still this is observant that despite being emotionally intelligent consumers are depicting impulsive buying behavior, due to their gender attribution of decision making styles (Weinberg & Gottwald, 1982; Mitchell & Walsh, 2004). This has highlighted the importance of this study that moderating effect of gender is needed to be addressed for contribution in the literature of marketing, so that it can benefit the marketing personal and academicians who are interested in finding out the impulsive buying behavior dimensions. In addition to this emotional intelligence has been discussed in the literature of management sciences more towards organizational

¹ Riphah International University, Islamabad

² Riphah International University, Islamabad

³ COMSATS University Islamabad, Wah Campus

E-mail: shoaib.shafique@riphah.edu.pk

behaviors and leadership contexts (Goleman & Welch, 2012). But there is a need to utilize emotional intelligence construct in marketing, so that consumers can be understood in better way and efforts by Kidwell *et al.* (2008) have lead to customization of emotional intelligence construct as marketing domain specific construct of "Consumer Emotional Intelligence". Their contribution is pointing towards the need of addressing emotional intelligence in the research studies with reference to consumer behavior. All these important gaps have been tried to cover in this research, but still there are many dimensions which are to be explored. This research study is more focused on finding out how gender characteristics are affecting consumer decision making resulting in impulsive buying behaviors, even in the presence of emotional intelligence. Research model of this study is having two directional hypothesis of emotional intelligence towards impulsive buying behavior and moderating role of gender for this relationship where as an un-directional hypothesis of Gender and impulsive buying behavior is also tested. Gender and impulsive buying have variance in their relationship with respect to aspects of male and female decision making patterns (Tsao & Chang, 2010). There are many unanswered questions and gaps with respect to proposed relationship of the research, which have been tried to addressed in this research. The theory of emotional intelligence by Goleman *et al.*(2012) and the theory of Feeling state theory of Impulse control disorder Miller, (2010) explain the phenomenon of research area which is to be examined.

Literature Review

Impulsive Buying Behavior

Impulsive buying has been defined as "*Consumer's tendency to buy spontaneously, unreflectively, immediately, and kinetically. Highly impulsive buyers are more likely to experience spontaneous buying stimuli; their shopping lists are more "open" and receptive to sudden, unexpected buying ideas.*"(Rook, & Fisher, 1995, p. 306)

As discussed in the literature of management sciences, there are many antecedents of impulsive buying, including culture, emotions , fashion, buying power and many more(Kacen & Lee, 2002). Basically, impulsive buying is a behavior which can be caused by many situations which force a person to go for things which were not included in the shopping plan.

Due to strong influence of impulses, Marketers are focused on how to create stimulus which can force a customer to purchase their offerings or the other way round they are looking for those factors which have an impact on impulsive buying, so those factors can be clearly understood by them and they can target those customer dimensions with full power and authority to increase their market share and sales. Impulsive buying is a very strong concern in the modern marketing literature(Rook, 1987). As marketers are in search of consumer characteristics which push them towards purchase intention(Holm & Bengtsson, 2007). The impulsive buying behavior after recession was limited to only those customers which have been identified as Live for today customers (McGregor, 2011), As rest of the customers have limited their purchases after recession. But there is an improvement in consumer buying decision making as far as marketers are concerned as post-recession period is now fading out.

As the market dynamics are changing and the shopping outlets preference of customer is shifting from small retail outlets towards super stores or mega markets, where there is a large variety offering available in such a presentation that it attracts the customers arriving there for their regular purchases. This phenomenon of Impulsive buying has been observed at its peak in super stores and mega markets (Chen-Yu & Seock, 2002). So, this is self-explanatory that marketers know how to present their products resulting in impulsive purchasing. Family grocery purchases are usually done in the super stores, and both of the family members are usually part of that purchase decision. There are different psychologies of both genders involved in purchasing and both genders have been observed through research to depict different impulsive buying behaviors. Females have been found to exhibit more impulsive buying behavior in comparison to male. But in the society where purchase decisions and financials all lie with the female gender regarding purchases, gender should be depicting a different behavior contrary to previous research based on economic theory.

Consumer Emotional Intelligence and Impulsive Buying Behavior

Emotional Intelligence was initially described by Goleman *et al.* (2012) as “*The capacity for recognizing our own feelings and those of others, for motivating ourselves, and for managing emotions well in ourselves and in our relationships*”. He described Emotional Intelligence to be consisting of five attributes namely: Motivation, Empathy, Self-Awareness, Self-Regulation, Social Skill. But classical dimension of emotional intelligence is limited to the organizational side and leadership. Building on to this definition scholars elaborated a new phenomenon of consumer emotional Intelligence to be as “*A higher-order factor structure with four reflective first-order dimensions perceiving, facilitating, understanding, and managing*” (Kidwell, Hardesty, & Childers 2008). This definition is more valuable in the contextual studies where consumer emotional intelligence is to be utilized as a construct. Their construct is now covering entire dimensions of emotional intelligence which stand relative to consumers and marketing domain.

Emotional Intelligence consist of different categories of abilities that enables people to perceive, understand, use, and manage their emotions to get desirable productive outcome (Mayer & Salovey, 1997; Mayer, Roberts, & Barsade, 2008).

Marketing literature has highlighted the significance of cognitive ability of consumers (Ariely & Daniel, 2000), while buying (McCarthy & Mothersbaugh, 2002), in relation to his basic actions capacity of acquisition (Capon & Davis, 1984). Ramanathan, Suresh, & Menon (2006) argued that highly emotional intelligent consumers make conscious efforts then less emotional intelligent consumers in purchasing decision.

Kidwell, Hardesty, & Childers (2008) have developed the Consumer Emotional Intelligence Scale (CEIS) based on the classic measure of emotional intelligence, the Mayer, Salovey, Caruso Emotional Intelligence Test (MSCEIT; Mayer, Salovey, and Caruso, 2002). The CEIS differs from MSCEIT, in that it is shorter (18 items) and domain specific (marketing), whereas the MSCEIT is longer (141 items) and domain-generic.

Kidwell, Hardesty and Childers (2008) empirically showed that the CEIS is a better predictor of consumer decision making and research relevant to marketing or consumer psychology, so we will be using their scale for measuring consumer emotional intelligence.

The consumer emotional intelligence is cognitive decision process of an individual, depicting his or her personality trait of emotional intelligence. Logically looking at the relationship between emotional intelligence and impulsive buying behavior, the higher is the emotional intelligence the lower will be the impulsive buying behavior or vice versa. This is what a rational behavior is, but things can change if other variables have an existence among this main effect relationship. This tool by Kidwell, Hardesty and Childers (2008) is endorsed by Cartwright and Pappas (2008) that emotional intelligence constructs are domain specific and appropriate construct should be used for respective scenario. Kidwell, Hardesty, and Childers (2007) argued that emotional intelligence will serve as a scientific way to get the desired purchase outcome. So, the construct has a lot of significance for the marketing professionals and scholars. Edwardson, M. (1998) had an observation that consumer emotions are of critical nature for any business, there is a lot more to explore than sticking to customer satisfaction.

The unplanned and often uncontrolled urge to buy products could be described as impulse buying. Recently, Verplanken *et al.* (2005) argued that people involve in quick buying due to affective reasons. Therefore, it is important to understand the of a consumer's ability to: (a) differentiate between emotions; (b) use emotions to guide thoughts and actions.

The capacity of perceiving emotions helps people to precisely recognize the different emotions that could be provoked as a result of a buying decision. On the other hand, cognitive facilitation assist individuals to arrange, think, and act in sensibly manner.

Because impulsive purchases are made quickly and often driven by hedonic or emotional considerations, we hypothesize that each of these branches and the overall EI will negatively influence impulsive buying.

H1: Consumer Emotional Intelligence has a adverse relationship with impulsive buying.

Gender and Impulsive Buying Behavior

Gender is not only a dimension of sexual segregation, gender has a lot to explain as it is multifactor instead of uni-dimensional on the basis of Male or Female (Spence, 1993). Gender is a psychological trait which predicts how different and similar genders interact with each other and what are the differences between their psychological decision-making processes (Unger, 1989).

Gender being a trait of personality has been found to effect impulsive buying significantly (Tsao & Chang, 2010), it has been observed specific to shopping Females are more active (Fischer, & Arnold, 2013). It is part of their personality and marketers are focused on this dimension of gender psychology. Females as are more oriented towards shopping they are more likely to become victim of impulsive buying as empirically proven by (Holm & Bengtsson, 2007). Her findings suggest that females are more impulsive buyers, due to their thinking and psychological patterns of purchase decision

making. Another study conducted by Cheng, Chuang, Wang, & Kuo (2013) found that females have more deviation in their decision making process and they are mostly found to depict impulsive buying behavior. Females have more concerns about them to be recognized and look admirable or applauded for their purchases, so for this concern fulfillment they are more open to impulsive buying (Chen-Yu & Seock, 2002). Females have been observed to fall for impulsive buying for fashion products (Pentecost & Andrews, 2010). This fact has been endorsed by Xuanxiaoqing, Yang, & Huang (2012) in their research. Males have been found to go for impulsive buying when they are concerned about their Impressions on opposite gender or socially (Brackett, Mayer, & Warner, 2004). Both genders are influenced by the culture, in which they live for their decision making patterns, and this has a lot to contribute to impulsive buying behaviors (Kacen & Lee, 2002). An example to the previous argument is a research study conducted by Katyal & Awasthi (2005) in which they found that in south-asian culture the propensity of both genders to go for impulsive buying is dependent on their cultural influence in their decision making process. The fact that gender differences effect impulsive buying behavior has been endorsed by study of Mitchell and Walsh (2004) in Germany. Males have been found to depict impulsive buying in presence of their female partners (Zhang & Shrum, 2009).

Thus, it is clear that gender differences variably impact Impulsive buying behavior.

H2: *There is a difference in Impulsive buying behaviors across gender such that females are more likely to have more impulsive buying in comparison to males*

Moderating Role of Gender

To the best of my knowledge gender has not been used as moderator in the previous literature of consumer behavior and marketing. But a clear logic can be understood by observing shopping patterns of males and females and the modern day marketing techniques which have highlighted this aspect that market offerings are getting profitable and high sales are evident for these market offerings Fischer & Arnold (1990) that gender difference vary in terms of impulsive buying behavior.

Gender differences have been found in terms of Emotional intelligence as many studies have found that males (Pentecost & Andrews, 2010 ; Chen-Yu & Seock, 2002) are emotionally intelligent and on the contrary literature is available having this phenomenon applicable for females (Katyal & Awasthi, 2005; Brackett *et al.*, 2004), in the body of knowledge this phenomenon still remains unclear, the direction of influence still remains a question and it varies from culture to culture, this highlights the evaluation of gender as a moderator on the main effect relationship. Emotional intelligence has been found to be cause of impulsive buying behavior (Verplanken *et al.*, 2005), despite this and in addition to the previous argument gender has been found to have variance on impulsive buying behavior (Cheng *et al.*, 2013). This argument endorses that gender has to be evaluated among relationship of impulsive buying behavior and emotional intelligence, so combined effect of gender and emotional intelligence will depict difference in the strength of main effect relationship of Emotional Intelligence and Impulsive buying behavior.

H3: *Gender Moderates the relationship between Emotional Intelligence and Impulsive Buying Behavior.*

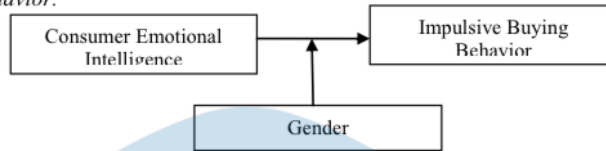


Figure 1: *Research Model*

Methodology

SPSS software is used to analyze the data. Respondents' demographics and Gender were calculated with correlation and regression analysis. Correlation is performed to identify the direction that exists between the Consumer Emotional Intelligence and Impulsive buying behavior and the regression analysis is performed to study the strength/intensity of the Consumer Emotional Intelligence over the Impulsive Buying Behavior. Moderating regression analysis is performed in order to find the Moderation effect of Gender on the main effect relationship of Consumer Emotional Intelligence and Impulsive Buying Behavior.

Sample and Procedure

The sampling technique used is probability sampling procedure, where females and males as unit of analysis were surveyed, and these respondents are the ones who shop for their home and their personal needs. Out of 400 distributed questionnaires 286 responses were accurate and complete, so the valid response rate was 71.5%. It has been tried that equal amount of male and female respondents, should be included in the valid sample data. The data from respondents has been taken through self-administered questionnaires, respondents were handed over the questionnaires and in the presence of the researcher the response was collected.

Measures

27-item questionnaire were distributed via self-administered survey, and response was tapped on 5-point Likert's scale, ranging from strongly disagree to strongly agree with a neutral as a midpoint.

Consumer Emotional Intelligence

Kidwell, Hardesty, and Childers (2008) scale of CEIS was used to take response with relevance to Consumer Emotional Intelligence, the scale was 18 item questionnaire with the Likert's scale of 5 points. A sample item includes "How useful might it be to feel joy when consuming unhealthy food when maintaining a healthy diet?"

Impulsive Buying Behavior

Rook, & Fisher (1995) scale of Impulsive Buying Behavior was used to take response with relevance to Impulsive Buying Behavior, the scale was 9 item questionnaire with the likert scale of 5 points. A sample item includes "Sometimes I feel like buying things on the spur-of-the-moment."

Pilot testing of measures was conducted in order to find the reliability and validity of questionnaires through factor loading and Cronbach's alpha of measures and

the measures were found to be reliable and valid with individual Cronbach's alpha values of more than .70 in all questions.

Results

Table 1: *Descriptive Statistics*

Construct	N	Min	Max	Mean	Std. Dev
Age	286	1	7	2.24	1.142
Gender	286	1	2	1.32	.468
CEI	286	1.78	4.72	2.775	.496
IBB	286	1.11	5.00	2.943	.705

Table 1 is showing the mean and standard deviation values of demographics and study variable. The mean value of Age is 2.24 and standard deviation value is 1.142, mean value of Gender is 1.32 and standard deviation is .468, mean value of Consumer Emotional Intelligence (CEI) is 2.775 and standard deviation is .496, mean value of Impulsive Buying Behavior (IBB) is 2.943 and Standard Deviation is .705.

Table 2: *Correlation Analysis*

	1	2	3
1.Gender	1		
2.CEI	-.196(**)	1	
3.IBB	.080	.359(**)	1

** Correlation is significant at the .01 level (2-tailed).

Table 2 is depicting the correlation analysis between variables. The value of correlation between Gender and Consumer Emotional Intelligence (CEI) is -.196** which is significant at .01 level. This value is showing that Gender and Consumer Emotional Intelligence (CEI) have a significant relationship between them. The value of correlation between Consumer Emotional Intelligence (CEI) and Impulsive Buying Behavior (IBB) is .359** which is significant at .01 level. This value is showing that Consumer Emotional Intelligence (CEI) and Impulsive Buying Behavior (IBB) have a significant relationship between them.

Table 2: *Moderated Regression Analysis*

CEI & Gender on Impulsive Buying Behavior				
Variable	Constant	β	R^2	ΔR^2
Step 1		.389		
CEI				
Gender	1.096	-.156**	.152	.152**
Step 2				
CEI \times Gender	0.863	.164**	.176**	.024**

** $P < .005$

Table 3 reports some important values. The R^2 value of Consumer Emotional Intelligence (CEI) and Gender variable is .152, The R^2 value of Consumer Emotional Intelligence (CEI), Gender and interaction term is .176. The ΔR^2 change for Consumer Emotional Intelligence (CEI) and Gender variable is 0.152, the ΔR^2 change for Consumer Emotional Intelligence (CEI), Gender and Interaction term is .024.

Moderated regression analysis, as shown in table 2, reveal that the interaction term (CEI \times Gender) in the second step was significant (β .164**, $p < .005$) which shows that Gender significantly moderates the relationship between Consumer Emotional Intelligence (CEI) and Impulsive Buying Behavior (IBB).

This proves the moderation of Gender among the relationship between Consumer Emotional Intelligence (CEI) and Impulsive Buying Behavior (IBB).

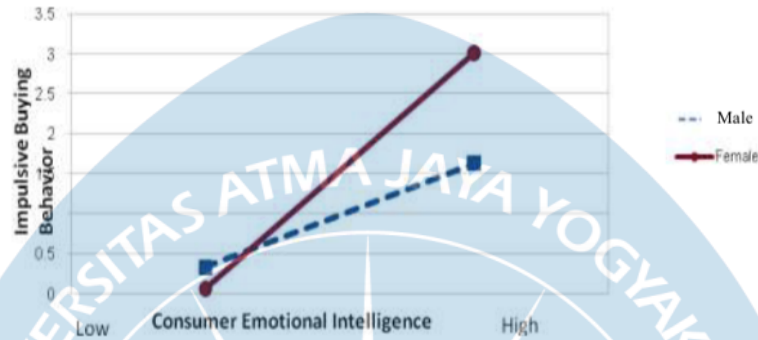


Figure 2: Moderation Graph

The graph above clearly explains the moderating effect of gender on the main effect relationship of Consumer Emotional Intelligence and Impulsive Buying Behavior. As per the graph plot, the female gender despite having high consumer emotional intelligence are more prone to impulsive buying and as their emotional intelligence is low they are less likely to exhibit impulsive buying. Whereas in case of males they are less prone to impulsive buying in comparison to females at higher emotional intelligence.

Discussion

The results of the study are in line with the hypothesis made on the basis of literature. Consumer Emotional Intelligence has been found to have negative relationship with the Impulsive buying behavior. The more a person is emotionally intelligent, the less likely are the chances of him or her to go for impulsive buying. Verplanken *et al.* (2005) described this phenomenon, as in his study the emotional intelligence was found to have negative impact on impulsive buying as emotional intelligence helps to control emotions which are not rationale, and impulsive buying is a non-rationale phenomenon.

Gender has a significant variation across genders as stated by Katyal & Awasthi (2005). Our research has the same findings that females are more impulsive buyers in comparison to males, endorsing findings and suggestions by Holm and Bengtsson (2007). Females depict more impulsive buying behavior while shopping due to their psychological patterns of decision making. Females tend to have more desire for being admired and they often go for impulsive buying of products which are related to fashion and beauty (Chen-Yu & Seock, 2002). The results of our study show that as females are more tilted towards impulsive buying, marketers can target their products according to

female psychology as they are easily convertible into a customer by shopping impulsively. This phenomenon is also high in the area of South Asia, as males are the money earners and have more concerns about their spending patterns, whereas females are only the money spenders and they are less concerned relative to their buying decisions.

Gender has a strong role as moderator among the main effect relationship of Consumer Emotional Intelligence (CEI) and Impulsive buying behavior. Despite being emotionally intelligent, the gender differences impact buying decisions. Male gender is depicting impulsive buying but to a little extent in comparison to female gender, this phenomenon can be clearly understood by having a look at figure 2 graph of moderation. Despite being emotionally intelligent female gender overcomes the negative relationship of consumer emotional intelligence with impulsive buying behavior, thus females go for impulsive buying. This finding contributes to that body of knowledge which shows that females are more involved in impulsive buying behavior (Pentecost & Andrews, 2010 ; Chen-Yu & Seock, 2002). Contrary to findings of other side of body of knowledge (Katyul & Awasthi, 2005; Brackett *et al.*, 2004). The cultural aspects and shopping trends of females are needed to be understood by marketers in order to enhance sales. Their target is now clear towards female gender; they can enhance sales by making products available in that environment which is in accordance to female gender. The variance across gender is significantly high in case of both genders despite being emotionally intelligent.

Another major finding of this study is contradictory to the study by Kidwell, Hardesty and Childers(2013) who found that high emotional intelligence result in quality purchase decisions and controlled impulses which lead to impulsive buying behavior. This has lead to confirm the moderation of gender among the main effect relationship.

The direction of influence is now clear for the gender variable according to this study. Females are more impulsive buyers despite being emotionally intelligent in comparison to males.

Limitations and Directions for Future Research

This study has been done in the region of Pakistan, this phenomenon is needed to be replicated across cultures and countries to understand and clarify the cultural influences of different cultures on genders and emotional intelligence. Other major factors which can influence impulsive buying like income and age should also be tested as moderator among relationship of Consumer Emotional Intelligence and Impulsive Buying Behaviors. There is a need to understand the psychological patterns of decision making relative to purchasing by marketers and so these patterns are needed to be addressed in future research by the research scholars to fulfill demand of marketers to sustain and enhance market share through sales.

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Attachment 3
SPSS Data Processing Results

Table 4.3
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
GENDER	151	1	2		.499
GENERATION	151	1	3		.517
CEI_R	151	1.18	4.36	2.4750	.58964
IBB	151	1.00	4.22	2.6483	.66387
Valid N (listwise)	151				

Table 4.4
CEI Reliability and Validity Statistics
Before the item is invalid delated

Cronbach's	
Alpha	N of Items
.606	18

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CEI1	42.4371	57.581	.253	.587
CEI2	43.0464	58.525	.195	.596
CEI3	42.8543	56.845	.236	.590
CEI4	42.6291	55.022	.363	.569
CEI5	42.9868	60.506	.092	.611
CEI6	43.9868	55.560	.477	.560
CEI7	44.1258	59.391	.267	.588
CEI8	43.0596	59.550	.135	.605
CEI9	43.9470	58.197	.312	.581
CEI10	42.5629	61.421	.038	.621

CEI11	43.3576	63.911	-.028	.615
CEI12	43.0596	60.176	.101	.611
CEI13_R	43.6291	60.462	.150	.601
CEI14_R	42.4238	59.579	.153	.602
CEI15	42.2517	55.856	.364	.570
CEI16	43.1126	55.274	.344	.572
CEI17	43.0927	56.565	.298	.580
CEI18	43.3576	58.325	.191	.597

Table 4.4
CEI Reliability and Validity Statistics
After the item is invalid delated

Cronbach's	
Alpha	N of Items
.653	11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
CEI1	24.02	36.526	.255	.641
CEI2	24.63	36.702	.234	.645
CEI3	24.44	35.154	.282	.637
CEI4	24.21	34.781	.345	.623
CEI6	25.57	35.153	.469	.606
CEI7	25.71	37.915	.287	.636
CEI9	25.53	37.437	.288	.635
CEI15	23.83	34.992	.381	.617
CEI16	24.70	34.707	.344	.624
CEI17	24.68	35.381	.323	.628
CEI18	24.94	36.950	.201	.652

Table 4.5
IBB Reliability and Validity Statistics

	Cronbach's Alpha		N of Items
	.672		9

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
IBB1	21.7351	26.983	.520	.606
IBB2	20.5695	29.100	.310	.655
IBB3	20.7086	28.781	.369	.641
IBB4_R	21.6887	31.562	.235	.667
IBB5	20.6954	29.480	.329	.649
IBB6	20.8013	30.174	.297	.656
IBB7	21.4636	30.744	.252	.665
IBB8	21.2252	29.029	.346	.646
IBB9	21.7881	28.408	.473	.620

Table 4.6
Simple Regression Analysis

Variables Entered/Removed^a			
Model	Variables Entered	Variables Removed	Method
1	CEI_R ^b		. Enter

a. Dependent Variable: IBB

b. All requested variables entered.

Model Summary

Model	R	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Sig. F Change	
				R Square Change	F Change	df1		df2
1	.524 ^a	.275	.56714	.275	56.531	1	149	.000

a. Predictors: (Constant), CEI_R

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.183	1	18.183	56.531	.000 ^b
	Residual	47.926	149	.322		
	Total	66.109	150			

a. Dependent Variable: IBB

b. Predictors: (Constant), CEI_R

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.187	.200		5.941	.000
	CEI_R	.590	.079	.524	7.519	.000

a. Dependent Variable: IBB

Table 4.7
Moderated Regression Analysis Generation

Variables Entered/Removed^a

Model	Variables		Method
	Entered	Removed	
1	CEI_GENERATION, ON, GENERATION, CEI_R ^b		. Enter

a. Dependent Variable: IBB

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Sig. F Change	
					R Square Change	F Change	df1		df2
1	.530 ^a	.281	.266	.56884	.281	19.103	3	147	.000

a. Predictors: (Constant), CEI_GENERATION, GENERATION, CEI_R

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.544	3	6.181	19.103	.000 ^b
	Residual	47.566	147	.324		
	Total	66.109	150			

a. Dependent Variable: IBB

b. Predictors: (Constant), CEI_GENERATION, GENERATION, CEI_R

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.754	.597		2.938	.004
	CEI_R	.482	.194	.428	2.491	.014
	GENERATION	-.185	.196	-.144	-.947	.345
	CEI_GENERATION	.042	.067	.140	.627	.531

a. Dependent Variable: IBB

Table 4.8
Moderated Regression Analysis Gender

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
	1	CEI_GENDER, CEI_R, GENDER ^b	

a. Dependent Variable: IBB

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.526 ^a	.276	.261	.57052	.276	18.702	3	147	.000

a. Predictors: (Constant), CEI_GENDER, CEI_R, GENDER

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.262	3	6.087	18.702	.000 ^b
	Residual	47.848	147	.325		
	Total	66.109	150			

a. Dependent Variable: IBB

b. Predictors: (Constant), CEI_GENDER, CEI_R, GENDER

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.163	.415		2.804	.006
	CEI_R	.575	.153	.510	3.753	.000
	GENDER	-.005	.341	-.004	-.014	.989
	CEI_GENDER	.019	.129	.040	.149	.882

a. Dependent Variable: IBB