



INFLUENCE OF MATERIALISM ON IMPULSE BUYING: MODERATED MEDIATION MODEL

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Abstract: Impulse buying is the consumption that is unplanned and decided on the spot. The objective of this study is to understand the impulse buying behaviour in Pakistan and scrutinize the reasons and factors that affect impulse buying behaviour. In this study, we observed how materialism and depression in Individuals affect their purchase intentions. The Self-Completion theory is used in this paper to investigate the relation of variables with Impulse Buying. Data is computed and analyzed by using SPSS Process macro is employed to test hypotheses. The results demonstrate that consumer materialistic values predict impulse buying and depression. The study also finds that there is a significant influence of depression on impulse buying. Next, the study states a positive intervening role of depression between materialism on impulse buying. Finally, the outcomes state that confidence moderates the connection between materialism and impulse buying through depression.

Keywords: Materialism; depression; impulse buying behaviour

I. INTRODUCTION

Consumers make a lot of decisions regarding day to day features of their life mostly after planning. Some decisions however are made without any proper preparation or planning and along with ignoring the consequences and implications linked with a buying decision. Generally, consumers do not gather the adequate information and just make decisions regardless of the various opportunities out there to explore. Planned shopping overall has been considered very boring. Furthermore, the degree of effort that a consumer puts into his/her actions for getting to the bottom of their problem mostly contingent on the level of her/his accuracy for selection standards, the scope of the information that he or she already has had about the product on the bases of previous knowledge and the convenience to the number of additional options (Schiffman & Kanuk, 2007).

Many of the previous researches have engrossed on how promotional advertisements and external cues lead to Impulse buying. Less focus is given to internal stimuli and the processes. Humans have personality traits that act as a fastening mechanism towards impulse buying. There are different associations between variables that lead towards impulse buying. Due to growth in ecommerce and the increase in consumer alignment most of the societies in whole world offer increasing opportunities and occasions about impulsive behaviour and the purchasing itself. Little is known about how various variables impact consumers in Non-western countries.

Previously the variables of this study have been tested but in a different way. Through each and every variable of this study i.e. Materialism (Independent variable), Confidence (Mediating Variable), Depression (Moderating Variable) and Impulse buying (Dependent Variable), We present a new opportunity for understanding consumer behaviour pattern in Pakistan. This study argues that, with high level of Materialism there will be high level of impulse buying. With adding Depression as a moderator there will be more Impulse Buying.

Therefore, the present study makes several contributions in the domains of consumer behaviour, Materialism and Consumer personalities in multiple ways. First, this study attempts to investigate

individual consumer Materialistic traits and propose as well empirically how and when Impulse Buying is related to materialism. Second, this study investigates whether Depression operates as the potential facilitator in the Materialism and Impulse Buying relationship. Third, we also contribute to the literature of Confidence by challenging the assumption that Confidence moderates the relationship between material and impulse buying through depression. Every individual has feelings, moods and practices that formulate the essential portion of the existence that is referred to as the “self”. Individuals regardless of how they are viewed, whether in positive or negative light can overwhelmingly encourage many parts of their life style (Todd, Seta & Waring, 2006). Confidence is one and at most considered most of the treasured personality traits in which individuals respond to situation to situations and their responses and actions determine their attitude (Be’ nabou & Tirole, 2002). Fourth, it is also worthwhile to mention in this section that to the date most of the empirical work on Impulse Buying is based on samples from the Western contexts. While empirical evidences from the non-western countries are inadequate , making it vaguer whether the studies that exist can be used generally or apply to all Asian countries particularly in Pakistan or not. There are enormous differences in the socio-cultural, economic atmosphere of the countries in the west and that of the Asian countries. Further, our study examines well-being in a non-Western context. Some researchers suggested other researchers to be aware of the cultural differences and the underlying differences between the eastern and western societies (Kacen and Lee, 2002). Impulse buying is a term that indicates a sudden urge a consumer feels and makes the consumer or gives the consumer the urge to buy something without any plan to do so and considering all the material and is driven by instantaneous satisfaction (Rook and Fisher 1995; Verplanken and Sato 2011; Vohs and Faber 2007). Many managers considered the use of Impulse Buying to be an unethical technique.

This study is first in its nature that attempts to examine the Materialism in consumers and Impulse buying relationship. With this connection in mind, we also trace mechanisms through with Depression and Confidence intervenes and influences the Materialism and Impulse Buying linkage respectively. .

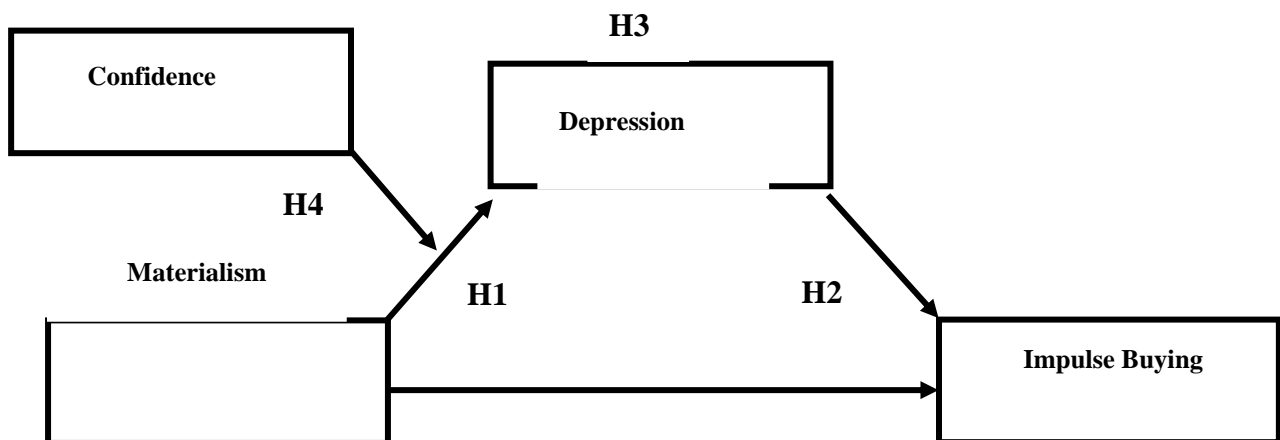


Figure 1. Theoretical Model

II. LITERATURE REVIEW

2.1 Impulse buying

Olsen, Tudoran, Honkanen, and Verplanken, (2016) stated that impulse buying as: “A consumer experiences a sudden, often powerful and determined urge to buy something immediately” (Olsen et al, 2016). One study suggested that the customer in-store experience was a critical factor in formulating beneficial marketing strategies (Yoon, 2013). Another research stated that consumers attracted by the display and discounts result in more impulse buying (Hultén and Vanyushyn , 2011). Variety-seeking customers are further disposed to impulse buying (Sharma, Sivakumaran and Marshall, 2010). Some researchers believed there existed a noteworthy association between an individual’s emotional and cognitive status and their impulse buying behavior (Dawson and Kim, 2009). These days brands and companies are highly focused on performing actions that result in impulse buying because at the end of the day it’s important to grow the business (Kervenoael, Aykac & Palmer, 2009).

Impulse buying a term that indicates a sudden urge a consumer feels and makes the consumer to make a purchase without any plan and relevant information as a result, purely driven by immediate gratification (Verplanken and Sato 2011; Vohs and Faber 2007). The degree to which a person or an individual makes an immediate unintended purchase is known as an impulse-buying tendency (Jones 2003). Impulse buying adds up to a very big volume of products sold on yearly bases.

Some researchers suggested other researchers to be aware of the cultural differences and the underlying differences between the eastern and western societies (Kacen and Lee, 2002). Many managers considered the use of Impulse Buying to be an unethical technique. One study indicated that impulse buying involved immediate purchase without any type of pre-shopping objective (Beatty and Ferrell, 1998; Dittmar, Beattie and Friese, 1995), initiated that gender impacts impulse buying. In other researches they stated that a hedonic and affective component involve impulse buyers that are driven by their instantaneous gratification (Rook and Fisher, 1995).

In 1990 researchers began to inquire “why” and “when” impulse buying was taking place, investigating the main reason behind the buyer .Another thing was to find out if their spending or impulse buying behaviour was merely dictated by temper or willpower. As the forces that drive impulse buying are purely cognitive and affective , buying consists of sudden and immediate purchases made at the time in the setting of the product .Impulse buying is often considered to be powerful urge to buy and feelings that trigger excitement , they are led by strong affective reactions (Rook, 1987). In the late 1980s, research started to focus more on the inquiring of “who” involved in impulse buying and on what bases individuals that are being were categorized as either impulsive or non-impulse buyers.

2.2 *Materialism and impulse buying*

Materialism is characterized as the significance and value a shopper consolidates to the accomplishment of worldly possessions (Belk 1985; Richins 2013). Materialistic individuals feel that the material merchandise or products that they buy express their character and way of life, which enables the buyers to complete their feeling of self (Chernev et al. 2011; Goldsmith and Clark 2012; Richins 2013).One study demonstrated that the inclination towards foreign brands significantly affected materialistic qualities among Indian shoppers (Gupta 2012). Some researchers found that the reason why consumers had materialistic traits and value is that they faced some real-life situations and events during adolescent and childhood that made them materialistic (Benmoyal-Bouzaglo and Moschis , 2010). Some researchers proposed that there was a significant impact of family disruptions over materialism (Nguyen, George and Randall, 2009). (Eckhardt and Mahi , 2004), found that consumers who are more inclined towards foreign brands display higher levels of materialism. In one study it was proposed that family resources (love, support, money) are not positively related to materialism unlike family structure and family stressors (death, separation). The focus and belief of materialism revolves around the thought that happiness can be easily attained through belongings (Kasser 2002).

Materialism differs across demographics (Goldberg, Gerald, Peracchio and Bamossy , 2003). When the quest of belongings is the main goal of an individual’s life, then one can be considered materialistic (Roberts , 2000).

People who value materialism as the most highly value system. Richins and Dawson (1992) evaluated materialism on the bases of three characteristics:

1. Making the attainment of material possessions the fundamental focus in his or her life,
2. Making the quest of those belongings his or her central focus of lifetime,
3. Viewing belongings as an indication for success.

TV viewing results in high levels of materialism (Sirgy, 1998). In one study the researcher stated that there was a huge impact of family structure on materialism (Rindfleisch, James and Frank, 1997). (Ruth and Commuri, 1998), expressed that materialism is to a greater degree a Western shopper social characteristic . Being people as we move from the youth to puberty, self-definition changes from procuring assets to taking part in activities identified with a personality (Belk 1985).

2.3 *Materialism and depression*

Kasser's investigation (2002), expressed that the youngsters who felt uncertain talked about their sentiments in materialistic interests. He inferred that the youngsters that were especially susceptible to purchaser posts promising safety and satisfaction over utilization and were likewise on occasion bound to depend on the agree of others to like themselves. Taking, these characteristics under thought, they at last lead to the quest for material belongings. Realism rouses customers to be aware of their status and

contribute an unbalanced measure of their assets into securing merchandise (Goldsmith and Clark 2012; Silvera et al. 2008).

People who have high materialistic characteristics they are bound to be discouraged and more dejected (Mueller et al. 2011), lonely (Pieters 2013), and have bring down confidence with lower- self-esteems (Christopher et al. 2009; Richins and Dawson 1992). Some researchers believe that acquiring objects would help them launch a wisdom of security and would improve their well-being.

Hypothesis 1: Materialism is positively associated with Depression.

2.4 Depression and impulse buying

Olsen, Tudoran, Honkanen, & Verplanken, (2016) stated impulse buying is: "A consumer experiences a sudden, often powerful and determined urge to buy something immediately" (Olsen et al, 2016). Depression has formerly been associated with impulsive purchasing; buying on the bases of urge can be used to help improve moods of depression (Duhachek 2005). Impulse Buying has been characterized as the unprompted or sudden want to purchase something, and when contrasted with progressively thoughtful ways to deal with basic leadership, it is viewed as passionate, responsive, and "inclined to happen with lessened respect" for the occasions (Rook 1987). Impulse Buying is frequently viewed as feeling associated (Eysenck et al. 1985), there are situations where there's evidence of a cognitive component in impulse buying behavior (Hoch and Loewenstein 1991; Rook and Fisher 1995). Based on a person's chronic values , transient advantages might be picked regardless of the long-term consequences (Puri 1996).

A few people are bound to fulfill decadent objectives by following up on motivation in order to fulfill their hedonic objectives by following up on the drive or impulse , "not all reward searchers are hasty" (Ramanathan and Menon 2006). This could clarify why lack of caution is a factor in " disaster victim purchasing " (Sayre and Home 1996). On being deprived of of their assets and previous economic wellbeing (Hoch and Loewenstein 1991), they may embrace practices that assistance them to recoup a feeling of "regularity" (Delorme et al. 2004, p. 188), or manage with the hazardous situations (Benight and Bandura 2004). A study directed by Mick and Demoss (1990) showed that individuals sometimes gift themselves in order to cope with disappointments and depression, just because they have extra money. Considering that some countries face higher risks of natural disasters than others, impulse buying among those consumers is higher than others. Consequently, the next hypothesis is stated

Hypothesis 2: Depression is positively associated with Impulse Buying.

2.5 Materialism and impulse buying: a mediated process

Sneath et al. (2007) talked about the role of 'impulse purchasing' in alleviating depression caused to Katrina unfortunate casualties in US. Every one of these investigations center on negative mental states yet proceed to demonstrate the mood-uplifting role of impulse purchasing.

Depression has once in the past been related with impulse buying; purchasing on the bases of motivation might be utilized to help enhance sentiments of depression (Duhachek 2005). Verplanken et al. (2005) recommended that the main purpose of impulse purchasing may be "a self-administrative instrument" went for decreasing negative sentiments, particularly when these emotions have an auxiliary premise, for example, an inability to satisfy esteemed guidelines or low confidence. Baumeister (2002) recommends that individuals select to sacrifice self-control and enable themselves to make incautious buys on the off chance that they figure such buys may improve them feel better. The idea that buyers may purchase on an impulse to fulfill their necessities isn't in accordance with the economic benefit theory. On occasion Buyers may purchase to fulfil their dream needs and stimulation just as their social or passionate needs (Hausman, 2000). Past research shows that impulse buying serves the capacity of facilitating horrendous mental states. For instance, Mick and DeMoss (1990) discovered that to remove themselves from awful bad moods they used to reward themselves with self-gifts.

As stated by the researchers Gardner and Rook (1988) the association between pre-purchase mood and post-purchase mood should be explored further. Therefore, it is possible to determine on the bases of this if the impulse buying causes any change in temperament (Gardner and Rook, 1988). Also keeping in mind that mood drives us to buy and post purchase mood is also expected to change.

Notwithstanding the likelihood that purchasers are in a negative energetic state in the wake of entering a store, they may end up being truthfully roused and spend more than planned. This proposes impulsive

buying might be an unaware obtaining conduct driven by an enthusiastic drive which is not in hands of the individual.

Hence, after impulse buying, shoppers might feel much improved and lively (Gardner and Rook, 1988; Rook, 1987). This is caused by the way that motivation purchasing changes buyers' negative temperament into positive mind-set (Gardner and Rook, 1988; Rook, 1987). Gardner and Rook (1988) express that a large portion of members' post-buy state of mind is increasingly positive after motivation purchasing. Thus, purchasers feel better after motivation purchasing. At the end of the day, motivation purchasing may turn into a source of entertainment, substance, energy, and satisfaction for the buyer (Weinberg and Gottwald, 1982).

Hypothesis 3: Depression mediates the Materialism and Impulse Buying relationship.

2.6 Confidence as moderator

While making a purchase decision, the decision is influenced by the risk, factors regarding personality such as self-confidence and self-esteem. The more information the consumer seems to get, the more it's difficult to decide, (Outreville & Desrochers, 2016). Confidence moderated the relationship between Materialism and Impulse Buying through Depression. Consumers having less confidence relied more on the external information that they took from others and evaluated products on that bases because they couldn't rate products due to their less confidence and take risks (Xiao, 2016). Due to lesser self-esteem or lower self-confidence mostly, consumers purposely do impulsive buying just to improve their own personality, self-image and those kinds of consumer are considered attention seekers (Kinney, Scheinbaum & Schaefers 2015).

Researchers say that self-confidence is basically driven from self-esteem that basically means what we think about our self, how differently from others and about our skills and competencies in general while on the other hand confidence is based on our activities in which we show our self-esteem through our actions. If one has high self-esteem then they more confident and similar way if individuals have low self-esteem, they have low confidence because then they doubt their abilities (Shipman & Kay, 2014).

In Psychology Self-confidence is the essential component of any human mental state and is likewise viewed as a noteworthy factor in customer purchase decision making process, often used to understand consumer behavior (Chuang et.al, 2013). Individuals who had higher level of self-confidence they guaranteed or showed to be more responsible for his or her acquisitions since that sort of customers dependably chase for post buy choice (Hsu, Chang and chen, 2011). Consumers did impulse buying shopping when they felt they were undergoing passionate sufferings, for example, uneasiness, fears, mental trouble, disappointment, agonies and stress (Neuner, Raab and Reisch, 2005). In one study consumers who had high level of product involvement or knowledge of product specification eventually generate emotions such that the product involvement becomes an important factor supporting impulse buying tendencies. This generates consumer emotions and as a result people with knowledge about the product and its specifications would make wise decisions based on it (Jones, Reynolds, Weun & Beatty, 2003).

Everyone has sentiments and practices that define the basic part of the existence that is referred to as "self". Individuals paying little respect to how they are seen, whether in positive or negative light can overwhelmingly impact numerous parts of their way of life (Todd, Seta and Waring, 2006). Confidence is a standout amongst the most important identity qualities in which individual react to circumstance to circumstances and their reactions and activities decides their frame of mind (Be'nabou and Tirole, 2002). Housman (2000) found out that customers did impulse buying in order to satisfy their esteem and self-actualization needs. Every person perceives him or herself as a being full of learnings and convictions that are down there in the back of the head stored s memory. They have a self-image through which they grade themselves to put forth an image in the outer world. Rook and Fisher (1995) found that customers have a continuous focus on to be perceived as mature, so they suppress their feeling of impulsive tendencies. Self-confidence in consumers is an instable incidence and perceived as a huge idea to comprehend shopper conduct. (Howard and Sheth, 1977) expressed that there was a direct connection between overall confidence and their behavioural expectation. Furthermore, the scholars (Bennet and Harrell, 1975) additionally confirmed that the Howard and Sheths contentions through re investigating the association between customer courage and their purchase frames of mind and aims towards the objects and regarded brands.

Consequently, if the customers had more confidence, they would not be scared to make purchase decisions themselves and wouldn't be affected by external information which would eventually decrease depression and decrease Impulse Buying.

Hypothesis 4: Confidence moderates the relationship between Materialism and Impulse Buying through Depression, such that meditational relationship is weaker when Confidence is high rather than low.

III. METHODOLOGY

3.1 Sample and Procedure

A convenience sampling technique was followed to collect data from consumers who shop and indulge in unplanned Impulse Buying behaviour. For this purpose, we choose students of local College going people (i.e., Kinnaird College for Women, Lahore) who shop impulsively in Lahore city of Pakistan.

A total of 300 prospective respondents were contacted during September-October 2019 to fill up the questionnaire, compiled in English language, asking for demographic information (including name, age, qualification and marital status) and instrument evaluating our study constructs: Materialism, Confidence, Impulse Buying and Depression. The researchers personally met each class and described them the purposes of the survey. The survey was conducted only with the approval of teachers and willingness of Students to cooperate in this whole procedure. The secrecy concerning their responses was guaranteed to them. Of the 300 initially approached students, we get back a total of 276 responses out of which 26 were eliminated due to missing values. (Response rate = 83%). Our final sample consisted of 6 (2.0 %) males and 244 (98.0 %) females with ages ranging from 21 to 34 years. The demographic analysis indicated that there were (206, 82.7%) Single Participants and (43, 17.3%) were Married Participants. The Respondents were also asked to provide information regarding being a Fulltime Student or not .220 Participants were Full-time students with the Percentage of 88.4% and 29 Participants weren't Full time Students, (11.6%).

3.2 Measurs

3.2.1 Materialism

Materialism was assessed using 14 items scale developed by Richins' (2004) using a seven-point Likert Scale (1= Strongly Disagree to 7 = Strongly Agree). An example is "I admire people who own expensive homes, cars, and clothes" ($\alpha = 0.90$).

3.2.2 Confidence

Dash et al. (1976) 5-item scale was used for calculating respondents Confidence on five-point Likert scale (1= Strongly Disagree and 5= Strongly Agree). For example, "I am sure about my abilities in general" ($\alpha = 0.86$).

3.2.3 Depression

We utilized Depression scale proposed by the researcher Beck for essential consideration, a multi-thing scale intended to survey psychological and emotional side effects of despondency (University of Pennsylvania Health System 2006) on a five-point Likert scale (1= Strongly Disagree and 5= Strongly Agree). An example item from the scale is, "Feelings of self-dislike" ($\alpha = 0.79$).

3.2.4 Impulse Buying

Impulse Buying was measured using five-point Likert scale developed by Kim & Soi, (2002) on a five-point Likert scale (1= Strongly Disagree and 5= Strongly Agree). A sample item from the scale is, "I often buy things without thinking" ($\alpha = 0.79$).

3.2.5 Control Variables

We controlled for some demographic variables such as name, age, gender (male = 1, female = 2), marital status (single = 1, married = 2), full-time student (yes = 1 , no = 2) , qualification and Age keeping in mind that they have potential impact on study variables. Respondent age was controlled because youth has been associated with impulsive behaviour (Ketzenberger and Forrest 2000). Research shows that older individuals demonstrate greater regulation of emotional expression than do younger adults (Lawton, Kleban, Rajogopal, & Dean, 1992; McConatha et al., 1994; Siegel, 1985). Gender is controlled as it

accounts for variance in Impulse Buying and Depression. According to Coley and Burgess (2003), gender was selected because women are shown to be more likely than men to be impulsive buyers.

3.3 Analytical Approach

The hypotheses were inspected in two steps. The first step, a simple mediation model was tested by SPSS PROCESS macro which was developed by Preacher and Hayes (2008), it tested the direct impact of Materialism on Impulse Buying and the indirect impact of Materialism on Impulse Buying through Depression. Secondly, we included moderator variable in the model to analyze moderated mediation (H4) by employing SPSS Process macro established by Preacher, Rucker, and Hayes, (2007). We calculated: Impact of Materialism on Impulse Buying; result of interaction between Confidence (moderator) and Materialism on Depression; and influence of this total moderated mediation on Impulse Buying.

IV. RESULTS

4.1 Descriptive Analysis

Table 4.1 presents the mean, standard deviation (SD), correlation values and Cronbach's' alphas. The correlation coefficients are in the projected directions and provide initial backing for our study hypotheses. In line with our proposed hypotheses, results reveal that Materialism is positively and knowingly related to Impulse Buying ($r = 0.18, p < 0.01$) which is in accordance with our H₁. Results show that Materialism has a positive and significant relationship with Depression ($r = 0.49, p < 0.01$) and Depression is also positively associated with Impulse Buying ($r = 0.22, p < 0.01$). Both these outcomes are in accordance with H₂ and H₃ respectively. Overall the results also exhibit significant relationship between Impulse Buying and Full-time students ($r = 0.29, p < 0.05$); Depression and Age ($r = 0.18, p < 0.05$), fulltime Student ($r = 0.166, p < 0.05$), Materialism and Age ($r = 0.155, p < 0.05$).

Table. 4.1 Mean, Standard Deviations and Correlations

Correlations											
Variables	Mean	SD	1	2	3	4	5	6	7	8	9
1. Gender	1.98	0.14	-								
2. Marital Status	1.17	0.37	0.06	-							
3. Qualification	15.81	0.82	0.10	-0.02	-						
4. Age	24.24	1.99	-0.17**	0.14*	0.16**	-					
5. Full-Time Student	1.88	0.32	0.21**	-0.26**	0.00	-0.53**	-				
6. Impulse Buying	3.80	0.79	-0.03	0.29**	-0.18**	-0.36**	0.29**	(0.79)			
7. Depression	3.24	0.75	-0.18**	0.03	-0.10	.180**	0.16**	0.22**	(0.79)		
8. Confidence	3.76	0.59	0.01	0.01	0.07	-0.07	-0.01	-0.29**	-0.28**	(0.86)	
9. Materialism	4.57	0.87	-0.10	.153*	-0.03	.155*	-0.07	0.18**	.498**	-0.07	(0.90)

Note: n= 250, Cronbach's' alphas are on the diagonal in parentheses.
 **. Correlation is significant at the 0.01 level (2-tailed).
 *. Correlation is significant at the 0.05 level (2-tailed).

4.2 Hypotheses testing

4.2.1 Tests of Mediation

We investigate whether the impact of Materialism (independent variable) on Impulse Buying (dependent variable) could be examined through Depression (mediator) by employing SPSS Process macro (model 4, Preacher and Hayes, 2008). 5000 bootstrap resampling was performed. The outcomes of SPSS Process (Table 4.2) illustrate that the total effect of Materialism on Impulse Buying was $\beta = 0.43$, $t = 8.42$, $p < 0.0001$. The total effect of Materialism on Impulse Buying can also be estimated by regression line:

$$\hat{Y} = 1.29 + 0.43 X + e_y$$

Where

$$Y = \text{Impulse Buying}, X = \text{Materialism}, e_y = \text{error term}$$

Consistent with our expectations for Hypothesis 2, Materialism positively impacted Depression, as evident from the significant unstandardized regression coefficient ($\beta = 1.17$, $t = 4.09$, $p < 0.0001$). The regression equation for predicting Depression:

$$M = -1.32 + 1.17 X + e_M$$

Where

$$M = \text{Depression}, X = \text{Materialism}, e_M = \text{error term}$$

Table 4.2
Results of Simple Mediation Model Regressing Depression as a Mediator

Predictor		Direct Effect Model				
		Outcome= M(Depression)				
		β	SE	t	p	
X(Materialism)	a	1.17	0.28	4.09	0.00	
Constant	i ₁	-1.32	1.35	-0.97	0.33	
Predictor		Direct Effect Model				
		Outcome= Y(Impulse Buying)				
		β	SE	t	p	
X(Materialism)	c'	0.06	0.04	1.32	0.18	
M(Depression)	b	0.14	0.05	2.52	0.01	
Constant	i ₂	3.01	0.20	14.5	0.00	
Predictor		Total Effect Model				
		Outcome= Y(Impulse Buying)				
		β	SE	t	p	
X(Materialism)	c	0.43	0.05	8.42	0.00	
Constant	i ₃	1.29	0.25	5.24	0.00	
Indirect Effect and Significance Using the Normal Distribution						
	Value	SE	LL95%CI	UL95%CI	z	p
Sobel	0.06	0.03	0.00	0.13	1.88	0.06
Bootstrap Results for Indirect Effect on X on Y						
	M	SE	LL95%CI	UL95%CI		
Effect	0.06	0.02	0.02	0.11		

Not e: n = 250; β = Unstandardized Regression Coefficient ; SE = Standard Error ; Bootstrap Sample Size = 5000 ; LL = Lower limit ; CI = Confidence Interval ; UL =Upper Limit

Further, the association between Depression and Impulse buying was positive and significant when controlling for Materialism ($\beta = 0.14$, $t = 2.42$, $p < 0.0001$). Finally, Materialism positively influenced on Impulse Buying when controlling for Depression ($\beta = 0.06$, $t = 1.32$, $p < 0.0001$). These provide support for Hypothesis 3 and Hypothesis 4. The regression equation of Materialism and Depression both predicting Impulse Buying is:

$$\hat{Y} = 3.01 + 0.06 X + 0.14 M + e_y$$

Where

$$Y = \text{Impulse Buying}, X = \text{Motivation}, M = \text{Depression}, e_y = \text{error term}$$

Results of the mediation model display were likewise analyzed utilizing the Sobel test (Sobel, 1982). This test is utilized to confirm whether mediator clarifies the relationship among predictor and criterion. The formula two-tailed significance test (expecting a normal distribution) shows that the (unstandardized) indirect effect (0.06) is significant with Sobel $z = 1.88, p < 0.001$. The bootstrapping without making any presumption about the state of the sampling distribution (i.e., normality), affirmed the Sobel test results (see Table 4.2) with indistinguishable backhanded impact esteem 0.06, as a 95% bootstrap certainty interim for this roundabout impact was (0.00, 0.13). This offers support for Hypothesis 4.

4.2.2 Tests of Moderated Mediation

To evaluate our hypothesized theoretical model, in which the impact of Materialism on Impulse Buying via Depression was conditional on Confidence, we used moderated mediation technique in Process macro Model 7 (Preacher et al., 2007) with 90% confidence interval based on 5,000 bootstrap samples. We estimated coefficients of the model in which Confidence interacts with Materialism to influence depression which in turn impacts Impulse Buying. Materialism is the predictor; Depression is the mediator, Impulse Buying is the Criterion, and Confidence is the moderator in-between Materialism and Depression relationship. The results of moderated mediation analysis are presented in Table 4.3.

The results support our assumptions for the hypothesized moderated mediation model. The interaction effect of Confidence and Materialism on Depression was negative and significant with $\beta = -0.19, t = -2.70, 90\% \text{ CI} = -0.30 \text{ to } -0.07, p < 0.05$ (Table 4.3). Moreover, when Impulse Buying is taken as outcome variable, the model illustrated considerable and positive direct impact of Materialism in shaping and predicting Impulse Buying as $\beta = 0.06, t = 1.32, p < 0.001$, along with the demonstration that Depression directly predicted Impulse Buying and this relationship is positive as well as significant ($\beta = 0.14, t = 2.52, p < 0.001$).

Table 4.3
Regression for the Conditional Indirect Effect

The conditional indirect effect of Materialism on Impulse Buying being through Depression was

Mediating Variable Model (Depression)					
Predictor		β	SE	t	p
Constant	i	-1.32	1.35	-0.98	0.33
X(Materialism)	a_{1i}	1.17	0.29	4.10	0.00
Confidence	a_{2i}	0.65	0.33	1.97	0.05
X x Confidence	a_{3i}	-0.19	0.07	-2.70	0.01
Dependent variable Model (DV = Impulse Buying)					
Predictor		β	SE	t	p
Constant	i	3.01	0.20	14.5	0.00
X(Materialism)	c'	0.06	0.04	1.32	0.18
M (Depression)	b	0.14	0.05	2.52	0.01
Conditional Indirect Effect(s) of X on Y at Range Values of Moderator					
Confidence		Effect	Boot SE	Boot LLCI	Boot ULCI
-1 SD (3.01)		0.09	0.03	0.03	0.15
M (3.80)		0.06	0.02	0.02	0.11
+ 1SD (4.60)		0.04	0.02	0.01	0.09
Index of Moderated Mediation					
Mediator		Index	SE	LL 90%CI	UL 90% CI
		-0.02	0.01	-0.05	-0.01

Note: n = 250; β = Unstandardized Regression Coefficient ; Bootstrap Sample Size = 5000 ; LL = Lower limit ; CI = Confidence Interval ; UL =Upper Limit

probed at three different values of Confidence: one SD below the mean (i.e., 3.01), on the average (i.e., 3.80) and one SD above the mean (i.e., 4.60). The indirect effect was significantly different from zero among low ($\beta = .09, 90\% \text{ CI} = \text{to } 0.03 \text{ to } 0.15$); average ($\beta = .06, 90\% \text{ CI} = \text{to } 0.02 \text{ to } 0.11$); and high ($\beta = .04, 90\% \text{ CI} = \text{to } 0.01 \text{ to } 0.09$) Confidence .

Furthermore, the index of moderated mediation reveals that the conditional indirect effect of Depression in the analysis of employees Impulse Buying regressed on Materialism x Confidence significant. The 90% confidence interval estimate of this indirect relationship did not include zero (effect = -0.02 and 90% CI [LLCI = -0.05 to ULCI = -0.01]).

Conditional indirect effect of X on Y can be estimated through the following regression equation:

$$M_i = (1.17 - 0.19 W) 0.14$$

While Direct effect of X on Y = 0.06

We plotted the indirect effects of Materialism on impulse Buying through Depression at higher (1 SD higher) and lower (1 SD lower) levels of Confidence (Figure 2). Taken together, these findings provided support for our Hypothesis 4.

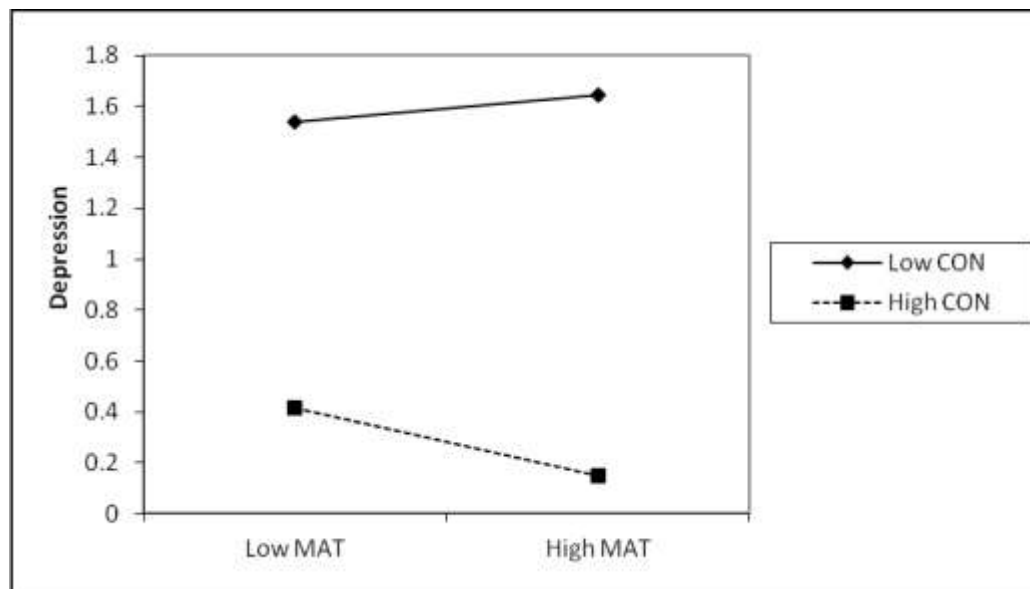


Figure 2. The Conditional Indirect Effects of Materialism on Impulse Buying via Depression at High and Low Levels of Confidence.

V. DISCUSSION

The main objectives of this research were to find out how the variable Materialism impacted Impulse Buying and to provide awareness about the complex process underlying the correlation between materialism and Impulse Buying. It was discovered that Depression to work as a mediator between among Materialism and Impulse Buying. Moreover, Confidence can impact the indirect association between Materialism and Impulse Buying through Depression. Study Findings provide support to our hypothesized model.

5.1 Theoretical contributions

This study provides a noteworthy contribution to the literature by supporting and extending the previous findings in the multiple ways.

Extant literature on Impulse Buying focused more on the consumer experiences and the sudden urges that a consumer determined to buy something (Honkanen & Verplanken, 2016) . Some researchers focused on how in-store experiences to be a critical factor in formulating beneficial marketing strategies (Yoon, 2013). Very few researchers studied how Materialistic traits and personality triggers impulse buying. To address this pole in the literature, this research sees whether Materialism is a critical precursor of Impulse Buying. Our examination is among the first to investigate the instrument connecting these two builds remembering the two personality traits, Confidence and Depression. Along these lines, the present investigation widens the wildernesses of research on Impulse Buying and gives a mind boggling model to seeing how Impulse Buying may be affected by Consumers materialistic characteristic. More comprehensively, our examination enables a superior seeing how to negative feelings (for example Misery) upgrade the Impulse Buying of Consumers.

In consumer behaviour research consumer decision-making models are used generally, (Erasmus, Boshoff & Rousseau 2001). Impulse buying theoretically is mostly underpinned within emotional decision-making making (Tandai & Chrispen, 2009). Consumer decision making model basically affects the cognitive processes of consumers which include consumer decision making and to some extent it also reflects the emotions of the consumer. This view assumes that purchasers expect to associate some high emotions or feelings, for example, pleasure, love, anxiety, certainty, pretend and even some slight intriguing activities with specific purchases.

Another unique feature of our study is that it utilizes the broaden-and-build theory of representative self-finish, individuals who have a deficient self-concept remunerate that piece of oneself by obtaining and showing images related with it (Wicklund and Gollwitzer 1982). Materialistic trifles empower people to evoke a reaction from the overall population with respect to their self-idea: to indicate position and to express ways of life, feelings, and qualities (Carr and Vignoles 2011; Chernev et al. 2011; Sivanathan and Pettit 2010).

Applications of symbolic self-completion theory in consumer research have inspected how discrepant self-convictions impact obtaining of material belongings (Braun and Wicklund 1989; Carr and Vignoles 2011). At the point when looked at with powerlessness and dangers to their mental self-view, purchasers are commonly ready to pay more for a thing that is status related and demonstrate a solid inclination for self-expressive brands (Carr and Vignoles 2011; Chernev et al. 2011; Kim and Rucker 2012; Sivanathan and Pettit 2010). These brands symbolize some alluring attribute that will get endorsement and increment a person's status or reestablish his or her discernment and mental self-portrait. Past research with regards to motivation purchasing conduct considers found that individuals buy material products to make up for their apparent deficiencies (Dittmar et al. 1996) and to symbolize a piece of the person's self-personality (Dittmar 2005; Dube and Black 2010; Kennett-Hensel, Sneath, and Lacey 2012; Sneath et al. 2009).

Our investigation expands the current Impulse Buying literature by including Confidence as a vital limit condition that shapes the greatness of the impacts of Materialism on Impulse Buying through Depression. Drawing on our findings, it very well may be induced that high Confidence among shoppers diminishes or decreases the impacts of Materialism and the resultant Depression on the Impulse Buying of Consumers . This recommends the positive linkage between customer Materialism and Depression decreases when people are high in Confidence. These discoveries additionally add to the Confidence literature. Very few researches have been done which address the variables as Confidence and Depression along with Materialism that triggers Impulse Buying. Psychology research has talked about such variables, but little research is done in Consumer Behavior. Our examination tends to this gap in the literature since our outcomes suggest that when buyers are high in Confidence ,their self-concept can undermine their depressive thoughts (i.e. Depression) and can adversely affect their Shopping behavior (i.e. Impulse Buying), leading to lower Impulse Buying.

Another unique feature of our study is that it utilizes the Symbolic Self-Completion theory (Wicklund & Gollwitzer, 1982) as a theoretical foundation for assessing how Materialism influences Impulse Buying through Depression. As indicated by this hypothesis, when a person's self-idea is compromised, they look to address their self-disparity (Sivanathan and Pettit 2010; Wicklund and Gollwitzer 1982). The theoretical structure incorporates data from earlier research on impulse buying , features their likenesses and contrasts , and gives a superior understanding of impulse buying . Utilizations of symbolic self-completion theory in consumer research have analyzed how discrepant self-beliefs influence purchasing of material possessions (Braun and Wiclund 1989; Carr and Vignoles 2011). When faced with powerlessness and threats to their self-image, consumers are generally willing to pay more for an item that is status related and show a strong preference for self- expressive brands (Carr and Vignoles 2011; Chernev et al. 2011 ; Kim and Rucker 2012; Sivanathan and Pettit 2010).

Our study encompasses the prevailing Impulse Buying literature by including Confidence as a significant boundary state that shapes the magnitude of the effects of Materialism on Impulse Buying through Depression .Drawing on our findings , it can be inferred that High Confidence among Consumers diminishes the positive consequence of Materialism and the resultant consumer depression on their Impulse Buying. This suggests that despite the strong positive association between consumers Materialism and Impulse Buying through the mediator i.e., Depression, the essential positive linkage between consumers Materialism and Depression diminishes when individuals are high in Confidence. These findings also contribute to the Confidence. Be'nabou & Tirole (2002) stated that confidence is one of the most valuable personality traits in which individual respond to situation to situations and their

responses and actions determines their attitude. Our study examines well-being in a non-Western context. Some researchers suggested other researchers to be aware of the cultural differences and the underlying differences between the eastern and western societies (Kacen and Lee , 2002). Our study addresses this gap in the literature since our outcomes imply that when consumers are high on Confidence, Consumers feel firmer on planning purchases that results in low Depression and it adversely affects their Impulse Buying, leading such individuals to lower Impulse Buying.

5.2 Practical implications

This study has numerous implications for marketers to plan new strategies for their consumers. This helps them in understanding their consumers more. The results of the study will be serving the marketing managers to better identify the consumer impulse buying decision making process, particularly from the viewpoint of emotions and materialistic traits which motivate consumers towards purchase. Managers could brainstorm for new marketing techniques and they could use this research for designing new products and change presentation styles. They could hit their respective sales target through implementation of plans. They can even take this as a base towards putting more efforts into achieving their target sales.

Our findings prove that Materialism is closely related to Depression and Impulse Buying. Therefore, firms should make sincere efforts to promote building creative campaigns .Our study suggests that when consumers get high Confidence then their depression goes down. This could help many Consultants in the Psychology field too in recommending tactics that could help patients gain the Confidence in order to be lesser materialistic.

This study may help design special programs to distinguish and limit the negative impacts of impulse buying. Lastly, our results can help tackle many problems on the marketing end and the psychological end too for building creating campaigns to building strategic procedure in helping build confidence in individuals.

5.3 Limitations and future directions

There are a few boundaries that are needed to be considered while implementing our research findings and they can be addressed in future research too.

The first concern with this study is of generalizability. This research is conducted in a non-Western context (i.e., Pakistan). If a bigger sample size was taken the results can be generalized to more areas of research. Little former research exists in this field and it will be better to duplicate the current results in a demonstrative sample of mature consumers. Another thing to consider about this study is the use of a survey rather than an experimental approach. The study was done in the city of Lahore which does not fully account for the whole Country. The replication of the present of this current studying other regions can enhance generalizability of our findings.

Most of the respondents of this research were Female Consumers which raises concerns again about the generalizability of Impulse buying. Our research also contributes to the Impulsive Buying literature by giving the focus to the Materialistic traits and Negative Mood (i.e., Depression).We believe that future study in this area can help build on our endeavour, will better help marketers and the field of Psychology.

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