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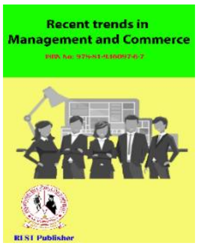

Impulsive Buying Behavior, Emotional Impact and Frugality Among Youth: Psychological and Demographic Analysis

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Abstract: *In India's rapidly transforming retail landscape, impulse buying has emerged as a significant consumer behavior, driven by modern shopping environments such as malls, megamarts, and online platforms. With increasing disposable income, changing lifestyles, and exposure to global trends, Indian consumers are more susceptible to unplanned purchases. Impulse buying is defined as a sudden, strong urge to purchase without prior planning, often triggered by emotional or sensory stimuli. Marketing strategies such as store displays, discounts, promotional offers, and targeted digital advertisements on platforms like Shopee and social media significantly influence such buying decisions. The growth of technologies like the Internet of Things (IoT) and virtual reality (VR) in retail has further enhanced the shopping experience, making it more immersive and emotionally engaging. Moreover, factors such as the store environment, ambient smells, lighting, and music—collectively referred to as "atmospherics"—can provoke emotional responses that lead to impulsive decisions. Psychological elements, including fear of missing out (FOMO), self-control, personality traits, and social norms, also contribute to impulse buying. Research highlights that both external factors (e.g., promotional tactics) and internal factors (e.g., personal preferences, mood) jointly shape impulsive consumer behavior. Understanding these dynamics is crucial for retailers aiming to boost sales and customer engagement in competitive markets.*

1. INTRODUCTION

In India's biggest cities shopping centers, megamarts and multifunctional malls are the latest faces of the modern shopping environment. With an abundance of both local and foreign firms joining the market, the retailing industry in India has grown into one of the fastest growing and quickly growing enterprises. India ranks at fifth spot among nations that are developing. In the five years that follow, regulated retailing in the country is expected to develop five times, largely due to changing habits, growing disposable cash, and beneficial demographic divisions. Indian clients have drastically changed their purchasing patterns, with impulse purchases becoming a very proactive actions.(Muthuseshan et al.) Impulse buying is the action of an individual experiencing an overwhelming, unplanned wanting to buy something immediately.(Karbasivar & Yarahmadi, 2011) Researchers as well as marketers have noted that impulse buying behavior represents one of the key topics to investigate considering impulse buying has become an everyday occurrence in all business formats. This buying behavior among consumers has becoming so deeply embedded in every individual's way of life that they are uninformed or unwilling to acknowledge that they frequently participate in it. In the retail sector right now, market there is intense competition and every type of businesses must apply promotion in their efforts to promote and engage different methods of marketing for keeping their consumers. As a consequence, stimulation of the impulse purchasing different items from the stores could grow into an effective edge against opponents and a beneficial source of revenue for the business.(Sangalang et al., 2017) To the greatest extent of our understanding, this study was one of the first to investigate how the absence of self-control may also be indirectly connected with impulsive buying actions by supporting targeted marketing and experiencing an impulse to accept product recommendations provided on social media platforms as well which helps establish subjective norms. The term subjective norm, a sense of behavioral control, and attitude have all formerly been regarded as independent predictors of intention in earlier studies employing the theory of intentional behavior. As an alternative, previous study has looked into the manners whereby perceived behavioral control covers the consequences of attitude as well as subjective norm on intention. (La Barbera & Ajzen, 2020) Purchasing on impulse can be characterized as acting on an intense feeling of wanting something out of the blue in color, without considering through the long-term implications of making that choice or possessing any previous intention to do so. Online and mobile shopping's convenience and mechanization have made it easier and easier for consumers to make impulsive purchases. Additionally, individuals may be encouraged to make sudden purchases by targeted internet advertisements and visibility of the brand on social media networks. More research is therefore required to figure out how the digital environment and consumer-related factors stimulate purchasing on impulse.(Nyrhinen et al., 2024) A marketplace is an organized system of relationships and interactions wherein payments, as well as products, services, and data are traded among one another.When plenty more individuals have acknowledged the online marketplace individuals, the business center doesn't seem even a functioning structure anymore. Instead of an individual website or platform in a network where there are certain transactions in business which have become increasingly accustomed to the term "electronic marketing." Online shopping". Both online and offline, the trend of impulse buying undoubtedly helps businesses, advertising professionals, and shop financial viability. Therefore, it is essential to retailers to learn more concerning tactics for competition associated with impulse purchases. impulsive or unanticipated purchases external as well as internal factors can contribute to buying. On the outside elements like sales, displays, and promotions. As though internal characteristics of the customer, including style of life and addiction to making purchases, resource connectivity, and so forth.(Ittaqullah et al., 2020) With its extremely immersive experiences, virtual reality has the opportunity to entirely change the digital commerce sector and provide an abundance of advantages to consumers as well as retailers. While physical reality environments can offer consumers an immersive shopping experience, there is a deficiency of investigations exploring the possibility of impacts of virtual reality grocery store environments on certain buyer habits, notably impulse buying behavior.(Wang et al., 2024) Indian customers' purchasing patterns and habits have altered considerably, with impulsive buying becoming increasingly prevalent. It's important to understand the meaning of purchasing on impulse for researchers and today's business community want have access to the most a feasible approach to increase sales while opening up opportunities for fresh business models and consecutive investigations.(Gangwani). Consumers' psychological responses can be influenced by exterior factors like storefront window layout, accompanying landscaping, and wall-mounted flags, in addition to interior elements like colors, lighting, music, and fragrance at physical retail businesses. Retailers modify their retail settings based on these cues to provoke overwhelming emotions among consumers and increase the chance that they will ultimately decide on decisions to buy. Kotler referred to these cues as atmospherics. Marketers use these atmospherics, or signals, as emotional triggers for building an emotional connection with their customers while offering them unique sensory experiences. Consequently, sensory advertisement can be described as when marketers interact with consumers employing their five senses—sight, vibrations, smell, feeling, and taste.(Goel et al., 2024). Impulse buying is a situation in which a consumer purchase many different kinds of products without thoughtful consideration. It is simply an instantaneous in precise purchasing of an item. It could occur as a result of an appealing interest that occurs at precisely the right time or if he uncovers something at the cost of things are surprising affordable. A normal purchase and a purchase on impulse are not exactly the same thing because the first one is planned before starting something, while the second type is impromptu and typically occurs all of a sudden with no prior planning. We can refer to this kind of behavior as impulse buying. (Rathor & Singh, 2024).

2. LITERATURE REVIEW

Deal Proneness: The Internet of Things pertains to a constellation of interlinked electronic devices that may be connected to other devices by means of information transfer through the internet, enhancing the lives of individuals in the process of communication. In many ways, the Internet of Things is a tenacious technology that is significantly transforming numerous industries. In addition, the development of Internet of Things has changed numerous perspective of our lives, particularly the decisions and purchases we make. Internet of Things operates as an Omni-channel technique that significantly reconciles supply and demand. Integrating Network of Things in retail residences have generated an assortment of chances, challenges and openings that organizations are planning to catch and capitalize on impulse purchases. Purchasing on impulse is defined as the right choice and potential for consumers to engage in unexpected purchases prompted by emotions and desires which develop during the present moment.(Gupta) .

A single business in the field of e-commerce goes by the name Shopee, which Clients of Shopee are drawn to Skintific as one of their favorite cosmetic brands. Flash sales on Skintific frequently come in the form of discounts or live Shopee discounts. This is the fundamental cause of the impulsiveness that customers. The objective of the investigation is to figure out whether limitation advertising and discounts influence Impulsive purchases made by Skintific users via live Shopee. The present investigation makes use of quantitative descriptive methods in the setting of associative research. The example utilized in 100 students attending the

Bandar Faculty of Economics and Business engaged with this research project. University of Lampung. Questionnaires have been employed for collecting data for the purpose of this study. The study following collection, data was analyzed using the Windows application for SPSS.(Lucas, 2024).

As time goes by, many people engage in the act of shopping practically everyday. Consumer demands are satisfied by shopping, which is why customers take part in this activity in addition to their purchase necessities. needed, even though one's position can be exposed through purchasing. Progressively increasing Consumer spending levels increase as a consequence of necessities. This particular situation is among the strategies utilized by companies to attract the attention of consumers through impulse purchasing. Starting a retail business is one approach.

Buying on impulse is the act of someone giving in to an overpowering desire. The goal of this study is to inquire into how in-store displays and price reduces affect customers' impulsive purchases. Both descriptive and quantitative techniques are employed in the present study. Price reductions have an enormous effect on impulsive buying. In addition, in-store displays have contributed significantly impact on impulse purchases (Putri, 2024).

The goal of the research was to further develop the existing reservoir of information by determining the factors which influence consumers' impulsive purchasing choices during streaming live, using a conceptual framework that was developed.Depending on the S–O–R (stimulus–organism–response) concept. Additionally, we examined the moderating the impacts of scarcity persuasion and price perception. A self-administered survey via the internet was hired to collect data from 837 individuals who were at least 18 years old. The data was investigated. The need to commit impulsive decisions and emotional responses are statistically significant markers for impulsive behavior buying simultaneously livestreaming, with shortage and price perceptions serving as moderators.(Feng et al., 2024)

Store Display:
Nowadays, retailers are looking for methods to set business above competitors through establishing an enjoyable and interesting atmosphere for consumers to look around in. Thus, utilizing sexual orientation as a facilitator and excitement as a mediator, the present investigation seeks to look into whether the ambient smell influences shoppers' state of mind, mental processes, and spending at shops and stores. The covariance coefficient analysis is used to investigate the hypothesized relationships utilizing consumer-congregated store-intercept data from online as well as offline sources. The results of the investigation show that while atmospheric feel has little influence on pleasure, it can influence consumer emotion, store the environment, and product quality. On the other hand, the atmosphere of the store influences customer satisfaction, feelings of excitement, and the quality of the goods. In addition, the psychological excitement and pleasure of customers are not impacted by the overall quality of the items. The quality of the product is merely one aspect that impacts the stimulation of the customer's feelings; the physical store atmosphere additionally has an important part. Conduct of consumers who make purchases on impulse and behaviour correspond to the moderate gender.satisfaction with relationships, customer scent, and environment. Celebrity men are only for their conduct, approach, and impulse purchases made for pleasure and superstores/malls shopping for management's impact moving forward retail/mall the of component an as music concerning research for the future conclusions analyze the environment which was established. (Manzoor et al., 2024)

Impulse buying has become a common occurrence in today's consumer-driven the globe, impacting global economic trends and purchasing choices. This study examines into how contextual components work such as the shop environment, the features of the goods, the social context and accessibility variables affect students' impulse buying decisions. Self-administered surveys by students have been examined with SPSS. The results demonstrated that all three variables had a significant influence the impulsive buying patterns of students. (Ahmad et al., 2023)

Personality Traits:
This study examines at the way "Fear of Missing Out" (also called FOMO impacts impulsive purchasing decisions in the context of modern, digital consumer behavior. Using a qualitative approach, the study looks into the components that trigger FOMO and analyzes the relationship between the degree of of fear and the frequency of purchasing impulsive in nature. The study methodology includes extensive interactions with consumers who demonstrate impulse buying and fear. How a thematic examination entails used to find topics in the interviews, and content analysis is performed to identify developments regarding the relationship between purchasing on impulse and fear. The research's findings indicate that fear is an important driver in influencing

consumers into making spontaneous purchases out of excitementearnestness and interaction with others. (Hamizar et al., 2024)

The goal of this study is to look into whether impression management influences impulse buying behavior.It is a fundamental characteristic that acts as a driving force for buying habits motivation. Given the fact that instant communication is so widespread, it has been noted that consumers are excellent users of this function. Concerns regarding impression management come arise when consumers select products to share to others. The customer's social goals influence whether the products consumers select are consistent or in disagreement to their self-images,acceptances and opinions of oneself. In buying situations, more than half of mental processing occurs with no the conscious control. It was observed that in situations where customers lack adequate brand comprehension, personal characteristics like management of image and claimed to have a significant effect on impulse buying behavior.(Mahmood et al., 2024)

Buying on impulse is characterized as acting on a strong urge to purchase anything out of the violet, without considering through the long-term implications of the choice or without a previous intention to do so. Internet and smartphone shopping's convenience and mechanization have made it easier and easier to make impulsive purchases. In addition, targeted online
Social media networks' ads and exposure to brands could tempt consumers to make impulsive purchases choices. More research on the connection between consumer-related problems and the digital environment is therefore needed promote impulsive buying. Based from a survey of 23,181 adults between the ages of 18 and 29, we investigated the impulse buying behaviors of young adults in online environments from the perspectives of persuasion and self-control environment. The findings indicate that insufficient discipline. The findings show that buying on impulse is not only directly facilitated by not enough self-control, but also does so through promoting an upbeat perspective on specific marketing and the impatient nature found in online communities. Given the impulsive character of the internet, including the impact of product displays and suggestions onsocial media. Finally, we offer suggestions for how teaching self-control and media literacy online can improve one's capacity to avoid being convinced in online situations and decrease one's tendency to act impulsively purchasing habits.(Mahmood et al., 2024)

Electronic commerce and online advertising are increasing in significance as a consequence of advances in technology, which has increased consumer demand for purchasing goods online. The rise in online shopping and e-commerce has led to the development of the events known as "online impulse buying." Considering a lack of studies regarding internet purchases on impulse, this study seeks to advance this uncharted field. Lots of variables affect consumers' purchases on impulse. A lot of research focus on these elements in traditional retailing, but simply a handful of studies look at the variables that influence impulsive online purchases. These components may be of an internal or outside nature. This study focuses at the way web site quality (an external factor) and personality characteristics (an internal one) influence online impulse purchase. A questionnaire was used in the study as a means to collect data. Delivered were surveys with items from verified assessments (such as the Four Factor Model) on the subjects in question. The results of the research will shed light on website design and be helpful to all online retailers seeking to increase their customer's purchases on impulse.(Turkyilmaz et al., 2015)

3. RESEARCH METHODOLOGY

- **Type of Research:** Descriptive research
- **Research Instrument**: Self-Administered questionnaire
- **Type of data**:
  - Primary data was collected through questionnaire
  - Secondary data was collected through published research paper using google scholar and research gate.
- **SAMPLE SIZE** : 207
- **TYPE OF SAMPLING** : Simple Random sampling
- **SOFTWARE USED** : SPSS,END NOTE

➢ RESEARCH DESIGN

Descriptive research design is a research method used to describe the characteristics, behaviors, or conditions of a subject or phenomenon without influencing or manipulating the environment. It focuses on providing an accurate, detailed account of what is happening, aiming to identify patterns, trends, and relationships.

- **DATA COLLECTION**
- **Primary data -** The questionnaire used to collect the primary data.
- **Secondary data -** The retrieved data from journals, research papers and websites.
- **DATA COLLECTION INSTRUMENT**

  Questionnaire is being used for data collection.
- **SAMPLING**
- Size:207
- Type: Simple Random sampling

- **QUESTIONNAIRE DESIGN**

  Structured questionnaire
- **STATISTICAL TOOL USED FOR ANALYSIS**
  - SPSS
  - END NOTE

4. DATA ANALYSIS AND INTERPRETATIONS

Gender of The Respondents

TABLE 1. Gender of The Respondents

Options	Frequency	Percent
Male	131	63.3
Female	76	36.7
Total	207	100.0

Interpretation: According to the table, the distribution of genders of the sample of 207 individuals is demonstrated by the data provided. This is one interpretation: Gender Distribution: Of the whole sample, 76 individuals (36.7%) are female and 131 people (63.3%) are male.

Majority: Of the sample, men make up the majority of it by significant amounts as compared to women. Minority: Less than half of the sample's respondents are male, putting up a smaller proportion of females.The pattern of distribution may be the outcome of a selection of factors like the sample group's composition and the recruiting strategies used. Having an understanding of the facts surrounding the data gathering could assist in clarifying why the distribution of genders is the way it is.

Age of The Respondents

TABLE 2. Age of The Respondents

Options (AGE)	Frequency	Percent
18-25	118	57
26-35	51	24.6
36-45	23	11.1
46-55	15	7.2
Total	207	100

Interpretation: According to the table ,the chronological age distribution of a sample of 207 individuals is given by the data. This is one interpretation:Distribution of Age Groups:18–25 Years: Of the sample, 118 people (57.0%) are the most elderly and therefore make up the largest percentage. It also suggests that younger adults constitute almost all of the sample.26–35 Years: 51 individuals (24.6%) constitute this age group, which makes it the second largest. It indicates that early to mid-adulthood comprises a large but smaller part of the population.36–45 Years: 23 individuals (11.1%) belong to this group. There are actually fewer individuals in this middle-aged the group in the sample.46–55 Years: There are actually fewer participants in this elderly age range, as indicated by the smallest group, which includes just 15 people (7.2%).General Patterns:The majority of the sample is considerably younger, with a large prejudice towards this age range.

Education of The Respondents

TABLE 3. Education of The Respondents

Options	Frequency	Percent
High school	57	27.5
Undergraduate	125	60.4
Postgraduate	25	12.1
Total	207	100.0

Interpretation: The data provided shows the educational backgrounds of 207 respondents in the sample. This is one interpretation: Distribution on Educational Attainment: Only high school education is completed by 57 respondents (27.5%). This indicates that a significant portion of the population in question just possesses a high school education. Undergraduate: 125 respondents, or 60.4% of the sample, have finished their undergraduate studies. Because this is the group with the most participants, it is probable that the vast majority of the sample is composed of up of individuals who have completed higher education than simply high school. Postgraduate: Twelve per cent of the respondents, or 25, hold postgraduate degrees. This indicates a smaller but significant proportion of the sample has attended graduate courses. General Patterns: Given that most responders having earned their college degrees, the sample as a whole appears to be well educated.

Employment of The Respondents

TABLE 4. Employment of The Respondents

Options	Frequency	Percent
Employment	65	31.4
Unemployment	121	58.5
Self-employment	21	10.1
Total	207	100.0

Interpretation: According to the table, the data provided reflects 207 respondents' employment status. This is one interpretation: Distribution by Employment Status: Employment: Of the people surveyed, 65 (31.4%) are working at the moment. This indicates that a bit under a third of the sample works a regular job. Joblessness: A significant majority of 121 respondents, or 58.5%, reported being unemployed. It suggests that more than 50% of the sample has no employment at the moment, which could either be an indication of the overall condition of the job market or the particular circumstances of the sample. Self-employment: Of the people who responded, 21 (10.1%) are employed by them self. The fact that this group takes up a smaller proportion of the sample indicates that a minority of those surveyed are self-employed or own their own firms.

Income of The Respondents

TABLE 5. Income of The Respondents

Options (INCOME IN Rs)	Frequency	Percent
Below 50,000	42	20.3
50,000-1,00,000	93	44.9
1,00,000-1,50,000	56	27.1
Above 1,50,000	16	7.7
Total	207	100

Interpretation: The table represents the distribution of income levels among 207 respondents. Here's an interpretation: Below 50,000: 42 respondents (20.3%) reported an income below 50,000. This group constitutes a smaller segment of the sample, with about one-fifth of the total population. 50,000-1,00,000: The largest group, with 93 respondents (44.9%), reported incomes between 50,000 and 1,00,000. Nearly half of the respondents fall into this middle-income category.1,00,000-1,50,000: 56 respondents (27.1%) reported incomes between 1,00,000 and 1,50,000. This is the second-largest group, accounting for over a quarter of the sample. Above 1,50,000: 16 respondents (7.7%) have an income above 1,50,000. This group forms the smallest percentage of the sample, representing less than 10% of the population. Overall, the majority of the respondents have incomes between 50,000 and 1,50,000, with a smaller number earning below 50,000 or above 1,50,000.

Marital Status of the Respondents

TABLE 6. Marital Status of the Respondents

Options	Frequency	Percent
Married	70	33.8
Unmarried	137	66.2
Total	207	100.0

Interpretation: According to the table, the information on marital status of the 207 individuals total:With 70 individuals reporting to be married, married people represent 33.8% of the population.
137 individuals stated they were unmarried, accounting up the majority of those who were single (66.2% of the

population).This means that in this sample, the individuals who are single group is significantly larger than the married group. Compared to the overall distribution, only a third of those surveyed are married and two-thirds are unmarried.

Influenced by shopping style

TABLE 7. Influenced by shopping style

Options	Frequency	Percent
Strongly disagree	37	17.9
Disagree	21	10.1
Neutral	44	21.3
Agree	87	42.0
Strongly agree	18	8.7
Total	207	100.0

Interpretation: According to the tableinformation, an individual's buying style could have the following impacts on them:87 people, or 42%, agree that their purchasing style has an influence on them.8.7% (18 respondents) strongly agreed, indicating the significant effect of shopping style on their choices. 44 people, or 21.3% of the total, had no strong points of view. 10.1% of those surveyed, or 21 individuals, claim that their decisions are unaffected by their buying style.17.9% of those surveyed, or 37 individuals, strongly disagree, indicating that they are totally unaffected by shopping style.Overall, a significant number of those surveyed (50.7%) agree or strongly agree that their shopping behavior influences them, compared to a lesser percentage (28%) who disagree or strongly disagree. A moderate position is reflected in the neutral group (21.3%). This implies that a key consideration when it comes to shopping style.

Influenced by positive emotion

TABLE 8. Influenced by positive emotion

Options	Frequency	Percent
Strongly disagree	11	5.3
Disagree	31	15.0
Neutral	61	29.5
Agree	83	40.1
Strongly agree	21	10.1
Total	207	100.0

Interpretation: In overall, the majority of individuals (50.2%) agree or strongly agree with the fact that positive emotions have an influence on how they behave, whereas a smaller number (20.3%) disagrees or strongly disapprove. With an impressive 29.5%, the neutral group indicates that numerous individuals might not have strong opinions. This suggests that although certain individuals are unaffected by the positive emotions have an important impact on the majority of individuals.

Unfurgal style

TABLE 9. Unfurgal style

Options	Frequency	Percent
Strongly disagree	14	6.8
Disagree	36	17.4
Neutral	74	35.7
Agree	65	31.4
Strongly agree	18	8.7
Total	207	100.0

Interpretation: The data shows a somewhat balanced variety of opinions, with 24.2% (unhappy or strongly disapproving) leaning towards frugality and 40.1% (recognizing or definitely accepting) having a preference towards an unfrugal attitude. It is evident from the neutral group (35.7%) that a sizable amount of individuals are uncertain on this issue. It demonstrates that a lot of individuals either feel ambivalent towards frugal spending or prefer it, yet quite a few are receptive to or prefer it.

Negative for certain people and positive for certain people

TABLE 10. Negative for certain people and positive for certain people

Options	Frequency	Percent
Strongly disagree	13	6.3
Disagree	22	10.6
Neutral	53	25.6
Agree	82	39.6
Strongly agree	37	17.9
Total	207	100.0

Interpretation: The data shows a somewhat balanced variety of opinions, with 24.2% (unhappy or strongly disapproving) leaning towards frugality and 40.1% (recognizing or definitely accepting) having a preference towards an unfrugal attitude. It is evident from the neutral group (35.7%) that a sizable amount of individuals are uncertain on this issue. It demonstrates that a lot of individuals either feel ambivalent towards frugal spending or prefer it, yet quite a few are receptive to or prefer it.

Often buy things spontaneously

TABLE 11. Often buy things spontaneously

Options	Frequency	Percent
Strongly disagree	30	14.5
Disagree	52	25.1
Neutral	45	21.7
Agree	61	29.5
Strongly agree	19	9.2
Total	207	100.0

Interpretation: In general, 38.7% of those surveyed (strongly agreeing or agreeing) said they frequently make purchases on impulse, as opposed to 39.6% who disagree or strongly disagree. A portion of the sample might feel indifferent or uncertain about their spontaneous buying actions, compared to the neutral group (21. 7%).The data indicates that there is a comparable distribution among participants between those who conduct unplanned purchases and those who aren't, with slightly larger group leaning toward not spontaneous buying.

Buy things without thinking

TABLE 12. Buy things without thinking

Options	Frequency	Percent
Strongly disagree	53	25.6
Disagree	72	34.8
Neutral	36	17.4
Agree	30	14.5
Strongly agree	16	7.7
Total	207	100.0

Interpretation: In overall, 60.4% of those surveyed (strongly disagreeing or agreeing) say they do not make purchases on impulse, yet 22.2% (strongly agreeing) admit that they occasionally do. An intermediate in nature viewpoint is represented by the neutral group (17.4%). This shows that even though a smaller percentage of individuals exhibit impulsive buying tendencies, the majority of individuals are more methodical and thoughtful in their purchase decisions.

I often buy without thinking about other alternative.

TABLE 14. I often buy without thinking about other alternative

Options	Frequency	Percent
Strongly disagree	24	11.6
Disagree	76	36.7
Neutral	52	25.1
Agree	43	20.8
Strongly agree	12	5.8
Total	207	100.0

Interpretation: According to the data provided: Strongly Disagree (11.6%): A minority of respondents strongly disagree with the statement. Disagree (36.7%): A larger proportion of respondents disagree with the statement, indicating a general trend towards disagreement. Neutral (25.1%): About a quarter of respondents are neutral, showing that they neither agree nor disagree. Agree (20.8%): Some respondents agree with the statement, though not the majority. Strongly Agree (5.8%): A small fraction strongly agree with the statement. Overall, the majority of respondents either disagree or are neutral about the statement, with a smaller segment showing agreement or strong agreement.

Buy now and think later

TABLE 15. Buy now and think later

Options	Frequency	Percent
Strongly disagree	42	20.3
Disagree	77	37.2
Neutral	37	17.9
Agree	37	17.9
Strongly agree	14	6.8
Total	207	100.0

Interpretation: The data reveals that a majority of the 207 respondents expressed disagreement with the given statement, with 37.2% disagreeing and 20.3% strongly disagreeing, totaling 57.5%. This indicates a generally negative sentiment toward the statement. Meanwhile, 17.9% of respondents remained neutral, suggesting some level of uncertainty or indifference. On the other hand, only 17.9% agreed and 6.8% strongly agreed, making up a combined 24.7% who viewed the statement positively. Overall, the responses reflect a clear trend of disagreement, implying that the statement was not well-received or supported by most participants.

Buy thing son spur of moment

TABLE 16. Buy thing son spur of moment

Options	Frequency	Percent
Strongly disagree	20	9.7
Disagree	45	21.7
Neutral	60	29
Agree	60	29
Strongly agree	22	10.6
Total	207	100.0

Interpretation: The data shows a relatively balanced distribution of responses among the 207 participants. While 31.4% of respondents expressed disagreement (9.7% strongly disagree and 21.7% disagree), a nearly equal proportion—39.6%—showed agreement (29% agree and 10.6% strongly agree). Notably, the largest single group, 29%, chose the neutral option, indicating a significant level of indecision or neutrality toward the statement. Overall, the responses suggest mixed opinions, with no strong consensus either in favor or against the statement, though there is a slight tilt toward agreement.

I buy thing show I feel at the moment

TABLE 17. I buy thing show I feel at the moment

Options	Frequency	Percent
Strongly disagree	31	15
Disagree	34	16.4
Neutral	45	21.7
Agree	75	35.3
Strongly agree	24	11.6
Total	207	100.0

Interpretation: The data indicates that a majority of the 207 respondents leaned toward agreement with the statement, with 35.3% agreeing and 11.6% strongly agreeing, totaling 46.9% in favor. Meanwhile, 21.7% remained neutral, suggesting a moderate level of uncertainty or impartiality. On the other hand, 15% strongly disagreed and 16.4% disagreed, accounting for a combined 31.4% expressing disagreement. Overall, the results reflect a generally positive perception of the statement, with a significant portion of respondents showing support, though a noteworthy minority still expressed opposition or remained undecided.

Sometimes I am reckless what I buy

TABLE 18. Sometimes I am reckless what I buy

Options	Frequency	Percent
Strongly disagree	19	9.2
Disagree	45	21.7
Neutral	75	36.2
Agree	62	30
Strongly agree	6	2.9
Total	207	100.0

Interpretation: Among the 207 respondents, 36.2% selected “Neutral,” indicating the largest single group felt undecided or indifferent. Levels of agreement (30% “Agree” and 2.9% “Strongly agree”) combined to 32.9%, closely matched by 30.9% who expressed disagreement (9.2% “Strongly disagree” and 21.7% “Disagree”). This distribution suggests that opinions are fairly evenly split: a slight plurality remains neutral, while those who feel positively about the statement just edge out those who feel negatively. Overall, there is no overwhelming consensus, reflecting a balanced mix of uncertainty, modest support, and modest opposition.

Beyond the money buying products make me happy

TABLE 19. Beyond the money buying products make me happy

Options	Frequency	Percent
Strongly disagree	30	14.5
Disagree	38	18.4
Neutral	41	19.8
Agree	64	30.9
Strongly agree	34	16.4
Total	207	100.0

Interpretation: The response data from 207 participants shows a general tendency toward agreement with the statement. A combined 47.3% expressed positive sentiment, with 30.9% agreeing and 16.4% strongly agreeing. Meanwhile, 32.9% of respondents disagreed to some extent (18.4% disagree and 14.5% strongly disagree), indicating a notable but smaller segment with opposing views. Additionally, 19.8% remained neutral, reflecting a moderate level of indecision or impartiality. Overall, the results suggest that while there is a significant portion of disagreement and neutrality, the majority view leans toward agreement with the statement

I feel good when it offers special promotion

TABLE 20. I feel good when it offers special promotion

Options	Frequency	Percent
Strongly disagree	20	9.7
Disagree	36	17.4
Neutral	64	30.9
Agree	72	34.8
Strongly agree	15	7.2
Total	207	100.0

Interpretation: The data indicates that out of 207 respondents, the majority leaned toward agreement with the statement, with 34.8% agreeing and 7.2% strongly agreeing, totaling 42%. A considerable portion—30.9%—chose the neutral option, suggesting a significant level of uncertainty or ambivalence. On the other hand, 9.7% strongly disagreed and 17.4% disagreed, making up 27.1% who expressed a negative view. Overall, the responses reflect a generally positive sentiment toward the statement, though the high percentage of neutral responses highlights a need for further clarity or engagement on the subject.

Attracted by cheerful and smiling sales person

TABLE 21. Attracted by cheerful and smiling sales person

Options	Frequency	Percent
Strongly disagree	15	7.2
Disagree	55	26.2
Neutral	54	26.1
Agree	60	29
Strongly agree	23	11.1
Total	207	100.0

Interpretation: The responses from 207 participants reveal a moderately positive inclination toward the statement, with 29% agreeing and 11.1% strongly agreeing, totaling 40.1% expressing agreement. However, a substantial portion also showed disagreement, with 26.2% disagreeing and 7.2% strongly disagreeing, amounting to 33.4%. Additionally, 26.1% chose the neutral option, indicating a significant level of indecision or neutrality. Overall, while the majority slightly favors agreement, the close percentages across categories suggest mixed opinions, highlighting that the statement may be somewhat divisive or open to varied interpretations.

Atmosphere of store

TABLE 22. Atmosphere of store

Options	Frequency	Percent
Strongly disagree	30	14.5
Disagree	63	30.4
Neutral	49	23.7
Agree	40	19.3
Strongly agree	25	12.1
Total	207	100.0

Interpretation: The data from 207 respondents indicates a predominantly negative sentiment toward the statement, with 30.4% disagreeing and 14.5% strongly disagreeing—together accounting for 44.9% expressing disagreement. In contrast, 19.3% agreed and 12.1% strongly agreed, totaling 31.4% in support. Additionally, 23.7% of participants chose the neutral option, reflecting a moderate level of indecision or neutrality. Overall, the results suggest that a significant portion of respondents disagreed with the statement, indicating skepticism or dissatisfaction, while support was notably lower, and a sizeable neutral group remained undecided.

Friendly sales person

TABLE 23. Friendly sales person

Options	Frequency	Percent
Strongly disagree	25	12.1
Disagree	65	31.4
Neutral	38	18.4
Agree	56	27.1
Strongly agree	23	11.1
Total	207	100.0

Interpretation: The data from 207 respondents shows that a significant portion expressed disagreement with the statement, with 31.4% disagreeing and 12.1% strongly disagreeing—amounting to 43.5% in total. In comparison, 27.1% agreed and 11.1% strongly agreed, making up 38.2% who supported the statement. Meanwhile, 18.4% chose the neutral option, indicating some uncertainty or impartiality. Overall, the responses reflect a slightly more negative sentiment than positive, suggesting that the statement may not have resonated well with a majority of participants, although opinions are relatively mixed

I often find it difficult to control

TABLE 24. I often find it difficult to control

Options	Frequency	Percent
Strongly disagree	27	13
Disagree	61	29.5
Neutral	45	21.7
Agree	57	27.5
Strongly agree	17	8.2
Total	207	100.0

Interpretation: The data from 207 respondents indicates a mixed reaction to the statement. A combined 42.5% expressed disagreement, with 29.5% disagreeing and 13% strongly disagreeing. On the other hand, 27.5% agreed and 8.2% strongly agreed, totaling 35.7% in support. Additionally, 21.7% of respondents remained neutral, reflecting some indecision or ambivalence. Overall, the responses suggest that while a sizable portion of respondents disagreed, there was a notable group of supporters, and a substantial proportion remained neutral, highlighting a divided opinion on the statement.

When I am in pressure I go for shopping

TABLE 25. When I am in pressure I go for shopping

Options	Frequency	Percent
Strongly disagree	27	13
Disagree	61	29.5
Neutral	45	21.7
Agree	57	27.5
Strongly agree	17	8.2
Total	207	100.0

Interpretation: The data from 207 respondents shows a divided response to the statement. A significant portion, 42.5%, disagreed with the statement, with 29.5% choosing "Disagree" and 13% selecting "Strongly disagree." Meanwhile, 35.7% expressed agreement, with 27.5% agreeing and 8.2% strongly agreeing. The remaining 21.7% of respondents were neutral, indicating uncertainty or indifference. Overall, the results suggest that while a larger percentage of respondents disagreed, there was still a notable proportion in support of the statement, with a significant group in the middle expressing neutrality.

TABLE 26. Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	17.413a	4	0.02
Likelihood Ratio	18.618	4	0.062
Linear-by-Linear Association	2.621	1	0.038
N of Valid Cases	207		

Association between the marital status of the respondents and when I am in pressure I go for shopping.

H_0: There is no significant association between the marital status of the respondents and when I am in pressure I go for shopping.

H_1: There is a significant association between the martial status of the respondents and when I am in pressure I go for shopping.

Inference: The alternate hypothesis H1 is accepted as the p value is less than 0.05 at 5% significance level, i.e. 0.02. Therefore, There is a significant difference between the marital status of the respondents and when I am in pressure I go for shopping.

TABLE 27. Relation between the gender of the respondents and their opinion towards beyond that buying makes happy

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Beyond that buying makes happy	Equal variances assumed	4.282	0.040	.163	205	.871	.031	.189	-.342	.404
	Equal variances not assumed			.159	144.553	.874	031	.194	-.353	.414

H_0: There is no significant relation between the gender of the respondents and their opinion towards beyond that buying makes happy

H_1**:** There is a significant relation between the gender of the respondents and their opinion towards beyond that buying makes happy

Inference: The alternate hypothesis H_1 is accepted as the p value is less than 0.05 at 5% level of significance i.e. 0.040 Therefore, There is a significant relation between gender of the respondents and their opinion towards beyond that buying makes happy.

5. FINDINGS

- Gender Distribution:The majority of the sample comprises males, with 63.3% (131 individuals) identifying as male, compared to 36.7% (76 individuals) female. This significant male predominance suggests that either the sample's recruitment methods or the population targeted inherently favored male participation or representation.
- Age Distribution:A clear trend emerges in age demographics: the majority (57.0%, 118 respondents) falls within the youngest age bracket of 18–25 years. This dominance of younger adults indicates that the sample largely reflects the attitudes and characteristics of early adulthood, with fewer middle-aged or older individuals represented.
- Educational Attainment:Education levels within the sample indicate a predominantly well-educated population. The majority (60.4%, 125 respondents) have completed undergraduate studies, substantially outnumbering those with only a high school diploma (27.5%, 57 respondents) or postgraduate degrees (12.1%, 25 respondents). This distribution suggests that higher education is a common attribute within the surveyed group.
- Employment Status:Employment data reveals that the majority of respondents (58.5%, 121 individuals) are unemployed, while only 31.4% (65 individuals) are currently employed, and a smaller segment (10.1%, 21 individuals) is self-employed. This high unemployment rate might reflect economic conditions affecting the surveyed population or specific characteristics of the sample group.
- Income Levels:Concerning income, the majority of respondents (44.9%, 93 individuals) report earning between 50,000 and 100,000. The next largest group (27.1%, 56 individuals) earns between 100,000 and 150,000, while lower and higher income brackets constitute smaller portions. This distribution highlights a concentration within the middle-income range among the participants.
- Marital Status:The marital status profile shows that a majority (66.2%, 137 respondents) are unmarried, with only 33.8% (70 respondents) reporting being married. This indicates a sample largely composed of single individuals, consistent with the youth predominant in the age distribution.
- Influence of Buying Style:More than half of the respondents (50.7%) agree or strongly agree that their purchasing style influences them, signaling that shopping habits play a significant role in consumer decision-making for this group. This majority suggests purchasing behavior is an important factor in personal choices.
- Impact of Positive Emotions on Behavior:A majority of 50.2% report that positive emotions affect their behavior, indicating that emotional factors significantly shape actions in the majority of respondents. This underscores the influence of affective states on decision-making processes.
- Attitudes Toward Frugality :Opinions about frugality are somewhat divided but with a plurality of 40.1% favoring an unfrugal attitude. Meanwhile, 24.2% lean toward frugality, and 35.7% remain neutral. This majority inclination towards less frugal spending suggests a tendency among many participants to prioritize consumption over strict budget adherence.
- Impulse Purchasing Patterns :Regarding purchasing behavior, 60.4% of respondents report that they generally do not make impulse purchases, describing a more methodical and thoughtful buying approach. This majority preference for planned purchases highlights a significant behavioral trend of restraint among participants.
- Quick Purchase Decisions:When asked about buying items immediately upon seeing them, 47.8% disagree or strongly disagree with this behavior, indicating that almost half of the respondents exercise caution against snap purchasing decisions. This finding complements the impulse buying results and portrays a majority of measured consumer behavior.

6. SUGGESTIONS

- Enhance gender balance by adopting targeted outreach strategies that increase female participation, such as engaging female networks and ensuring survey accessibility in platforms favored by women.
- Broaden age diversity by using stratified sampling methods and expanding recruitment channels to encompass middle-aged and older individuals, thus achieving a more representative sample.
- Simplify survey language to accommodate respondents with varying educational backgrounds, thereby improving comprehension and response quality across diverse groups.
- Address unemployment factors by including questions that explore job barriers and by offering engagement incentives related to employment support programs to increase participation from unemployed respondents.
- Segment income groups during analysis to identify distinct consumer behavior patterns, enabling the design of tailored interventions for different economic categories.
- Leverage insights on emotional influence and purchasing styles by developing personalized communication and financial literacy programs that resonate with consumers' decision-making processes.
- Promote deliberate buying choices through educational campaigns that encourage thoughtful consumption while acknowledging those who exhibit impulsive buying tendencies.
- Incorporate clarifying follow-up questions to understand the underlying reasons behind neutral responses, distinguishing between indecision, ambivalence, or lack of information.
- Ensure transparency about the survey's purpose, data handling, and confidentiality to build trust, minimize bias, and encourage honest responses.
- Utilize multiple communication channels such as emails, meetings, and leadership announcements to maximize survey awareness and participation.
- Provide timely feedback and demonstrate actions taken based on survey findings to reinforce the value of participation and maintain engagement.
- Keep surveys concise and relevant to avoid respondent fatigue and improve completion rates without compromising data quality.

7. CONCLUSION

The survey analysis reveals a predominantly young, male, and well-educated sample with a high unemployment rate and a concentration within the middle-income bracket. Consumer behavior patterns suggest a majority preference for thoughtful and deliberate purchasing decisions influenced by positive emotions and personal buying styles. Attitudinal responses display a mix of agreement, disagreement, and notable neutrality, reflecting varied and complex perspectives among respondents.To maximize the relevance and applicability of these findings, future surveys should focus on enhancing demographic representativeness, minimizing bias through inclusive survey design, and addressing the socioeconomic nuances within the population. Recognizing and exploring neutral attitudes more deeply will enrich understanding and improve the robustness of conclusions drawn.By applying these suggestions, organizations can achieve richer, more actionable insights that reflect the true diversity of their communities. This approach not only fosters equitable and accurate data collection but also supports informed decision-making that better serves the needs and aspirations of all stakeholders.

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