

## **Profiling Impulse Buyers- Exploring How Each Facet of UPPS Impulsivity Traits Can Lead to Different Types of Impulse Buying Behaviour**

**Purpose of the Paper** - This study argues that impulse buying behaviour (IB) should be multi-faceted and proposes to use urgency–premeditation–perseverance–sensation-seeking (UPPS) as the measurement to examine various types of IB.

**Theoretical background** – Rook (1987) states that IB is a behaviour resulting from impulsivity and that impulses are biochemically and psychologically stimulated. However, not many further studies have been conducted to investigate the relationship between impulsivity and IB. The construct of impulsivity should be seen as multi-faceted (Eveden, 1999). Therefore, IB should be seen as multi-faceted, as there are different environmental cues that correspond to each personality factors to trigger IB (Youn and Faber, 2000). The individual differences on IB may be explained by the joint outcomes of individual impulsivity trait and environmental influences (Punj, 2011).

**Design/Methodology/Approach-** 414 valid questionnaires were collected from British and Taiwanese respondents. The measurements of the questionnaire include UPPS (Whiteside & Lynam, 2001), IB tendency (Rook & Fisher, 1995), and IB scenarios which are designed according to the Behavioural Perspective Model Matrix (e.g. Foxall & Greenley, 1999), including maintenance (e.g. routine shopping in a supermarket), accumulation (e.g. private collection), hedonism (e.g. day-out shopping trip), and accomplishment (e.g. luxury shopping) situation.

**Findings-** The results of Binary logistic regression provide an interesting insight into the ways in which each UPPS facet predicted different types of IB choice. Premeditation, urgency and sensation seeking were all found to correlate with IB in certain ways. Only perseverance has no distinct relationship with IB.

**Research/Limitations/Implications-** The limitation of this research is that the UK and Taiwan samples were not identical in terms of age profile due to the non-probability sampling used in this research.

**Practical Implications** - This study provides practical implications for service providers and retailers, as the results have suggested the way in which a consumption situation should be designed in order to attract a specific type of consumers. For instance, creating a setting that can match their sensation-seeking characteristics would be a good way to encourage impulse buying for “fun-seeker” impulse buyers.

**Social implications-** This study offers managerial implications for policy makers and consumers. It is beneficial for consumers to understand that their own IB can be predicted and controlled by being aware of the consumption situations and individual’s impulsivity trait. This study shows that consumers with a higher urgency tendency are more likely to become problematic impulse buyers, as they are more vulnerable in more consumption situations.

**Contribution of Paper** - This study demonstrates the interactions between the consumption situations and their corresponding impulsivity traits and illustrates the different types of impulse buying behavioural patterns.

## References:

BAUMEISTER, R. F. 2002. Yielding to Temptation: Self-Control Failure, Impulsive Purchasing, and Consumer Behavior. *Journal of Consumer Research*, 28, 670-676.

BEATTY, S. E. & ELIZABETH FERRELL, M. 1998. Impulse buying: Modeling its precursors. *Journal of Retailing*, 74, 169-191.

BEM, S. L. 1975. Sex-role adaptability: one consequence of psychological androgyny. *Journal of Personality and Social Psychology*, 31, 634-643.

BILLIEUX, J., GAY, P., ROCHAT, L. & VAN DER LINDEN, M. 2010. The role of urgency and its underlying psychological mechanisms in problematic behaviours. *Behaviour Research and Therapy*, 48, 1085-1096.

BILLIEUX, J., ROCHAT, L., REBETEZ, M. M. L. & VAN DER LINDEN, M. 2008. Are all facets of impulsivity related to self-reported compulsive buying behavior? *Personality and Individual Differences*, 44, 1432-1442.

BILLIEUX, J., VAN DER LINDEN, M. & CESCHI, G. 2007. Which dimensions of impulsivity are related to cigarette craving? *Addictive Behaviors*, 32, 1189-1199.

BRISLIN, R. W. 1970. Back-Translation for Cross-Cultural Research. *Journal of Cross-Cultural Psychology*, 1, 185-216.

BUSS, D. M. 1989. Sex differences in human mate preferences: Evolutionary hypotheses tested in 37 cultures. *Behavioral and Brain Sciences*, 12, 1-14.

BUSS, D. M. 1991. Evolutionary Personality Psychology. *Annual Review of Psychology*, 42, 459-491.

CAMPBELL, T., GILLASPY, J. A. & THOMPSON, B. 1997. The Factor Structure of the Bem Sex-Role Inventory (BSRI): Confirmatory Analysis of Long and Short Forms. *Educational and Psychological Measurement*, 57, 118-124.

CHAPMAN, D. W. & CARTER, J.F. 1979. Translation procedures for the cross cultural use of measurement instruments. *Education Evaluation and Policy Analysis*, 1(3): 71-76.

COBB, C. J. & HOYER, W. B. 1986. Planned Versus Impulse Purchase Behavior. *Journal of Retailing*, 62, 384.

COLEY, A. & BURGESS, B. 2003. Gender differences in cognitive and affective impulse buying. *Journal of Fashion Marketing and Management*, 7, 282-295.

COLLEY, A., MULHERN, G., MALTBY, J. & WOOD, A. M. 2009. The short form BSRI: Instrumentality, expressiveness and gender associations among a United Kingdom sample. *Personality and Individual Differences*, 46, 384-387.

CROSS, C. P., COPPING, L. T. & CAMPBELL, A. 2011. Sex Differences in Impulsivity: A Meta-Analysis. *Psychological Bulletin*, 137, 97-130.

DICKMAN, S. 1990. Functional and dysfunctional impulsivity: personality and cognitive correlates. *Journal of Personality and Social Psychology*, 58, 95-102.

DITTMAR, H., BEATTIE, J. & FRIESE, S. 1995. Gender identity and material symbols: Objects and decision considerations in impulse purchases. *Journal of Economic Psychology*, 16, 491-511.

DITTMAR, H. & BOND, R. 2010. I want it and I want it now: Using a temporal discounting paradigm to examine predictors of consumer impulsivity. *British Journal of Psychology*, 101, 751-776.

EVENDEN, J. L. 1999. Varieties of impulsivity. *Psychopharmacology*, 146, 348-361.

FISCHER, E. & ARNOLD, S. J. 1994. Sex, gender identity, gender role attitudes, and consumer behavior. *Psychology and Marketing*, 11, 163-182.

FOXALL, G. & GREENLEY, G. 1999. The Affective Structure of Consumer Situations. *Environment and Behavior*, 30, 781-798.

FOXALL, G. R. & YANI-DE-SORIANO, M. M. 2005. Situational influences on consumers' attitudes and behavior. *Journal of Business Research*, 58, 518-525.

FRANCIS, L. J. & WILCOX, C. 1998. The relationship between Eysenck's personality dimensions and Bem's masculinity and femininity scales revisited. *Personality and Individual Differences*, 25, 683-687.

GROSS, R., BATLIS, N. C., SMALL, A. C. & ERDWINS, C. 1979. Factor structure of the Bem Sex-Role Inventory and the Personal Attributes Questionnaire. *Journal of Consulting and Clinical Psychology*, 47, 1122-1124.

HOCH, S. J. & LOEWENSTEIN, G. F. 1991. Time-Inconsistent Preferences and Consumer Self-Control. *Journal of Consumer Research*, 17, 492-507.

HOLT, C. L. & ELLIS, J. B. 1998. Assessing the Current Validity of the Bem Sex-Role Inventory. *Sex Roles*, 39, 929-941.

HOWITT, D. and CRAMER, D. 2008. Introduction to SPSS in Psychology For version 16 and earlier, 4th Edition, Gosport, Pearson Education.

KACEN, J. J. & LEE, J. A. 2002. The Influence of Culture on Consumer Impulsive Buying Behavior. *Journal of Consumer Psychology* (Lawrence Erlbaum Associates), 12, 163-176.

KEYE, D., WILHELM, O. & OBERAUER, K. 2009. Structure and Correlates of the German Version of the Brief UPPS Impulsive Behavior Scales. *European Journal of Psychological Assessment*, 25, 175-185.

KIMURA, D. 1996. Sex, sexual orientation and sex hormones influence human cognitive function. *Current Opinion in Neurobiology*, 6, 259-263.

KIMLICKA, T. A., SHEPPARD, J. M., SHEPPARD, P. L. & WAKEFIELD, J. A. 1988. The relationship between Eysenck's personality dimensions and Bem's masculinity and femininity scales. *Personality and Individual Differences*, 9, 833-835.

KOLLAT, D. T. & WILLETT, R. P. 1967. Customer Impulse Purchasing Behavior. *Journal of Marketing Research*, 4, 21-31.

LUCAS, R.E., DIENER, E., GROB A., SUH EM, S. L. 2000. Cross-cultural evidence for the fundamental features of extraversion . *Journal of Personality and Social. Psychology*. 79:452–68

MAGID, V. & COLDER, C. R. 2007. The UPPS Impulsive Behavior Scale: Factor structure and associations with college drinking. *Personality and Individual Differences*, 43, 1927-1937.

MARINI, M. M. 1990. Sex and Gender: What Do We Know? *Sociological Forum*, 5, 95-120.

MEIER-PESTI, K. & PENZ, E. 2008. Sex or gender? Expanding the sex-based view by introducing masculinity and femininity as predictors of financial risk taking. *Journal of Economic Psychology*, 29, 180-196.

OZJAN, T., LAJUNEN, T., 2006. What causes the differences in driving between young men and women? The effects of gender roles and sex on young drivers' driving behaviour and self-assessment of skills. *Transport. Res.* 9, 269–277.

PALAN, K. M. 2001. Gender Identity in Consumer Behavior Research: A Literature Review and Research Agenda. *Academy of Marketing Science*, [Online]

PIRON, F. 1991. Defining Impulse Purchasing. *Advances in Consumer Research*, 18, 509-514.

PUNJ, G. 2011. Impulse buying and variety seeking: Similarities and differences. *Journal of Business Research*, 64, 745-748.

PURI R. 1996, Measuring and modifying consumer impulsiveness: a cost–benefit accessibility framework. *Journal of Consumer Psychology*, 5(2),87-113.

RAMMSAYER, T. H. & RAMMSTEDT, B. 2000. Sex-related differences in time estimation: the role of personality. *Personality and Individual Differences*, 29, 301-312.

ROOK, D. W. 1987. The Buying Impulse. *Journal of Consumer Research*, 14, 189-199.

ROOK, D. W. & FISHER, R. J. 1995. Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*, 22, 305-313.

ROOK, D. W. & HOCH, S. J. 1985. CONSUMING IMPULSES. *Advances in Consumer Research*, 12, 23-27.

ROSENBLITT, J. C., SOLER, H., JOHNSON, S. E. & QUADAGNO, D. M. 2001. Sensation Seeking and Hormones in Men and Women: Exploring the Link. *Hormones and Behavior*, 40, 396-402.

ROTH, M., HAMMELSTEIN, P. & BRHLER, E. 2007. Beyond a youthful behavior style - Age and sex differences in sensation seeking based on need theory. *Personality and Individual Differences*, 43, 1839-1850.

SAAD, G. 2007. The Evolutionary Bases of Consumption, USA, Lawrence Erlbaum Associates.

SHARMA, P., SIVAKUMARAN, B. & MARSHALL, R. 2010. Impulse buying and variety seeking: A trait-correlates perspective. *Journal of Business Research*, 63, 276-283.

SILVERA, D. H., LAVACK, A. M. & KROPP, F. 2008. Impulse buying: the role of affect, social influence, and subjective wellbeing. *Journal of Consumer Marketing*, 25, 23-33.

STEINBERG, L., ALBERT, D., CAUFFMAN, E., BANICH, M., GRAHAM, S. & WOOLARD, J. 2008. Age Differences in Sensation Seeking and Impulsivity as Indexed by Behavior and Self-Report: Evidence for a Dual Systems Model. *Developmental Psychology*, 44, 1764-1778.

STOLTENBERG, S. F., BATIEN, B. D. & BIRGENHEIR, D. G. 2008. Does gender moderate associations among impulsivity and health-risk behaviors? *Addictive Behaviors*, 33, 252-265.

SWAAB, D. F., CHUNG, W. C. J., KRUIJVER, F. P. M., HOFMAN, M. A. & ISHUNINA, T. A. 2001. Structural and Functional Sex Differences in the Human Hypothalamus. *Hormones and Behavior*, 40, 93-98.

VERPLANKEN, B. & HERABADI, A. 2001. Individual differences in impulse buying tendency: feeling and no thinking. *European Journal of Personality*, 15, S71-S83.

VERPLANKEN, B. & SATO, A. 2011. The Psychology of Impulse Buying: An Integrative Self-Regulation Approach. *Journal of Consumer Policy*, 34, 197-210.

WHITESIDE, S. P. & LYNAM, D. R. 2001. The Five Factor Model and impulsivity: using a structural model of personality to understand impulsivity. *Personality and Individual Differences*, 30, 669-689.

WILLIAMS, D. G. 1982. Relationships between the Bem sex-role inventory and the Eysenck Personality Questionnaire. *Personality and Individual Differences*, 3, 223-224.

WOOD, M. 1998. Socio-economic status, delay of gratification, and impulse buying. *Journal of Economic Psychology*, 19, 295-320.

XIAO, S. H. & NICHOLSON, M. 2011. Mapping impulse buying: a behaviour analysis framework for services marketing and consumer research. *The Service Industries Journal*, 31, 2515-2528.

YOUN, S. & FABER, R. J. 2000. Impulse Buying: Its Relation to Personality Traits and Cues. *Advances in Consumer Research*, 27, 179-185.

ZHANG, J., NORVILITIS, J. M. & JIN, S. 2001. Measuring Gender Orientation with the Bem Sex Role Inventory in Chinese Culture. *Sex Roles*, 44, 237-251.

ZUCKERMAN, M. & KUHLMAN, D. M. 2000. Personality and Risk-Taking: Common Bisocial Factors. *Journal of Personality*, 68, 999-1029.

*Notes:*

*This study is one part of a PhD thesis submitted in fulfillment of the requirements for the degree of Doctor of Philosophy of Durham University, UK.*