



IMPULSIVE SHOPPING BEHAVIOR IN RELATION TO NARCISSISTIC PERSONALITY , EXTROVERSION, AND STRESS

Rahmat Kaur Kochar*

Amit Kumar

Ph.D. research scholar, Department of
Psychology, Panjab University, Chandigarh
(India)

Abstract

The aim of the present study was to investigate the relationship between impulsive shopping behavior, narcissistic personality, extroversion and stress. For this purpose a sample of 30 female participants was collected using random sampling technique. The total sample was divided in two groups on the basis of age i.e. 21-25 and 26-30 to determine if differences on the four variables among these two age groups exist. Statistical techniques that were brought in use were Pearson product moment correlation and t-test. Questionnaires like Richmond Compulsive Buying Scale ; Narcissistic Personality Inventory-16; Big Five Inventory – 10 and Perceived stress scale were administered. All the correlations were found to be significant at 0.01 level. t-test was found to be significant only for stress. The results are discussed in detail.

Keywords: extroversion, impulsive shopping, narcissistic personality, stress

Introduction

We today live in a era of fast moving world where many industries are moving up the ladder of success, one of them being the Indian retail industry. Talking about the Indian middle class today specifically, having options is what they prefer as it gives them the opportunity to see the sights . What is therefore the need of today is that to increase the sales the retailers should keep a vigilant eye on the **impulse buying behavior** . Inman, Winter and Ferraro (2009), [1] exactly studied this area and found factors that elicit the

impulse purchase like one's age, gender, amount of time spent at the store, the discounts offered, the animation used in advertising, the wrapping of the product to it being glorified to hold one's attention and hence one is persuaded to buy things out of desire, not by the need.

Impulsive Or Compulsive

Even the researchers could not escape from the influence of this topic and are currently getting operational to work on it (Weaver, Moschis & Davis, 2011) [2]. There are two aspects to it, one being the compulsive buying and other being impulsivity or impulsive buying. Researchers very recently have also found a strong correlation between the two related terms (Shahjehan, Qureshi, Zeb & Saifullah, 2012) [3]. O' Guinn and Faber (1989) [4] defined the former as "chronic, repetitive purchasing that occurs as a response to negative events or feelings ." Precisely, it refers to the "inability to control the urge" (Faber, Christenson, De Zwaan & Mitchell, 1995) [5] and "leads to extreme negative circumstances" (Ridgway, Kukar-Kinney & Monroe, 2006) [6]. The latter, on the other extreme, as the name suggests, is a reckless action. Put in other words, it involves acting spontaneously without thinking of any consequences (Rook, 1987) [7] and taking speedy decisions (Barratt, 1993) [8]. Impulsive buying arouses feelings of pleasure and is also complex in turn giving rise to the emotional incongruity. Impulsive buying, nowadays is the new coping strategy employed. In other words, if you are facing stress, just shop. It eases the stress and pessimistic emotions (Atalay & Meloy, 2011) [9], induces pleasurable emotions (Ramanathan & Menon, 2006) [10] and bumps up one's enthusiasm, bliss, and pleasure (Verplanken & Sato, 2011) [11].

What is required is to recognize the exact nature of impulsive buying which is exactly



what this pilot study aimed to identify . To study this area a broader view is needed so as to incorporate wide ranging factors like the consumer's personal traits; situational traits and also the inner and external traits. Thus, the current study focuses on three aspects related to impulsive buying which are as follows :

Narcissistic Personality

One word around which the word narcissistic involves is ' Self '. A person having a narcissistic personality is ' self-centered' . For him, he is the most important individual and is very shrewd and also controlling. Operationally speaking, people scoring high on the Narcissistic Personality Inventory are regarded as having this kind of personality. The scale consists of seven items namely entitlement; exploitation; superiority; authority; exhibitionism; self-sufficiency and vanity (Raskin & Hall, 1981; Raskin & Terry, 1988) [12, 13]. A positive moderate correlation was found between narcissism and self-esteem (Campbell, Rudich & Sedikides, 2002) [14]. This relationship is also true for other psychological benefits that are mediated by this relationship (Sedikides , Rudich, Gregg, Kumashiro & Rusbult, 2004) [15].

As their self is very important to them, they engage in more of impulsive and compulsive buying. This self- obsessive nature has side effects for themselves and others as well. Research has shown that individuals high on self importance behaviour exhibit poor spending and saving habits (Netemeyer, Burton & Lichtenstien, 1995) [16]. In their case, luxuries are more important than necessities and may end up spending on it. Digging a little deep what was confirmatory research findings by researchers like Buss and Chiodo (1991) [17], Paulhus and Williams (2002) [18], and Saulsman and Page (2004) [19] who found that dispositional narcissism is a result of unbalanced levels of low agreeableness and high extroversion.

Extroversion

Extroversion is the state of acquiring pleasure or satisfaction not from within but from outside. Extroverts are 'stimulus hungry' people as opposed to the 'stimulus shy' i.e. the introverts. They gel well with people, adjust in every kind of environment, work better in groups and for them social validation is of major concern. The introverts, on the other hand, are the other end of this continuum, who prefer to be alone and work alone or in small groups. It will not be of any amusement that people scoring high on openness and extroversion, two traits of the big five personality dimensions, show a greater preference for participation in adventurous, breath taking and dangerous activities blaming it on their thrill seeking and inquisitive nature (Tok, 2011) [20]. Going in the same direction, it can thus be said that extroverts as a personality trait influences one's impulsive buying behavior. Shahjehan et al. (2012) [3] study provides support to this statement. They found that the big five personality traits, namely openness, conscientiousness, extroversion, agreeable and neuroticism is responsible for the total variance 36.6% ($R^2 = 0.366$) in impulsive buying.

Stress

It is one's personality that influences the individual's perception of the situation. Negative correlations were found between stress and extroversion (Fontana & Abouserie, 1993; Ebstrup, Eploy, Pisinger & Jørgensen, 2011) [21, 22]. According to Folkman (2013) [23], stress is defined as those state of affairs that the places high demands on the individual and thus surpass the individual's resources to deal with coping. This type of situation thus warrants the individual to amend his behavioral patterns in response to different environmental, internal or social demands (Lee & Labroo, 2007) [24]. But sometimes the challenges confronted in the life are beyond one's control and have a powerful impact. Therefore, when there is an incongruence between real and the ideal self, stress arises



and further gives rise to feelings of emotional discomfort like anxiety, strain, distress, tension and pressure (Strauman & Higgins, 1987) [25]. Evaluation of the situation, here is of great help as it clears one's mind if the situation is really stressful and also what can be done to reduce the pressure or the stress created. As it is clear this process is not very simple and thus evokes emotions such as fear, distress, frustration or even sadness (Folkman, 2013) [23]. To alleviate such feelings coping strategies like avoiding the situation completely, problem focused or emotional focused problem solving, looking for support and also distancing oneself, are used by the individual (Folkman, 2013) [23].

Objectives

For the present study, the following objectives were formulated:

1. To find out the relationship of impulsive shopping behavior, narcissistic personality, extroversion and stress.
2. To assess the differences among different age groups on impulsive shopping behavior, narcissistic personality, extroversion and stress.

Hypotheses

Based on the previous studies, following hypotheses were formulated:

1. It was expected that there will be a significant relationship between Impulsive shopping behavior and Narcissistic personality.
2. It was expected that there will be a significant relationship between Impulsive shopping behavior and Extroversion.
3. It was expected that there will be a significant relationship between Impulsive shopping behavior and Stress.
4. It was expected that there will be significant differences between the age group on 21-25 and age group of 26-30 on Impulsive shopping behavior.
5. It was expected that there will be significant differences between the age group on 21-25

and age group of 26-30 on Narcissistic personality.

6. It was expected that there will be significant differences between the age group on 21-25 and age group of 26-30 on Extroversion

7. It was expected that there will be significant differences between the age group on 21-25 and age group of 26-30 on Stress

Method

The chapter elucidate about the sample, design of the study, psychological measures, variables, procedure, ethical considerations, administration of the psychological measure and statistical techniques that were used.

Sample

This sample constitutes 60 female participants of age 20 – 30 which were taken for the study from Panjab University. This sample encompasses 30 females of age 21-25 and 30 female of age 26-30. Random sampling technique was used in collecting the sample (Figure 1).

An exclusion criteria was also set. The sample only included individuals involved in impulsive buying and not compulsive buying, i.e., those who scored 25 or more than 25 on the shopping behavior scale were excluded from the study as they were classified as compulsive buyers.

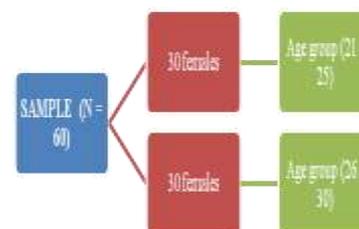


Fig 1 : Description of sample

Demographic Form

The demographic form was put in place to elaborate about the information pertinent to the study. The demographic form consist of 8-item questionnaire which enquire about the participants' name, age, gender, qualification,



purpose of shopping, type of shopping, spending and contact number and if they comply for an interview.

Ethical Consideration

The participants were not under any pressure during the research. Full consent of the participants was taken and their anonymity has been preserved during the study. The research data was kept confidential throughout and after the research.

Variables

There were three kinds of variables involved in the study. Stress, Extroversion, Narcissistic personality are the Independent Variables (IV). Impulsive shopping behaviour is the Dependent Variable (DV). Age is considered as the Controlled Variable.

Design of The Study

The study focus was on the characteristics of the sample and not on how, when or why. Therefore the present study is a descriptive research. The focus was to find the relationship of impulsive buying behavior with stress, narcissistic personality and extroversion. In the current research, the sample had been divided into two groups on the basis of their age i.e. 20-25 and 26-30 with 30 participants each in both the respective groups.

Procedure

Confidentiality of results was ensured. Before commencing the research process a written informed consent was taken from the participants. Also before the start of the data collection procedure, it was made sure by the researcher that the participants were comfortable enough. This was done by forming rapport with the participants ensuring that the subjects were at ease throughout the study.

Psychological Tools

1. Richmond Compulsive Buying Scale (RCBS; Ridgway et al., 2008) [26]

RCBS is a six item questionnaire that measures the compulsive buying disorder, which includes two elements i.e. compulsivity and impulsivity. It is a seven point likert scale ranging from strongly disagree (0) to strongly agree (7). Factor loadings were found on two oblique-rotated factors i.e., 'Obsessive-compulsive buying' and 'Impulsive buying'. When the test was administered on 352 undergraduate students, the total items of the scale was finally reduced to 15 from 121 items originally by the consumer researchers. Factor structure was re-confirmed through validation that was carried out on 352 undergraduate students. The individual who attains a score of 25 or above it, is classified as a compulsive buyer. The cut-off score validity was authenticated by the real purchase data of the internet shoppers.

2. Narcissistic Personality Inventory-16 (Ames, Rose & Anderson, 2006) [27]

It is a sixteen item questionnaire, where each item number consists of a pair of statements. From each pair of statement, the individual is asked to choose one statement that describes him/her. One point is assigned to each response that goes with the key. It is adopted from of Raskin and Terry's (1988) forty item measure. Proportion of responses (i.e. the mean) which are in accord with narcissism, is computed. The NPI-16 had an α of 0.72 while the full 40-item scale revealed an α of .841. The mean inter item correlations were found to be 0.13 for the 16-item scale and 0.12 for the 40-item scale.

3. Big Five Inventory – 10 (Rammstedt & John, 2007) [28]

The questionnaire consisted of 10 questions and is a five point likert scale ranging from disagree strongly (1) to agree strongly (5). It is the most recent shorter version of the big five personality inventory. Every dimension was measured by two questions. The item numbers 1, 3, 4, 5 and 7 were reverse scored and all the items were then summed up. The validity for each item was calculated i.e. 0.79 for Openness, 0.82 for Conscientiousness, 0.89



for Extroversion, 0.74 for Agreeableness and 0.86 for Neuroticism. The test reliability was found out to be 0.72 for Openness, 0.77 for Conscientiousness, 0.83 for Extroversion, 0.68 for Agreeableness and 0.74 for Neuroticism.

4. Perceived stress scale (PSS; Cohen, Kamrack & Mermelstein, 1983). [29]

It's a ten item, five point likert scale ranging from never (0) to very often (4). It inquires about the individuals thoughts and feelings for the period of last one month. Responses to item number 4, 5, 7 and 8 were reverse scored after which the scores are added together. Mean scores for the scale individually and for the complete samples i.e. the males, females

and combined males and females, were found to be 23.18 and 23.67 respectively. Coefficient alpha reliability was found to be 0.84, 0.85 and 0.86 in each of the three samples.

Statistical Analysis

The data collected was analyzed and quantitative analysis was done through statistical techniques which included : (1) Mean and S.D ; (2) t -test ; (3) Pearson product moment correlation.

Results

Table 1 : Correlations for the age group of 21-25 (n=30)

	Impulsive	Narcissistic	Extroversion	Stress
Impulsive shopping	1	0.84**	0.84**	0.98**
Narcissistic Personality		1	0.67**	0.79**
Extroversion			1	0.82**
Stress				1

** significant at 0.01 level *significant at 0.05 level

Table 2: Correlations for the age group of 26- 30 (n=30)

	Impulsive	Narcissistic	Extroversion	Stress
Impulsive shopping	1	-0.62**	-0.04	0.04
Narcissistic Personality		1	-0.29	0.15
Extroversion			1	0.46*
Stress				1

** significant at 0.01 level *significant at 0.05 level

Table 3 : Correlations for the total sample (N=60)

	Impulsive	Narcissistic	Extroversion	Stress
Impulsive shopping	1	0.46**	0.79**	0.90**
Narcissistic		1	0.42**	0.65**
Extroversion			1	0.83**
Stress				1

** significant at 0.01 level *significant at 0.05 level



Table 4 : Mean and Standard Deviation scores for both the groups

Variables	Age 21-25 (n=30)		Age 26-30 (n=30)	
	Mean	S.D.	Mean	S.D.
Impulsive shopping	17.53	1.33	20.80	1.00
Narcissistic Personality	5.80	1.45	7.37	1.67
Extroversion	5.07	1.02	8.10	1.27
Stress	19.83	4.03	26.27	1.26

Table 5: Means, Standard Deviation, t-ratio of the total sample (N=60)

	Mean	S.D.	t- ratio	Sig./p value
Impulsive shopping	19.17	2.02	10.76	0.06
Narcissistic Personality	6.58	1.74	3.88	0.27
Extroversion	6.58	1.91	10.23	0.22
Stress	23.05	4.39	8.35**	0.01

** significant at 0.01 level *significant at 0.05 level

Discussion

The research aimed at investigating whether impulsive shopping behavior is related to narcissistic personality , extroversion and stress. The research also focused to find if age plays a role in affecting these variables i.e. if the two age groups i.e. 21-25 and 26-30 years of age differ from each other in respect to the impulsive shopping behavior, narcissistic personality , extroversion and stress. A total of 60 sample was collected and quantitative analysis was carried out .

H1 : There will be a significant relationship between Impulsive shopping behavior and Narcissistic personality. Table 1 reveals the correlations for the age group of 21-25. A highly significant positive relationship of 0.84 was found between the impulsive shopping behavior and narcissistic personality. This relationship was significant at 0.01 level. On the other hand, a highly significant negative relationship was found for the age group of 26-30 (Table 2). But while looking at the broader picture, the correlations for the total sample was found to be significant at 0.01 level i.e. a moderate positive correlation of 0.46 was found (Table 3). Simply stated, people who are more self obsessed engage highly in impulsive

shopping behavior and vice-versa. But if age is taken into consideration, this relationship reverses i.e., if the individual is characterized has having a narcissistic personality, he will be less involved in impulsive shopping behavior.

There are strong reasons to support this hypothesis. Raskin et al. (1988) [13] stated that impulsivity is a major attribute of narcissism . Parallel studies also discovered that several features are common to both narcissistic personalities and impulsive buying like uniqueness, individualism, striving for materialism (Kacen & Lee, 2002; Zhang & Shrum, 2009) [30, 31] ; and a positive self-identity (Dittmar, Beattie & Friese, 1995; 1996 ; Dittmar & Drury, 2000) [32, 33, 34]. Not only narcissist people engage in impulsive buying, but also in compulsive buying which approximates the former in low impulsive control and high materialism (O' Guinn et al., 1989; Rose, 2007; Ridgway et al., 2008).

Rook (1987) [7] believed narcissism to be the basic drive of impulsive buying. Vazire and Funder (2006) [36] conducted a meta analysis of 23 studies of correlations between impulsivity and narcissism. The study produced a mean effect size of $r = 0.41$. Cash and Cash (1982) [37] also revealed a similar



relationship between impulsive buying and narcissism discovering that people who have optimistic views about their self are more oriented towards impulsive buying, as it enhances their self-image. Also, people who have inflates views about their attractiveness, displayed more profound tendencies to shop impulsively (Lucas & Koff, 2014) [38]. Hence, **H1** stating that there will be a significant relationship between impulsive shopping behavior and Narcissistic personality is **accepted**.

H2 : There will be a significant relationship between Impulsive shopping behavior and Extroversion. Pearson product moment correlation was used to test this hypothesis. The correlation for the total sample showed a very strong positive correlation of 0.79 between impulsive shopping behavior and extroversion (Table 3), significant at 0.01 level of significance. This relationship was also found to be true for the age group of 21-25 years of age i.e. a strong positive relationship of 0.84 significant at 0.01 level (Table 1). But, this trend reversed for the other age group of 26-30 years (Table 2). An insignificant negative relationship of -0.04 was found. What is concluded from this result is that having an extroverted traits strongly impact one's impulsive shopping behavior.

The results are in accord with a recent study by Shahjehan et al. (2012) [3] who carried out a study on 640 university students belonging to public sector university of Pakistan. The sample comprised of 366 (57.2%) males and 274 females (42.8%). The study revealed that both impulsive and compulsive buying are positively related to all the big five traits of personality. The results were significant at 0.01 level of significance. For impulsive buying, results were found as openness $R=0.30$; conscientiousness $R=0.17$; extraversion $R=0.15$; agreeableness $R=0.18$ and neuroticism $R=0.21$. For compulsive buying results were openness $R=0.17$; conscientiousness $R=0.19$; extraversion $R=0.22$; agreeableness $R=0.18$ and

neuroticism $R=0.22$. Hence **H2** stating that there will be a significant relationship between Impulsive shopping behavior and Extroversion is **accepted**.

H3 : There will be a significant relationship between impulsive shopping behavior and Stress. Pearson product moment correlation was brought in use to test this hypothesis. The correlation for the total sample showed that a very strong positive relationship was found to exist between impulsive shopping behavior and stress i.e. 0.90 (Table 3). The results were found significant at 0.01 level of significance. In case of the other two age groups, while a significant positive relationship of 0.98 significant at 0.01 level of significance was found for the first (21-25 years) group (Table 1), no significant relationship (0.04) was evident for the second group (Table 2). Therefore, it can be very confidently stated that when one is stressed, impulsive buying behavior helps to lessen the stress level and induces positive emotions .

The online shopping culture thus is a boon for the stressful life we are leading. One has constant access to the online shopping applications and we end up buying things beyond our need just because we had a glance at them. One may engage in activities like this under stress, or for leisure or due to boredom, reasons being many.

The results are in accord to several investigations which state that engaging in impulsive buying relaxes the individual and diminishes the negative emotions (Atalay et al., 2011). Verplanken et al. (2011) also found that it uplifts mood, induces feelings of happiness, zest, satisfaction and pleasure. On the same lines Ramanathan et al. (2006) found that high pleasurable emotions are aroused, when one engages in impulsive buying. Interestingly, it was also used as a coping strategy to compensate for the insecure self-concept. Sneath, Lacey and Kennett-Hensel (2009) [39] exactly discovered this where impulsive buying was used by tragedy victims as a means of increasing and mending up the



dented self-concept .The "comfort items" purchased helped to fill the hole created by the traumatic incident in their self concept.

A comparative study on Israeli residents was carried out by Ruvio, Somer and Rindfleisch (2014) [40]. The study involved two groups of sample, one being exposed to high levels of stress and other group to low levels of stress. The results are on the same lines as previous researches. The group exposed to highly stressful environment displayed maladaptive behaviors such as impulsive buying and compulsive consumption; and also raised levels of coping. Therefore the **H4** stating that there will be a significant relationship between impulsive shopping behavior and Stress is **accepted**.

H4: It was expected that there will be significant differences between the age group on 21-25 and age group of 26-30 on Impulsive shopping behavior. Table 5 reveals the results for the t-test. The two age groups do not differ on the impulsive buying behavior ($t= 10.76$ $p \geq 0.05$). The mean and standard deviation was also calculated to test this hypothesis (Table 4). The mean for the age group of 26-30 years was found to be higher than the first (21-25 years) group. What can be gathered from the results is that age does not affect the impulsive shopping behavior. But the research suggests otherwise. A study was performed by Gandhi, Vajpayee and Gautam (2010) [41] in Pune and Mumbai (N=93). Three variables namely, age, gender and time taken to buy significantly impacted the impulsive buying behavior of individuals. Chien-Huang and Hung-Ming (2005) [42] found age to correlate with the impulsive buying tendency in adolescents of age 15-19 years . An inverse relationship between age and the impulsive buying was found by Wood (1998) [43] . In other words, as age increased people were less involved in impulsive buying behavior i.e. the younger generation or the youth is more involved in impulsive buying in contrast to the older people. Bellenger,

Robertson and Hirschman (1978) [44] confirmed these findings. They compared the impulsive buying behavior in two groups i.e., below 35 years and above 35 years of age. The results indicated that impulsive buying was more predominant in the first groups i.e. individuals below the age of 35 are more involved in impulsive buying. Finding similar results is the study of Harwani and Kanade (2017) [45] who also found that impulsive buying is seen more in the consumer of age 25-35 years belonging to Bangalore, where s/he is a bachelorette or is in the honeymooner stage.

The results are consistent with researchers like Mischel, Shoda and Rodriguez (1989) [46] ; Green, Fry and Myerson (1994) [47] ; Eysenck, Pearson, Easting and Allsopp (1985) [48] . Logue and Chavarro (1992) [49] stated that the younger generation exhibits impulsive tendencies as they have less of self-control. Hence the **H4** stating that there will be significant differences between the age group on 21-25 and age group of 26-30 on Impulsive shopping behavior is **rejected**.

H5: It was expected that there will be significant differences between the age group on 21-25 and age group of 26-30 on Narcissistic personality.

The mean of the second age group ($\bar{X} = 7.37$) was found to be slightly higher than the first age group ($\bar{X} = 5.80$) (Table 4). As evident from the slight difference in the means, the two age groups did not differ in terms of their narcissistic personality ($t= 3.88$, $p \geq 0.05$; Table 5).

But the review of literature suggests otherwise. Campbell , Reeder, Sedikides and Elliot (2000) [50] brought into light that with increase in age, narcissism declines as with increasing age, reality peeps in and so are its hardships. They realize that there are things other than the self which are important .Also because when they get married, family eventually becomes a priority, and it demands shifting of attention from the 'self' to the 'other'. Therefore,



narcissism is at peak in one's adulthood i.e., in their 20's. Similar results were found by Stinson et al. (2008) [51].

A more recent study by Carlson and Gierde (2009) [52] also revealed alike results. From the age 14-18 years narcissism increased significantly (age 14, $M = 4.63$, $SD = 0.95$; age 18, $M = 5.10$, $SD = .62$; $t = 5.30$, $p < .0001$, $d = 0.58$). Although a decline was seen in the age groups 18-23, but no significant results were found. These insignificant results highlighted the need to re-examine the study with use of higher statistical tests. Hence the **H5** stating that there will be significant differences between the age group on 21-25 and age group of 26-30 on Narcissistic personality is **rejected**.

H6: It was expected that there will be significant differences between the age group on 21-25 and age group of 26-30 on Extroversion. The t -ratio was not found to be significant for the extroversion dimension ($t = 10.23$, $p \geq 0.05$; Table 5). Although the means of both the age groups differ but very slightly (Table 4). The \bar{X} of the second age group was found to be 8.10, slightly higher than \bar{X} of first group i.e. 5.07.

Donnellan and Lucas (2009) [53] showed interest in studying the cross-sectional age differences of individuals ranging from 16 to mid 80's in the Big Five personality traits. Huge datasets were used from Germany and Britain i.e., the German Socio-Economic Panel Study (GSEOP; $N \geq 20,852$) and the British Household Panel Study (BHPS; $N \geq 14,039$). The results obtained were steady among both the datasets except for neuroticism, which was found to positively associate with age for GSEOP and negatively associate with age for BHPS. As for other variables, with increases in age, extraversion and openness declined where as agreeableness increased. Mean level of conscientiousness were at the peak for middle age participants. Thus the **H6** stating that that there will be significant differences

between the age group on 21-25 and age group of 26-30 on Extroversion is **rejected**.

H7: It was expected that there will be significant differences between the age group on 21-25 and age group of 26-30 on Stress. While for all the other three variables, i.e. impulsive shopping, narcissistic personality and extroversion no differences among the two age groups were found, it was only for stress that highly significant differences were found i.e., $t = 8.35$ ($p \leq 0.01$; Table 5). The second age group ($\bar{X} = 26.27$) was found to more stressed as compared to the first age group ($\bar{X} = 19.83$) highlighting that with age one's stress level also increases.

The results are inconsistent with the findings of many researchers like Mroczek and Almeida (2004) [54] who exactly studied this area of relationship of stress with age. The sample comprised of 1,012 subjects from the National Study of Daily events (NSDE) who ranged from 25-74 years of age. For the older adults, a strong negative association was found between daily stress faced and the negative effect i.e., as age increased, the hassles faced decrease. Almeida and Horn (2004) [55] cater support to the previous study. They reported that the young or the middle aged adults experience more stress as compared to the adults over 60 years of age. The young adults experience more of stress because of major life transitions faced like graduating, starting a job, getting married or having children (Chiriboga, 1997) [56].

The distinct results are found because there were no major age differences taken in the present study. To put simply, to examine the stress in relation to age, broad categories need to be evaluated such as adolescence, adults, or older adults. As the life takes major turns in these transitions, it is only viable to take such broad categories of age to obtain concrete results. Thus the **H7** stating that there will be significant differences between the age group on 21-25 and age group of 26-30 on Stress is accepted.



Conclusion

Impulsive shopping behavior was found to be highly correlated with narcissistic personality, extroversion and stress. Although the same is not true when the two age groups are viewed independently. What was interesting to note that for the age group 21-25 years all correlations were found to be highly significant but for the second group i.e., 26-30 years a negative strong relationship was found between impulsive shopping behavior and narcissistic personality. While for other dimension, no significant relationship emerged. When differences between the two groups were found, age played a role only in the case of stress where the second age group were found to be more stressed. In case of other dimensions, although the mean of the second age group was higher, no results were significant.

No research is perfect, neither this was. Despite of its contribution to understand the growing impulsive shopping behavior in India, there are limitations to it as well. Firstly, the insignificant results of the difference between the two groups could be attributed to a small sample size. But as this research was merely a pilot study to understand the area, this could be ignored. Secondly, the two groups shall not be merely divided on the basis of age. Other demographic variables like employment and economic status should also be taken into account. They are of major importance in gaining insights into the topic. Thirdly, stress can only be studied across different age groups when there are board categories of age where major events are faced. Where as in the present study a very small age group was taken into account. Fourthly, both the genders should have been included. Shopping behavior is not limited only to females as today 'dressing well' is important for both. Lastly, an all-inclusive picture would be obtained when impulsive and compulsive buying behavior is studied. Doing so will reveal the actual personalities of both types of buyers hence

distinguishing between the urge of the thought to buy and actual buying.

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