

CAPITAL UNIVERSITY OF SCIENCE AND TECHNOLOGY,
ISLAMABAD



**Impact of Consumer Stressors on
Impulsive Buying Behavior with
Consumer Emotional Intelligence as the
Moderator of the mediating Role of
Stress: A Moderated-Mediation Model**

by

Mubashar Hassan Zia

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degree of Doctor of Philosophy

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Behavior with Consumer Emotional Intelligence as the
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This work is dedicated to My Spiritual Mentor Hazrat Pir Syed Dildar Hussain Shah Qadri Qalandar Al-Gillani (May His Soul Rest in Peace), My Late Mother who wanted me to be someone contributing to society, My Father who has been my motivation and power throughout my life. My Wife, My Late Son Muhammad Ali, My Son Muhammad Mudassir Hassan and My Daughter Maha Mubashar. They all have been my driving force, their compromises, blessings and prayers have been a valuable input to my Academic and Professional Life.



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CERTIFICATE OF APPROVAL

This is to certify that the research work presented in the thesis, entitled “**Impact of Consumer Stressors on Impulsive Buying Behavior with Consumer Emotional Intelligence as the Moderator of the Mediating Role of Stress: A Moderated-Mediation Model**” was conducted under the supervision of **Dr. Sajid Bashir**. No part of this thesis has been submitted anywhere else for any other degree. This thesis is submitted to the **Department of Management Sciences, Capital University of Science and Technology** in partial fulfillment of the requirements for the degree of Doctor in Philosophy in the field of **Management Sciences**. The open defence of the thesis was conducted on **October 02, 2019**.

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List of Publications

It is certified that following publication(s) have been made out of the research work that has been carried out for this thesis:-

1. Zia, M. H., & Shahzad, K. (2017). Interpersonal influence as psycho social stressor, stress, and impulsive buying: An empirical study in the perspective of Islamic guidelines on consumption. *Journal of Islamic Business and Management*, 7(2), 211-229.

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Abstract

Purpose- This study was aimed to find out the impact of psychosocial stressors on impulsive buying through the mechanism of stress. In addition to this it was also aimed that what part consumer emotional intelligence plays in this relationship, does it help consumers in controlling their stress and urges to avoid impulsive buying or not.

Research Design/Methodology- This study has been conducted in the geographical area of Pakistan where consumers were contacted in their natural shopping environment. Almost all the provinces were targeted for response collection. Their education level was taken into consideration so that they could be easily able to fill out the survey questionnaires, in addition to this they were asked that throughout in their life have they acted impulsively or not. If their answer was, yes they were asked to fill in the questionnaire. The new process macro was used to analyze data through regression which was collected from the consumers. This process helped us in finding out the main effect relations along with mediated and moderated mediated relations. The moderated mediation analysis gave us effects of moderating variable at three different levels i-e low, medium and high.

Findings- The findings mostly supported the hypothesis made with a few exceptions. Psychosocial stressors like interpersonal influence, bullying, social comparison and interdependent self construal were found significantly associated with impulsive buying. Surprisingly bullying was not associated with stress, while other psychosocial stressors clearly depicted their stress causing ability. Interdependent self construal based on literature was negatively associated with impulsive buying behavior but in our research the association was found to be positive, which suggest that stress can overtake the original impact of interdependent self construal available in the literature.

Originality/Value- Findings of the study have great implications for psychologist, marketing researchers and practitioners who could help stressful consumers, push them to develop alternative mechanisms to handle the problem or engage them into coping mechanisms relevant to impulsive buying.

Key words: Psychosocial stressors, Consumers emotional intelligence, Interpersonal influence, Impulsive buying behavior, Bullying victimization, Social comparison, interdependent self-construal, Stress.

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Abbreviations

AESI	Academic expectations stress inventory
AGFI	Adjusted Goodness of Fit Index
AMOS	Analysis of a moment structures
ANOVA	Analysis of variance
AVE	Average variance expected
Bull	Bullying victimization
CEI	Consumer emotional intelligence
CEIS	Consumer emotional intelligence scale
CFA	Confirmatory factor analysis
CR	Composite reliability
CSII	Consumers susceptibility to interpersonal influence
DV	Dependent Variable
EI	Emotional intelligence
IBB	Impulsive buying behavior
ICDs	Impulse control disorders
IPI	Interpersonal influence
ISC	Interdependent self construal
IV	Independent Variable
MED	Mediator
MOD	Moderator
PTSD	Post traumatic stress disorder
RMSEA	Root mean square error of approximation
SC	Social comparison
SPSS	Statistical package for the social sciences
TLI	Trucker Lewis Index
VIF	Variance Inflation Factor

Chapter 1

Introduction

1.1 Background of the Study

The buying impulse was explained by [Rook \(1987\)](#) as a distinctive type of behavior of consumers. It was explained as the behavior in which loss of control occurs for the sake of certain feeling. Based on a study by [Rook and Fisher \(1995\)](#) in the field of social psychology the normative influences do effect impulsiveness in consumers, in addition to this they explained impulsive buying behavior as a purchase which is spontaneous, un reflective, immediate and with shopping list openness to receive un expected buying ideas. Later [Beatty and Ferrell \(1998\)](#) studied impulsive buying with its origination from situational variables of availability of time and money along with the shopping enjoyment factor which forces customer to go for impulsive buying. The symbolic meaning of purchases also acts as an influence on impulsive buying ([Burroughs, 1996](#)).

Impulsive buying behavior has been found to have roots in cultural differences that is Individualism and collectivism ([Kacen and Lee, 2002](#)). Other antecedents of impulsive buying behavior include time availability, money, individual differences including, materialism, need for arousal, and need for power ([Beatty and Ferrell, 1998](#)). In addition to this impulsive buying has been influenced by environmental factors like store environment, light, behavior of employees, design of store and variety ([Floh and Madlberger, 2013](#); [Graa and Dani-el Kebir, 2012](#); [Mohan et al., 2013](#)).

Impulsive buying behavior when studied on the basis of cultural differences was found to have more satisfaction in Individualistic societies in comparison to collectivist societies when at the time of purchase someone was present ([Lee and Kacen, 2008](#)). This means

that an interpersonal influence adds on to the impulsivity of the consumer based on the attribution theory as explained by (Calder and Burnkrant, 1977). Individualistic cultures have tendencies to exhibit more impulsive buying behavior in comparison to collectivist societies.

When individual differences were examined with the impulsive buying behavior the differences like emotional intelligence among adults played an important role for impulsive buyers, the users with higher emotional intelligence exhibited less impulsive buying tendencies in comparison to those with less emotional intelligence. Materialistic people tend to acquire more and are prone towards impulsive buying behavior (Chien-Huang and Chuang, 2005).

Based on the cultural differences the individual differences like need for arousal and need for power, also play an important role in impulsive buying behavior. People who are in need for arousal are more likely target of impulsive purchase. Gender differences also have variable effects on impulsive buying tendencies, as females are more prone towards impulsive buying in comparison to males (Lee and Kacen, 2000).

Environmental factors like in store environment, which includes lighting, ambience, music, size of the store, behavior of the employees, the easiness for customer to find things, display settings and variety push consumer to act impulsively and make sudden purchase decisions despite their cognitive efforts which they had put in before going for purchase (Mohan et al., 2013).

Though the extent of literature available in relevance to predictors and contexts is existing in the body of knowledge. But based on the argumentation by (Rook and Fisher, 1995) the normative and social impact based research, with reference to social stressors which are chronic in nature is still in the developing stage. Literature relevant to social stressors in connection to Impulsive buying include variables like interpersonal influence, social comparisons, interdependent self-construal (Abraham and Dameyasani, 2013; Chen et al., 2010; Silvera et al., 2008; Zhang et al., 2010). Bullying another social stressor, which has potential to effect impulsive buying has been discussed mainly in the area of psychology and found to result in impulse control disorder (Joinson, 2007). This can be inferred as bullying may lead to impulsive buying as impulsive buying is a behavior resulting due to impulse control disorder.

Emotional Intelligence is a characteristic of an individual and may vary from individual to individual. Emotional Intelligence was identified by Mayer and Geher (1996) as ones ability to connect thoughts with emotions, based on their previous research (Salovey and

Mayer, 1990). Building on to the context it evolved as Goleman (1998) explained its working and importance. Emotional intelligence through its evolutions was tested in the organizational contexts like leadership, feelings, work attitudes, organizational politics, personality and behavioral outcomes (Carmeli, 2003; Cavazotte et al., 2012; Melita Prati et al., 2003; Poon, 2003; Rosete and Ciarrochi, 2005; Wong and Law, 2002). As consumer's emotional intelligence is of high importance in the marketing exchanges, Kidwell et al. (2007) developed a consumer emotional intelligence scale and construct in relevance to marketing and consumer based research. In 2011, Kidwell et al. (2011) provided the probable applications of consumer emotional intelligence in the field of marketing exchanges, which included the moderating role of consumer emotional intelligence with relevance to buying behaviors.

Looking into Psycho-social stressors leading to stress and in-turn leading to Impulsive buying, with the presence of Consumers emotional intelligence the paradigm is based on the Lazarus Theory of Stress & Coping (Lazarus Richard and Folkman, 1984).

1.2 Problem Statement

Though the literature of psychology and other behavioral sciences consider the topic of stress as an important topic but the marketing literature is currently in a neglected mode for stressors (Moschis, 2007).

There were five questions posed based on the argument by Moschis (2007). Including:

1. "How do different types of stressors (acute and chronic) affect consumer decision processes?"
2. "Do acute and chronic stressors lead to different patterns of information processing that may result in suboptimal consumer choices?"
3. "Which information processing elements (e.g., perceptual system, short-term memory, encoding, retrieval), if any, are influenced the most by specific types of stressors, and why?"
4. "How does consumption-induced stress experienced at a certain stage of the decision process affect consumer actions at that stage and at other stages?"
5. "Can stress be used as an overarching framework to help understand the creation of psychological disequilibria that characterize aversive consumer orientations, such as perceived risk and cognitive dissonance?"

The first two questions really need attention to move forward based on other questions.

As [Duh et al. \(2015\)](#) facilitates this motion of questions by identifying Life course refers to series of disruptive events. Taking it forward by building on to [Moschis \(2007\)](#), it is important to look into consumers course of life, and there are inadequate theories for this perspective. Life course paradigm is proposed which includes socialization, human capital and stress ([Moschis, 2019](#)). This study will look into socialization and stress due to socialization.

In addition to this Impulsive buying stands less explored in relevance to social stressors and social psychology ([Roberts and Roberts, 2012](#)), and there is need for stressors identification for consumers with implications on their behavior for marketing practitioners & researchers.

For the generalization of newly established scale of consumer emotional intelligence needs to be generalized in consumer behavior studies ([Sukhu et al., 2018](#)). This study will accommodate this argument.

Mechanism of stress has not been accommodated in consumer research ([Leppink et al., 2014](#); [Lin and Chen, 2012](#); [Rook and Fisher, 1995](#); [Zhang et al., 2010](#)) and consumption due to stress is un explored ([Hutton, 2015](#)). It is of great importance as consumer's stress force consumers impulsive buying, identification of stressors can be useful as per context ([Durante and Laran, 2016](#)).

There is lack of literature in the field of consumer behavior in eastern settings and as far as consumer stressors are concerned there is no prominent and evident literature in this regard.

The research related to stressful customer is of high importance to the body of knowledge of consumer behavior. Stress can alter behavior in consumers ([Belk, 1974](#); [Mattson and Dubinsky, 1987](#)) . It is recommended that consumer related research should focus on how the consumers face stress and how they develop coping mechanism for this ([Duhachek, 2005](#); [Viswanathan et al., 2005](#)). The consumers are facing acute and chronic stressors which are existing in the environment where they are living or as part of their personal history ([Lee et al., 2001](#)). Acute Stressors are the ones which are short term and diminish with the passage of time, in comparison to acute stressors chronic stressors are long term and last long and the result may be anxiety over a large time these type of stressors are mostly generated from social evaluations and fall into category of social stressors ([Dickerson and Kemeny, 2004](#)). Stressors like interpersonal influence, bullying, social comparison and interdependent self-construal have been recognized as social stressors in the domain of behavioral sciences and social sciences ([Eatough et al., 2011](#);

Felitti et al., 1998; Gibbons and Buunk, 1999; Hankin et al., 2010; Hauge et al., 2010; Hunter and Goebel, 2008; Singelis, 1994; Williamson et al., 2012).

Individual consumers face problems in having stability for their behavior due to stress (Burroughs and Rindfleisch, 2002; Mattson and Dubinsky, 1987). The consumer has a very powerful influence of previous mental condition which he or she holds before entering for the shopping (Belk, 1975). According to medical and clinical researchers impulsive buying has been recognized as a disorder (DellOsso et al., 2006). One of the reason for this disorder has been identified as stress (Association et al., 2000). In addition to this stress has been predicting consumer's impulsive buying as an undesirable behavior or disorder (Rindfleisch et al., 1997). Based on this argument it can be clearly understood that stress causes consumers to go for impulsive buying.

Stress for consumers have been an outcome of different social stressors, with chronic effects neglecting them makes the picture incomplete (Cassel, 1974). The consumers facing chronic social stressors feel severely stressed from the dominations of the social stressors (Albeck et al., 1997). Social Interactions have been found to be an important source for stress and they have a very strong impact on the behavior of the stressed ones, these stressors include comparisons, dominations and influences, the sense of connectedness and negative impacts of society (Blanchard et al., 2001). The chronic stressors can lead to impulse control disorders, addictions and negative reactions (Adam and Epel, 2007). The impulsivity of people is strongly dependent on the social stressors, as they lead to addictions and loss of control, till the time social support becomes and anti-agent (Rhoads, 1983). The self-esteem is strongly linked to the social interactions and whenever there is threat to self-esteem due to social chronic stressors the stress goes high (Dandeneau et al., 2007). The social stressors category has been found to predict uncontrollable actions due to chronic stress (Cohen, 1980). The social appropriation due to social stressors requires a hard effort and people with social stress are more prone towards loss of control for their social appropriation (Friedlander et al., 2007).

Impulsive buying behavior of consumers is constituted with urge strong enough to diminish control and boundaries which have been set before acquisition. It is sudden and spontaneous in its nature with an urge demanding immediate action, it is uncontrollable and irresistible (Rook, 1987). Impulsive buying has been found as a common phenomenon among the current day consumers as studied in the US market a large majority of the purchases by consumers fall into the category of impulsive buying (Sun and Wu, 2011).

The context of social stressors has been found very less discussed for prediction of impulsive buying (Roberts and Roberts, 2012). A few of social stressor which may affect impulsive buying include Interpersonal Influence, Bullying, social comparison and Interdependent self-construal as has been identified by the researchers (Leppink et al., 2014; Lin and Chen, 2012; Rose and Dhandayudham, 2014; Zhang and Shrum, 2008).

In a shopping environment stressors are effecting people to go for impulsive buying, and it is needed to be investigated in future research as identified by (Aylott and Mitchell, 1998). The stressors have lead consumers to go for impulsive buying, based on ethical approach there is a lot to be considered by marketers for stressed customers (Sneath et al., 2009).

Stress not only alters the behaviors of the consumers but it can also directly change the behavior of the consumer for developing a coping response to stress regardless of the nature of the stress i-e chronic or acute (Moschis, 2007).

The two types of responses consumers exhibit as a coping mechanism to stress are either to do the purchase un cognitively to avoid stress (Duhachek, 2005) or escape any purchase decision or make efforts to think before purchasing and do it cognitively (Mick and Fournier, 1998). Whenever impulsive buying is done under stress, the stressfulness and coping mechanism relationship strength is increased or decreased with personal characteristics of the individual in question, one of these personal characteristics include emotional intelligence which basically is controllability (Cohen, 1988; Monroe and Peterman, 1988; Norris and Murrell, 1984; Wheaton, 1990). Consumers have set of emotional controls namely known as Emotional Intelligence (Kidwell et al., 2008), for overcoming unwanted marketing stimulus. Which can lead them to avoid purchases which are unplanned or impulsive (Rook and Fisher, 1995).

The consumer emotional intelligence is cognitive decision process of an individual, depicting his or her personality trait of emotional strength. Logically looking at the relationship between emotional intelligence and impulsive buying behavior, the higher is the emotional intelligence the lower will be the impulsive buying behavior or vice versa. To the best of the efforts consumer stressors have been found missing in the literature relevant to marketing and impulsive buying. A very few research has been found relevant to the study variables of this study and even this research does not recognize these variables as stressors. When the main body of knowledge is lacking of consumer stressors and their impact on consumer buying behavior, the Socio-contextual or geographic novelty of this study is automatically ensured.

There is a need to identify stressors which consumers are facing in their daily life with their implications on the behavior of consumers while shopping in a linear way this will help marketing practitioners and researchers to get a contribution to the body of knowledge. A new dimension for looking at things will be developed about variables which are existing in practice but are lacking in the body of knowledge. This study will be contributing to body of knowledge relevant to marketing and consumer literature, and will try to identify and elaborate the consumer stressors and their impact on impulsive buying with the mediating role of stress and moderating role of consumer emotional intelligence.

1.3 Research Questions

This research will answer the following questions:

Research Question 1

What is the relationship between chronic social stressors and impulsive buying behavior through mechanism of stress?

Research Question 2

What is the role of consumer emotional intelligence for the relationship between chronic social stressors and impulsive buying behavior through mechanism of stress?

1.4 Research Objectives for This Study

Objectives of the study are as follows:

The overall objective of this study is to find out the relationship between consumer stressors combined with consumer emotional intelligence and buying power on impulsive buying behavior. The Proposed relationship between Independent and dependent variables along with moderating variables is shown in figure 2.1 as the research model of the study.

Specific objectives of this study include:

1. To find out the relationship between chronic social stressors and impulsive buying

behavior.

2. To find out impact of chronic social stressors on Stress.
3. To find out impact of Stress on IBB.
4. To find out moderating role of CEI on main effect relationships.

1.5 Significance of the Study

1.5.1 Theoretical Significance

The context of consumer stressors being used in this study, have been evidently neglected by marketing researchers. In addition to this emotional intelligence has been generically based on the constructs evolved from the management literature, but this study will be using marketing and specifically consumer focused Consumer Emotional Intelligence Scale which has been established in 2008 (Kidwell et al., 2008). This context, model and the variables have never been tested in this combination in the marketing literature. As according to Moschis (2007) marketing literature is lacking stress related research on the consumer, He argued that there is need for research on the confronted and avoidance consumption strategies due to stress. Additionally there has been a significant question remaining un answered, that how emotions control and other controllable factors can affect the customers coping strategies like impulsive buying behavior (Pavia and Mason, 2004).

This study will contribute to the body of knowledge by filling the gap identified by (Moschis, 2007). As after his study the consumer behavior and stress relationship is still un-answered and the coping mechanisms, controls and situational factors are still to be identified. Most importantly the consumer stressors are to be identified which lead to impulsive buying disorder. The stressors being used in this study have never been recognized as stressors in the marketing literature, though they are stress creating agents. This study have recognized them as chronic social stressors by the help of clinical and applied psychology.

Prior research which has been done among the stressors and impulsive buying behavior have not accommodated stress as a mechanism variable in their studies (Leppink et al., 2014; Lin and Chen, 2012; Rook and Fisher, 1995; Zhang et al., 2010). This study based on the guidelines provided by Moschis (2007) will consider the mechanism variable

through which stressors are impacting the impulsive buying behavior.

Duh et al. (2015) argued that life course has three main theoretical perspectives two of them including socialization and human capital were addressed in their study. But still one of the main aspect stress has been pointed to be explored in consumer research. This study looks into two aspects of life course paradigm combined that is psychosocial stressors representing socialization and stress combined.

The aspect of stress related research in consumer and marketing perspective suggest that life course paradigm has effect on consumer purchasing and may lead consumers towards compulsive and impulsive buying (Moschis, 2017). Highlighting importance of this area to be explored in future research.

The Importance of stress related consumer research was endorsed by Solér (2017) that people do buy under the influence of stress and to gain more social acceptance, Just to avoid bad feelings of stress.

Hutton (2015) discussed the stress during consumption and after consumption but has not taken into account consumption due to stress. The missing element of consumer research based on stress has been highlighted and suggested by Moschis et al. (2019), where author suggests that this element is still un explored in marketing research.

There has been recent research in behavioral finance relevant to buying due to stress, where it has been found that financial consumers react to stress and buy impulsively as a coping mechanism to stress (Durante and Laran, 2016). But still consumer research relevant to impulsive buying due to psychosocial stressors is missing (Zia and Shahzad, 2017). This study will fill in this gap in literature and would contribute to consumer and marketing literature which is lacking research on buying behavior due to stress (Moschis, 2019).

The most important theoretical significance of this study will be that it will be providing better understanding of social chronic stressors in a causal study towards impulsive buying behavior under the coping mechanism support tool of emotional intelligence. The causal evidence will provide grounds for future research and interlinkage of psychology in the domain of marketing.

This study will contribute to the body of marketing literature by filling in the gap of stressors and outcome behaviors with coping mechanisms as it is missing in the literature and marketing researchers have been virtually ignorant of this dimension of consumer psychology (Moschis, 2007; Pavia and Mason, 2004).

1.5.2 Practical Significance

The consumers facing stressors, should be able to identify the coping mechanism for stress of Consumer Emotional Intelligence for them. Based on the information which will be provided by this research. In general Marketers would be able to find out in which markets and under what kind of stressors they can maximize their sales, by pushing the consumers towards Impulsive buying behavior.

Retail outlets and businesses will benefit from this research, if they develop a mechanism to understand the overall condition of social interactions which cause stress in a physical area. They can maximize their profitability by placing their businesses and outlets in areas where psychosocial stress is high.

Shopping is a common phenomenon and marketing revolves around shopping and people doing the shopping this study will result in findings for psychologist to help consumer decision making regarding purchases more cognitive and controlled to avoid afterwards coming stress of dissonance which is not part of this study.

For consumers it has another implication that they will be in a better position to develop ways to avoid impulsive buying and overcome stressors through development of coping mechanism which can help them avoid impulsive buying.

1.6 Definition of Study Variables

1.6.1 Impulsive Buying Behavior

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

1.6.2 Interpersonal Influence

"The need to identify or enhance one's image with significant others through the acquisition and use of products and brands, the willingness to conform to the expectations of others regarding purchase decisions, and/ or the tendency to learn about products and services by observing others and/ or seeking information from others" (Bearden et al., 1989).

1.6.3 Bullying

"Bullying refers to behaviors that hurt or harm another person, with intent to do so; the hurt or harm may be physical or psychological and is repeated; and there is a power imbalance (be that social, psychological or physical) such that it is difficult for the victim to defend him- or herself" (Monks and Smith, 2006).

1.6.4 Social Comparison

"Making positive or negative comparisons, or any comparisons at all, may often be a function of one's personality" (Wheeler and Miyake, 1992).

1.6.5 Interdependent Self Construal

"A self that emphasizes (a) external public features such as statuses, roles and relationships, (b) belonging and fitting in, (c) occupying one's proper place and engage in appropriate action and (d) being indirect in communication and reading others minds." (Singelis, 1994).

1.6.6 Consumer Emotional Intelligence

"A higher-order factor structure with four reflective first-order dimensions perceiving, facilitating, understanding, and managing" (Kidwell et al., 2008).

1.6.7 Perceived Stress

"An unpleasant emotional experience associated with elements of fear, dread, anxiety, irritation, annoyance, anger, sadness, grief, and depression" (Motowidlo et al., 1986).

Chapter 2

Literature Review

2.1 Impulsive Buying Behavior

Impulsive consumer buying behavior is a widely recognized phenomenon in the United States. It accounts for up to 80% of all purchases in certain product categories ([Abrahams, 1997](#); [Smith, 1996](#)), and it has been suggested that purchases of new products result more from impulse purchasing than from prior planning ([Sfiligoj, 1996](#)). A 1997 study found that an estimated \$4.2 billion annual store volume was generated by impulse sales of items such as candy and magazines ([Mogelonsky, 1998](#)). ([Underhill, 2009](#)) affirms that many purchases are being made on the premises of stores themselves as customers give in to their impulses. Furthermore, technologies such as television shopping channels and the Internet expand consumers' impulse purchasing opportunities, increasing both the accessibility to products and services and the ease with which impulse purchases can be made ([Kacen and Lee, 2002](#)).

Impulsive buying behavior is a sudden, compelling, hedonically complex purchasing behavior in which the rapidity of the impulse purchase decision process precludes thoughtful, deliberate consideration of all information and choice alternatives ([Rook, 1987](#); [Thompson et al., 1990](#)).

Impulse buying is influenced by a variety of economic, personality, time, location, and even cultural factors. These vary not only among different shoppers considering purchase of the same item, but also for the same shopper buying the same item but under different buying situations. This results in a "mix" of different kinds of impulse buying. Four broad classifications of impulse buying can be identified. (1) Pure impulse buying,

(2) Reminder impulse buying, (3) Suggestion impulse buying and (4) Planned impulse buying. (Stern, 1962).

According to (Stern, 1962) *"Pure Impulse Buying is the most easily distinguished kind of impulse buying is the pure impulse purchase. This is truly impulsive buying, the novelty or escape purchase which breaks a normal buying pattern. It is probable that pure impulse buying accounts for a relatively small number of impulse purchases, since housewives tend to develop strong habits in budgeting, in where and when to shop, and in the preplanning of the shopping trip. This reliance upon habit tends to make the housewife a more efficient shopper, but also eliminates much of the whimsy or impulsiveness from her buying."*

It is described as more arousing, less deliberate and more irresistible buying behavior compared to planned behavior. High impulsive buyers are likely to be unreflective in their philosophy, to be emotionally attracted to the object, and to desire immediate gratification. These consumers often pay little attention to potential negative consequences that may result from their actions (Hoch and Loewenstein, 1991).

Researchers have for a decade recognized that impulsivity reflects a combination of multiple and separable psychological dimensions (Enticott and Ogloff, 2006; Whiteside and Lynam, 2001). Impulsive buying behavior consists of 4 facets which include urgency, lack of premeditation, lack of preserverence and sensation seeking (Billieux et al., 2008). Urgency is probability to face strong reactions, often in the context which is negative in nature (Whiteside and Lynam, 2001). Basically a person is unable to deliberately suppress automated urge from the individual (Bechara and Van Der Linden, 2005). Urge occurs due to negative or positive affect in an individual (Beatty and Ferrell, 1998).

Researchers have recently suggested that the construct of urgency is a strong indicator of an individual's proneness to engage in a variety of maladaptive behaviors to regulate or relieve negative emotional experience (Cyders and Smith, 2008). There are individual differences in the propensity to engage in ill-considered behaviors when experiencing intense emotion; these individual differences appear to be reflected in a broad trait called urgency (Cyders and Smith, 2008). Bechara and Van Der Linden (2005), who examined the specific psychological mechanisms underlying the various components of impulsivity, tentatively suggested that a high level of urgency may be related to a poorer ability to deliberately suppress prepotent (automatized) responses. Thus, based on the strong relationship between high urgency and compulsive buying tendencies, it might be supposed that the capacity to deliberately suppress a dominant response may be a core

feature of compulsive-buying-related behaviors. Interestingly, urgency has also been associated with alcohol abuse (Whiteside and Lynam, 2003), and tobacco craving (Billieux et al., 2007). Therefore, it may be hypothesized that craving states are associated with increased difficulty resisting strong impulses, which could result in harmful behaviors that relieve negative affect in the short term but have harmful long-term consequences. Thus, it is possible that compulsive buyers may not be able to refrain from purchasing items, because buying is a way of relieving negative affect in the short term (Billieux et al., 2008).

Lack of prescience is lack of ability to think about positive or negative consequences which occur due to a decision (Bechara and Van Der Linden, 2005). Lack of premeditation also explains a phenomenon in which a person overlooks and avoids long term consequences of a decision (Damasio, 1994). This implies that this facet of impulsive buying may result in frequent impulsive purchases. Sensation seeking is the psychological exaggeration of rewards and under-estimations of punishments or bad consequences (Zuckerman, 1994).

This highlights that impulsive buying is basically related to some disorder which is due to decision making impairments and may result in financial suffering (Bechara and Van Der Linden, 2005). According to neuro-psychology acting quick without intention to act reflects a weakness in the mechanism (Burgess and Shallice, 1996). This weakness is basically deficit in impulse control and people exhibiting impulsive buying tend to have this deficit (Bechara, 2004).

Although factors promoting positive mood state (e.g., nice scents, pretty colors, or pleasant music) may elicit an impulse purchase, compulsive buying more frequently occurs in the context of negative effects. Compulsive buying occurs in response to negative emotions and results in a decrease in the intensity of negative emotions. Compulsive buying is similar in its neurocircuitry to other behavioral addictions such as gambling or internet addiction and, therefore, should be regarded as such. In our view, compulsive buying, similar to other behavioral addictions, may be maintained by the brain's reward system which can be predictive of purchasing behaviors, but once negatively reinforced it may result in the return of negative affective states. This point, however, has not been confirmed by specific experiments on neurocircuitry (Lejoyeux and Weinstein, 2010).

Growing tensions result in repetitive, irresistible and overpowering urges to buy things which might not be useful for the buyer, but yes the result is reduction in tension of the buyer (Christenson et al., 1994). This indicates that this psychological disorder has

its roots in the stress and tension, and people fall for impulsive buying to get relief from the tension and stress, The negative affectivity is reduced due to shopping which is unplanned (Miltenberger et al., 2003).

PTSD is a serious clinical concern, associated with considerable functional impairment (Kessler and Frank, 1997), and high rates of co-occurring psychiatric disorders (Kessler et al., 1995). Furthermore, individuals with Posttraumatic Stress Disorder (PTSD) have been found to be at-risk for a wide range of impulsive behaviors, including substance misuse (Brady et al., 2004). Specifically, PTSD has been found to be positively associated with overall emotion dysregulation and the specific dimensions of lack of emotional acceptance, difficulties engaging in goal-directed behaviors and controlling impulsive behaviors when upset, limited access to emotion regulation strategies, and lack of emotional clarity (Ehring and Quack, 2010).

According to Beatty and Ferrell (1998) *"Impulse buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product category or to fulfill a specific buying task. The behavior occurs after experiencing an urge to buy and it tends to be spontaneous and without a lot of reflection (i.e., it is "impulsive"). It does not include the purchase of a simple reminder item, which is an item that is simply out-of-stock at home"*.

Impulsive buyers are more likely to act on whim and to respond affirmatively and immediately to their buying impulses. In extreme cases, impulsive behavior is almost entirely stimulus driven; a buying impulse translates directly into an immediate, yielding, and physical response, or as as cited by Rook and Fisher (1995) describes it, a consumer "spasm." Highly impulsive buyers are more likely to experience spontaneous buying stimuli; their shopping lists are more "open" and receptive to sudden, unexpected buying ideas. Also, their thinking is likely to be relatively unreflective, prompted by physical proximity to a de-sired product, dominated by emotional attraction to it, and absorbed by the promise of immediate gratification (Hoch and Loewenstein, 1991; Thompson et al., 1990).

Both the clinical and consumer literatures draw attention to linkages between impulsive acts and negative outcomes. When individuals act on impulse, they tend to do so quickly and non-reflectively, which increases the likelihood of unintended and undesirable outcomes (Rook and Fisher, 1995). Impulse buying specifically has been linked to post-purchase financial problems, product disappointment, guilt feelings, and social disapproval (Rook, 1987).

This is another dimension towards impulsive buying that impulsivity in buying is based on no pre-shopping intention for purchasing something specific (Gerbing et al., 1987). The urge causes a person to buy impulsively, and this urge may be an outcome of some negative or positive affectivity (Bellenger, 1980; Miltenberger et al., 2003).

Impulsivity in buying is related to some psychological process (Rook, 1987), this psychological process which leads to impulsive buying has been categorized as a mental disorder caused to some psychological in-balance (Wheaton, 1990). Most of the human behaviors are a consequence of bio-chemical or psychological trigger, the psychological stimulation motivates a person to perform certain action (Rook, 1987). That certain action might be intentional or an unconscious response to a motivation. A very high urge which becomes uncontrollable for the person to resist will force that person to act impulsively. Acting impulsively is basically acting unconsciously due to some psychological disorder which dilutes your self-control.

In a professional elaboration of impulsive buying, it can be concluded that people tend to discount the future acting foolishly (Strotz, 1955). The impulsiveness may be a consequence of instrumental orientation formed in the childhood, which may be based on the bad analysis or perception of future time (Davids, 1969). People with high sense of achievement or a personality type which is looking forward to achieve something, can cope up with the impulse of immediate gratification. The hidden reward of Impulsive buying (Wigfield, 1994). This means that people with higher self-control may tend to act less impulsively to a buying impulse (Mayer et al., 2004). According to Freud (1958) human development is based on the controls towards impulses which requires reality base rational approach rather than going with the flow of impulses and looking for immediate gratification. Due to the pleasurable experiences impulses are often uncontrollable, but it is short term and lacks long term orientation, in fact in the consumers perspective they tend to act wrongly and often compete and compromise on their practical necessities to have a sense of immediate gratification (Rook, 1987).

As per the reconceptualization of Impulsive buying by Rook (1987) they conceptualized it *"Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. The impulse to buy is hedonically complex and may stimulate emotional conflict. Also, impulse buying is prone to occur with diminished regard for its consequences."*

Buying impulses are forceful and urgent, and relatively fast. It is more spontaneous rather than cautious. Basically it is disruption in consumers purchase decisions stream

as it is more emotional in comparison to rationality.

Impulsive buying is gaining its practice in the consumer markets along with the growth in innovations and postindustrial world (Sun and Wu, 2011). Despite the growth in inclination towards impulsive buying consumers sometimes act to hide their impulsiveness (Rook and Fisher, 1995). As they consider it as a non-compliant behavior with in their own self. The ability to act on the impulsiveness may differ among individuals due to their personality traits and other differences (Sun and Wu, 2011). In addition to this some people take impulsive buying as a coping mechanism to deal with stress, by acting impulsively on an buying impulse to get out of the negative state of emotions caused due to stress (Youn and Faber, 2000). Materialism is one of the other causes which dilutes self-control and encourages impulsive buying to give a portrait that a person is known by the possessions he or she holds (Podoshen and Andrzejewski, 2012). This has been shaping the consumers to consider impulsive buying as a norm and normative influences do help in promoting impulsive buying behavior (Rook and Fisher, 1995). The normative influence on impulsive buying has led to a generalization that when people act impulsively and make decisions of purchase based on the spur of the moment they gain hedonic rewards, in addition to this an overload which can impact psychological processing of an individual may push a consumer to for impulsive buying (Hausman, 2000). The psychological in ability to control and regulate ones self to avoid from impulsive buying, this may also be influenced by depletion of resources due to confusion in the goals and task orientation (Faber and Vohs, 2004). Tensions of the everyday life and uncontrollable needs due to social influences will result in psychological control depletion and probable outcome would be impulsive buying which gives a relief from the stress of society and uncontrollable needs (Billieux et al., 2008). The uncontrollable desires are facilitated with the facilitators like credit cards, massive advertisement and societal push to get involved into pleasure through buying (Christenson et al., 1994). Promotion of cues which highlight positive mood states like Aroma, colors and music also play a role in reducing the mind working (Beatty and Ferrell, 1998), by overcoming frustration, loneliness and sadness in the individuals (Miltenberger et al., 2003).

Clinical psychology has categorized, impulsive buying as a psychological mental disorder (Mcelroy et al., 1996), and have highlighted that impulsive buying is not a normal buying process instead it is a problem buying situation. Some patients who were psychologically disturbed and depressed due to social stress were more prone towards impulsive buying

as they face impulse control disorder due to stress (Lejoyeux et al., 1997). The sensation seeking related to impulse control disorder is the major factor pushing consumers towards purchasing impulsively to get out of stress (Whiteside and Lynam, 2001). The self-gifting mechanism is now very common among consumers who are focused on eliminating their negative state of mind by doing shopping (Mick and DeMoss, 1990).

The strong influences of stress in individual have also been found to end up in impulse regulations and control diminishing (Van der Kolk et al., 2005). This means that people who are under stress are more prone towards exhibiting impulsive buying as they would not be able to control their self from resisting to impulses in the shopping environment. The bombardment of stimulus and signals which generate impulses in consumers is very high in today's time (Hubert and Kenning, 2008). The reactions to certain stimulus is only visible through the reaction of an individual to a stimulus or impulse (Lee et al., 2007). This is related to outcome rewarding stimulus, which can affect the control decisions of the individual (Bechara and Van Der Linden, 2005). Consumers in current times do not act rationally at times due to unconscious and automatic processes which influence more on the behavioral outcome of the individual consumers (Camerer et al., 2005). So there is a high probability that impulse control disorder is very much prevalent in the today's consumers due to stress created by the bombardment of stimulus and creation of impulses in the consumer mind (Cautin and Lilienfeld, 2014).

The ever shifting war between desire and will power is leading consumers to build impulsive buying nature (Hoch and Loewenstein, 1991), but this would probably result in an unhappy and unsatisfied customer (Baumeister, 2002).

As discussed in the literature of management sciences, there are many antecedents of impulsive buying, including culture, emotions, fashion, buying power and many more (Kacen and Lee, 2002). Basically impulsive buying is a behavior which can be caused due to many situations which force a person to go for things which were not included in the shopping plan. The people with positive affectivity may not feel any imbalance while purchasing impulsively but people with negative affectivity may get into a state of confusion while making an impulse purchase as their psychological perception may be pushing them to avoid the purchase but if the urge created is high the impulse purchase would win out and an impulsive purchase would be the outcome (Rook and Fisher, 1995).

Due to strong influence of impulses, marketers are focused on how to create stimulus which can force a customer to purchase their offerings or the other way round. They are

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

As the market dynamics are changing and the shopping outlets preference of customer is shifting from small retail outlets towards super stores or mega markets. Where there is a large variety offering available in such a presentation that it attracts the customers arriving there for their regular purchases. This phenomenon of impulsive buying has been observed at its peak in super stores and mega markets is self-explanatory that marketers know how to present their products resulting in impulsive purchasing (Chen-Yu and Seock, 2002). Family grocery purchases are usually done in the super stores, and family members are usually part of that purchase decision. The social push is always there which moves people towards impulsive buying. Based on the argumentation by Rook and Fisher (1995) the normative and social impact based research, with reference to social stressors which are chronic in nature is having an impact on impulsive buying. Literature relevant to social stressors in connection to Impulsive buying include variables like interpersonal influence, social comparisons, interdependent self-construal & bullying, and they impact impulsive buying behavior (Abraham and Dameyasani, 2013; Chen et al., 2010; Silvera et al., 2008; Zhang et al., 2010).

2.2 Interpersonal Influence and Impulsive Buying Behavior

The literature related to compulsive buying (Elliott, 1994), self-gifts (Mick and DeMoss, 1990), and impulsive buying (Dittmar et al., 1995), features the role of deemed social picture and the impression of self-identity in the buying decision. Dittmar et al. (1995) argued that impulsive buying will probably be of things that symbolize the desired or

preferred self and accordingly ought to be influenced by social classifications, for example, social status and gender. They contended that ladies view their belongings for emotional and relationship-situated reasons, while men view their belongings for practical and instrumental reasons.

The components that have been connected to impulsive buying are additionally prone to be affected by culture. The hypothesis of collectivism and individualism offers a few bits of knowledge into a large number of the factors that have been connected to impulse buying behavior, normative influences, suppression of emotion, self-identity, and delaying momentary satisfaction (Triandis, 1995).

The propensity to concentrate on aggregate inclinations and group amicability in collectivist societies prompts a capacity to quell inner (individual) attributes in specific settings. As needs be, individuals in collectivist societies often regulate their behavior based upon the specific circumstance or what is "appropriate" for the circumstance. Among collectivists an individual is by and large observed as more mature when he/she sets individual emotions aside and acts in a socially proper way as opposed to with individual demeanors and convictions (Triandis, 1995). Subsequently, it has been discovered that attitude-intention (Bagozzi et al., 2000), and relationship between attitudes and behaviors, are weaker in collectivist societies than in individualist societies. This schema is probably going to carry over to the impulse-behavior relationship (Kashima et al., 1992).

Interpersonal influence is one of the major determinants of consumer behavior (Calder and Burnkrant, 1977). The pressures of conformity and being evaluated along with social implications of interpersonal influence have been a major cause of stress for individuals (Cohen, 1980; Jacobson and Kossoff, 1963). Social schemas are also relied upon to impact impulse buying conduct through their impact on an individual perceived self-identity, their responses to normative influences, and the need (or absence of need) to stifle inward convictions with a specific end goal to act in a way that's acceptable by some one significant. Individuals want to be acknowledged and preferred by those who are influencing them, and in this way are adapted by social impacts (Wu and Huan, 2010).

Dohrenwend (1961) recommended that one's social framework may go about as "stressor" for an individual and Jackson (1962) has contended that indications of stress may be the result of the clashing desires dared to be held for the inhabitants of conflicting

statuses among themselves and significant others. In a less unequivocal manner, different researchers have recognized the effect of impact forms by framing the idea with regards to "familial relations" (Croog, 1970; Hansen, 1965), "similarity weight" (Costell and Leiderman, 1968), or the acceptance by others as parts of social class and status (Dohrenwend, 1957; Hollingshead and Redlich, 1958).

Social difference is characterized by Kazdin (2000) as "*the apparent separation between people or groups*". The thought of social separation incorporates all distinctions, for example, social class, race, ethnicity, or sexual orientation. Bogardus (1926) built up a social separation scale to observationally quantify individuals' eagerness to take an interest in social contact of differing degrees of closeness with individuals from assorted social gatherings based on the way an individual wants to be influenced by someone significant, for example, other racial and ethnic gatherings, sex guilty parties, and gay people (Dufwenberg et al., 2002). All of these factors combine together to cause stress. While trying to adapt to or deal with the stress in their lives, individuals come to depend on a scope of various sources of help as they observe in others who are important for them (Darling et al., 2007).

Impulsive purchases are mostly of things that symbolize the favored or perfect self in the eyes of others and in that capacity are influenced by social classifications and groups to be identified of, for example, sexual orientation (Dittmar et al., 1995), which, as one of the factors of social separation, impacts both the items purchased imprudently and the purchasing contemplations utilized (Dittmar et al., 1995). Consolidating the two viewpoints, that is, the social separation hypothesis of Hoffman et al. (1996) and sex as a social separation variable, the level of social separation between two people of a similar sex (male/male, female/female) is lower than that between two people of the contrary sexual orientation (male/female, female/male). This shows that significant others or persons or groups influencing an individual are causing stress in those who are being influenced and they in turn buy impulsively for their missing social appropriation.

As per the literature, as social separation builds, individuals tend to act as per their level of charitableness. At the point when individuals shop with a contrary sexual orientation friend, they turn out to be more free and unconstrained in their basic leadership, and give in more effortlessly to their sudden want to purchase. At the point when a high level of social separation exists between two individuals, they have a tendency to be less subject to others and more averse to follow the desires of others and vice versa in other case (Cheng et al., 2013).

Attribution is a psychological construct which refers to cognitive process through which an individual infers its behavior (Jones and Davis, 1965), individuals are more focused on internal attributions but when an external influence occurs there is a disposition from internal state causing stress and making individuals to act impulsively due to personality and psychological disorders caused due to an internal war of conflict in perceived image in the eyes of important ones (Luo, 2005).

Social influence has been inspected with regards to the susceptibility of consumer to interpersonal influence (CSII) (Bearden et al., 1989), where CSII is the degree to which a person's buying decisions are affected by other individuals. CSII is related with an assortment of shopper practices, and specifically with practices that consolidate negative feelings with the help of absence of impulse control, for example, smoking (Kropp et al., 1999), and drinking (Kropp et al., 2004). Interpersonal influence has not been part of literature in relevance to impulsive buying behavior but indirect evidence exhibits that it enhances the impulsive buying of an individual (Kacen and Lee, 2002). Susceptibility to interpersonal influence, has been found associated to behaviors which are due to impulse control problems and individuals use it to be relived from negative state of emotions due to this interpersonal influence (Kropp et al., 1999, 2004; Silvera et al., 2008). In the presence of others consumers have been found to act in a more variety seeking behavior which is an interpretation of impulsive buying behavior, in comparison to self-satisfying more economically rationale decision (Dahl et al., 2001).

Normally the control over ones own urge is possible, but research has proven that when interpersonal influence creates an urge the self-control goes down and the result is impulsive buying behavior (Sharma et al., 2010). Interpersonal influence points towards conformance with others, through acquisition and showing that you have the belongings to be conformant to those who are you influenced from (Bearden et al., 1989). This phenomenon has a lot to achieve from impulsive buying behavior, the conformance has its role in pushing the consumers towards purchases which are not even significant for them in a utilitarian or hedonic perspective (Chang et al., 2011). To cope up with the interpersonal influence due to fear of negative or degraded evaluation consumers have tendency to depict impulsive buying behavior (Lin and Chen, 2012). The companion in the shopping or the ones who are influencing the customer for his or her shopping decisions not only have influence due to their relationship, it can be their gender or sense of attraction which both have with each other, if the relationship is strong or the perception of greatness for the person influencing is high, the most probable outcome

in shopping behavior can be impulsive buying (Cheng et al., 2013). The power distance belief in itself has an interpersonal influence built into it, for reduction of perceived distance just psychologically consumer is influenced, with the ones with high power will be depicting impulsive buying behavior (Zhang et al., 2010).

Interpersonal Influence has been found to effect the consumer purchase decisions (Bearden et al., 1989). Acting on the normative or informational influences triggered due to interpersonal influence a consumer decision may be consisting of stressful processing because their judgments are prone to be influenced by others (Deutsch and Gerard, 1955). Facing and going along with the interpersonal influence may result in impulse control disorder causing impulsive buying behavior due to conformity issue (Calder and Burnkrant, 1977). The enhancement of self-image with a point of reference which is basically the person influencing may lead consumer to go for impulsive buying for better self-concept in the eyes of others (Price et al., 1989). Attempting to comply with others causes stress of conformity due to social pressures (Park and Lessig, 1977). This stress leads to purchasing of things impulsively (Cheng et al., 2013). The people who are more susceptible to interpersonal influence exhibit more impulsive buying behavior than of those who are not more susceptible to interpersonal influence (Luo, 2005). Due to negative affectivity of impulsivity, people who are even more social have a tendency to exhibit impulsivity while shopping if they are under interpersonal influence of someone (Emmons and Diener, 1986).

Based on the concept provided by Evenden (1999) various neurobiological mechanisms interact to cause impulsivity in people which includes interpersonal influence as an aspect predicting impulsivity. Interpersonal influence is a depression causing agent, which can cause hyperarousal as a coping mechanism so, it can be inferred that it can result in impulsive behavior among people who are more prone towards interpersonal influence (Mueller et al., 2011). The tendency to purchase impulsively can be high among people who are looking for immediate reward from significant others by expecting that their conformance to interpersonal influence will lead them to some psychological or material benefit (Luo, 2005). The achievement of immediate hedonic goals, increases impulsivity among individuals (Fishbein and Ajzen, 1977). Impulsive buying has roots in resources and mental comfort is one of an important resource for individuals, when influence of some one significant is there in the scene, the roots of impulsivity get flourished (Gardner et al., 1999). People can reward themselves through impulsive buying just for the sake of seeking the mental comfort (Mead et al., 2010).

Normative influences built into the norms, require individuals to act in such a way that their comfort and peace of mind is linked with the significant others, to get a place into the eyes of significant others motivation to act impulsively is most probable (Rook and Fisher, 1995). The normative segment of consumers susceptibility to interpersonal influence (CSII) measures a person's need to utilize purchases/possession to relate to, or enhance, their image from the standpoint of significant others and an eagerness to adjust to the desires of others in settling on buying choices. Along these lines, large amounts of Normative CSII demonstrates an ability to submit to powers within social settings when settling on the buying behavior. This accommodation to external powers could be seen as similar to affective segment of impulsive buying, which includes accommodation to the requests of the prompt buying context (Silvera et al., 2008).

Group cohesiveness (i.e., the engaging quality of the group to its individuals) is likely to actuate a clearer regulating desire as well as to expand the inspiration to consent to it. In this way, if the peer group standards support impulsive buying, at that point the propensity to take part in this conduct within the sight of companions elevates (Luo, 2005).

Interpersonal influence is predicting impulsive buying behavior due to its social appropriation aspect (Rook, 1987). The behavioral disposition of individual is almost certain to be magnified when there is some one significant present there and is influencing psychologically to the one acting to the impulses (Zajonc, 1965). Theory of reasoned action comes into play while describing the interpersonal influence and impulsive buying relationship where reason is the conformity and the action is impulsivity (Fishbein and Ajzen, 1977). This reason can be managed if there is some other agent present like a family member or someone close which can control the desirability to act on impulses and force the action to get strong basis from other reasons which are more logical and rational in terms of economic feasibility (Abrams et al., 2000). Cohesiveness is the governing mechanism which increases the effects of significant others on the behaviors of individuals the more cohesive effect the others have the more is the chance that a person may act only on a reason that he or she needs to conform to others who are influencing while ignoring all the others present in the environment (Luo, 2005). The physical presence of significant others is not the only thing which can make someone to conform, the imagination of others is equally effective in this case where it relates to impulsive buying (Dahl et al., 2001). Significant others do matter but yes the individual matters the most, its propensity to get influenced may vary from individual to individual but

those who are more susceptible to interpersonal influence are more prone to impulsivity (Luo, 2005).

The interaction of theories of self-esteem and social conformity and compliance explain that how people who are more susceptible to interpersonal influence will be acting more impulsively as the deprivation of internal resource or low self-esteem may cause people to improve on it and act impulsively to gain a good image in a materialistic society. This all or overall the interaction is being explained by a third theory which is theory of reasoned action where the reason is the deprivation of an internal resource and action is impulsive buying to gain more and more acceptance in the eyes of others and one's own self by conforming to materialistic expectations of others and an un ending war for more and more self-esteem.

Interpersonal influences and identity related issues result in impulsivity and aggressive attitudes of an individual (Koenigsberg et al., 2001). Affective instability related to significant others having interpersonal influence probe individuals to act impulsively (Siever and Davis, 1991). The identification and identity problem caused due to interpersonal influences create an imbalance in the mind of individual and the clues of referent identification cause people to go for impulsive purchasing while shopping (Kelman, 1961). A significant amount of research has demonstrated that self-esteem is identified with various psychological constructs which include depression (Dori and Overholser, 1999), reactions of emotional nature in response to success and failures (Dutton and Brown, 1997), and adult attachments (Roberts et al., 1996). Research likewise demonstrates that lower levels of self-esteem are for the most part connected with increases vulnerability to interpersonal influence (Cox and Bauer, 1964), and particularly with scores on both the informative and normative segments of the CSII scale (Bearden et al., 1989). In marketing literature, the need to keep up or enhance oneself has been related with materialism, with those purchases which in particular regard improve self-esteem through products communicated as high esteem products, for example, products that help enhance physical appearance (Arndt et al., 2004), and with the level of fulfillment individuals have with their material belonging (Jackson, 2001).

O'Guinn and Faber (1989) found that self-esteem is negatively related to compulsive purchasing behavior. In spite of the way that there are vital contrasts between impulsive purchasing and compulsive buying (Rook, 1987), both the phenomenon share the focal element of losing control over ones impulses while shopping. Therefore, O'Guinn and Faber (1989) come to conclude with the recommendation that impulsive buying may

fill in as an escape mechanism from negative mental states, for example, self-esteem issues. In addition, [Verplanken et al. \(2005\)](#) contend that low esteem is probably going to be an especially intense source of the sorts of negative mental states that leads to the utilization of impulsive purchasing as a methods relief from the negative psychological states.

Companions or associates are another significant source of influence on customer's behavior. The nearness of associates can increase the inclination to buy ([Mangleburg et al., 2004](#)). Unconstrained behavior turns out to be especially likely as the shopper feels a firm level of group cohesiveness (i.e., how attractive the members perceive their group). In the event that the group standards support a specific behavior, at that point the inclination to take part in this conduct within the sight of companions increment with the cohesiveness of the peer group ([Borges et al., 2010](#)).

People may utilize others' purchasing conduct as an avocation for their own, and hence feel recently uninhibited conduct about purchasing ([Luo, 2005](#)). Specialists have uncovered that when young people shopped with companions, they had a tendency to spend more ([Mangleburg et al., 2004](#)). Besides, shopping with companions may help guarantee that young people settle on purchase choices viewed by their associates as being "fitting", for instance, purchase of a mobile phone. Peer groups may remunerate a proper purchase decision with enhanced status in the group ([Mangleburg et al., 2004](#)). Moreover, [Luo \(2005\)](#) proposed that shopping with others impacts impulsive buying.

The image enhancement and sense of being important to others due to their interpersonal influence, create a state of confusion in the mind of the consumers and they take impulsive buying as a relief and relaxing agent due to its fun element ([Bearden et al., 1989](#)). The confusion of one's own opinions and the opinions of the others influencing make deliberate effort by individuals for opinion change, this change of opinions and state of standing somewhere in the middle have implications for impulsivity ([Friendkin and Johnsen, 1999](#)).

While on the other hand [La Greca and Lopez \(1998\)](#) delineated dread of negative assessment as fears, concerns, or stresses in regards to negative assessments from peers. Dread of negative assessment is a focal element of social nervousness, particularly among teenagers ([Chansky and Kendall, 1997](#)). [Teachman and Allen \(2007\)](#) featured the significance and clear pertinence of associate connections amid puberty. Socially on edge youths may question that their companion really prefers them ([Chansky and Kendall, 1997](#)). [Moschis and Moore \(1979\)](#) found that young people will consider companions'

conclusions when settling on utilization choices. [Kocovski and Ender \(2000\)](#) noticed that if a person's conduct was not satisfactory, at that point a change would jump out at make her/his conduct more like a reference esteem.

Based on the inferences by classical sociological theory, the collective course of action is very difficult to achieve due to inner differences with other groups ([Janowitz, 1975](#)). Interpersonal influences have strong influences on the actors due to differences between their inner opinions and that of significant others ([Friendkin and Johnsen, 1999](#)). This thus results in stress and in turn result in impulse control disorder forcing an individual to buy impulsively.

[Kelman \(1961\)](#) suggested three procedures of social impact: compliance, identification and internalization. He characterized compliance as the procedure where an individual acknowledges influence from another to accomplish a certain personal goal (i.e., to pick up rewards or stay away from punishment). He characterized identification as the procedure where an individual acknowledges impact from another to fulfill a self-characterizing association with the other (i.e., to build up or keep up a relationship that structures some portion of the individual's mental self-view). He characterized internalization as the procedure where an individual acknowledges impact from another on the grounds that it is in accordance with the person's esteem framework (i.e., the conduct is a helpful arrangement, or helpful for the person's own particular esteems).

The society with high power distance is likely to have interpersonal influences. As the power distance is belief of less powerful expecting that power is distributed unequally. Thus a stress is generated, as a coping mechanism to this stress consumers based on materialism theory would like to perceive their power through shopping just like the powerful are doing. This leads to spur of the moment buying for fun, joy and excitement, in other words impulsive buying behavior ([Claes et al., 2010](#)). In the online perspective of marketing social media has an important role to play on consumers impulsive buying behavior. The influence of others who are friends, family or close ones, their preferences, their opinions and their openly shown concerns have an impact on the influenced one for impulsive buying ([Sun and Wu, 2011](#)). [Rook \(1987\)](#) contend that when following up on impulse is socially fitting and objective, buyers have a tendency to have both a more noteworthy indiscreet inclination to purchase and a more prominent probability of doing as such.

Online reviews have been found to have a strong impact on impulsive buying behavior as a source of Interpersonal influence. Thus leading to a direction that interpersonal

influence has relationship with impulsive buying behavior. This is being exploited by marketers through Social media marketing techniques where they develop interpersonal influence in an online community to make people go for impulsive purchases (Ismail, 2017). Use of social media to support e-commerce is known as S-commerce in which social influence is used to modify the behavior of individuals regarding their choices towards purchases they make and the way they make those purchases. They can act impulsively or abstain from doing so if interpersonal influence makes them to act in such a way (Xi et al., 2016). The tendency to act impulsively becomes more when an individual is prone to interpersonal influence by significant others (Dimaggio et al., 2017). Interpersonal influence is a socio psychological process, which triggers behavior, specifically shopping behavior in private, which may be highly impulsive and in public it may be shown as more variety seeking based on the perception of shopper (Khare et al., 2011; Sharma et al., 2010). This all shows that interpersonal influence enhances impulsive buying behavior.

H1: Interpersonal influence has a positive impact on impulsive buying behavior.

2.3 Bullying Victimization and Impulsive Buying Behavior

An individual is being tormented or bullied when he or she is uncovered, more than once and after some time, to adverse activities from more than one individuals (Olweus, 1994). The definition of the articulation of bullying conduct must be additionally characterized. It is a negative activity when somebody purposefully exacts, or endeavors to dispense, damage or inconvenience upon another-essentially what is suggested in the meaning of forceful conduct/ aggressive behavior (Olweus, 1973). One of the attributes of bullying is the imbalance in control between the culprit and the victim (Einarsen, 2000).

Bullying activities can be carried out by physical contact, through words, or in different courses, for example, making faces or revolting signals or declining to conform to someone else's desires. Keeping in mind the end goal to utilize the term bullying, there ought to be a disproportion in strength (an asymmetric power relationship). Bullying can be delegated coordinate bullying/exploitation with generally open assaults on the

casualty and roundabout bullying/exploitation as social detachment and rejection from a gathering (Olweus, 1994).

Since bullying by definition includes a social relationship (though negative) and happens much of the time within the sight of others (Craig and Pepler, 1995), social stress is particularly observed. Slee (1995) discovered that there was a positive relationship among stress and bullying. Silverman et al. (1995) argued that the basic component of tension is the rehashed presentation to the position in which an individual discovers that there is a likelihood of damage or threat.

Impulsivity in shopping behavior has historical background into use of porn sites (aggressiveness) or bullying (Gackebach, 2007), Bullying creates hyper arousal among individuals (Lee et al., 2013). Bullying victimization leads to anger and loss of self-control (Ahmed and Braithwaite, 2004). This situation is exactly hyperarousal which is one of the major reasons of impulsivity in an individual. The bullied individuals lack self-control and stop using their mind and try to find relief by acting impulsively (Haynie et al., 2001). Bullied individuals are facing stress as a function of the victimization which they faced when they were bullied (Brewer and Whiteside, 2012). To reach out of this stress individuals develop some coping mechanism, as they are high in impulsivity due to their psychological state they are most probable impulsive buyers and buying impulsively has pleasure associated (Rook, 1987). The individuals who have been bullied know or perceive about themselves as high in impulsivity and less self-control (Björkqvist et al., 1982). This self-perception of bullied individuals make them an easy target for impulsivity when they are shopping (Hansen et al., 2006). In the literature of applied psychology and social psychology whenever there is a presence of anger and aggression in a person, there is another dimension in the literature which is impulsivity which accompanies anger and aggression (Lee, 2011). Impulsivity is also known as hyperactivity which is basically another perspective of anger and aggression (Hofvander et al., 2009). In other words, it is the expression through acquisition if considered in case of shopping scenario. Impulsive behavior is a disruptive behavior, which has been found very common among they individuals who have been a victim of bullying in their daily life (Jensen-Campbell et al., 2009).

Impulse control issues are characterized by the accompanying basic highlights: (I) inability to oppose a drive that is destructive to the individual or others: (ii) an expanding feeling of pressure or excitement before submitting the demonstration, and (iii) an affair of delight, satisfaction, or discharge with the actions (Frances et al., 1994).

Compulsive buying, impulsive sexual conduct, and urgent practicing have likewise been recommended as impulse control issue under the heading "Not Otherwise Specified." (Specker et al., 1995).

Mental issues are normal among patients with Impulse Control Disorders (ICDs). High rates of inclination issue provoked one gathering of analysts to think about ICDs as "full of feeling range" issue (McElroy, Hudson, Pope, Keck, & Aizley, 1992). substance manhandle, and dietary issues have been often revealed in people with ICDs (Roy et al., 1988). There has been some help for elevated levels of impulsivity among bully/victims (Archer et al., 2007).

Bullying victims are very much prone to the hyperactivity arousal and hyper activity is similar to Impulse control disorder (Wiener and Mak, 2009), Impulse control disorder (ICD) behaviors, counting hypersexuality, inordinate betting and shopping, have been likewise been accounted for among patients with Parkinson's illness as well (Holman, 2009).

Impulsivity showed up additionally to recognize perpetration and exploitation. Sufferers were more impulsive than non-sufferers, with proof from the factorial investigations that perpetration directed the connection amongst exploitation and impulsivity, with expanded impulsivity not as an outcome exclusively of the added substance or primary impacts of exploitation. Victims showed more elevated amounts of impulsivity than non-victims (Holland et al., 2009).

Stress responses are known to emerge when a circumstance is evaluated as debilitating and when the individual can't prepare a proper adapting reaction (Monat and Lazarus, 1991). Individual attitudes may impact the people's evaluation of potential stressors, and in addition the apparent adapting capacity, and along these lines either increase or limit stress responses (Cohen and Edwards, 1989; Spector et al., 2000).

Being exposed to bullying/harassing may have extreme negative mental and physiological wellbeing results for the victim. For instance, various cross-sectional investigations have discovered relationships between bullying from one viewpoint and, then again, perpetual weariness, psychosomatic, mental, and physical indications, general stress, and mental stress responses (Mikkelsen and Einarsen, 2003).

Personal dispositions as a predictor of bullying conduct is another basic issue. A few examinations give information that person's harassing conduct is adversely identified with inner locus of control (Slee, 1993), and an empathic worry for the sufferer (Rigby and Slee, 1991). There is some proof that impulsivity is a critical supporter of standoffish

conduct (Loeber, 1990; Moffitt, 1993). Björkqvist et al. (1982) considers the personality of an individual to be a social item created in interpersonal relations. Each individual has a requirement for a positive personality picture and is trying to achieve that. He proclaims that other than the sense of a perfect conscience picture, self-picture is also important. This comprises of the considerable number of things the individual might want to be.

There is confirmation to recommend that people encountering abuse inside the family grow low confidence and maladaptive disgrace (Fossum and Mason, 1986; Potter-Efron and Potter-Efron, 1989), what's more, disgrace triggers degenerative results (Lewis, 1971).

The insufficiency to feel compassion for others (one kind of identity measure) identifies with maladaptive disgrace (Tangney, 1991), it is conceivable that less empathic concern represents less expertise in overseeing disgrace adaptively, which thusly prompts all the more harassing exercises. A comparable contention could be put forth in the defense of impulsivity and locus of control (Ahmed and Braithwaite, 2004).

When repeatedly an individual faces negative actions from other individuals it is termed as bullying (Olweus, 1995). These negative actions are containing verbal, physical or relational aggression and is certain to have an imbalance of power (Crick, 1995). Power imbalance results in the victims facing anxiety, loneliness, stressed out mind and social isolation with low self-esteem (Boivin et al., 1995). Bullies are found to depict impulsive behaviors in their life regardless of the outcome which they are going to face due to their lack of control on their impulses (Olweus, 1995). In comparison to the normal individuals who are not bullying victims, the bullying victims are facing behavior conduction issues that is lacking control on their behaviors (Coolidge et al., 2004). Aggressive behavior is a very common characteristics of bullying victims, bullying victims are impulsive and are over ruled by the controlling factors which are existing in them (Olweus, 1995). The social depletion of the bullying victims moves them to display social skill deficits and impulse control disorder (Champion et al., 2003).

Streamlining the relationships has increased the stress to be gainful, yet has diminished resources to enhance the relationships with others in the society and manage adverse reactions, for example, interpersonal clashes. One of the outcomes of these gathered changes is work environment bullying (Hoel et al., 2002).

Systematic abuse of a subordinate, a partner, or a colleague if proceeded, may cause serious social, mental and psychosomatic issues in the individual abused. Presentation

to such treatment has been asserted to be a more devastating and obliterating issue for people than every single other sort of stressor set up together, and is seen by numerous researchers and targets alike as an extraordinary kind of social stress (Zapf et al., 1996). Bullying at work, as per most definitions, happens when somebody, more than once finished a more drawn out timeframe (generally a half year), is presented to negative acts from one or a few others, in a circumstance where he or she for various reasons may experience issues protecting him-or herself against these activities (Einarsen, 2000; Salin, 2003).

Bullying victims are very high in stress due to the rejection which they feel (Fox et al., 2008). Stress in turn results in a personality disorder which is impulse control disorder, a person having a history of being bullied, has a high probability to engage in impulsive buying due to this disorder (Fox et al., 2007). According to a common belief those facing bullying are always looking for mental relaxation and peace, the coping mechanism in such situation might be bullying someone else or seeking pleasure through shopping. According to Jensen-Campbell et al. (2009) The first time matters a lot, when a victim is bullied for the first time or confesses being bullied in front of someone might result in a counselling behavior or search for coping mechanism, to get away from the pain of bullying a person may opt for shopping as a relaxing tool. Due to the psychological condition and chronic stress the individual may act impulsively and this remedy may become habit if the bullying victimization is in routine (Hamilton et al., 2008). Bullied victims have a common characteristic among them and that is acting on impulses and having no impulse control.

Due to bullying an individual may feel poor physical condition, increased stress and aggressive attitude development (Brewer and Gardner, 1996). Aggressive attitude is common among people who are victim of bullying (Bond, Tuckey, & Dollard, 2010). Bullying has been found to create hyper arousal state and internal aggression, and hyper arousal state and aggression is found very commonly during impulsive buying behavior (Balducci et al., 2011; Weiss et al., 2012). Bullying has been found to increase impulsive behaviors including impulsive buying behavior. As in the mental condition of bullying the consumer is feeling hyperarousal disorder, and impulsive buying behavior tendency is high in the hyperarousal (Cautin and Lilienfeld, 2014).

Non-bullied individuals from social settings where bullying happens (observers of bullying) may likewise report essentially more general stress and mental stress responses than do individuals from social settings without bullying (Vartia, 2001). Consequently,

bullying isn't only an issue for the victims, it might likewise be an issue for the onlookers also (Hansen et al., 2006).

As indicated by value-based stress models, the nature and seriousness of enthusiastic responses following presentation to bullying might be a component of a dynamic interchange between occasion qualities and individual evaluation and adapting forms (Folkman and Lazarus, 1990).

Stress responses may influence wellbeing either by a direct organic, delayed physiological actuation and absence of compensation, or by influencing wellbeing through way of life and wellbeing practices (McEwen, 1998). Bullying isn't an either or phenomenon but instead a continuously advancing and raising procedure (Leymann, 1996). Poorer self-detailed psychological well-being is more inclined among the tormented people irrespective of recurrence and term (Hansen et al., 2011). Bullying isn't about separated occasions or clashes yet rather about forceful conduct that more than once after some time is coordinated toward at least one or more people by at least one culprits (Vie et al., 2011).

Cortisol, a marker of the hypothalamic-pituitary axis, is seen as one of the essential stress hormones of the human beings and might be connected to medical issues and ailment movement (Hansen et al., 2006). Neuroendocrine changes, for example, bringing down cortisol levels, might be related with the hidden pathology of post-traumatic stress disorder (PTSD) (Yehuda et al., 1995).

Among the individual observed, outcomes are psychosomatic and mental indications, for example, social detachment, social maladjustment, low confidence, rest issues, focus challenges, unending weariness, discouragement, powerlessness, outrage, impulses, uneasiness, and misery (Bowling and Beehr, 2006; Leymann, 1996; Zapf et al., 1996).

Not every individual responds similarly or to a similar degree (Glasø et al., 2007, 2009), a reality that might be clarified by the identity of the targets as identity contrasts have been appeared to influence both stress presentation and stress reactivity (Bolger and Schilling, 1991). For instance, an investigation of 433 workers in a Danish assembling organization by Gemzøe Mikkelsen and Einarsen (2002) demonstrated that summed up self-adequacy went about as a mediator of the connection between presentation to bullying conduct and mental wellbeing protests. In another examination, both negative affectivity and positive affectivity were found to contribute altogether to the clarified change of PTSD side effects, yet they didn't collaborate with measures of bullying (Matthiesen and Einarsen, 2004). Furthermore, Nielsen et al. (2008) demonstrated that feeling of

coherence, which is an individual aura to see the world and nature as intelligible, reasonable, and significant, offered defensive advantages to targets presented to low levels of bullying, though these advantages reduced as tormenting turned out to be more serious. Every one of these discoveries recommend that individual attributes are vital in deciding how bullying is experienced and responded to. In any case, they don't completely clarify the systems of how presentation to bullying may influence the objectives' wellbeing and prosperity (Vie et al., 2011).

Though discharged shame improves us by and large off in keeping up versatile interpersonal relationships, it might here and there exacerbate us off separately in the event that we can't beat negative self-related sentiments (Ahmed and Braithwaite, 2004). An unavoidable shame encounter is regularly identified with sentiments of mediocrity, powerlessness, lost confidence (Lewis, 1971), what's more, a dread of social avoidance (Elias, 1994). Shame and low confidence are exceedingly connected, however that disgrace is a more extreme influence that constitutes sentiments of mortification and outrage. Shame is a feeling of self-disdain that leaves people feeling uncovered as blemished according to others (Wurmser, 1987).

Studies in Ireland, Germany, and Austria find that victims report more noteworthy despondency, stress, and nervousness than other individuals (Mikkelsen and Einarsen, 2003). Spooks are usually impulsive, often display introverted conduct, and are at a heightened risk for maladaptive results, for example, criminal conduct (Olweus, 1995). People who are the two domineering, bullies and sufferers have been described by impulsivity, hot-temper, indiscretion (Haynie et al., 2001; Olweus, 1994), hyperactivity (Kumpulainen et al., 1998). Bullying victims additionally communicated disguised emotional troubles, for example, misery, stress and tension (Haynie et al., 2001; Olweus, 1994), hyperactivity (Kumpulainen et al., 1998).

Bullied customers face a stress, as they are not in a position to respond to bullying condition, so they start losing their self-control, due to hyperarousal in their psychological framework (Leppink et al., 2014). Thus while shopping they feel freedom to express their hyper behavior through impulsive buying.

H2: Bullying Victimization has positive impact on impulsive buying behavior.

2.4 Social Comparison and Impulsive Buying Behavior

Social influence processes and focused conduct are the two indications of the same psycho-socio procedures. Both stem specifically from the drive of self-assessment and the need of such assessment being founded on comparison with different people (Festinger, 1954).

People have a drive to assess themselves and they assess themselves by comparison with others when non-social means are inaccessible (Wood, 1989). Miller (1982) proposes that physical appeal might be a "constantly striking" property in social comparison.

Individuals socially compare themselves to others even though they are not aware of it. Goethals (1986) noticed that it can be difficult to hear an individual on the radio whos savvy to a great degree, or see someone whos handsome to a great degree in the market, or take part on a board with a specialist without participating in social comparison regardless of the amount we might want not to.

Richins (1991) watched the individual results of the process of comparison, he noticed that sentiments of disappointment and deficiency can come about because of comparison with others whose capabilities exceed those of individuals own. Sentiments of disappointment with some part of the self are probably going to happen when there is a disparity on an ascribe that is critical to the individual (Higgins, 1987). Thus a person may engage in impulsive buying to get rid of those sentiments of disappointment and deprivation.

Wood (1989) reviewed and approved findings that recommend that social comparison can influence self-idea or self-emotions. The connection amongst affiliation and stress infers, at any rate to some degree, from the need to socially compare one's emotional state all together with regard to its appropriateness (Taylor and Lobel, 1989). Where the appreciation for the group is high, the group has energy to impact the part adequately. Therefore there would be a development toward consistency/ uniformity (Festinger, 1954).

The want for social connections and feeling superior than others is a standout amongst the most principal and general of every single human need (Baumeister and Leary, 1995). Social avoidance, an excruciating yet regular piece of life, foils this instilled inspiration and has striking outcomes for individuals' mental and physiological working (Buckley et al., 2004; DeWall and Baumeister, 2006; Maner et al., 2007; Twenge et al., 2001). For instance, risk of rejection animates regions of human brain intended to recognize and control torment (Eisenberger et al., 2003), weaken self-regulation (Baumeister et al.,

2005), and hamper sensible thinking (Baumeister, 2002). People have an intrinsic drive to be a part of social group on the grounds that a social gathering managed survival and security all through developmental history by observing others and comparing them to ones own self (Baumeister and Leary, 1995; Buss and Kenrick, 1998). In help of the statement that social associations are a need, not only a want, Baumeister and Leary (1995) checked on many years of research and inferred that individuals endure mentally (e.g. stretch) and physically when they need adequate social ties and they are always developing a comparison with others.

Latest research on consumers has demonstrated that social rejection can prompt endeavors at social reconnection through means, for example, affiliative spending (Mead et al., 2010), and purchase of nostalgic items that assist in reinforcing reconnections with the past (Loveland et al., 2010). This is all due to comparison state of one in which different times and others are being compared to ones own time and self. Extensive work shows that rejection debilitates self-direction (Baumeister et al., 2005). For instance, when contrasted with acknowledged members, barred members quit sooner on a baffling errand. Hindered self-direction after social prohibition could build impulse spending given that discretion is a key procedure in deciding if individuals give in to their impulses (Vohs and Faber, 2007).

Socially excluded individuals burn through cash to placate the sting of avoidance, at that point social rejection should prompt self-gifting, that is, self-calming by treating the self to something pleasant which is actually what others have and you dont (Mick and Fournier, 1998). On the other hand, if social avoidance prompts expanded niggardliness or impulsive spending, at that point it ought to mainly affect the aggregate sum of cash spent (Mead et al., 2010).

Rejected individuals thus regard consumption and money as unfortunate chores with the objective of affiliation, instead end points for themselves in comparison to others in the society (Mead et al., 2010). Many years of research show that purchasers utilize the emblematic idea of products as an approach to convey information about themselves to others (Belk, 1988; Escalas and Bettman, 2005; O'Guinn and Faber, 1989; Richins, 1994). Excluded individuals would endeavor to pick up acknowledgment by expending in order to fit in with the prompt social condition based on their social comparison results (Mead et al., 2010).

Customers in negative inclinations might be currently endeavoring to reduce the repulsive state of mind (Elliott, 1994). This clarification for impulsive shopping is in

accordance with discoveries on selfgifting, a behavior regularly propelled by endeavors to pick oneself up or be good to oneself as per others (Mick and DeMoss, 1990).

A greater faith in the power distance compares to more elevated amounts of impulse buying (Abraham and Dameyasani, 2013). Power distance belief puts into action the social comparison for consumers (Zhang et al., 2010). It isn't shocking that belief in a high power distance prompts high impulse buying. This is on the grounds that in the feudalistic mindset of "as long as the manager is cheerful", purchasing and delivering products appear to be a strategy to please the superiors. By pleasing the authorities, individuals feel secure in light of the fact that they understand that their objectives and activities rely upon other people who are all the more effective. So for this situation impulsive buying may fill in as a sort of "emotional/psychological investment" for the future and their appropriation based on comparisons they drew in this endeavor (Abraham and Dameyasani, 2013). The collectivistic societies put more stress on relationship, emotional control, and in addition aggregate wants and needs, which restrain impulsive buying.

Materialism affects a purchaser's conduct might be related with a few negative long haul results of social comparison (Burroughs and Rindfleisch, 2002; Podoshen and Andrzejewski, 2012), for example, self-loathing and pointless inclinations (Belk, 1988) and impulsive buying (Roberts et al., 2003).

Those higher in materialism report more elevated amounts of dread, nervousness, and begrudge (Richins et al., 1992). These negative feelings cause stress which triggers impulsive purchasing. Conspicuous consumption is firmly identified with materialism, which is where customer inclinations are controlled by social needs, mainly due to the feelings of prestige (Grubb and Grathwohl, 1967). Materialism is strongly based on the social comparisons of individuals as this is subject to societal standards.

Comparing either positively or negatively to others in the society is an act of personality and is known as social comparison (Wheeler and Miyake, 1992). To remain socially in group, customers can buy without thinking strategically or making cognitive efforts while shopping (Mead et al., 2010). Inspired by what others with more power have envy comes into effect, and a consumer comparing is most probable victim of greed to get hold of others superior possession (Crusius and Mussweiler, 2012). Social appropriation of impulsive buying make it more common for consumers doing social comparisons (Podoshen and Andrzejewski, 2012). Doing shopping of luxury or fashion products mostly

people are buying on the basis of social comparisons and they act impulsively by exhibiting impulsive buying behavior (Zhang and Kim, 2013). Social comparisons have been causing impulsive buying behavior among the youth in Indonesia, as youth have a cultural influence of comparisons with each other and they are depicting that in their shopping behavior (Abraham and Dameyasani, 2013). For the sake of social identity which is fully motivated due to social comparisons, consumer depict impulsive buying behavior (Segal and Podoshen, 2013).

Enthusiasm for social comparison is related with the vulnerability (Taylor et al., 1990). Along these lines, times of stress, curiosity or change incidentally increment the comparison measure (Aspinwall, 1997; Buunk, 1994; Molleman et al., 1986). Dangers to adequacy needs, for example, control and important presence, deliver self-centered reactions, for example, expanded conspicuous consumption. Interestingly, dangers to social needs, for example, self-esteem, social reactions, for example, increase in charitable gifts and helpful conduct (Lee and Shrum, 2012).

Social comparison tends to be a more prominent attribute in female gender, and while being suspected to social comparison they tend to act impulsively in their shopping behavior (Jung, 2017). Thus leading to endorse the fact that social comparison leads to impulsive buying behavior.

Comparing to the others in the society at the same level consumers have been found happy to pay more or buy impulsively due to their social comparison (Yoon and Vargas, 2010). In most of the cases due to social comparison evolution of negativity of self-evaluation in comparison to others rises, which is desirable as an individual may be lacking something or is behind others. This is a materialistic approach and as a coping mechanism unplanned possession through impulsive buying is done to reduce the stress (Dittmar et al., 2014). Social comparisons relation to impulsive buying has been identified in Pakistani mega retail stores (Attiq et al., 2015). However if the social comparison is inappropriate the impulsiveness has probability to go high or low depending due to other factors (Music, 2014).

H3: Social comparison has a positive impact on impulsive buying behavior.

2.5 Interdependent Self-construal and Impulsive Buying Behavior

Interdependent self-construal is the assumption that the individual is associated with others, so the self is characterized, at least in part, by essential roles, membership of group, or connections. For people with this self-construal, portrayals of critical connections and roles share the self-space with characteristics, capacities, and inclinations. To keep up and improve this reliant perspective of the self, people will tend to think and act in ways that accentuate their connectedness to others and that reinforces existing connections (Cross et al., 2000). Interdependent self-construal objectives concentrate on parts of self, imparted to some subset of others, enhancing the maintenance of relationships (Aaker and Schmitt, 2001; Kampmeier and Simon, 2001).

In spite of the fact that the self-image generally is thought to be particular from other individuals' self-ideas, recent cross-cultural evidence proposes that people's mental portrayals of self may rely upon social roles of self, for example, associations with others and participation in social gatherings (Brewer and Gardner, 1996). Regarding discernment, the individual with a very social self-understanding should focus on self-characterizing others and take the point of view of relationship accomplices (Cross et al., 2002). Escalas and Bettman (2005) further explore the influence of value expressive reference groups, portrayed by the requirement for psychological relationship with a group either to look like the group or because of fondness for the group.

Nearly everybody incorporates specific close connections in the self, (for example, associations with a life partner or with one's mom), and they demonstrated that incorporating a relationship accomplice in the self, impacts numerous subjective procedures (Aron et al., 2004).

Self-connectedness is that, people hold an interdependent image of self-stressing connectedness with compliance to social contexts and relationships (Singelis, 1994). To remain within perceived in-circle and comply with the ones with whom one feels attached, creates stress. Thus this compliance require ones thought or cognition, it is being governed by thoughts of others preferences and beliefs (Zhang et al., 2010). This indicates that self-control and regulation stays intact due to connectedness and chances of impulsive buying are reduced.

Individuals who hold transcendently interdependent self-construal value connectedness,

congruity, and adherence to group standards. Subsequently, with a specific end goal to adjust to group standards, interdependent people may have a tendency to stifle their incautious consumption propensities more than independents do (Kacen and Lee, 2002). Since the presence of others is probably going to improve prior demeanors (Zajonc, 1965), peer presence should increase the enactment of self-direction objectives for those whose interdependent self-construal has been activated. All the more particularly, the remarkable quality of companions should build the striking nature of group standards for those with an interdependent self-construal, and in this manner initiate self-administrative control systems to a more noteworthy degree in respect to the nonattendance of associates (Zhang and Shrum, 2008).

Consumers with an interdependent self-construal value congruity with the in-group, prompting similarity, particularly out in the open settings (Dittmar et al., 1995). Individuals in collectivist societies inspire others through a capacity to smother their private contemplations and sentiments, and react as directed by the social circumstance (Lee and Kacen, 2000).

Individuals with an exceptionally enhanced interdependent self-construal are probably going to put more accentuation on having a place and fitting in, and taking part in proper activities (Markus and Kitayama, 1991). They will probably think about themselves as well as other people as entwined, and be impacted by their in-groups and the setting of the circumstance (Markus and Kitayama, 1991).

Individualists (autonomous self-idea) need to indicate others that they are extraordinary, while collectivists (associated self-idea) need to show agreement with the in-group, particularly when that in-group is notable (Markus and Kitayama, 1991; Dittmar et al., 1995). The key component of community is the supposition that gatherings tie and commonly commit people. From this, scholars observe various conceivable results or ramifications of cooperation (Oyserman et al., 2002).

Concerning relationality, meanings of community infer that: (a) essential group enrollments are credited and settled, seen as "unavoidable truths that apply to everyone" to which individuals must oblige; (b) limits between in-groups and out-groups are steady, generally impermeable, and critical; and (c) in-group trades depend on balance or even liberality standards (Morris and Leung, 2000; Dittmar et al., 1995).

Dittmar et al. (1995), have suggested that cooperation is an assorted construct, combining socially divergent foci on various types and levels of referent groups. Along these lines, cooperation may allude to a more extensive scope of qualities, states of mind, and

practices. They recognized the accompanying four general measurements of independence and cooperation, at the individual level: (a) associated (collectivist or Eastern view) or free (individualist or Western view) self-idea, (b) individual objectives (need for independent) or public objectives (need for collectivist and liable to be lined up with individual objectives), (c) an attention on standards, commitments, and obligations (collectivist) or states of mind; individual needs, rights, and contracts (nonconformist), (d) an accentuation on connections (collectivist) or balanced investigations of the favorable circumstances and hindrances of keeping up a relationship (independent).

[Cheng et al. \(2013\)](#) contended that interdependence is a syndrome of beliefs, emotions, convictions, philosophy, and activities identified with relational concern, reflected in the accompanying seven classes: 1. Thought of suggestions (expenses and advantages) of one's own choices as well as activities for other individuals 2. Sharing of material assets 3. Sharing of nonmaterial assets, (for example, time and exertion) 4. Weakness to social impact 5. Self-introduction and face-work 6. Sharing of results 7. Feeling of contribution in others' lives.

In the event that keeping up close connections is fundamental to keeping up steady feelings of self-esteem for individuals with associated self-interpretation, at that point these people should endeavor to create aptitudes and capacities that encourage close relationships. Furthermore, the necessities and wishes of close others may firmly impact the musings and practices of these people ([Cross et al., 2000](#)). Individuals participate in consumption behavior to some extent to build their self-ideas and to make their own character ([Belk, 1988](#); [Richins, 1994](#)).

The presence of others would impact people with an interdependent self-construal since they are more worried about how their activities influence others. The presence of a companion or relative was additionally appeared to impact the consumption choices of customers. At the point when an influential member of the in-group available amid an impulse purchase, the relationship between an individual's interdependent self-construal and reasons for the purchase that recognized the customer as a component of a group was somewhat more grounded than when the buyer was distant from everyone else ([Lee and Kacen, 2000](#)), while the impulsive buying was lessened.

As people with interdependent self-construal are more socially connected and have a feeling of connectedness among them and their connectedness stops them from impulsive buying ([Mandel, 2003](#)). Interdependent self-construal has implications of creating prevention from impulsivity among consumers as they are buying and consuming for

others (He et al., 2012). When product category is luxury, the identity of self-construal which is interdependent, creates prevention and result is reduction in impulsive buying behavior among consumers (Wang et al., 2010). The consumers who are under influence of interdependent self-construal have a higher probability of variety avoidance, as they are doing self-monitoring due to their connectedness (Sharma et al., 2010). In interdependent self-construal, due to the reason that it is not self-based and is based on others, the concept of self-control has a probability of being reliant on others, and the chances of impulsivity is reduced and the proneness to impulsive buying is avoidable as they are prevention focused. (Lisjak et al., 2012).

Another aspect of interdependent self-construal is, if the connectedness is with the materialistic others or rich others, the behavior during shopping will be less impulsive as their consumption will be based on their personal less materialistic approach and more socially connected approach as their relationships, contexts and role is making them less impulsive (Baker et al., 2013).

Individuals with an interdependent self-construal have a tendency to be more situated toward objectives of social union and fitting in with social standards (Trafimow et al., 1991). In this way, in light of the fact that impulsive consumption is regularly viewed as an impromptu and juvenile conduct that may ponder gravely the gathering in associated social orders, individuals with an interdependent self-construal ought to probably enact self-control objectives, and in this way smother the hasty desire (Zhang and Shrum, 2008).

Research on emotions and self-construal has demonstrated that customers with an interdependent self-construal have a tendency to depend less on their internal emotions to frame their consumption decisions than do those with an independent self-construal, recommending that consumers with an interdependent self-construal are more averse to be under the power of their inward impulsive propensities than are independents (Markus and Kitayama, 1991). Individuals with interdependent self construal are less prone towards impulsivity (Sabah, 2017).

H4: Interdependent self-construal has a negative impact on Impulsive Buying Behavior.

2.6 Interpersonal Influence and Stress

Researchers working on stress and related mental disorders have for quite some time known about the impact of forms of interpersonal influence as potential contributor to the states of stress and turmoil. For instance, [Dohrenwend \(1961\)](#) recommended that one's social framework may go about acting as a "stressor" for an individual while [Jackson \(1962\)](#) argued that stress symptoms may be the result of the clashing desires attempted to be held for the inhabitants of conflicting statuses.

Interpersonal influence based on the research in clinical and applied psychology has been found to result in stress ([Eberhart and Hammen, 2010](#)). Interpersonal Influence has been recognized as a stressor which leads to stress, anxiety and most probable behavioral outcomes ([Nolte et al., 2011](#)). The adults who have been facing interpersonal stressors from their child hood may develop stress up to that level that it may be inherited by their next generations ([Hammen, 2009](#)).

[Jackson \(1962\)](#) has analyzed the impacts of the conflicting desires ventured to be related with inhabitation of conflicting statuses. [Keashly et al. \(1997\)](#) proposed that stress might be identified with the conflicting influences following up on the given roles of individual (role strain) and also from the conflicts inborn in a person's execution of disparate roles (conflict of roles).

Interpersonal Influences have been found to create stress ([Silvera et al., 2008](#)). The social appropriation in reaction to interpersonal influence, pushes consumers to go with the norms this makes the consumer stressed ([Rook and Fisher, 1995](#)). The importance of others while purchasing something can lead to stress due to appropriation of ones self with others ([Sharma et al., 2010](#)). Interpersonal Influence have been identified as a conforming mechanism to others relevant to purchase decisions, as this conformance move customer towards stressed mind set ([Bearden et al., 1989](#)). The conformance stress may lead customers to go for some purchase behavior which may be avoiding hedonic and utilitarian motives ([Chang et al., 2011](#)).

The consistency, incongruence or strife of various sources of influence in no way shapes or forms the only measurement of interpersonal interaction considered in association with stress. [Cialdini and Trost \(1998\)](#) argues that mental stress is a result of a person's sketchy ability to achieve goals at the level requested of him by others. [Jackson \(1962\)](#) while studying stressed individuals is illustrative of this convention that the expectations that associates, instructors and guardians have for the accomplishments of individuals

were seen to be the source of stress. It can be assumed that the individuals who are relied upon by others to perform at a level higher than usual are more "stressed" than the individuals who are not faced with such levels of expectations.

[Graa and Dani-el Kebir \(2012\)](#) theorized that in those circumstances in which an individual must face a substantial number of people he/she must please, there is more prominent potential for stress than when one should please just a couple of people. This is used to clarify, to some degree, the higher frequency of stress in urban settings instead of rural settings and a typical use of the variable audience size measure is inborn in the general idea of "stage fright," a condition of stress.

Interpersonal relationships are a source of a number of consequences for an extensive variety of results including stress. Negative sides of relationships, particularly with those with social power, are unequivocally identified with stress ([Israel et al., 1989](#)).

Stress results have been normally observed as being administered by social, situational and intrapersonal factors which may be relied upon to impact its intervening procedures ([House, 1974](#); [Lazarus and Averill, 1972](#)). Particular examples of interpersonal interactions seem to go with the prevalence of stressful occasions ([Cutrona and Russell, 1987](#)). [Bowlby \(1980\)](#) argued that people who are more insecure start negatively assessing themselves and their relationships with other people due to their experiences in the past, making them more prone to stress and depression. For sure, insecure romantic relationships are related to proneness to stress and depression ([Eberhart and Hammen, 2006](#)). There is proof that romantic relationships also play a role along with relational stressors in foreseeing side effects of stress ([Hammen et al., 1995](#)). Romantic relationships are always based on sense of interpersonal influence.

Highly dependent and influenced individuals accentuate connections, making them powerless in the face of stress due to interpersonal challenges ([Blatt et al., 1982](#)). In the domain of interpersonal relationships, various schemas, for example, reassurance seeking, dependency and sociotropy, are seen contributing to stress ([Eberhart and Hammen, 2010](#)). In addition, [Eberhart et al. \(2011\)](#) found that few maladaptive patterns (e.g., mistrust, emotional deprivation, and failure) anticipated interpersonal stress. Thus it can be inferred that interpersonal influence is a stressors which is causing stress among individuals with high orientation towards interpersonal influence.

[Young](#) argued that maladaptive schemas can impact the people's evaluations of the circumstances and their activities such that the cognitions engaged with the schemas are affirmed. In this manner, for example, if an individual supports the schema of

abuse/mistrust, others' conduct will be deciphered suspiciously, elevating the likelihood of interpersonal conflicts between that individual and others involved (Calvete et al., 2013).

Interpersonal stress is embroiled in the process of generation of stress, while one is strongly influenced by other (Adrian and Hammen, 1993), its application to the relationships of married couples is evident as these relationships are probably going to be essential relationships for some individuals and also marital relationships require constant negotiations of interpersonal nature. What's more, the marital relationships give a prime field to looking at relational schemas that may drive the procedure (Davila et al., 1997).

Psychopathological theories of development of depression by Cummings and Cicchetti (1990); Gotlib and Hammen (1992); Hammen and Rudolph (1996) have embroiled relational stress and conflicts of interpersonal nature, for example, troubles relationship of parents and children, broken relationships of families, and relational conflicts, as particularly the factors of vulnerability to stress and depression. These interpersonal relationships are causing stress as they are based on one being dominant and other being submissive or being influenced.

Conflicting and aversive interpersonal experiences or seclusion from the social setting, brings about additional degeneration in interpersonal relationships and causes additional interpersonal stress (Rudolph et al., 2000). The investigation of social investigation is eminent for its exhibition and explanation of emotional psychological phenomenon which frequently occur in response to obvious social power distance (Cialdini and Goldstein, 2004).

People are on a very basic level persuaded to make and keep up important social relationships with others. For instance, verifiable in the idea of injunctive standards is the possibility that on the off chance that we participate in practices of which others affirm, others will support us, as well. In this way, we utilize endorsement and preferring prompts to enable us to build, to keep up, and to measure the quality of our relationships with others. We likewise draw nearer to accomplishing these affiliation objectives when we submit to the social exchange standards with others, for example, the norms of reciprocity (Cialdini and Goldstein, 2004).

One of the clearest ramifications of our want to associate with others is that the more we like and aspire to be like them, the more probable we are to take activities to develop

intimate relationships with them. This might be achieved through various means, including reacting positively to demands for help. In fact, the literature on social influence is overflowing with showings of the constructive connection between our affection for an individual and the probability of giving into his or her demand (Cialdini and Trost, 1998).

A standout amongst the most important determinants of a person's behavior is the impact of people around him. This social impact has by and large been alluded to as conformity and viewed as the generally straightforward demonstration of obliging (Jahoda, 1959).

As indicated by Kelman (1961), social influence works through at least one of three particular procedures. Internalization is said to happen when the individual acknowledges influence since it is seen as "intrinsically helpful for the augmentation of his esteems"; that is, the substance is seen as being characteristically instrumental to the achievement of his objectives. Identification occurs when an individual takes on a behavior or viewpoint acquired from another in light of the fact that the "conduct is related with a self-characterizing relationship which is satisfactory"; that is, the relationship between the individual and the other is instrumental to the person's self-idea to quite some extent. Compliance is said to happen when the individual complies with the desires of another keeping in mind the end goal to get a reward or to avoid being punished.

An individual inspired to improve or bolster his idea of himself would be anticipated to acknowledge the impact of a referent by affiliating himself with positive referents or potentially separating himself from negative referents. Subsequently, a man would recognize by going up against the practices and assessments which he sees as illustrative of his positive reference groups or potentially going up against practices and conclusions which he sees as those held by his negative reference groups. Here the individual plays out the conduct or embraces the conviction because of its supporting or enhancing impact on his self-idea and the inherent reward in this support or enhancement (Burnkrant and Cousineau, 1975).

Burnkrant and Cousineau (1975) states that in talking about the source's engaging quality, we manage the subject's inspiration to accomplish a satisfying self-idea through his position on the issue opposite the position supported by the source. The critical point for the subject in embracing the position encouraged by the source is whether he can supplement his self-esteem through his relationship with the source.

As indicated by social judgment theory, Perloff (1993) says:

"Attitude is a large emotion-packed terrain that consists of three subdivisions. The latitude of acceptance consists of all those position on an issue that an individual finds acceptance, including those which are most desirable. The latitude of rejection includes all those that an individual finds objectionable, including the most objectionable. In between these two lies the latitude of non-commitment, which consists of all those position on which the individual has preferred to remain non-committal. Two people may endorse the same position on an issue but differ dramatically in their tolerance for the other positions on the same issue".

Author proceeds:

"Most of the times people refrain from making such statement or choices that fall in the latitude of rejection of the most of the members of the group. Thus producing a boomerang effect".

Occasions concerning poor association with seniors/individuals with higher societal position is likewise one of the primary source of the stress. In an examination setting by [Firth-Cozens and Morrison \(1989\)](#) young doctors in general detailed that the most charming parts of their employments was 'feeling helpful'. This could be taken together to make their occupations all the more fulfilling, maybe by senior specialists setting aside opportunity to underscore the estimation of junior colleagues at whatever point suitable. Inside their records, specialists underlined the dangers they felt at relating to seniors while continually mindful that future posts relied upon sufficient references. This and the absence of input was very highly related to stress.

A general occupational stress model shows that the occupational stress originates fundamentally from six perspectives ([Israel et al., 1989](#); [Sutherland and Cooper, 1989](#)). Out of these six, two fall under the classification of interpersonal influence.

Stressors characterized by [Israel et al. \(1989\)](#) are:

- (1) Stressors natural for the activity itself, including workload, poor physical working condition, working in shifts and physical risk involved;
- (2) Stress due to roles at job, including conflicts that come with it, responsibilities and accompanying ambiguities;
- (3) Relationship with others at work, e.g. directors, associates and subordinates;
- (4) Stressors identified with development of career, including promotion or demotion and the absence of stability at job;
- (5) Stressors related with authoritative structure and atmosphere, including limitations on behavior, politics at work, the absence of successful conference and interest in the

basic leadership process, and

(6) The interface amongst personal and work life, which alludes to the connection between family/social demands and work demands i.e. the stressors that over-spill from one life field to the next.

Expectations additionally assume a critical part in forming interpersonal relationships. Despite the fact that there are some positive perspectives to it, there are negative aspects to it as well.

The Academic Expectations Stress Inventory (AESI) was composed by [Ang and Huan \(2006\)](#) to quantify stress due to academic expectations among students in Asian in contrast to the desires of guardians, educators and students.

Students whose performance was below the expectations of their parents thought that it was harder to satisfy them, mostly in light of the fact that they felt that they had failed by not doing admirably in their examinations, and this led to stress among them ([Tan and Yates, 2011](#)).

Desire to succeed academically acts as a noteworthy source of stress for the students, which may add to issues related to psychological well-being ([Shek, 1995](#)). The social accentuation on satisfying parental desires and maintaining a strategic distance from the loss of face seemed to also act as a stressor ([Tan and Yates, 2011](#)). This is based on interpersonal influence and comparisons which and individual feels and draws.

People with low self esteem are more susceptible towards interpersonal influence, these people face stress to their high susceptibility of interpersonal influence ([Ciarma and Mathew, 2017](#)).

This chronic stress is created due to the reason of negative or degraded evaluations by others who have more power and are influencing one ([Lin and Chen, 2012](#)). Based on the theory of materialism consumers may adjust themselves or appropriate their self with the persons influencing for reducing their stress by acquisitions and what they hold ([Claes et al., 2010](#)).

H5: Interpersonal Influence has a positive impact on stress.

2.7 Bullying Victimization and Stress

Bullying creates stress in the environment ([Lee et al., 2013](#)). Due to bullying victimization an individual may feel poor physical condition, increased stress and aggressive attitude development ([Brewer and Whiteside, 2012](#)). Stress is high in bullied people and

it has severe implications, when it is the main cause of stress (Bond et al., 2010). Bullying has also been found to increase stress state of individual by creating hyper arousal state (Balducci et al., 2011; Weiss et al., 2012). Bullied customers face a stress, as they are not in a position to respond to bullying condition, so they start losing control of their self, due to hyperarousal in their psychological framework (Leppink et al., 2014). Amid the most recent few decades, one specific sort of social stressor has acquired increased enthusiasm among analysts, to be specific presentation to dependable forceful conduct from other authoritative individuals (Einarsen et al., 2003). Despite the fact that introduction to such conduct shows up under a wide range of names, for example, harassment (Brotsky, 1976), bullying (Einarsen et al., 2003), mobbing (Leymann, 1996), emotional abuse (Keashly and Harvey, 2005) and victimization (Aquino and Thau, 2009), they all appear to allude to a similar general phenomenon, in particular efficient and delayed abuse of an individual, which after some time may bring about extreme social, mental and psychosomatic issues for the individuals affected (Mikkelsen and Einarsen, 2003).

Bullying and incivility are a standout amongst the most troublesome issues of people in day by day lives and additionally in hierarchical setting (Gholipour et al., 2011). Bullying is a relational conflict which is limited to the traits of bullies and yielded in individual level and focused on the duty as an authoritative culture in the groups or hierarchical level. Some overviews soothe that bullying is the consequence of power segregation and comprises people who are not fit for self-preservation. This occurrence is strengthened when the victim's supervisor does not have the administrative aptitudes or the victims are denied of their associates or supervisors underpins (Lewis and Orford, 2005).

The issue of bullying has gotten extensive consideration in the last decade and has been defined in a number of ways. Researchers have considered psychological mistreatment, affront and malignance as a few segments of this episode. In other word, he characterized bullying as a constant offend at co-workers, superior and inferior which may cause genuine social and mental issues for the victims (Harvey et al., 2009). Bullying is a typical wonder in the everyday life and expressed that bullying strikes when someone is carried on with disdain and insult. Central disturbance emerges when recurrence of bullying expands, power segregation between the bully and victim lifts, the circumstance is barely avoidable or escape course isn't accessible lastly, qualities and states of mind of victims are focused on (Tehrani, 2004).

In an investigation, 165 people of expert staffs who had encountered stress in working

environments were studied. The discoveries uncovered that in 2-year time frame, 40% of staff were a bullying victim and 68% had watched this episode in working environments. Recognizably, 44% of the bullying victims had endured a high Post Traumatic Stress Disorder (PTSD) after assault. Tormenting has negative impact on wellbeing and quietness, also, it increased the stress and rage and mental anxiety and lastly, decreases the psychological well-being (Tehrani, 2004). In 1996, Researchers led an investigation on 64 sufferers of bullying who had alluded to a brain research facility. 92% of them had endured post-traumatic stress disorder (Leymann, 1996).

As per the consequence of the examination took care of by innovation and science foundation of Manchester University, 1 out of 3 ailments which are identified with the stress are a consequence of oppression and viciousness (Gholipour et al., 2011).

Studies demonstrates that victims of bullying and furthermore the witnesses will waste resources, quit their jobs, lose commitment to their work, be careless about their assignments, lose inspiration and which are every one of the outcomes of stress due to bullying. Offending incited by bullying will diminish confidence in social life and lessen the capacity to confront individual, hierarchical issues effectively and in this way, will reduce individual inspiration (Gholipour et al., 2011).

In another subjective study, which was directed towards the general public in administrative area, the sample was accumulated from the people who had thought about themselves as victims of bullying. This study examined the bullying background of 10 individuals in legislative segment by strategy for interviews and Grounded theory. The discoveries outlined the bullying as the fundamental starting point of stress in working environment. Bullying affects the victims by physical and mental unsalvageable injuries (Gholipour et al., 2011).

Bullying in work environment have negative association with representatives' wellbeing and wellbeing and cause increment in stress and outrage and lessening in emotional well-being and increases mental stress (Tehrani, 2004).

It is evaluated that 2% of the agents have experienced the bullying in their work environments (Pate and Beaumont, 2010). Bullying involve allegation, rudeness, startling, vindictiveness, affront which offer ascent to disturbance, danger, scorn, weakening of fearlessness lastly stress in staff (Lee and Kacen, 2000). Stress, sadness, distemper, bothering, irritation and submitting a suicide are a portion of the mental impacts of the bullying.

For a great many people, bullying is a private occasion. The bullied individual will endeavor to shroud their emotions and misery while within the sight of the culprit. Thusly, the concealed negative feelings related with sentiments of weakness, trouble and powerlessness turn out to be emphatically connected with an extensive variety circumstances through a procedure of molding. At last, bullying may proceed for delayed periods, which may bring about a condition of learned helplessness (Alloy et al., 1990).

The long haul exposure to bullying without a way to get out takes into account a more elevated amount of molding to be built up. Thus this can prompt solid adapted relationship to be shaped where exposure to an ecological or subjective trigger can evoke re-encounters as dreams and flashbacks together with its related abnormal state of excitement (Tehrani, 2004), which are symptoms of post-traumatic stress disorder.

Post-Traumatic Stress Disorder (PTSD) is delegated as a nervousness issue that is characterized by three bunches of indications (re-experience, shirking and excitement) which must hold on for no less than a month in the victims of a horrible events. Dissimilar to other mental issues, a conclusion is just conceivable if the horrendous accident meets particular criteria. This criterion covers occasions, for example, cataclysmic events, mischances, physical strikes, assault and equipped clash (Tehrani, 2004). Post-traumatic stress disorder assigns a design of stress indications commonly found in casualties presented to traumatic incidents (Association et al., 2000).

Bullying includes risk dimensions like those inborn in other traumatic stressors, for example, long haul mishandle, savage ambushes, or assault (Mikkelsen, 2001). At the point when presented to deliberate and precise mental harm by someone else, either real or perceived, casualties may encounter fear, nervousness, powerlessness, melancholy and shock (Krystal, 1993). While these victims are deliberately subjected to relational animosity over a drawn out timeframe, the core of this circumstance is the experience of encroachment of an on-going danger from which they can't get away (Leymann, 1996). The 1990's saw various examinations showing that subjection to extreme, long haul bullying at work regularly has extreme effects on the victims' lives (Kile, 1990; Björkqvist et al., 1994; Leymann, 1992). A few victims report that they feel that their physical and emotional wellness is destroyed and that they will never work normally again, not to mention continue work or other huge exercises (Leymann, 1996).

Be it done purposely or mistakenly, bullying at workplace might be comprehended as a progressively advancing procedure where focuses in the early stages are presented to

unobtrusive and regularly camouflaged types of abuse, while later on, more straightforward and forceful conduct may show up (Einarsen, 1999; Zapf and Gross, 2001). Bullying can appear as immediate activities, for example, verbal manhandle, allegations and open mortification, however can likewise be of a more unpretentious and masked nature through tattling, gossip spreading and social rejection (Eisenberger et al., 2003). Being subjected to bullying at workplace is by definition described as being denied of control bit by bit and potential outcomes to adapt to issues concerning oneself at work (Zapf and Einarsen, 2005). The negative connection amongst bullying and control is required to wind up much more notable for influenced people with heightened and tenacious subjection to bullying, and along these lines to summon more grounded stress responses as the subjection to bullying unfurls (Brodsky, 1976).

The vulnerability caused by subjection to such working conditions will in this way be identified with stress for affected people, and studies have in reality demonstrated targets of bullying to for the most part depict an abnormal state of stress indications (Hauge et al., 2010).

Keashly et al. (1997) explored the impacts of harsh association in the wake of controlling for the role stressors role ambiguity, role struggle and role over-burden, and found that the effect of such cooperation represented variety in strain, work fulfillment and turnover expectation, over that represented by the role stressors.

Bullying victims face high stress as they are in a state of mental trauma, being abused, rejected and ridiculed causes stress (Garaigordobil and Machimbarrena, 2017). This is not limited to bullying in real life, even individuals who are bullied in cyberspace also tend to face and develop feelings of stress as this act as a threat to their social position (González-Cabrera et al., 2017).

Subjection to such forceful conduct may undermine key mental and social needs (Aquino and Thau, 2009; Baumeister and Leary, 1995), what's more, cause nervousness and stress for the time being, while it might bring about serious uneasiness, sadness and weakness in the long run (Williams, 2007). As the results show, workplace bullying was indeed found to be a considerable stressor in relation to anxiety and depression and stress.

Bullying creates social chronic stress, with implications relevant to behavioral outcomes (Tehrani, 2004). Bullying not only has implications on physical health its existence causes people to develop social chronic stress (Sandberg et al., 2000). Bullying or witnessing bullying may lead individuals to develop anxiety and stress which is chronic in nature (Hansen et al., 2006). Bullying is a chronic social stressor and makes individuals

facing it a pray of stress (Hamilton et al., 2008). Bullying makes individuals to develop a negative frame of mind and degraded self, which makes them stressful and start losing control whenever they feel free or outside of bullying environment (Bond et al., 2010). Psychologist and psychiatrics have developed a formulation that bullying victimization is a chronic stress creating agent, and this can damage not only the physical health of the victim, but might result in frequent behavioral outcomes which are not in control of the victim due to stress of bullying (Menesini et al., 2009).

H6: Bullying victimization has a positive impact on stress.

2.8 Social Comparison and Stress

The fear of negative evaluations to others creates stress due to psycho social stressor like social comparison, the thinking that an individual is lacking something or behind someone causes chronic stress due to social factors (Dittmar et al., 2014).

Festinger (1954) proposed that when people are questionable about their feelings or capacities, they will contrast themselves with others to assess their own circumstances. Beech (1963) extended the area of social examination exercises to incorporate emotions. In various tests, he demonstrated that dread evoked in many subjects the want to hold up with another person, ideally a person in a similar circumstance who responded with a comparative level of passionate force. Beech audited various clarifications for these discoveries, in any case, in accordance with Festinger's theorizing, unmistakably supported the possibility of self-assessment. More recently, social comparison theory has been extended to incorporate intentions in social comparison other than self-assessment, including self-enhancement (eg., reestablishing one's confidence by contrasting oneself as well as other people (Wills, 1981).

The human tendency to take part in comparison is pervasive to the point that individuals automatically compare and other people who are unmistakably not applicable comparison targets, and they need to exert mental effort to fix the mental outcomes of such unseemly comparison (Gilbert et al., 1995). Along these lines, while we may regularly take part in deliberate comparisons, much social comparison action happens without expectation (Mussweiler et al., 2004). Thusly, a comparison with someone else who has a better possession may trigger jealousy, discontent and desirous behavioral inclination in a programmed form, without psychological exertion or expectation. This thinking proposes that social comparison may well be an unconstrained and programmed

response. Individuals may in fact be helpless before their envy-filled impulses and subsequently fall prey to stress (Crusius and Mussweiler, 2012).

Comparison can be upward (against better offs) or downward (against worse offs). Upward comparison have all the earmarks of being a valuable source of self-evaluative data (Nosanchuk and Erickson, 1985; Wheeler et al., 1969), however appear to be simultaneously delivering negative effect and lower self-assessments by advising one that one is mediocre (Diener et al., 1999; Morse and Gergen, 1970; Marsh and Parker, 1984). Findings of Crusius and Mussweiler (2012) demonstrate that introduction to a superior off other not just shapes members' affective articulations and revealed eagerness to purchase the prevalent items, it also additionally impacts real purchasing behavior. It has been recommended that downward comparison can be aversive. At the point when individuals learn of more worse off others with whom they are "close" (very comparative or sincerely tied) and the comparison measurement isn't fundamental to self-definition, they may encounter arousal and negative effect (Tesser, 1986).

People carry on in a way that will keep up or increment self-assessment and that one's associations with others substantially affect self-assessment. This model is made out of two dynamic procedures. Both the reflection procedure and the comparison procedure have as component variables, the closeness of another and the nature of that other's performance. These two factors connect in influencing self-assessment however do as such in opposite ways in each of the procedures (Tesser et al., 1988).

Under conditions in which self-assessment and self-improvement prevail, people want to contrast their state and that of a marginally better counterpart (Gruder, 1971; Wheeler et al., 1969; Wheeler, 1966; Wilson and Benner, 1971).

Contrasting the self as well as other people, either purposefully or unexpectedly, is an inescapable social wonder. Perceptions of relative standing can impact numerous results, including a man's self-idea, level of goal, and feelings of prosperity (i.e., subjective prosperity). Similarly as comparison of articles and images is a center component of human lead and experience, so too is interpersonal comparison (Suls et al., 2002).

Assimilation is advanced by the conviction that one could get an indistinguishable status from the objective (Lockwood and Kunda, 1997), by psycho legitimate closeness (i.e., seeing a distinguishing proof or association with the other individual), by having related attributes like those of the comparison targets (Collins, 2000), and by the striking nature of one's association with other individuals.

Assessment by means of social comparison now apparently involves an extensive arrangement of self-evaluative inquiries and self-inspirations. Comparison is utilized to assess past and current results as well as to foresee future prospects. Evaluating inclinations and convictions includes various types of comparison, and approval does not generally come from comparison with similar others (Suls et al., 2002).

Another imperative insight is that the impacts of social comparison on self-assessments are not inherently connected to the comparison direction. Comparison can create positive and negative contrastive and assimilative impacts, which have suggestions for any setting where relative standing is notable (Suls et al., 2002).

Social comparison theory recommends that not all people are influenced to a similar degree by the indications they see in others. Those with a solid requirement for social comparison are particularly delicate to the indications they see in others and in this way are more inclined to stress (Buunk and Schaufeli, 1993). They also likewise propose that person's level of confidence gives off an impression of being vital to the comprehension of social comparison and stress.

Social comparison is an instinct of human personality, based on the theory of social comparison, it is a stressor which can result in stress (Buunk and Schaufeli, 1993). Few research studies have identified social comparisons to effect consumption behavior of the consumer due to stress associated with the social competition and fear of negative evaluation (Abraham and Dameyasani, 2013; Chen et al., 2010; Crusius and Mussweiler, 2012; Mead et al., 2010). The social comparisons cause stress and even effect the coping mechanism based on the level of stress which they are facing (Taylor et al., 1990). The social comparison may lead an individual to develop stress that he is minor or below others or he or she should be evaluated higher than others (Buunk and Schaufeli, 1993). Socially mediated stress due to result of social comparisons can be reduced through social support (Taylor and Lobel, 1989). Social comparisons may result in development of negative feeling towards ones self which can cause chronic stress (Buunk et al., 1990). Social comparisons can cause demotivation to individuals, and threat to self-esteem resulting in chronic stress (Wheeler and Miyake, 1992). According to Schwartz (2004) social comparisons may lead to reduction in satisfaction as it destroys our perception of wellbeing in comparison to others. This is a social chronic stress, that social comparisons may make individuals degraded and reduced in their status, when compared to others (Dittmar et al., 2014). Due to curtailment of social comparisons lead to a threat to ones self-image (Dunn et al., 2012). A sense of deprivations starts to develop among

individuals who are doing social comparisons (Stark and Hyll, 2011). All these effects are causing agents of stress.

Social comparison leads to stress if an individual finds him or herself below others. This causes negative emotions to develop ultimately leading towards stress (Buunk and Schaufeli, 2017).

At the point when people take part in social comparison, they create emotions of envy as to people who have those things that the people long and this makes a feeling of deprivation. This feeling of deprivation is the main source of stress among such people (Stark and Hyll, 2011). Hausman (2000) expressed that the purchase of merchandise is coincidental (without design) in the event of individuals who are sensitive to social comparison, to encourage needs that are viewed as more imperative, specifically to connect, acquire and gather social endorsement from groups or significant others. In the event that the individual can't fulfill those necessities, s/he will encounter side effects of stress.

H7: Social comparison has a positive impact on stress.

2.9 Interdependent Self Construal and Stress

Social connectedness is a stressor which result in stress as identified by Yeh and Inose (2003). The argumentation by Singelis (1994), while defining interdependent self-construal made it composed of emphasis on external public features like statuses, roles, relationships, the sense of belongingness and fitting in, having ones own place in, and engaging in appropriate actions with ability to be indirect in communication and reading others minds.

Individuals from the collectivist societies have a tendency to characterize the self essentially by alluding to their social parts and enrollments and to the inseparable relatedness of the people to others (Cousins, 1989; Hofstede, 1984; Markus and Kitayama, 1991; Triandis, 1989; Triandis et al., 1988). Accordingly, individuals from collectivist societies are probably going to expand the reliant self-translation, in which the essential parts are one's associations with imperative others and in-groups (Markus and Kitayama, 1991; Triandis, 1989).

Markus and Kitayama (1991) recommend that the normative task of people with reliant self-understanding is to fit into the connections and to seek after a feeling of having a place with others. To seek after amicability in these connections, one endeavors to

address the issues of others and to advance group objectives; subsequently, a person's considerations, emotions and practices are to a great extent an element of his or her associations with others and membership of groups (Cross, 1995).

Sachser et al. (1998) distinguished two unique sorts of social connections which can be found in social frameworks. From one perspective strength connections exist which are set up and kept up by agonistic practices. As an outcome, the individuals from a social framework are portrayed by contrasts in societal position. Prevailing creatures for the most part show forceful conduct, the subordinate people show protective and compliant practices. The dominants have need of access to the necessities of life (e.g. sustenance) and multiplication. Then again social groups exist which are built up and kept up by socio-positive practices. In about all warm blooded creatures such groups can be found amongst moms and newborn children. In a few animal groups this type of relationship likewise happens between grown-up people, e.g. at the point when a monogamous social association is fabricated (Wilson, 2000). The person's method for living is managed and its odds of survival and reproduction are improved (Wickler, 1976).

A person's n Power has been conceptualized by Winter (1973) as a steady inclination to look for an effect on others. This effect might be looked for through "strong, forceful activities to control others" or through more roundabout endeavors to control, impact, inspire, entice, or help other people. Power stress has been defined as including life occasions that test or debilitate a person's capacity to perform effectively or to inspire others (McClelland and Jemmott III, 1980). In an investigation of dating couples, Stewart and Rubin (1976) found that power in the male accomplice was related, with respect to the two accomplices, with disappointment and expectation of generally more issues in the relationship. Likewise, high power men expected more issues in the regions of relational contrasts and struggle.

The composition of interdependent self-construal makes it easy to categorize it as a stressor as being considerate about others statuses, roles and importance of relationships has an automatic stress associated. In addition to this fitting in and having ones own place and above all the appropriation of actions according to others all activities are stressful (Chang et al., 2011). The cautious approach which is required by people with high interdependent self-construal will face stress as cautious approach predicts stress (Barreto and Volpato, 2004).

Individual with related self-interpretation have no sources of inward attributes, qualities and inclinations that are extraordinary to him or her. In many issues of social conduct

in these collectivist societies, inward, private or free self is subordinate to the collectivist or reliant segment of the self (Hsu, 1971; Rosenberger, 1989; Triandis, 1989; Yamaguchi et al., 1995). People with a related self-interpretation, who incline toward close arrangement or congruity with others, endeavor to conform to social circumstance systems that emphasize on changing self as opposed to changing the circumstance (Bond et al., 1985; Weisz et al., 1984; Yang, 1986). For instance, deciphering the circumstance in order to get importance from it, tolerating the circumstance and changing one's own wants or vicariously encountering control by nearly relating to an all the more capable other. These are on the whole optional control procedures as named by Weisz et al. (1984). So people whose self-views are discrepant with these social esteems (i.e., Interdependent) will express large amounts of perceived stress (Cross, 1995).

Bolger et al. (1989) likewise found that relational clashes were the most disturbing of every single day by day stressor, representing 80% of the change in daily state of mind. The social interaction anxiety and stress has been found to be predicted by interdependent self-construal and the reason for this has been found as the development of social phobia among individuals of collectivist cultures, there is at least some form of social anxiety and stress in self which is interdependent (Dinnel et al., 2002).

Those with interdependent self-construal have been found to look for prevention focused information just to adjust themselves and appropriate with the environment in comparison to those who have independent self-construal, they seek for promotion focused information to look different (Lee and Kacen, 2000). This prevention focused approach is likely to result in stress for individuals with interdependent self-construal (Chang et al., 2011). People associated to have a reliant, social self-idea might be more situated toward optional control adapting, as this introduction puts more accentuation on adjusting the self to adjust and oblige to one's environment (Heckhausen and Schulz, 1995; Morling and Fiske, 1999).

Marriage is a major part of an individuals life and people with interdependent self-construal are highly dependent upon the acknowledgement of their significant other. The event of physical or mental manhandle between couples, regardless of whether wedded, living together, or in a dating relationship, might be the aftereffect of the effect of certain experiences of life or stressors on the people included. Hostility has been corresponded with life changing occasions, and life occasions that were seen as being bothersome were all the more considerably associated to stress related factors (animosity, nervousness, pressure and trouble, sorrow, drinking, distrustfulness) than was life

change as such (Vinokur and Selzer, 1975).

Intimate relationships can be capably influenced by their unique circumstances. At the point when that setting contains challenges, for example, work push or budgetary troubles, relationship satisfaction has a tendency to be lower and rates of dissolution higher (Bahr, 1979; Lavee et al., 1987). In addition, the experience of unpleasant occasions predicts future relationship quality Bodenmann (1997), recommending that stress may cause disappointment.

The societal position of an individual may have essential outcomes for its endocrine status (Henry and Stephens, 2013; Sachser et al., 1998). In a few examinations subordinate people demonstrated extraordinary increments in adrenocortical exercises, inadequacies of the resistant framework and they even kicked the bucket (Barnett, 1988; Henry and Stephens, 2013).

Individuals to some extent take part in consumption behavior to build their self-ideas and to make their own identity (Belk, 1988; Richins, 1994). Emmons and Diener (1986) hypothesis of meaning movement recommends that the emblematic properties of reference groups move toward becoming related with the brands those communities are seen to utilize. These affiliations would then be able to be exchanged from reference groups to customers as shoppers select brands with implications consistent with a part of their self-idea. This self-idea for people with interdependent self-construal depends on the practices that are seen to be satisfactory by the significant other or the social gathering they are a part of.

If close connections are a part of the self, then people would take care to advance and ensure these connections. Exceptionally reliant people were more probable than others to consider the assessments or necessities of loved ones when settling on imperative choices. At the point when close connections are self-characterizing, at that point the requirements and wishes of close others might be almost as essential or striking as one's own particular needs and wishes. Also, choices made without regarding their implications for close others may cause strife or threaten relationships, which is a major stressor (Cross et al., 2000).

Feeling of interdependent self leads to stress as this creates a dependence of individual self on significant others, for compliance towards others a person is always in a mental state of improvement and critical evaluation which leads to stress (Yamaguchi et al., 2017).

In contrast to other stressors this stressor of connectedness has been found to reduce

impulsivity of the consumers as they are more strongly bound to significant and important others (Zhang et al., 2010). This connectedness makes them rift away from the impulse control and helps them to avoid spontaneous and prompt decisions to purchase but they are always high in stress as they are in a disposition of original self and ones group self (Kacen and Lee, 2002; Zhang and Shrum, 2008).

H8: Interdependent self-construal has a positive impact on stress.

2.10 Mediating Role of Stress

Impulse buying happens when a buyer encounters a sudden, regularly capable and persevering inclination to purchase something promptly. The drive to purchase is hedonically mind boggling and may animate enthusiastic clash. Additionally, Impulse buying is inclined to happen with little regard for its results (Rook, 1987). At the point when stressful occasions happen in a person's life, ranging from unusual emergencies (e.g., separations and significant sickness) to aggregate tragedies (e.g., psychological militant assaults and cataclysmic events) people have a tendency to embrace from a number of methods for dealing with stress (counting imprudent purchasing) to calm themselves (Sneath et al., 2009).

Connection between occasion instigated stress and impulse buying demonstrates that victims of a disaster make purchases they may not generally make. These discoveries support research that recommends negative affects might be related with impulse buying (Gardner and Rook, 1988; Rook, 1987; Rook and Gardner, 1993), whereby buyers utilized impulse buying to instigate positive emotional states (Schultz, 2006).

Stress has beforehand been connected to impulse buying; purchasing on impulse might be utilized to help lighten sentiments of stress which is a noteworthy reason for melancholy (Duhachek, 2005). This may clarify why impulsiveness is a factor in the buying conduct of victims of stress (Sayre and Horne, 1996). At the point when victims feel denied of their belonging or potentially previous economic wellbeing (Hoch and Loewenstein, 1991), they may embrace practices that assist them to recapture a feeling of "regularity" (Hofvander et al., 2009), or adapt to the troublesome conditions (Benight and Bandura, 2004).

Cognition and emotion both seem to have affected behavior of impulse buying. People who were most profoundly upset were well on the way to look for transient alleviation through impulse buying, and appeared to be insightful of and felt less shame attached

to their conduct given the conditions (Sneath et al., 2009).

The connection amongst discouragement and impulsive purchasing is fundamentally more grounded for people with lower levels of income, the discoveries lend support to the idea that impulse buying might be a learned, versatile conduct that "keeps running in families" (Black et al., 1998).

Stress in consumers, is pushing them towards a retail therapy (Impulsive Buying Behavior) to overcome stresses as identified by Hausman (2000). Consumers have a probability to deal with stress with an escape mechanism like impulsive buying (Desarbo and Edwards, 1996). Impulsive buying is a stress reaction to keep internal state relaxed (Youn and Faber, 2000). An example to this context is impulsive buying in the fashion related purchases in which a consumer tends to reduce its social stress through impulsive buying behavior (Joo Park et al., 2006). Stress causes depletion of self-control, and this depletion of self-control has most probable outcome as impulse control disorder resulting in impulsive buying (Baumeister, 2002). The mental health is disturbed due to stress and people with social chronic stress have a tendency to exhibit impulsive buying as impulsive buying is a self-pleasure activity providing relaxation to the individual doing it (Verplanken et al., 2005).

Individuals adapt to stress in an unexpected way; a few shoppers might be slanted to express their emotions ostensibly, others may re-interpret the stress prompting occasion emphatically with the goal that it appears to be less distressing, etc. (Duhachek, 2005). Adapting is an inescapable and complex mental process, inserted in a system of intellectual, attitudinal, and behavioral associates and this intricacy ought to be reflected in an adapting model fit for representing the huge number of methodologies customers establish (Carver and Scheier, 1994; Folkman, 2013). Feelings, for example, outrage and risk, which are caused by stress are endemic to consumption, so the connections that are found between these feelings and particular adapting techniques include attitudinal and behavioral outcomes of emotions for thought in ensuing work (Duhachek, 2005).

Interpersonal influence is one of the major determinants of consumer behavior (Calder and Burnkrant, 1977). The pressures of conformity and being evaluated along with social implications of interpersonal influence have been a major cause of stress for individuals (Cohen, 1980; Jacobson and Kossoff, 1963). Attribution is a psychological construct which refers to cognitive process through which an individual infers its behavior (Jones and Davis, 1965), individuals are more focused on internal attributions but when an external influence occurs there is a disposition from internal state causing individuals

to act impulsively due to personality and psychological disorders (Luo, 2005). Interpersonal influence has not been part of literature in relevance to impulsive buying behavior but indirect evidence exhibits that it enhances the impulsive buying of an individual (Kacen and Lee, 2002).

Susceptibility to interpersonal influence, has been found associated to behaviors which are due to impulse control problems and individuals use it to be relieved from negative state of emotions due to this interpersonal influence (Kropp et al., 1999, 2004; Silvera et al., 2008). In the presence of others consumers have been found to act in a more variety seeking behavior which is an interpretation of impulsive buying behavior, in comparison to self-satisfying more economically rationale decision (Dahl et al., 2001).

Normally the control over ones own urge is possible, but research has proven that when interpersonal influence creates an urge the self-control goes down and the result is impulsive buying behavior (Sharma et al., 2010). Interpersonal influence points towards conformance with others, through acquisition and showing that you have the belongings to be conformant to those who are you influenced from (Bearden et al., 1989). This phenomenon has a lot to achieve from impulsive buying behavior, the conformance has its role in pushing the consumer's towards purchases which are not even significant for them in a utilitarian or hedonic perspective (Chang et al., 2011). To cope up with the interpersonal influence due to fear of negative or degraded evaluation consumers have tendency to depict impulsive buying behavior (Lin and Chen, 2012). The companion in the shopping or the ones who are influencing the customer for his or her shopping decisions not only have influence due to their relationship, it can be their gender or sense of attraction which both have with each other, if the relationship is strong or the perception of greatness for the person influencing is high, the most probable outcome in shopping behavior can be impulsive buying (Cheng et al., 2013). The power distance belief in itself has an interpersonal influence built into it, for reduction of perceived distance just psychologically consumer is influenced, with the ones with high power will be depicting impulsive buying behavior (Zhang et al., 2010).

Interpersonal Influence has been found to effect the consumer purchase decisions (Bearden et al., 1989). Acting on the normative or informational influences triggered due to interpersonal influence a consumer decision may be consisting of stressful processing because their judgments are prone to be influenced by others (Deutsch and Gerard, 1955). Facing and going along with the interpersonal influence may result in impulse control disorder causing impulsive buying behavior due to conformity issue (Calder and

Burnkrant, 1977). The enhancement of self-image with a point of reference which is basically the person influencing may lead consumer to go for impulsive buying for better self-concept in the eyes of others (Price et al., 1989). Attempting to comply with others causes stress of conformity due to social pressures (Park and Lessig, 1977). This stress leads to purchasing of things impulsively (Cheng et al., 2013). The people who are more susceptible to interpersonal influence exhibit more impulsive buying behavior than of those who are not more susceptible to interpersonal influence (Luo, 2005). Due to negative affectivity of impulsivity, people who are even more social have a tendency to exhibit impulsivity while shopping if they are under interpersonal influence of someone (Emmons and Diener, 1986).

Based on the concept provided by Evenden (1999), various neurobiological mechanisms interact to cause impulsivity in people which includes interpersonal influence as an aspect predicting impulsivity. Interpersonal influence is a depression causing agent, which can cause hyperarousal as a coping mechanism so, it can be inferred that it can result in impulsive behavior among people who are more prone towards interpersonal influence (Mueller et al., 2011). The tendency to purchase impulsively can be high among people who are looking for immediate reward from significant others by expecting that their conformance to interpersonal influence will lead them to some psychological or material benefit (Luo, 2005). The achievement of immediate hedonic goals, increases impulsivity among individuals (Fishbein and Ajzen, 1977). Impulsive buying has roots in resources and mental comfort is one of an important resource for individuals, when influence of some one significant is there in the scene, the roots of impulsivity get flourished (Gardner et al., 1999). People can reward themselves through impulsive buying just for the sake of seeking the mental comfort (Mead et al., 2010). Normative influences built into the norms, require individuals to act in such a way that their comfort and peace of mind is linked with the significant others, to get a place into the eyes of significant others motivation to act impulsively is most probable (Rook and Fisher, 1995). Interpersonal influence is predicting impulsive buying behavior due to its social appropriation aspect (Rook, 1987). The behavioral disposition of individual is almost certain to be magnified when there is some one significant present their and is influencing psychologically to the one acting to the impulses (Zajonc, 1965). Theory of reasoned action comes into play while describing the interpersonal influence and impulsive buying relationship where reason is the conformity and the action is impulsivity (Fishbein and Ajzen, 1977). This reason can be managed if there is some other agent present like a family member or

someone close which can control the desirability to act on impulses and force the action to get strong basis from other reasons which are more logical and rational in terms of economic feasibility (Abrams et al., 2000). Cohesiveness is the governing mechanism which increases the effects of significant others on the behaviors of individuals the more cohesive effect the others have the more is the chance that a person may act only on a reason that he or she needs to conform to others who are influencing while ignoring all the others present in the environment (Luo, 2005). The physical presence of significant others is not the only thing which can make someone to conform, the imagination of others is equally effective in this case where it relates to impulsive buying (Dahl et al., 2001). Significant others do matter but yes the individual matters the most, its propensity to get influenced may vary from individual to individual but those who are more susceptible to interpersonal influence are more prone to impulsivity (Luo, 2005).

Interpersonal influence based on the research in clinical and applied psychology has been found to result in stress (Eberhart and Hammen, 2010). Interpersonal Influence has been recognized as a stressor which leads to stress, anxiety and most probable behavioral outcomes (Nolte et al., 2011). The adults who have been facing interpersonal stressors from their child hood may develop stress up to that level that it may be inherited by their next generations (Hammen, 2009).

Interpersonal Influences have been found to create stress (Silvera et al., 2008). The social appropriation in reaction to interpersonal influence, pushes consumers to go with the norms this makes the consumer stressed (Rook and Fisher, 1995). The importance of others while purchasing something can lead to stress due to appropriation of ones self with others (Sharma et al., 2010). Interpersonal Influence have been identified as a conforming mechanism to others relevant to purchase decisions, as this conformance move customer towards stressed mind set (Bearden et al., 1989). The conformance stress may lead customers to go for some purchase behavior which may be avoiding hedonic and utilitarian motives (Chang et al., 2011). This chronic stress is created due to the reason of negative or degraded evaluations by others (Lin and Chen, 2012). Based on the theory of materialism consumers may adjust themselves or appropriate their self with the persons influencing for reducing their stress by acquisitions and what they hold (Claes et al., 2010).

Impulsivity in shopping behavior has historical background into use of porn sites or bullying (Joinson, 2007). Bullying creates hyper arousal among individuals (Lee et al.,

2013). Bullying victimization leads to anger and loss of self-control (Ahmed and Braithwaite, 2004). This situation is exactly hyperarousal which is one of the major reasons of impulsivity in an individual. The bullied individuals lack self-control and stop using their mind and try to find relief by acting impulsively (Haynie et al., 2001). Bullied individuals are facing stress as a function of the victimization which they faced when they were bullied (Brewer and Whiteside, 2012). To reach out of this stress individuals develop some coping mechanism, as they are high in impulsivity due to their psychological state they are most probable impulsive buyers and buying impulsively has pleasure associated (Rook, 1987). The individuals who have been bullied know or perceive about themselves as high in impulsivity and less self-control (Björkqvist et al., 1982). This self-perception of bullied individuals make them an easy target for impulsivity when they are shopping (Hansen et al., 2006). In the literature of applied psychology and social psychology whenever there is a presence of anger and aggression in a person, there is another dimension in the literature which is impulsivity which accompanies anger and aggression (Lee, 2011). Impulsivity is also known as hyperactivity which is basically another perspective of anger and aggression (Hofvander et al., 2009). In other words, it is the expression through acquisition if considered in case of shopping scenario. Impulsive behavior is a disruptive behavior, which has been found very common among they individuals who have been a victim of bullying in their daily life (Jensen-Campbell et al., 2009).

Bullying victims are very much prone to the hyperactivity arousal and hyper activity is similar to Impulse control disorder (Wiener and Mak, 2009), when repeatedly an individual faces negative actions from other individuals it is termed as bullying (Olweus, 1995). These negative actions are containing verbal, physical or relational aggression and is certain to have an imbalance of power (Crick, 1995). Power imbalance results in the victims facing anxiety, loneliness, stressed out mind and social isolation with low self-esteem (Boivin et al., 1995). Bullies are found to depict impulsive behaviors in their life regardless of the outcome which they are going to face due to their lack of control on their impulses (Olweus, 1995). In comparison to the normal individuals who are not bullying victims, the bullying victims are facing behavior conduction issues that is lacking control on their behaviors (Coolidge et al., 2004). Aggressive behavior is a very common characteristics of bullying victims, bullying victims are impulsive and are over ruled by the controlling factors which are existing in them (Olweus, 1995). The social depletion of the bullying victims moves them to display social skill deficits and impulse

control disorder (Champion et al., 2003).

Bullying victims are very high in stress due to the rejection which they feel (Fox et al., 2008). Stress in turn results in a personality disorder which is impulse control disorder, a person having a history of being bullied, has a high probability to engage in impulsive buying due to this disorder (Fox et al., 2007). According to a common belief those facing bullying are always looking for mental relaxation and peace, the coping mechanism in such situation might be bullying someone else or seeking pleasure through shopping. According to Jensen-Campbell et al. (2009) the first time matters a lot, when a victim is bullied for the first time or confesses being bullied in front of someone might result in a counselling behavior or search for coping mechanism, to get away from the pain of bullying a person may opt for shopping as a relaxing tool. Due to the psychological condition and chronic stress the individual may act impulsively and this remedy may become habit if the bullying victimization is in routine (Hamilton et al., 2008). Bullied victims have a common characteristic among them and that is acting on impulses and having no impulse control.

Due to bullying an individual may feel poor physical condition, increased stress and aggressive attitude development (Brewer and Whiteside, 2012). Aggressive attitude is common among people who are victim of bullying. (Bond et al., 2010). Bullying has been found to create hyper arousal state and internal aggression, and hyper arousal state and aggression is found very commonly during impulsive buying behavior (Balducci et al., 2011; Weiss et al., 2012). Bullying has been found to increase impulsive behaviors including impulsive buying behavior. As in the mental condition of bullying the consumer is feeling hyperarousal disorder, and impulsive buying behavior tendency is high in the hyperarousal (Cautin and Lilienfeld, 2014).

Bullied customers face a stress, as they are not in a position to respond to bullying condition, so they start losing their self-control, due to hyperarousal in their psychological framework (Leppink et al., 2014). Thus while shopping they feel freedom to express their hyper behavior through impulsive buying.

Bullying creates stress in the environment (Lee et al., 2013). Due to bullying an individual may feel poor physical condition, increased stress and aggressive attitude development (Brewer and Whiteside, 2012). Stress is high in bullied people and it has severe implications, when it is the main cause of stress (Bond et al., 2010). Bullying has also been found to increase stress state of individual by creating hyper arousal state (Balducci et al., 2011; Weiss et al., 2012). Bullied customers face a stress, as they are

not in a position to respond to bullying condition, so they start losing control of their self, due to hyperarousal in their psychological framework (Leppink et al., 2014).

Bullying creates social chronic stress, with implications relevant to behavioral outcomes (Tehrani, 2004). Bullying not only has implications on physical health its existence causes people to develop social chronic stress (Sandberg et al., 2000). Bullying or witnessing bullying may lead individuals to develop anxiety and stress which is chronic in nature (Hansen et al., 2006). Bullying is a chronic social stressor and makes individuals facing it a pray of stress (Hamilton et al., 2008). Bullying makes individuals to develop a negative frame of mind and degraded self, which makes them stressful and start losing control whenever they feel free or outside of bullying environment (Bond et al., 2010). Psychologist and psychiatrics have developed a formulation that bullying victimization is a chronic stress creating agent, and this can damage not only the physical health of the victim, but might result in frequent behavioral outcomes which are not in control of the victim due to stress of bullying (Menesini et al., 2009).

Power distance belief puts into action the social comparison for consumers (Zhang et al., 2010). Comparing either positively or negatively to others in the society is an act of personality and is known as social comparison (Wheeler and Miyake, 1992). To remain socially in group, customers can buy without thinking strategically or making cognitive efforts while shopping (Mead et al., 2010). Inspired by what others with more power have envy comes into effect, and a consumer comparing is most probable victim of greed to get hold of others superior possession (Crusius and Mussweiler, 2012). Social appropriation of impulsive buying make it more common for consumers doing social comparisons (Podoshen and Andrzejewski, 2012). Doing shopping of luxury or fashion products mostly people are buying on the basis of social comparisons and they act impulsively by exhibiting impulsive buying behavior (Zhang and Kim, 2013). Social comparisons have been causing impulsive buying behavior among the youth in Indonesia, as youth have a cultural influence of comparisons with each other and they are depicting that in their shopping behavior (Abraham and Dameyasani, 2013). For the sake of social identity which is fully motivated due to social comparisons, consumer depict impulsive buying behavior (Segal and Podoshen, 2013).

Comparing to the others in the society at the same level consumers have been found happy to pay more or buy impulsively due to their social comparison (Yoon and Vargas, 2010). In most of the cases due to social comparison evolution of negativity of self-evaluation in comparison to others rises, which is desirable as an individual may be

lacking something or is behind others. This is a materialistic approach and as a coping mechanism unplanned possession through impulsive buying is done to reduce the stress (Dittmar et al., 2014). Social comparisons relation to impulsive buying has been identified in Pakistani mega retail stores (Attig et al., 2015). However if the social comparison is inappropriate the impulsiveness has probability to go high or low depending due to other factors (Music, 2014).

The fear of negative evaluations to others creates stress due to psycho social stressor like social comparison, the thinking that an individual is lacking something or behind someone causes chronic stress due to social factors (Dittmar et al., 2014).

Social comparison is an instinct of human personality, based on the theory of social comparison, it is a stressor which can result in stress (Buunk and Schaufeli, 1993). Few research studies have identified social comparisons to effect consumption behavior of the consumer due to stress associated with the social competition and fear of negative evaluation (Crusius and Mussweiler, 2012; Abraham and Dameyasani, 2013; Chen et al., 2010; Mead et al., 2010). The social comparisons cause stress and even effect the coping mechanism based on the level of stress which they are facing (Taylor et al., 1990). The social comparison may lead an individual to develop stress that he is minor or below others or he or she should be evaluated higher than others (Buunk and Schaufeli, 1993). Socially mediated stress due to result of social comparisons can be reduced through social support (Taylor et al., 1990). Social comparisons may result in development of negative feeling towards ones self which can cause chronic stress (Buunk et al., 1990). Social comparisons can cause demotivation to individuals, and threat to self-esteem resulting in chronic stress (Wheeler and Miyake, 1992). According to Schwartz (2004) social comparisons may lead to reduction in satisfaction as it destroys our perception of wellbeing in comparison to others. This is a social chronic stress, that social comparisons may make individuals degraded and reduced in their status, when compared to others (Dittmar et al., 2014). Due to curtailment of social comparisons lead to a threat to ones self-image (Dunn et al., 2012). A sense of deprivations starts to develop among individuals who are doing social comparisons (Stark and Hyll, 2011).

Self-connectedness is that, people hold an interdependent image of self-stressing connectedness with compliance to social contexts and relationships (Singelis, 1994). To remain within perceived in-circle and comply with the ones with whom one feels attached, creates stress. Thus this compliance require ones thought or cognition, it is being governed by thoughts of others preferences and beliefs (Zhang et al., 2010). This indicates that

self-control and regulation stays intact due to connectedness and chances of impulsive buying are reduced.

As people with interdependent self-construal are more socially connected and have a feeling of connectedness among them and their connectedness stops them from impulsive buying (Mandel, 2003). Interdependent self-construal has implications of creating prevention from impulsivity among consumers as they are buying and consuming for others (He et al., 2012). When product category is luxury, the identity of self-construal which is interdependent, creates prevention and result is reduction in impulsive buying behavior among consumers (Wang et al., 2010). The consumers who are under influence of interdependent self-construal have a higher probability of variety avoidance, as they are doing self-monitoring due to their connectedness (Sharma et al., 2010). In interdependent self-construal, due to the reason that it is not self-based and is based on others, the concept of self-control has a probability of being reliant on others, and the chances of impulsivity is reduced and the proneness to impulsive buying is avoidable as they are prevention focused. (Lisjak et al., 2012). Another aspect of interdependent self-construal is, if the connectedness is with the materialistic others or rich others, the behavior during shopping will be less impulsive as their consumption will be based on their personal less materialistic approach and more socially connected approach as their relationships, contexts and role is making them less impulsive (Baker et al., 2013).

Social connectedness is a stressor which result in stress as identified by (Yeh and Inose, 2003). The argumentation by Singelis (1994) while defining interdependent self-construal made it composed of emphasis on external public features like statuses, roles, relationships, the sense of belongingness and fitting in, having ones own place in, and engaging in appropriate actions with ability to be indirect in communication and reading others minds.

The composition of interdependent self-construal makes it easy to categorize it as a stressors as being considerate about others statuses, roles and importance of relationships has an automatic stress associated. In addition to this fitting in and having ones own place and above all the appropriation of actions according to others all activities are stressful (Chang et al., 2011). The cautious approach which is required by people with high interdependent self-construal will face stress as cautious approach predicts stress (Barreto and Volpato, 2004).

Stress causes impulse control disorder and impulsivity in individuals. This was endorsed by Sohn and Lee (2017) when they observed tourists in an airport, who were shopping

from duty free and were having time pressure as a stress causing agent. This stress lead these individuals to buy impulsively.

Even clinical psychology endorse this fact that stress leads to impulse control disorder and people tend to exhibit impulsive behavior (Kwako and Koob, 2017).

The social interaction anxiety and stress has been found to be predicted by interdependent self-construal and the reason for this has been found as the development of social phobia among individuals of collectivist cultures, there is at least some form of social anxiety and stress in self which is interdependent (Dinnel et al., 2002).

Those with interdependent self-construal have been found to look for prevention focused information just to adjust themselves and appropriate with the environment in comparison to those who have independent self-construal, they seek for promotion focused information to look different (Lee and Kacen, 2000). This prevention focused approach is likely to result in stress for individuals with interdependent self-construal (Chang et al., 2011).

Based on clinical and applied psychology it is understood that stress causes impulse control disorder and hyper arousal among the people facing stress (Balducci et al., 2011; DellOsso et al., 2006; Weiss et al., 2012). The studies of clinical and applied psychology have clearly predicted that social chronic stress has an outcome called as impulse control disorder and people with such disorder are the ones who are exhibiting impulsive buying behavior. Thus it can be hypothesized that

H9: Stress has a positive impact on impulsive buying behavior.

H10: Stress mediates the relationship between Interpersonal Influence and Impulsive buying behavior in such a way that people with high interpersonal influence will have high stress and the stress in turn will result in more impulsive buying behavior.

H11: Stress mediates the relationship between Bullying victimization and Impulsive buying behavior in such a way that people with high bullying victimization will have high stress and the stress in turn will result in more impulsive buying behavior.

H12: Stress mediates the relationship between Social Comparison and Impulsive buying behavior in such a way that people with high social comparison will have high stress and the stress in turn will result in more impulsive buying behavior.

H13: Stress mediates the relationship between Interdependent self-construal

and Impulsive buying behavior in such a way that people with high Interdependent self-construal will have high stress and the stress in turn will result in more impulsive buying behavior.

2.11 Moderating Role of Consumer Emotional Intelligence

Both in psychology and in Western history, intelligence and emotions now and then have been seen contrary to each other (Shaffer et al., 1940; Young, 1936). The contemporary view that feelings pass on data about relationships, nevertheless, recommends that intelligence and emotions can work side by side. Feelings reflect relationships among people and their friends, families, the circumstances, general public, or all the more inside, between an individual and a reflection or memory. Emotional intelligence alludes to some extent to a capacity to perceive the implications of such emotional patterns and to reason and solve issues on the premise of them (Salovey and Mayer, 1990).

Stress can be characterized as a relationship between person and the environment (Folkman, 1984; Lazarus, 1966). One approach to quantify this kind of stress is to evaluate self-impression of the capacity one feels to control occasions and one's sentiments of control by current issues. View of how you and others feel ought to be related with increased sentiments of capability to deal with various relationships among people and environment on the grounds that the instructive segment of feelings can go about as an essential wellspring of information much of the time. For instance, seeing agitation in another gives the perceiver essential data significant to a circumstance including confrontation; this view of dread may flag to the perceiver that an option system providing various strategies would be more favorable (Gohm et al., 2005).

The connection amongst EI and stress is established on the idea that negative feelings and stress are the aftereffect of some broken connection between parts of the self and the environment, and that the capacity (EI) to 'peruse' and oversee feelings in the self as well as other people is a mediator in this procedure. Basically, emotional intelligence is considered to represent singular contrasts in the ability to process data of emotional nature and to have the capacity to relate these to more extensive perceptions (Slaski and Cartwright, 2003). Furthermore, it has been suggested that EI may cradle stress by advancing positive methods for adapting which, thus, prompt effective adjustment (Keefer et al., 2009). Since adapting forms are dependent upon the (effective) operationalization

of key individual capabilities/ assets (Compas et al., 2001), these could well be presented by EI, interpreted as either a range of abilities situated as the convergence of cognizance and feeling, or as our 'emotional identity'. In that capacity, EI isn't about emotions essentially however more about the route in which people viably incorporate emotions with thoughts leading to behavior (Mayer et al., 2000), thus can act to decrease aversive emotional encounters.

Contemporary theories, for example, cybernetic theory (Edwards, 1998), ethological theory (Ohala, 1996), and equilibrium theory (Hart et al., 1996), put feelings and self-direction at the focal point of a dynamic procedure of stress. Feelings serve to attract attention resources to issues that somehow undermine the person's integrity; regardless of whether that be physical, psychological or social.

Emotional intelligence includes utilizing feelings to anchor attention and think all the more soundly. From a utilitarian point of view, feelings can demonstrate parts of the environment that require prompt consideration. Overlooking them (low EI) could bring about not managing adaptively with a circumstance. To the degree that this outcome happens every now and again, an individual could start to believe that he or she had no influence over life occasions. Further, on the grounds that specific inclinations encourage particular sorts of thought (Casper, 2001; Gasper and Clore, 2002), having the capacity to encourage the sort of deduction most gainful for the circumstance may prompt better managing the circumstance and to higher sentiments of control i.e. low levels of stress (Gohm et al., 2005).

Consumer Emotional Intelligence is a characteristic of an individual and may vary from individual to individual. Emotional Intelligence have been checked before on the relationship of stress and behavioral actions (Jordan et al., 2002). Both for personal stress and organizational stresses the behavioral outcomes have been checked with moderating effect of emotional intelligence (Douglas et al., 2004). Stress have implications for behavioral outcomes and the moderating role of emotional intelligence has been found critical in this situation (Görgens-Ekermans and Brand, 2012). In case of organizational studies many of the studies have been undertaken relevant to stress and behavioral outcomes with the moderating role of emotional intelligence (Abraham, 1999).

Emotional intelligence brings together emotional capacities from four classes or branches. The most fundamental aptitudes include the recognition and examination of emotions. For instance, from the get-go, a newborn child figures out how to see emotions in outward appearances. The second arrangement of emotional insight aptitudes includes utilizing

encounters of emotional nature to advance cognition, including measuring against each other and against different sensations and contemplations, and enabling emotions to coordinate attention. The third branch includes understanding and thinking about feelings and utilizing language to describe and convey them. The experience of particular feelings i.e satisfaction, outrage, fear, and so forth is rule-governed. The fourth branch of emotional intelligence includes the administration and control of feeling in oneself as well as other people, for example, knowing how to quiet down in the wake of feeling irate or having the capacity to mitigate the tension of someone else (Mayer and Geher, 1996; Mayer, 1997). There is developing accord that emotional intelligence includes the ability to reason precisely with emotion and information regarding emotions, and of emotions to amplify thought (Mayer and Geher, 1996).

Understanding of emotions incorporates the capacity to name those emotions, see how emotions interrelate, comprehend the significance of emotions, lastly, the way in which feelings join, advance, or transit. Knowing the origin of one's emotions and what feeling to expect next ought to be related with sentiments of expectation and control. Such information would show that stress is typical, natural, and interim in one's present circumstance (Gohm et al., 2005).

An essential part of emotional intelligence is the capacity to ponder and deal with one's feelings. Mayer and Gaschke (1988) exhibited that people consistently think about their sentiments by checking, assessing, and controlling them.

People vary in the ability with which they can recognize their emotions and those of others, control these emotions, and utilize the information offered by their sentiments to propel versatile conduct. These capabilities have been sorted out into a structure called emotional intelligence (Mayer, 1997; Salovey et al., 2000, 2001; Salovey and Mayer, 1990). Individuals high in the ability to manage emotions assert that they help individuals to manage emotions in a positive way and attempt to build up closeness with them (Schutte et al., 1998).

There is some preparatory confirmation to recommend that emotional intelligence may shield individuals from stress and prompt better adjustment. For instance, a target measure of emotional administration skills has been related with the propensity to keep up a tentatively instigated positive inclination (Ciarrochi et al., 2000), which has evident ramifications for averting distressing states.

Consumer emotional intelligence is characterized as an individual's capacity to skillfully utilize emotional information to accomplish a coveted outcome of purchaser. Consumer

emotional intelligence involves an arrangement of first-order emotional capacities that enable people to perceive the implications of emotional framework that underlie basic leadership and to reason and take care of issues on the premise of these capacities (Mayer, 1997). In spite of the significance of emotions in basic leadership (Luce, 1998; Pham, 1998; Ruth, 2001), presently research can't seem to completely see how consumers utilize emotional information to settle on viable choices. A developing collection of research keeps on concentrating on the emotions present in consumption situations; a superior comprehension of passionate processing capacities may vastly affect performance outcomes of consumers (Kidwell et al., 2008).

Administering emotions signifies the capacity to manage feelings in oneself as well as other people. Having the capacity to curb or intensify emotional encounters should prompt sentiments of self-control (Lok and Bishop, 1999). Correspondingly, controlling feelings in others should prompt sentiments of situational control. This branch was related with satisfaction with the nature of one's engagement in and getting support from social connections (Lopes et al., 2003).

In case of stressor and psychological disorders emotional intelligence have been found to have significant role as a moderator as it helps in reduction of stress (Davis and Humphrey, 2012). Being healthy psychologically under stress requires emotionally intelligent persons, if it is not the case, the disorders will act at their peak (Slaski and Cartwright, 2003). Selection of coping mechanism is highly dependent on emotional intelligence as a moderator on the relation of stress and outcome behavior (Matthews et al., 2006). Even in marketing when coping strategies are an outcome the use of emotional intelligence as a moderator has been observed from stress (Gabbott et al., 2011). In behavioral sciences when stressors and behavioral outcomes are examined the moderating effect of emotional intelligence has been found significantly reducing the stress (Carmeli, 2003). Whenever there are problematic behaviors as an outcome the emotional intelligence moderation has been found significant but with negative side (Liau et al., 2003).

The behavioral reactions to stress and other influencers have been found to have significant moderating effect of emotional intelligence (Petrides and Furnham, 2006).

Based on the literature it is important that emotional intelligence moderation should be examined whenever there are relationships among stressors and behavioral outcomes, or coping up with psychological issues is concerned. As consumer emotional intelligence can affect the main effect relationships due to its capability of perceiving, facilitating,

understanding and managing the stressors and behaviors.

Research has likewise tended to the connection amongst EI and business related factors, for example, perception of stress in the work environment (Bar-On et al., 2000), performance (Boyatzis, 2006; Lam and Kirby, 2002; Lopes et al., 2006) or satisfaction (Augusto Landa et al., 2006). All in all, results demonstrate that EI predicts accomplishment in work, encouraging constructive relational connections (Brackett and Salovey, 2006), expanding the capacity to take care of issues and find appropriate methodologies for managing stress (Gohm and Clore, 2002).

Landa et al. (2008) demonstrated an obvious impact of the measurements of EI on stress and wellbeing as in EI rises as a defensive factor and a facilitative factor against stress. Emotional intelligence can importantly affect the welfare of customers in various buyer settings. A superior comprehension is required of how EI can impact wellbeing practices, for instance, the probability of undertaking medicinal tests, for example, mammograms or colonoscopies for the early identification of hazardous diseases. Individuals who can defeat sentiments of hazard and dread may probably seek after these preventive methodology (Kidwell et al., 2008). This taps a vital region of research on adapting to negative feelings. In particular, when deciding, individuals frequently envision how they will feel about future results and after that how they will utilize those emotions as a guide for taking part in a behavior (Dowling and Staelin, 1994). Choices summoning negative feelings are frequently maintained a strategic distance from as a way to adapt to these emotions. Adapting to negative feelings is probably going to be identified with people's capacity to viably utilize their feelings.

Clients utilize their natural mental assets to enable them to oversee emotionally charged service experiences. Researchers recommend that with regards to a service failure, EI applies a moderating impact on the connection between severity of the perceived service failure and the adapting reaction (Salovey et al., 2002). Since EI involves a capacity to direct feelings to encourage thinking (Mayer, 1997), it is sensible to conjecture that people with higher EI have a more prominent capacity to manage their mental state and therefore, are more responsible for overseeing upsetting or unpalatable occasions, will probably attempt and dispense with the source of worry of an unsavory affair, and better ready to keep emotions within reasonable limits. Various studies have demonstrated that specialist co-ops with more noteworthy levels of emotional intelligence can encourage the suitable conditions for positive results (Kernbach and Schutte, 2005), can create more prominent consumer loyalty (Rozell et al., 2004), and have been related

with more prominent capacity in client arranged offering circumstances.

It could be normal that high-EI shoppers would be more ready to see how they would feel amid and after the choice and thusly would be more ready to control their feelings with the goal that more positive feelings would be felt towards the transaction (Kidwell et al., 2008).

Emotional intelligence acts as a moderator to weaken the relationship between stressors and stress (Park and Dhandra, 2017). Emotional Intelligence develops a self control mechanism which results in stress reduction (Ranasinghe et al., 2017). Professionals with high emotional intelligence in health care industry tend to be less stressed in comparison to those with lower level of emotional intelligence (Nespereira-Campuzano and Vázquez-Campo, 2017).

Those individuals who are strong in their emotional intelligence tend to use different coping mechanisms to handle stress and tend to act with more control and strong belief in their own self and capability to face the negativity of stress, this their stress level is less (Thomas et al., 2017). They are more strong and their internal belief and self awareness make them more positive in their overall composure and are less prone towards stress as they are more critical of what is causing stress (Curci et al., 2017). Emotional intelligence thus have strong implications on all the relationships in which stress is the final outcome it reduces and weakens the relationship (Zysberg et al., 2017).

Kidwell et al. (2008) express that little is thought about its effect on buyer communications with others, who can incorporate companions, accomplices, life partners, and even associates. For example, what types of arrangement or bargaining may be powerful while reaching the group or dyadic choice? Besides, does the idea of this procedure vary in light of whether the dyad or gathering is familiar (spouse-wife or parent-kid), a reference group (optimistic or participatory), or more transaction oriented (clients and deals representatives)? Understanding the part that powerlessness to relational impact plays in these cooperative choices and its association with emotional intelligence is essential (Bearden et al., 1989).

H14: Consumer Emotional Intelligence moderates the mediated relationship through stress between interpersonal influence and impulsive buying behavior in such a way that people with high consumer emotional intelligence will weaken the mediated relationship with impulsive buying behavior.

H15: Consumer Emotional Intelligence moderates the mediated relationship through stress between bullying victimization and impulsive buying behavior

in such a way that people with high consumer emotional intelligence will weaken the mediated relationship with impulsive buying behavior.

H16: Consumer Emotional Intelligence moderates mediated relationship through stress between social comparison and impulsive buying behavior in such a way that people with high consumer emotional intelligence will weaken the mediated relationship with impulsive buying behavior.

H17: Consumer Emotional Intelligence moderates mediated relationship through stress between Interdependent self-construal and impulsive buying behavior in such a way that people with high consumer emotional intelligence will strengthen the mediated relationship with impulsive buying behavior.

2.12 Hypothesis of the Study

Following hypothesis have been developed on the basis of literature review:

H1: Interpersonal influence has a positive impact on impulsive buying behavior.

H2: Bullying victimization has a positive impact on impulsive buying behavior.

H3: Social comparison has a positive impact on impulsive buying behavior.

H4: Interdependent self-construal has a negative impact on Impulsive Buying Behavior.

H5: Interpersonal Influence has a positive impact on stress.

H6: Bullying victimization has a positive impact on stress.

H7: Social comparison has a positive impact on stress.

H8: Interdependent self-construal has a positive impact on stress.

H9: Stress has a positive impact on impulsive buying behavior.

H10: Stress mediates the relationship between Interpersonal Influence and Impulsive buying behavior in such a way that people with high interpersonal influence will have high stress and the stress in turn will result in more impulsive buying behavior.

H11: Stress mediates the relationship between Bullying victimization and Impulsive buying behavior in such a way that people with high bullying victimization will have high stress and the stress in turn will result in more impulsive buying behavior.

H12: Stress mediates the relationship between Social Comparison and Impulsive buying behavior in such a way that people with high social comparison will have high stress and the stress in turn will result in more impulsive buying behavior.

H13: Stress mediates the relationship between Interdependent self-construal and Impulsive buying behavior in such a way that people with high Interdependent self-construal

will have high stress and the stress in turn will result in less impulsive buying behavior.

H14: Consumer Emotional Intelligence moderates the mediated relationship through stress between interpersonal influence and impulsive buying behavior in such a way that people with high consumer emotional intelligence will weaken the mediated relationship with impulsive buying behavior.

H15: Consumer Emotional Intelligence moderates the mediated relationship through stress between bullying victimization and impulsive buying behavior in such a way that people with high consumer emotional intelligence will weaken the mediated relationship with impulsive buying behavior.

H16: Consumer Emotional Intelligence moderates mediated relationship through stress between social comparison and impulsive buying behavior in such a way that people with high consumer emotional intelligence will weaken the mediated relationship with impulsive buying behavior.

H17: Consumer Emotional Intelligence moderates mediated relationship through stress between Interdependent self-construal and impulsive buying behavior in such a way that people with high consumer emotional intelligence will strengthen the mediated relationship with impulsive buying behavior.

2.13 Theoretical Justification

2.13.1 Lazarus Theory of Stress & Coping

This whole model is well explained by the Lazarus theory of stress and coping as this theory states "Stress is experienced when demands exceed the personal and social resources the individual is able to mobilize, this is measured when particular relationship between the person and environment is appraised by the person as taxing or exceeding his or her resources and endangering his or her well being" As per Lazarus there are two types of coping mechanisms emotion focused and problem focused approach. "Problem-focused coping targets the causes of stress in practical ways which tackles the problem or stressful situation that is causing stress, consequently directly reducing the stress." "Emotion-focused coping involves trying to reduce the negative emotional responses associated with stress such as embarrassment, fear, anxiety, depression, excitement and frustration. This may be the only realistic option when the source of stress is outside the person's control" ([Lazarus Richard and Folkman, 1984](#)).

The second approach that is emotion-focused coping is valid for our study as the stress causing agents are not internal to individual and are more social in nature, and society is not under the control of an individual.

As per our study the stressors are psychosocial stressors which are appraised by individuals as taxing or exceeding their resources and endangering their psychological well being. As the stressors are not under control of individual all he or she can do is control their emotions as per the directions of stress coping theory. This aspect is being covered by the moderating variable of consumer's emotional intelligence. The most probable response to this as per emotion focused coping can be impulsive buying behavior which is similar to addiction in many ways. As it gives escape from the stress for a temporary time period due to fun, joy and excitement embodied into it.

The two coping mechanisms as explained by Lazarus include, problem focused coping and emotion focused coping. Problem focus coping is very simple that individual facing stress solves the problem causing it and reduces its stress, whereas in case of emotion focused coping the first thing to understand is that in this situation the stress is beyond the control of an individual or external to individual. In emotion focused coping the positively coping is through meditation, prayers or going through some psychotherapy, and negative coping is elicited through suppression of emotions , aggressive addictive behavior ignoring the long term well being.

In case of our study the mechanism of coping is negative in nature that individuals are more likely to exhibit aggressive addictive or impulsive behavior to reduce stress. As per the guidance provided by emotion focused coping theory by Lazarus. Emotion focused coping is considered due to the reason that we are dealing with psychosocial stressors which are beyond the control of an individual and they cannot be solved based on problem focus coping. As society cannot be shaped as per an individuals desire.

The positive emotion focused coping is exhibited in our study when an individual is high in Consumer Emotional intelligence as he will be able to control the urges, flows of emotion and suppress them.

Now when we move towards impulsive buying behavior as coping mechanism to stress being created by the stressors, this can be explained by Feeling State Theory of Impulse Control Disorder.

2.13.2 Application of Theory

Stressors motivate efforts to cope with behavioral demands and with the emotional reactions they usually evoke. The response of individual refer to a state of stress; the person is viewed as being under stress, reacting with stress, and so on. Coping strategies are behavioral and cognitive attempts to manage stressful situational demands. Chronic stress refers to "continuous and persistent conditions in the social environment resulting in a problematic level of demand on the individual's capacity to perform adequately in social roles" (Wheaton 1990). Based on the Problem focused coping which states that individuals will start looking for "more information, finding alternative channels of gratification, choosing among alternatives, developing new standards of behavior, and engaging in direct action". The consumer will find impulsive buying as a joy or relief from stress as an alternative channel of gratification. The other dimension of Lazarus theory is emotion-focused coping strategies which are intended to manage resultant emotions primarily through cognitive processes, This is explaining moderating role of consumer emotional Intelligence in this case.

2.13.3 Feeling State Theory of Impulse Control Disorder

The feeling state theory of impulse control disorder explains the relationships of this model as this theory explains The feeling-state theory of impulse-control disorders postulates that these disorders are created when intense positive feelings become linked with specific behaviors. The effect of this linkage is that, to generate the same feeling, the person compulsively reenacts the behavior related to that original positive-feeling event, even if detrimental to his or her own wellbeing. This reenactment creates the impulse-control disorder. (Miller, 2010).

As per the author of the theory the word feelings is not only explaining joy and anger but it is also linked to the sensations, emotions and thoughts or we can say that it is the totality of sensations, emotions and internal feelings. The psychosocial stressors are the cause agent of stress and individual goes into negative state of mind and starts developing negative feelings. Here impulsive buying is a result of impulse control disorder and individual facing stress due to others will get involved in impulsive purchasing as it is going to give that individual a positive feeling by reenacting like an impulsive shopper and reenacting is impulse control disorder. This is as per the suggestions of emotion

focused coping ([Lazarus Richard and Folkman, 1984](#)).

Why an individual will be looking for intense positive feelings? The answer is the deprivation of relaxing and positive emotions known as stress in individuals caused due to the psycho social stressors including Interpersonal Influence, Bullying Victimization, Social Comparisons and Interdependent self-construal will make them to look for intense positive feelings. These intense positive feelings will make them relax and overcome the negativity in emotions. Why they will enact in a certain way? The answer is that certain way is impulsive buying, as it has joy, fun and power associated into it along with negative outcomes but individuals are detrimental to their well being. The individuals will act impulsively and will have impulse control disorder which will make them more impulsive and high at impulsive buying.

What will Consumer Emotional Intelligence Do?

The answer is the higher order factors including, perception, facilitation, understanding and managing emotions is what consumer emotional intelligence is. It will control individuals to face less stress, develop less negative feelings and thus act less impulsively or not at all, this is another coping technique as per emotion focused coping ([Lazarus Richard and Folkman, 1984](#)).

2.14 Research Model

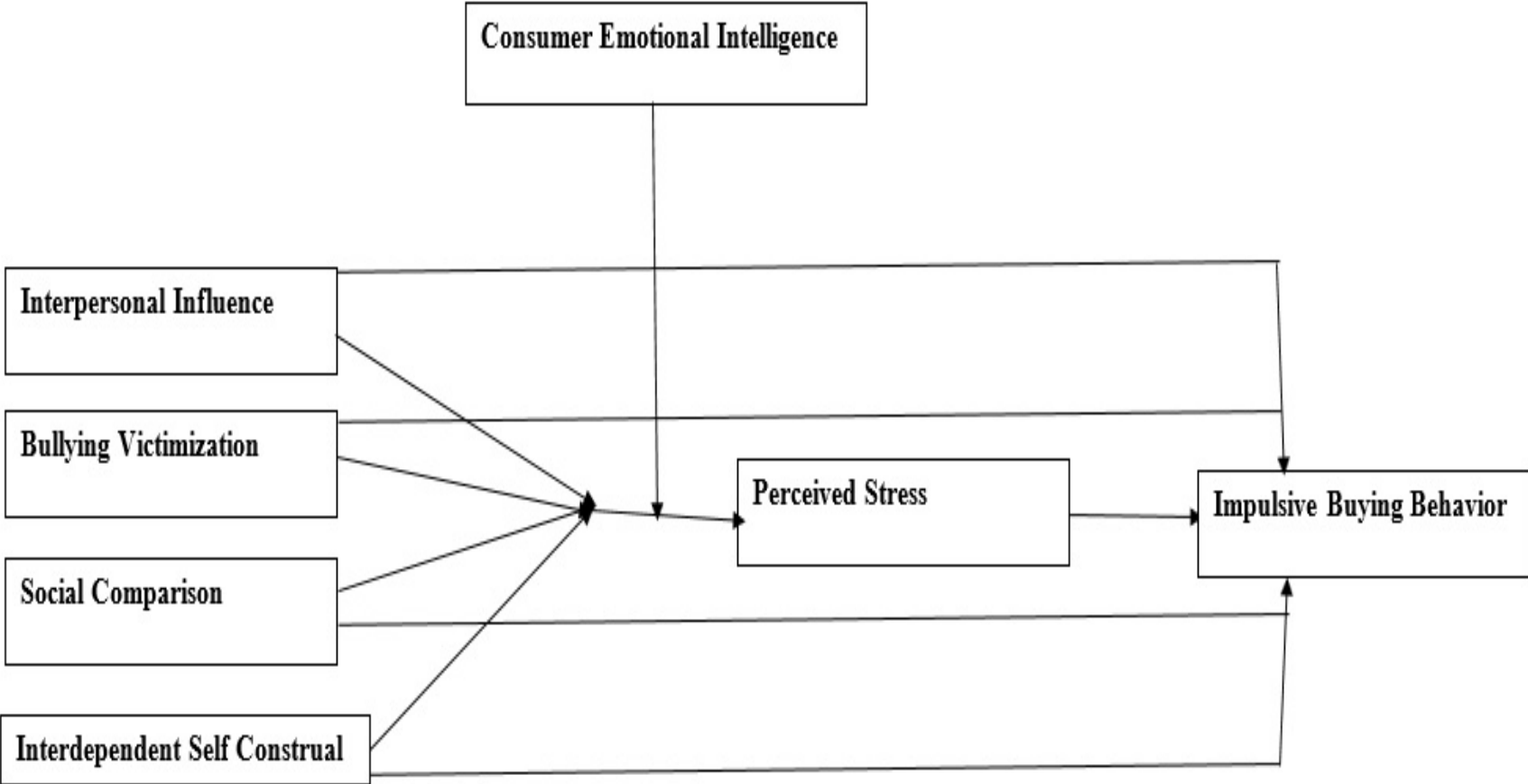


FIGURE 2.1: Model of the Study

Chapter 3

Research Methodology

3.1 Positivist's Methodological Approach

This study is based on quantitative analysis with support from statistical analysis, which is a positivist methodology for research. This study relies on scientific evidence being collected through survey and statistically analyzed (Guba et al., 1994).

As per Levin (2008), positivists look for constant authenticity which is evident and has a reason that others can perform again them without hit and trial through simple replication. However, (Koch and Harrington, 1998) also think that research approach should be value-free. Thus, positivist research is a "systematic and methodological process" (Walker, 2005) that lays emphasis "rationality, objectivity, prediction and control" (Streubert and Carpenter, 1999). This study is based on epistemology that is philosophy of knowing being supported by methodology which is an approach to knowing.

3.2 Research Design

This study is based on social stressors causing stress to the consumers and in turn their behavior impulsivity during shopping with the situational effect of consumer emotional intelligence. This study is based on cause and effect and relational design, quantitative research design has been used to probe the causal effects on dependent variable.

3.2.1 Type of Study

There are Two type of surveys, including relational and descriptive surveys ([Rungtusanatham et al., 2003](#)). Descriptive surveys are concerned more towards the current state of matters, whereas relational surveys are used to quantitatively study the relationship between Independent and dependent variables.

This study is quantitative in nature as it is based on relational survey and data has been collected with closed ended questionnaires for the variables which have been already existing in the literature and has been theorized in some theories. This study has not used grounded theory or exploration of some mechanism which is yet to be explored with open ended response collection from the respondents.

This study has used relational survey design, and cross sectional research type as the data has been collected from consumers at a single point of time and have been used for data analysis.

3.2.2 Study Setting

This is a field study because the participant's i-e consumers were contacted on shopping places to fill the questionnaires in their shopping environment.

3.2.3 Time Horizon

The data for this research has been collected once from a consumer during the study period. The data is cross-sectional in nature.

3.2.4 Common Method Variance Control

Most of the marketing related research is cross sectional in nature as it is difficult to engage the same consumer after a certain time lag. Due to this researchers are left with only two options that include experimental design and cross sectional data collection. This study as is done in the natural setting the experimental design was not possible. This has been included in limitations of this study.

3.2.5 Unit of Analysis

The unit of analysis for this research thesis is individual (consumers/customers) who shop in Pakistan. They were educated and able to respond this survey (Floh and Madlberger, 2013)

3.3 Population and Sampling

3.3.1 Population

The population of this study consists of consumers, who are shopping from malls and mega malls of Pakistan with relative buying powers and education, who were able to respond to the questions asked and have at least once exhibited impulsive buying.

3.3.2 Sampling Techniques/Rationale

Sample selection has been done on the basis of convenience, from major cities of Pakistan including, Rawalpindi, Lahore, Faisalabad, Quetta and Islamabad. Pakistani consumers who go for shopping from malls and megamalls and hold some relative buying power and are educated enough to respond to questions asked in the survey and in addition to this they were asked that Have they ever bought something unplanned or have they ever bought something which was not on the shopping list, this methodology has been classified as convenience sampling in line with the previous literature (Floh and Madlberger, 2013; Hsu et al., 2012). These studies used this recruitment method to recruit participants for their studies.

There was no quota for specific regional diversity as the consumers were readily available respondents.

3.3.3 Response Fatigue

Consumers were engaged by exchange of gift chocolate, and were given appropriate time with their willingness to respond. In addition to chocolates water bottles were there if asked by the customer were provided to them. A folding chair and table were present for customers to respond in an easy way without facing any physical fatigue. Respondent was facilitated in every possible way.

3.4 Instruments/Scales

All the study variables, were measured on a 5 point Likert scale ranging from Strongly Disagree=1 to strongly agree=5.

3.4.1 Interpersonal Influence

Interpersonal Influence is measured through instrument developed by [Bearden et al. \(1989\)](#) of 12 items. One sample item includes *"When buying products, I generally purchase those brands that I think others will approve of"*.

3.4.2 Bullying Victimization

Bullying is measured through instrument developed by [Shaw et al. \(2013\)](#) of 10 items. One sample item includes *"Secrets were told about me to others to hurt me."*

3.4.3 Social Comparison

Social Comparison is measured through instrument developed by [Gibbons and Buunk \(1999\)](#) of 11 items. One sample item includes *"I always pay a lot of attention to how I do things compared with how others do things."*

3.4.4 Interdependent Self Construal

Interdependent Self-construal is measured through instrument developed by [Singelis \(1994\)](#) of 12 items. One sample item includes *"My happiness depends on the happiness of those around me."*

3.4.5 Perceived Stress

Perceived Stress is measured through instrument developed by [Cohen et al. \(1983\)](#) of 14 items. One sample item includes *"how often have you felt that you were unable to control the important things in your life?"*.

3.4.6 Impulsive Buying Behavior

Impulsive buying behavior is measured through instrument developed by [Rook and Fisher \(1995\)](#) of 09 items. One sample item includes *"I often buy things spontaneously."*

3.4.7 Consumer Emotional Intelligence

Consumer Emotional Intelligence is measured through instrument developed by [Kidwell et al. \(2008\)](#) of 18 items. One sample item includes *"How useful might it be to feel tension when interacting with an aggressive/pushy salesperson when making a purchase?"*.

As this is a relational study following research instruments have been used to measure perceived responses from the consumers: Instruments that were used in the study are summarized below in Table 3.1.

TABLE 3.1: Table list of variables and instruments.

Variable	Instrument author	Number of items
1. Perceived Stress	(Cohen et al., 1983)	14
2. Interpersonal Influence	(Bearden et al., 1989)	12
3. Bullying victimization	(Shaw et al., 2013)	10
4. Social Comparison	(Gibbons Buunk, 1999)	11
5. Interdependent Self Construal	(Singelis, 1994)	12
6. Consumer Emotional Intelligence	(Kidwell et al., 2008)	18
7. Impulsive Buying Behavior	(Rook et al., 1995)	09
8. Demographics	Self-Items	07

3.5 Reliabilities

All the values of Cronbachs Alpha are more than 0.7 which prescribes the minimum level of acceptability of an instrument to be reliable ([Nunnally and Bernstein, 1994](#)).

TABLE 3.2: Reliabilities of Variables

Variable	Number of Items	Cronbach's α
Perceived Stress	14	0.81
Interpersonal Influence	12	0.72
Bullying victimization	10	0.86
Social Comparison	11	0.87
Interdependent Self Construal	12	0.73
Consumer Emotional Intelligence	18	0.84
Impulsive Buying Behavior	09	0.85

3.6 Validity Analysis

3.6.1 Convergent and Discriminant Validity

For social sciences SEM technique has a high reputation for researchers and practitioners (Baumgartner and Homburg, 1996; Steenkamp and Van Trijp, 1991). The assessment of scale is often linked with the EFA or CFA, in addition to that testing to establish the validity of measures such as convergent and discriminant validity.

However, for the research which is focused on theory testing Fornell and Larcker (1981) states that:

"The Manner in which the theory evaluation is completed depends on the purpose of the research. If the purpose is theory testing without regard to the explanatory power of the model, focus should center on the relationships between unobservable constructs."

Support of theory only requires significant values of relationship.

The criterion is given below in the table which provides range of convergent validity to be valid.

TABLE 3.3: Validity measures fit indices and threshold levels

Measures	Fit Indices	Threshold
Reliability	Composite Reliability (CR) (Nunnally and Bernstein, 1994)	>.90 great; > .80 good; > .70 fair
Convergent Validity (Accuracy of instrument)	Average Variance Extracted (AVE) (Linn, 2000)	AVE > .50
Multicollinearity	Variance Inflation Factor (VIF)	< 5

3.6.2 Interpersonal Influence

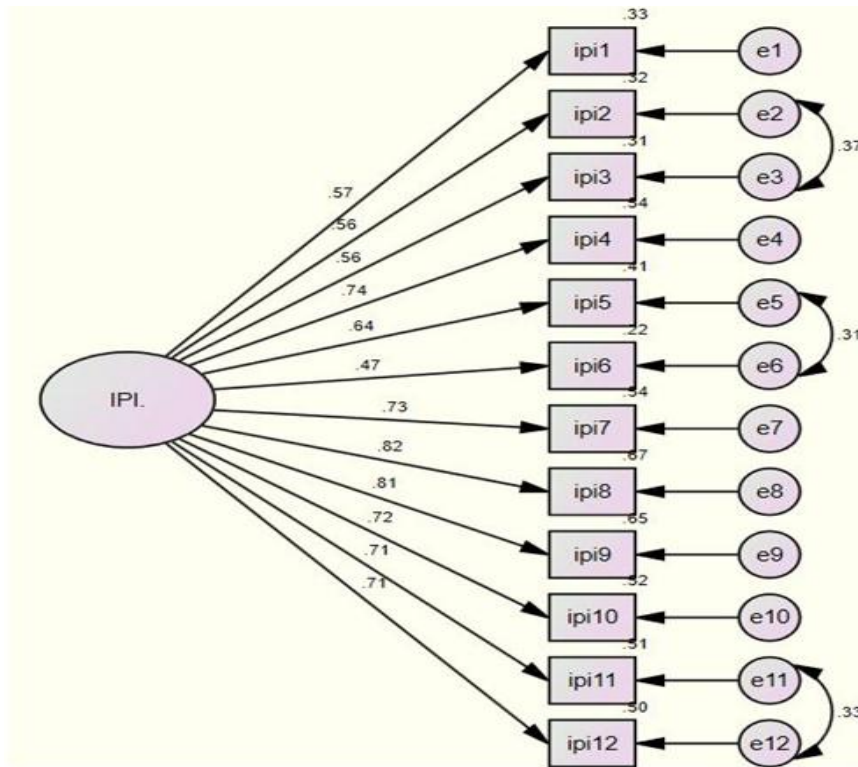


FIGURE 3.1: CFA of IPI

TABLE 3.4: Table of CFA values of IPI

	Estimate
ipi1 ←-- IPI.	.571
ipi2 ←-- IPI.	.564
ipi3 ←-- IPI.	.561
ipi4 ←-- IPI.	.736
ipi5 ←-- IPI.	.638
ipi6 ←-- IPI.	.473
ipi7 ←-- IPI.	.735
ipi8 ←-- IPI.	.818
ipi9 ←-- IPI.	.806
ipi10 ←-- IPI.	.720
ipi11 ←-- IPI.	.714
ipi12 ←-- IPI.	.705

Table 3.4 depicts the standardized estimates and including or excluding of twelve items of Interpersonal influence in its CFA. According to Cua et al. (2001) a construct having the factor loadings above 0.4 are considered as practically significant construct. For

twelve items of Interpersonal influence, all the items have factor loadings above 0.4, so that all these twelve items were included in questionnaire for final survey and are practically significant. The values of loading factors for items are .571, .564, .561, .736, .638, .473, .735, .818, .806, .720, .714 and .705 respectively.

TABLE 3.5: Model fitness index for IPI

Factors	Values	Factors	Values
Chi-square	291.7	Df	51
Chi-square/df	5.72	<i>p</i> -value	.000
AGFI	.891	GFI	.929
TLI	.919	CFI	.937
RMSEA	.086		

Table 3.5 depicts the values structure of confirmatory factor analysis of independent variable interpersonal influence. The Chi-square/df value is 5.72 which is slightly greater than 3 and shows the goodness of fit of variable model. The values of different criteria of model fitness such as adjusted goodness of fit index (AGFI), Goodness of fit index (GFI), Tucker-Lewis coefficient index (TLI), Comparative fit index (CFI), Root mean square error of approximation (RMSEA) are 0.891, 0.929, 0.919, 0.937, and 0.086 respectively. P-value of this model is 0.000 which shows the model is significant. There are twelve items of this variable and their standardized coefficient estimates are .571, .564, .561, .736, .638, .473, .735, .818, .806, .720, .714 and .705 respectively.

TABLE 3.6: Master validity table of IPI

	CR	AVE	MaxR(H)
IPI.	0.91	0.46	0.910

VIF

By taking IPI as DV, the values are Bull=1.44, SC=1.22, ISC=1.59

3.6.3 Bullying Victimization

Table 3.7 depicts the standardized estimates and including or excluding of ten items of bullying in its CFA. According to Cua et al. (2001) a construct having the factor loadings above 0.4 are considered as practically significant construct. For ten items of bullying, all the items have factor loadings above 0.4, so that all these ten items were included in questionnaire for final survey and are practically significant. The values of

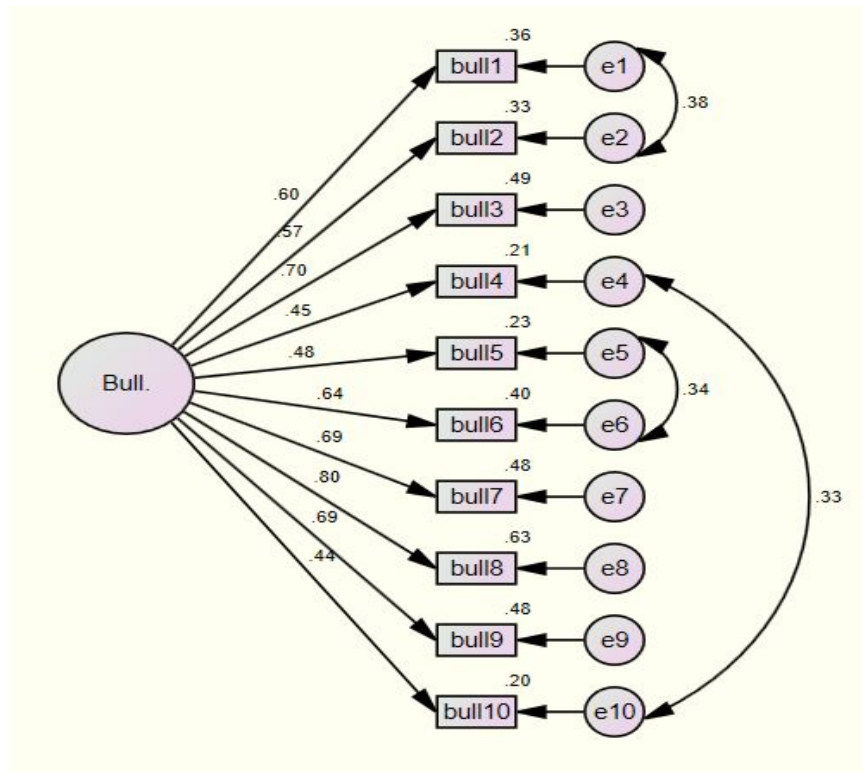


FIGURE 3.2: CFA of Bullying

TABLE 3.7: Table of CFA values of Bullying

	Estimate
bull1 ←-- Bull.	.598
bull2 ←-- Bull.	.571
bull3 ←-- Bull.	.698
bull4 ←-- Bull.	.454
bull5 ←-- Bull.	.483
bull6 ←-- Bull.	.635
bull7 ←-- Bull.	.694
bull8 ←-- Bull.	.796
bull9 ←-- Bull.	.692
bull10 ←-- Bull.	.442

loading factors for items are .598, .571, .698, .454, .483, .635, .694, .796, .692, and .442 respectively.

Table 3.8 depicts the values structure of confirmatory factor analysis of independent variable bullying. The Chi-square/df value is 5.526 which is slightly greater than 3 and shows the goodness of fit of variable model. The values of different criteria of model fitness such as adjusted goodness of fit index (AGFI), Goodness of fit index (GFI),

TABLE 3.8: Model fitness index for bullying victimization

Factors	Values	Factors	Values
Chi-square	176.8	Df	32
Chi-square/df	5.526	<i>p</i> -value	.000
AGFI	.906	GFI	.945
TLI	.912	CFI	.938
RMSEA	.084		

Tucker-Lewis coefficient index (TLI), Comparative fit index (CFI), Root mean square error of approximation (RMSEA) are 0.906, 0.945, 0.912, 0.938, and 0.084 respectively. P-value of this model is 0.000 which shows the model is significant. There are ten items of this variable and their standardized coefficient estimates are .598, .571, .698, .454, .483, .635, .694, .796, .692, and .442 respectively.

TABLE 3.9: Master validity table of bullying

	CR	AVE	MaxR(H)
Bull.	0.86	0.38	0.817

VIF

By taking Bullying as DV, the values are IPI=1.61, SC=1.23, ISC=1.70

3.6.4 Social Comparison

TABLE 3.10: Table of CFA values of SC

	Estimate
sc1 ←-- SC.	.638
sc2 ←-- SC.	.597
sc3 ←-- SC.	.482
sc4 ←-- SC.	.593
sc5 ←-- SC.	.715
sc6 ←-- SC.	.776
sc7 ←-- SC.	.767
sc8 ←-- SC.	.827
sc9 ←-- SC.	.791
sc10 ←-- SC.	.751
sc11 ←-- SC.	.533

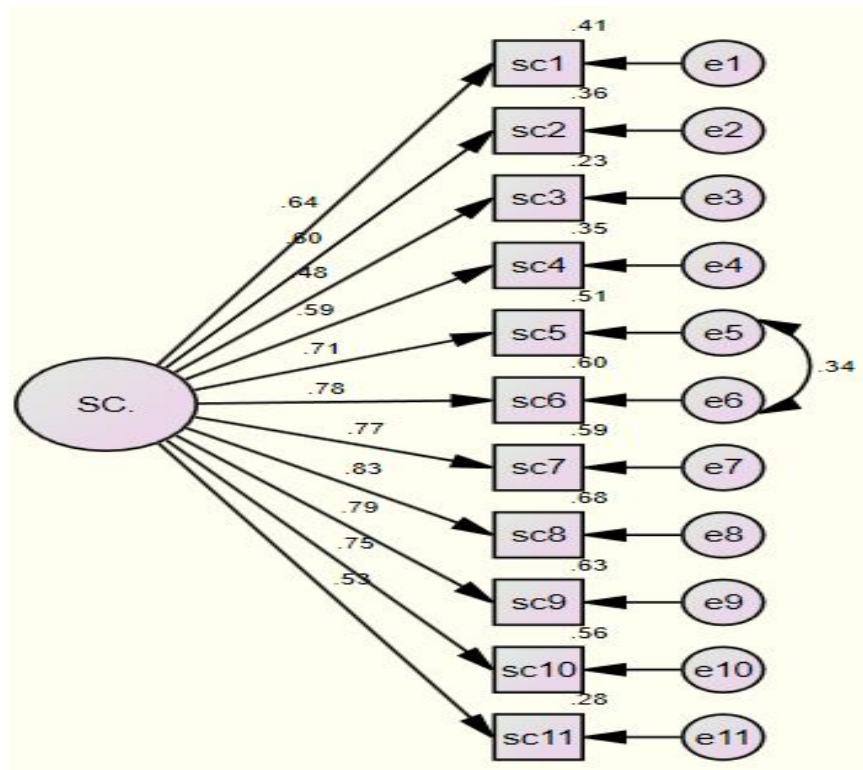


FIGURE 3.3: CFA of SC

Table 3.10 depicts the standardized estimates and including or excluding of eleven items of social comparison in its CFA. According to Cua et al. (2001) a construct having the factor loadings above 0.4 are considered as practically significant construct. For eleven items of Interpersonal influence, all the items have factor loadings above 0.4, so that all these eleven items were included in questionnaire for final survey and are practically significant. The values of loading factors for items are .638, .597, .482, .593, .715, .776, .767, .827, .791, .751, and .533 respectively.

TABLE 3.11: Model fitness index for SC

Factors	Values	Factors	Values
Chi-square	398.48	Df	43
Chi-square/df	9.267	p-value	.000
AGFI	.839	GFI	.895
TLI	.874	CFI	.901
RMSEA	.114		

Table 3.11 depicts the values structure of confirmatory factor analysis of independent variable social comparison. The Chi-square/df value is 9.267 which shows the goodness of fit of variable model. The values of different criteria of model fitness such as adjusted

goodness of fit index (AGFI), Goodness of fit index (GFI), Tucker-Lewis coefficient index (TLI), Comparative fit index (CFI), Root mean square error of approximation (RMSEA) are 0.839, 0.895, 0.874, 0.901, and 0.114 respectively. P-value of this model is 0.000 which shows the model is significant. There are eleven items of this variable and their standardized coefficient estimates are .638, .597, .482, .593, .715, .776, .767, .827, .791, .751, and .533 respectively.

TABLE 3.12: Master validity table of SC

	CR	AVE	MaxR(H)
SC.	0.91	0.47	0.912

VIF

By taking SC as DV, the values are Bull=2.01, IPI=2.21, ISC=1.66

3.6.5 Interdependent Self Construal

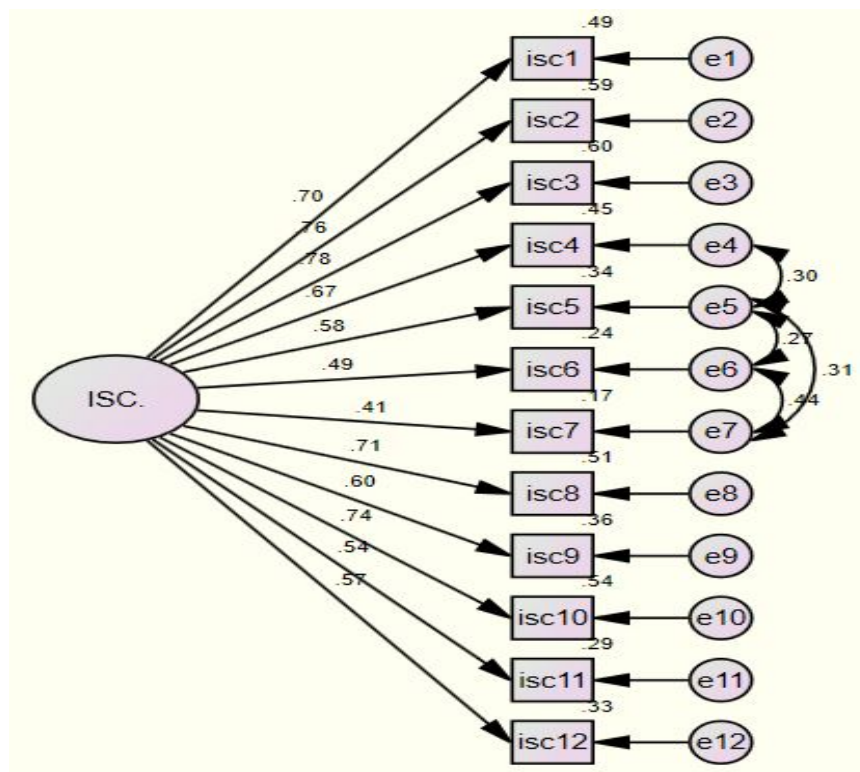


FIGURE 3.4: CFA of ISC

Table 3.13 depicts the standardized estimates and including or excluding of twelve items of interdependent self-construal in its CFA. According to Cua et al. (2001) a construct having the factor loadings above 0.4 are considered as practically significant construct.

TABLE 3.13: Table of CFA values of ISC

	Estimate
isc1 ←-- ISC.	.697
isc2 ←-- ISC.	.765
isc3 ←-- ISC.	.777
isc4 ←-- ISC.	.669
isc5 ←-- ISC.	.583
isc6 ←-- ISC.	.489
isc7 ←-- ISC.	.413
isc8 ←-- ISC.	.714
isc9 ←-- ISC.	.602
isc10 ←-- ISC.	.737
isc11 ←-- ISC.	.540
isc12 ←-- ISC.	.574

For twelve items of interdependent self-construal, all the items have factor loadings above 0.4, so that all these twelve items were included in questionnaire for final survey and are practically significant. The values of loading factors for items are .697, .765, .777, .669, .583, .489, .413, .714, .602, .737, .540 and .574 respectively.

TABLE 3.14: Model fitness index for ISC

Factors	Values	Factors	Values
Chi-square	289.23	Df	50
Chi-square/df	5.785	<i>p</i> -value	.000
AGFI	.890	GFI	.930
TLI	.904	CFI	.927
RMSEA	.087		

Table 3.14 depicts the values structure of confirmatory factor analysis of independent variable interdependent self-construal. The Chi-square/df value is 5.785 which is slightly greater than 3 and shows the goodness of fit of variable model. The values of different criteria of model fitness such as adjusted goodness of fit index (AGFI), Goodness of fit index (GFI), Tucker-Lewis coefficient index (TLI), Comparative fit index (CFI), Root mean square error of approximation (RMSEA) are 0.890, 0.930, 0.904, 0.927, and 0.087 respectively. P-value of this model is 0.000 which shows the model is significant. There are twelve items of this variable and their standardized coefficient estimates are .697, .765, .777, .669, .583, .489, .413, .714, .602, .737, .540 and .574 respectively.

TABLE 3.15: Master validity table of ISC

	CR	AVE	MaxR(H)
ISC.	0.89	0.41	0.873

VIF

By taking ISC as DV, the values are Bull=1.91, SC=1.15, IPI=2.00

3.6.6 Consumer Emotional Intelligence

Table 3.16 depicts the standardized estimates and including or excluding of eighteen items of consumer emotional intelligence in its CFA. According to Cua et al. (2001) a construct having the factor loadings above 0.4 are considered as practically significant construct. For eighteen items of consumer emotional intelligence, all the items have factor loadings above 0.4, so that all these eighteen items were included in questionnaire for final survey and are practically significant. The values of loading factors for items are .586, .597, .595, .614, .678, .637, .558, .579, .572, .732, .644, .470, .732, .815, .802, .671, .686 and .675 respectively.

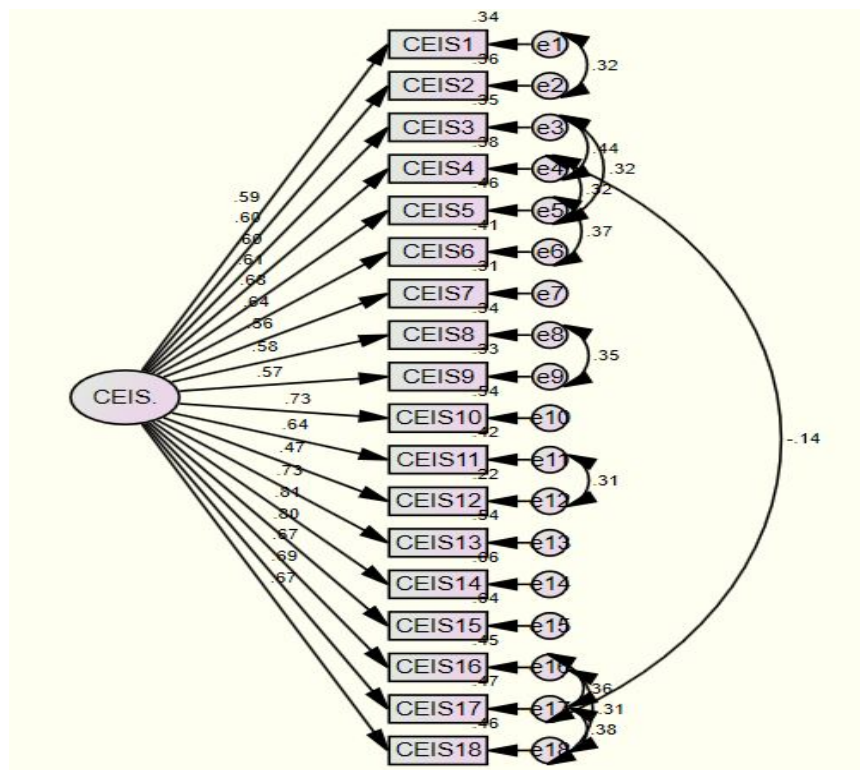


FIGURE 3.5: CFA of CEIS

TABLE 3.16: Table of CFA values of CEIS

	Estimate
CEIS1 ←-- CEIS.	.586
CEIS2 ←-- CEIS.	.597
CEIS3 ←-- CEIS.	.595
CEIS4 ←-- CEIS.	.614
CEIS5 ←-- CEIS.	.678
CEIS6 ←-- CEIS.	.637
CEIS7 ←-- CEIS.	.558
CEIS8 ←-- CEIS.	.579
CEIS9 ←-- CEIS.	.572
CEIS10 ←-- CEIS.	.732
CEIS11 ←-- CEIS.	.644
CEIS12 ←-- CEIS.	.470
CEIS13 ←-- CEIS.	.732
CEIS14 ←-- CEIS.	.815
CEIS15 ←-- CEIS.	.802
CEIS16 ←-- CEIS.	.671
CEIS17 ←-- CEIS.	.686
CEIS18 ←-- CEIS.	.675

TABLE 3.17: Model fitness index for CEIS

Factors	Values	Factors	Values
Chi-square	620.96	Df	124
Chi-square/df	5.008	<i>p</i> -value	.000
AGFI	.867	GFI	.904
TLI	.902	CFI	.921
RMSEA	.079		

Table 3.17 depicts the values structure of confirmatory factor analysis of independent variable consumer emotional intelligence. The Chi-square/df value is 5.72 which is slightly greater than 3 and shows the goodness of fit of variable model. The values of different criteria of model fitness such as adjusted goodness of fit index (AGFI), Goodness of fit index (GFI), Tucker-Lewis coefficient index (TLI), Comparative fit index (CFI), Root mean square error of approximation (RMSEA) are 0.867, 0.904, 0.902, 0.921, and 0.079 respectively. P-value of this model is 0.000 which shows the model is significant. There are eighteen items of this variable and their standardized coefficient

estimates are .586, .597, .595, .614, .678, .637, .558, .579, .572, .732, .644, .470, .732, .815, .802, .671, .686 and .675 respectively.

TABLE 3.18: Master validity table of CEIS

	CR	AVE	MaxR(H)
CEIS.	0.90	0.45	0.898

3.6.7 Stress

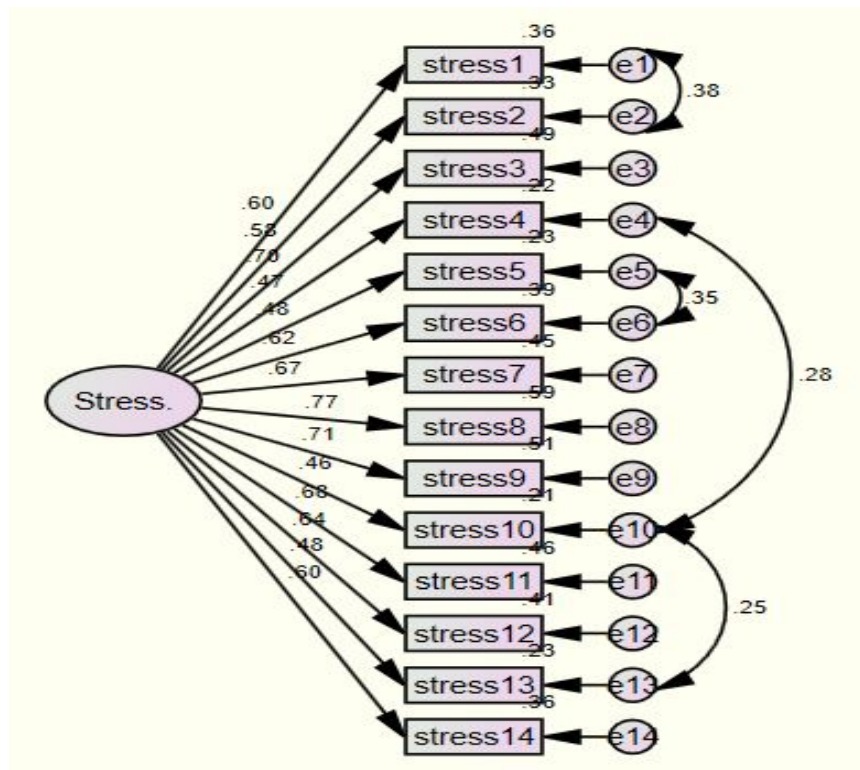


FIGURE 3.6: CFA values of stress

Table 3.19 depicts the standardized estimates and including or excluding of fourteen items of stress in its CFA. According to Cua et al. (2001) a construct having the factor loadings above 0.4 are considered as practically significant construct. For fourteen items of stress, all the items have factor loadings above 0.4, so that all these fourteen items were included in questionnaire for final survey and are practically significant. The values of loading factors for items are .599, .579, .700, .474, .480, .622, .670, .769, .711, .458, .678, .642, .480 and .600 respectively.

Table 3.20 depicts the values structure of confirmatory factor analysis of independent variable stress. The Chi-square/df value is 5.236 which is slightly greater than 3 and

TABLE 3.19: Table of CFA values of stress

	Estimate
stress1 ←-- Stress.	.599
stress2 ←-- Stress.	.579
stress3 ←-- Stress.	.700
stress4 ←-- Stress.	.474
stress5 ←-- Stress.	.480
stress6 ←-- Stress.	.622
stress7 ←-- Stress.	.670
stress8 ←-- Stress.	.769
stress9 ←-- Stress.	.711
stress10 ←-- Stress.	.458
stress11 ←-- Stress.	.678
stress12 ←-- Stress.	.642
stress13 ←-- Stress.	.480
stress14 ←-- Stress.	.600

TABLE 3.20: Model fitness index for stress

Factors	Values	Factors	Values
Chi-square	382.19	Df	73
Chi-square/df	5.236	<i>p</i> -value	.000
AGFI	.888	GFI	.922
TLI	.889	CFI	.911
RMSEA	.082		

shows the goodness of fit of variable model. The values of different criteria of model fitness such as adjusted goodness of fit index (AGFI), Goodness of fit index (GFI), Tucker-Lewis coefficient index (TLI), Comparative fit index (CFI), Root mean square error of approximation (RMSEA) are 0.888, 0.922, 0.889, 0.911, and 0.082 respectively. P-value of this model is 0.000 which shows the model is significant. There are fourteen items of this variable and their standardized coefficient estimates are .599, .579, .700, .474, .480, .622, .670, .769, .711, .458, .678, .642, .480 and .600 respectively.

TABLE 3.21: Master validity table of stress

	CR	AVE	MaxR(H)
Stress.	0.89	0.37	0.823

3.6.8 Impulsive Buying Behavior

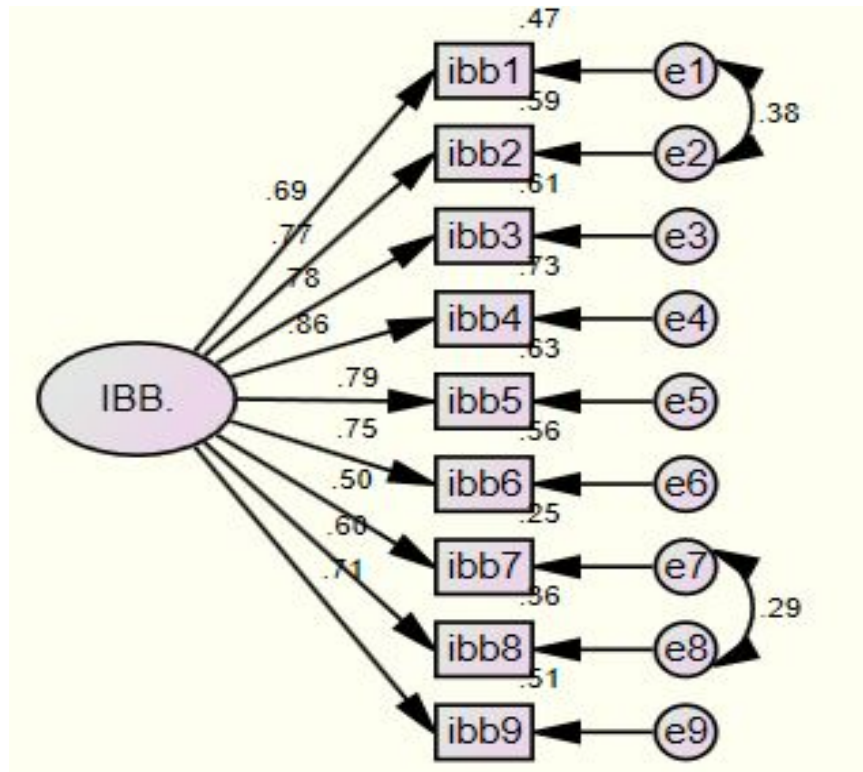


FIGURE 3.7: CFA of IBB

TABLE 3.22: Table of CFA values of IBB

	Estimate
ibb1 ←-- IBB.	.689
ibb2 ←-- IBB.	.766
ibb3 ←-- IBB.	.780
ibb4 ←-- IBB.	.857
ibb5 ←-- IBB.	.793
ibb6 ←-- IBB.	.748
ibb7 ←-- IBB.	.502
ibb8 ←-- IBB.	.604
ibb9 ←-- IBB.	.711

Table 3.22 depicts the standardized estimates and including or excluding of nine items of impulsive buying behavior in its CFA. According to Cua et al. (2001) a construct having the factor loadings above 0.4 are considered as practically significant construct. For nine items of impulsive buying behavior, all the items have factor loadings above 0.4, so that all these nine items were included in questionnaire for final survey and are

practically significant. The values of loading factors for items are .689, .766, .780, .857, .793, .748, .502, .604 and .711 respectively.

TABLE 3.23: Model fitness index for IBB

Factors	Values	Factors	Values
Chi-square	215.92	Df	25
Chi-square/df	8.637	<i>p</i> -value	.000
AGFI	.878	GFI	.932
TLI	.916	CFI	.941
RMSEA	.110		

Table 4.23 depicts the values structure of confirmatory factor analysis of independent variable impulsive buying behavior. The Chi-square/df value is 8.637 which is slightly greater than 3 and shows the goodness of fit of variable model. The values of different criteria of model fitness such as adjusted goodness of fit index (AGFI), Goodness of fit index (GFI), Tucker-Lewis coefficient index (TLI), Comparative fit index (CFI), Root mean square error of approximation (RMSEA) are 0.878, 0.932, 0.916, 0.941, and 0.110 respectively. P-value of this model is 0.000 which shows the model is significant. There are nine items of this variable and their standardized coefficient estimates are .689, .766, .780, .857, .793, .748, .502, .604 and .711 respectively.

TABLE 3.24: Master validity table of IBB

CR	AVE	MSV	MaxR(H)
IBB.	0.91	0.52	0.920

3.7 Descriptive Statistics

TABLE 3.25: Descriptive statistics

	N	Min	Max	Mean	Std. Dev.
Age	637	1.00	5.00	1.8527	1.03
Gender	637	.00	1.00	.3370	.47
Education	637	1.00	4.00	2.4357	1.16
Income	637	1.00	5.00	2.2069	1.12
Martial Status	637	.00	1.00	.6379	.48
Valid N	637				

The Table 3.25 is an overall descriptive summary of all the demographics which have been collected from the respondents. 637 represents N which is total number of respondents. For the Age there were 5 age group slots with minimum value of 1 and a maximum response of 5 on the 5 ordinal scale. Education was divided into 4 groups with lowest value of 1 and highest value of 4, the lowest value represented bachelors and highest value represented Mphil. Gender was asked on a dichotomous scale of Male and Female, where male was represented by 0 and female was represented by 1. Income level was divided into 5 groups with lowest being represented by 1 and highest being represented by 5, the value of 1 represented income of less than 25,000 and 5 represented more than 200,000. Martial status was taken on a dichotomous scale of 0 and 1 where 0 represented un married and 1 represented married.

TABLE 3.26: Martial status descriptives

Status	Frequency	Percent	Valid percent	Cumulative percent
Un married	231	36.2	36.2	36.2
Married	406	63.8	63.8	100.0
Total	637	100.0	100.0	

The total number of respondents were 637 out of which 231 individuals were Un-married and 406 individuals were married. The un married sample representation is 36.2% of the total sample where as 63.8% is the married population representation of the total sample.

TABLE 3.27: Gender descriptives

Status	Frequency	Percent	Valid percent	Cumulative percent
Male	422	66.3	66.3	66.3
Female	215	33.7	33.7	100.0
Total	637	100.0	100.0	

The total number of respondents were 637 out of which 422 were male with 66.3% representation in the whole sample and 215 were females with 33.7% representation in the whole sample.

In the total sample of 637, 295 respondents belonged to the age group of 25 years and below representing 46.4% of the whole sample. 213 respondents belonged to the age group of 26 to 35 which constituted to be 33.4% of the whole sample. 81 respondents were from the age group of 36 to 45, which is 12.7% of the whole sample. The number

TABLE 3.28: Age descriptives

Status	Frequency	Percent	Valid percent	Cumulative percent
25 or Below	295	46.4	46.4	46.4
26-35	213	33.4	33.4	79.8
36-45	81	12.7	12.7	92.5
46-50	23	3.6	3.6	96.1
More than 50	25	3.9	3.9	100.0
Total	637	100.0	100.0	

of respondents in the group of 46-50 were 23 representing 3.6% of the whole sample. The last group constituted of age group More than 50. In this group there were 25 respondents which were 3.9% of the whole population.

TABLE 3.29: Education descriptives

Status	Frequency	Percent	Valid percent	Cumulative percent
Bachelors	166	26.2	26.2	26.2
Masters	215	33.7	33.7	59.9
Graduate	67	10.5	10.5	70.4
Mphil	189	29.6	29.6	100.0
Total	637	100.0	100.0	

This table describes the descriptive statistics of education of the sample respondents, the respondents with qualification of Bachelors degree were 166, representing 26.2% of the total sample. The respondents with Masters degree were 215 representing 33.7% of the whole sample. The Graduate level respondents were 67 which were 10.5% of the total sample. 189 respondents were with qualifications of Mphil and above representing 29.6% of the total sample.

TABLE 3.30: Income descriptives

Status	Frequency	Percent	Valid percent	Cumulative percent
Below 25000	225	35.4	35.4	35.4
25000 to 50000	168	26.3	26.3	61.8
50001 to 100000	138	21.6	21.6	83.4
100001 to 200000	98	15.4	15.4	98.7
Above 200000	8	1.3	1.3	100.0
Total	637	100.0	100.0	

This table describes the descriptive of income level, the 225 respondents which represented 35.4% of the total sample of 637 were having an income of less than 25000. 168 respondents were having income of 25,000 to 50,000 they were 26.3% of the total sample. 138 respondents were having income more than 50,000 to 100,000, they were 21.6% of the total sample. 98 people were having income of more than 100,000 till 200,000 with 15.4% of the representation in total sample. Only 8 people were having income of more than 200,000 and they represented 1.3% of the total sample.

3.8 Data Collection Procedure

All the data has been collected through either self-administered questionnaires. The individual respondents were contacted on their natural shopping settings. Before collection the respondents were asked that have they ever in their life time depicted impulsive buying behavior.

Since the data was to be collected in a single point of time, so accordingly a questionnaire was prepared which was to be administered in person by the researcher or the agent of researcher. More than 1200 questionnaires were printed. A list of stores was identified by the researcher which were mega malls. Data collection teams firstly established liaison with the store management and took their permission for data collection for this voluntary research. Majority of the store management advised to collect data at the exit stage of customers as they did not wanted their customer to be mentally engaged prior to their shopping. A collection desk was placed at the exit point of stores.

Exiting customers were personally met by the researcher or by the data collection agent and were asked that if they could spare some time for this research with a pre-requisite of any prior impulsive buying experience .When agreed respondent was offered a seat and a table was present in front of them they were given a pen and a questionnaire. They were briefed about the research and nature of survey which was being conducted. At the completion of survey they were offered a gift chocolate as a token of thanks from the researcher. Where ever there was an understanding problem for the respondent they were facilitated by the data collection team.

The official language of survey was english with requirement from respondent to be educated enough to respond to the survey.

3.9 Data Analysis Procedure

Data has been analyzed through SPSS and AMOS using the following procedure:

The data obtained through filled questionnaire was scrutinized for appropriate responses which were not ticked on the same Likert option through out the survey.

Questionnaires with incomplete and monotonous responses were discarded and rest of the questionnaires were utilized for data punching into SPSS sheet. The punched data was later analyzed through SPSS and AMOS for results. Results were than interpreted and were included in the results section of the document.

The step-wise procedure is:

- Filled questionnaires were sorted out to separate incomplete or inappropriate questionnaires.
- Each item of the questionnaire were coded.
- Coded data was entered into SPSS.
- CFA was run on AMOS to find out factor associations and their loadings.
- Gaskins Master Validity Macro was used in AMOS to find out Master Validities of all variables.
- ANOVA was used to find out the relationship between demographic variables and Impulsive buying behavior.
- Correlation analysis was used to find out the associations between the independent and dependent variables.
- Multiple regression analysis Process V3.0 by Hayes (2018) was used to find out the predictions of Impulsive buying behavior by different independent variables, the mediating effects and moderated mediation effects. Model 4, and Model 7 were used.

Chapter 4

Results and Analysis

This chapter includes statistical analysis and their interpretations which will lead to further discussion.

4.1 Correlation Analysis

TABLE 4.1: Correlation statistics

	IPI	Bull	SC	ISC	CEI	Stress	IBB
IPI	1						
Bull	.54**	1					
SC	.48**	.42**	1				
ISC	.54**	.40**	.38**	1			
CEI	.31**	.20**	.53**	.48**	1		
Stress	.26**	.16**	.40**	.35**	.02	1	
IBB	.23**	.25**	.42**	.39**	-.07	.69**	1

**Correlation is significant at the 0.01 level (2-tailed). IPI= Interpersonal influence, Bull= Bullying, SC= Social Comparison, ISC= Inter-dependent self-construal, CEI= Consumer Emotional Intelligence, Stress = Stress, IBB= Impulsive buying behavior.

The table 4.1 reports the findings of correlation, the degree of associate between variables is tested in this analysis. The main concerned degree of association is between independent variables and mediating and Dependent variables. The findings suggest the IPI is positively correlated to Stress with the value of ($r = 0.26$, $p < .01$) and in addition to this IPI is also positively corelated to IBB with the value of ($r = 0.23$, $p < .01$). Bullying is positively corelated to stress with value of ($r = 0.16$, $p < .01$) and is

also correlated to IBB with the value of ($r = 0.25, p < .01$). SC is correlated positively to Stress with the value of ($r = 0.40, p < .01$) and is also correlated to IBB with the value of ($r = 0.42, p < .01$). ISC is positively correlated to stress with value of ($r = 0.35, p < .01$) and also positively correlated to IBB with the value of ($r = 0.39, p < .01$). The value of moderating variable CEI are not significantly correlated to either stress with value of ($r = 0.02ns, p < .01$) and IBB with the value of ($r = -0.073ns, p < .01$) The mediating variable stress is positively correlated to IBB the dependent variable with the value of ($r = 0.69, p < .01$).

4.2 Regression Analysis

4.2.1 Main Effect Relationships & Mediation Analysis

4.2.1.1 Interpersonal Influence and Impulsive Buying Behavior

4.2.1.2 Interpersonal Influence and Stress

4.2.1.3 Stress & Impulsive Buying Behavior

4.2.1.4 Mediating Role of Stress between Interpersonal Influence and Impulsive Buying Behavior

The table 4.2 shows that when we look at path c, which is basically representing impact of Interpersonal influence on Impulsive buying behavior in the absence of mediating variable stress thus it can be justified as main effect relationship between Independent variable and dependent variable, the values ($\beta = 0.07, t = 1.42, p > .01$) of this relationship do not support hypothesis H1. Interpersonal influence has a positive and significant impact on impulsive buying behavior.

Path a represents the relationship between Interpersonal Influence and stress, it is basically the relationship between independent variable and mediating variable, the values ($\beta = 0.19, t = 3.57, p > .01$), show that the relationship between Interpersonal influence and stress is significant and positive. Thus supporting hypothesis H.5 Interpersonal influence has a positive and significant impact on stress.

Path b represents the relationship between Stress and Impulsive buying behavior, it is basically the relationship between mediating variable and dependent variable, the values

TABLE 4.2: Mediating role of stress between interpersonal influence and impulsive buying behavior

Paths	β	SE	t	p	LLCI	ULCI
Direct and Total Effects						
Path C, total effect	0.07	0.05	1.42	0.155	-0.03	0.16
Path a	0.19	0.05	3.57	0.000	0.08	0.29
Path b	0.70	0.02	30.31	0.000	0.66	0.75
Path C', showing mediation	-0.06	0.03	-2.05	0.041	-0.12	-0.00
	β	SE	LLCI	ULCI		
Indirect effects using bootstrap						
	0.13	0.04	0.06	0.21		

N=637, unstandardized coefficients of regression are reported. Bootstrap Sample size =5,000. LL=Lower Limit; CI= Confidence Interval; UL=Upper Limit Path C represents total effect when IV Interpersonal Influence is regressed with DV Impulsive buying Behavior when Med Stress is not in the model, Path a represents When IV Interpersonal Influence is regressed with Med Stress, Path b represents when Med Stress is regressed with DV Impulsive buying behavior. Path C' represents Direct effect of IV Interpersonal Influence on DV Impulsive Buying Behavior when Med Stress is present in the model.

($\beta = 0.70, t = 30.31, p > .01$), show that the relationship between Stress and Impulsive buying is significant and positive. Thus supporting hypothesis H.9 Stress has a positive and significant impact on Impulsive buying behavior.

Path C' represents the direct effect relationship of Independent variable Interpersonal Influence and Dependent variable Impulsive buying behavior when mediator stress is part of the model. The values ($\beta = -0.06, t = -2.05, \beta > .01$), show that this relationship is still significant even when the mediating variable stress is playing its part. But the values of Indirect effect ($\beta = 0.13, LL99\%CI = 0.06, UL99\%CI = 0.21$), show that mediation of stress exists between the main effect relationship of interpersonal influence and impulsive buying behavior.

As per the findings of direct effect Path C' and Indirect effects it can be concluded that hypothesis H.10 Stress mediates the relationship between Interpersonal Influence and Impulsive buying behavior in such a way that people with high interpersonal influence will have high stress and the stress in turn will result in more impulsive buying behavior, is supported with partial effect as path a, path b and path C' are significant but the indirect effect is also significant with no zero value in lower level and upper level confidence intervals.

The results show that path C is insignificant but indirect paths are significant, the mediation is still valid (Hayes, 2009; Shrout and Bolger, 2002). As we can see that in path C

the value of coefficient has become negative this means that the people are doing more impulsive buying due to stress than that of Interpersonal influence. But as Interpersonal influence increases stress as per the results of path a the path b results show that stress increases impulsive buying and the indirect values with positive coefficient value show that stress is mediating and overcoming the effect of Interpersonal influence by turning its negative coefficient in direct path to positive in indirect path.

4.2.1.5 Bullying Victimization and Impulsive Buying Behavior

4.2.1.6 Bullying Victimization and Stress

4.2.1.7 Stress & Impulsive Buying Behavior

4.2.1.8 Mediating Role of Stress between Bullying Victimization and Impulsive Buying Behavior

TABLE 4.3: Mediating role of stress between bullying victimization and impulsive buying behavior

Paths	β	SE	t	p	LLCI	ULCI
Direct and Total Effects						
Path C, total effect	0.18	0.05	3.54	0.000	0.08	0.28
Path a	0.02	0.06	0.31	0.77	-0.09	0.13
Path b	0.70	0.02	30.31	0.000	0.66	0.75
Path C', showing mediation	0.17	0.03	5.18	0.000	0.10	0.23
Indirect effects using bootstrap						
	β	SE	LLCI	ULCI		
	0.01	0.04	-0.06	0.09		

N=637, unstandardized coefficients of regression are reported. Bootstrap Sample size =5,000. LL=Lower Limit; CI= Confidence Interval; UL=Upper Limit

Path C represents total effect when IV Bullying is regressed with DV Impulsive buying Behavior when Med Stress is not in the model, Path a represents When IV Bullying is regressed with Med Stress, Path b represents when Med Stress is regressed with DV Impulsive buying behavior. Path C' represents Direct effect of IV Bullying on DV Impulsive Buying Behavior when Med Stress is present in the model.

The table 4.3 shows that when we look at path c, which is basically representing impact of Bullying on Impulsive buying behavior in the absence of mediating variable stress thus it can be justified as main effect relationship between Independent variable and dependent variable, the values ($\beta = 0.18, t = 3.54, p < .01$) of this relationship support hypothesis H2. Bullying victimization has a positive and significant impact on impulsive

buying behavior.

Path a represents the relationship between Bullying and Stress, it is basically the relationship between independent variable and mediating variable, the values ($\beta = 0.02$, $t = 0.31$, $p < .01$), show that the relationship between Bullying and stress is insignificant. Thus rejecting hypothesis H.6 Bullying has a positive and significant impact on stress. Path b represents the relationship between Stress and Impulsive buying behavior, it is basically the relationship between mediating variable and dependent variable, the values ($\beta = 0.70$, $t = 30.31$, $p < .01$), show that the relationship between Stress and Impulsive buying is significant and positive. Thus supporting hypothesis H.9 Stress has a positive and significant impact on Impulsive buying behavior.

Path C' represents the direct effect relationship of independent variable Bullying and dependent variable Impulsive buying behavior when mediator stress is part of the model. The values ($\beta = -0.17$, $t = -5.18$, $p < .01$), show that this relationship is significant even when the mediating variable stress is playing its part. But the values of Indirect effect ($\beta = 0.01$, LL99%CI = -0.06, UL99%CI = 0.09), show that mediation of stress does not exist between the main effect relationship of Bullying and impulsive buying behavior. As per the findings of direct effect Path C' and Indirect effects it can be concluded that hypothesis H.11 Stress mediates the relationship between Bullying Victimization and Impulsive buying behavior in such a way that people with high Bullying Victimization will have high stress and the stress in turn will result in more impulsive buying behavior, is not supported at all.

As path a is insignificant and though path b and path C' are significant but the indirect effect is not significant with zero values in lower level and upper level confidence intervals. Thus there is no mediation effect.

TABLE 4.4: Mediating role of stress between social comparison and impulsive buying behavior

Paths	β	SE	t	p	LLCI	ULCI
Direct and Total Effects						
Path C, total effect	0.12	0.01	3.21	0.001	0.04	0.19
Path a	0.11	0.04	2.67	0.008	0.03	0.18
Path b	0.70	0.02	30.31	0.000	0.66	0.75
Path C', showing mediation	0.04	0.02	1.80	0.073	-0.00	0.09
	β	SE	LLCI	ULCI		
Indirect effects using bootstrap						
	0.07	0.03	0.02	0.14		

N=637, unstandardized coefficients of regression are reported. Bootstrap Sample size =5,000. LL=Lower Limit; CI= Confidence Interval; UL=Upper Limit

Path C represents total effect when IV Social Comparison is regressed with DV Impulsive buying Behavior when Med Stress is not in the model, Path a represents When IV Social Comparison is regressed with Med Stress, Path b represents when Med Stress is regressed with DV Impulsive buying behavior. Path C' represents Direct effect of IV Social Comparison on DV Impulsive Buying Behavior when Med Stress is present in the model.

4.2.1.9 Social Comparison and Impulsive Buying Behavior

4.2.1.10 Social Comparison and Stress

4.2.1.11 Stress & Impulsive Buying Behavior

4.2.1.12 Mediating Role of Stress between Social Comparison and Impulsive Buying Behavior

The table 4.4 shows that when we look at path c, which is basically representing impact of Social Comparison on Impulsive buying behavior in the absence of mediating variable stress thus it can be justified as main effect relationship between Independent variable and dependent variable, the values ($\beta = 0.12$, $t = 3.21$, $p < .01$) of this relationship support hypothesis H3. Social Comparison has a positive and significant impact on impulsive buying behavior.

Path a represents the relationship between Social Comparison and stress, it is basically the relationship between independent variable and mediating variable, the values ($\beta = 0.11$, $t = 2.67$, $p < .01$), show that the relationship between Social Comparison and stress is significant and positive. Thus supporting hypothesis H.7 Social Comparison has a positive and significant impact on stress.

Path b represents the relationship between Stress and Impulsive buying behavior, it is basically the relationship between mediating variable and dependent variable, the values ($\beta = 0.70$, $t = 30.31$, $p < .01$), show that the relationship between Stress and Impulsive buying is significant and positive. Thus supporting hypothesis H.9 Stress has a positive and significant impact on Impulsive buying behavior.

Path C' represents the direct effect relationship of Independent variable Social Comparison and Dependent variable Impulsive buying behavior when mediator stress is part of the model. The values ($\beta = -0.04$, $t = -1.80$, $p < .01$), show that this relationship is insignificant when the mediating variable stress is playing its part. But the values of Indirect effect ($\beta = 0.07$, LL99%CI = 0.02, UL99%CI = 0.14), show that mediation of stress exists between the main effect relationship of Social Comparison and impulsive buying behavior.

As per the findings of direct effect Path C' and Indirect effects it can be concluded that hypothesis H.12 Stress mediates the relationship between Social Comparison and Impulsive buying behavior in such a way that people with high Social Comparison will have high stress and the stress in turn will result in more impulsive buying behavior, is supported with full effect as path a, path b are significant but path C' is insignificant and the indirect effect is significant with no zero value in lower level and upper level confidence intervals.

The results show that path C' is insignificant and indirect paths are significant, the mediation is fully valid (Hayes, 2009; Shrout and Bolger, 2002). As we can see that in path C' the value of coefficient has become insignificant this means that the people are doing more impulsive buying due to stress than that as it takes on the effect of Social Comparison towards Impulsive buying behavior in it making that path C' insignificant. Thus this relationship is fully mediated.

TABLE 4.5: Mediating role of stress between interdependent self-construal and impulsive buying behavior

Paths	β	SE	t	p	LLCI	ULCI
Direct and Total Effects						
Path C, total effect	0.14	0.04	3.23	0.001	0.05	0.22
Path a	0.16	0.05	3.43	0.001	0.07	0.25
Path b	0.70	0.02	30.31	0.000	0.66	0.75
Path C', showing mediation	0.03	0.03	0.91	0.360	-0.03	0.08
			β	SE	LLCI	ULCI
Indirect effects using bootstrap						
			0.11	0.03	0.05	0.18

N = 637, unstandardized coefficients of regression are reported. Bootstrap Sample size =5,000. LL=Lower Limit; CI= Confidence Interval; UL=Upper Limit

Path C represents total effect when IV Interdependent Self Construal is regressed with DV Impulsive buying Behavior when Med Stress is not in the model, Path a represents When IV Interdependent Self Construal is regressed with Med Stress, Path b represents when Med Stress is regressed with DV Impulsive buying behavior. Path C' represents Direct effect of IV Interdependent Self Construal on DV Impulsive Buying Behavior when Med Stress is present in the model.

4.2.1.13 Interdependent Self-Construal and Impulsive Buying Behavior

4.2.1.14 Interdependent Self-Construal and Stress

4.2.1.15 Stress & Impulsive Buying Behavior

4.2.1.16 Mediating Role of Stress between Interdependent Self-Construal and Impulsive Buying Behavior

The table 4.5 shows that when we look at path c, which is basically representing impact of Interdependent Self Construal on Impulsive buying behavior in the absence of mediating variable stress thus it can be justified as main effect relationship between Independent variable and dependent variable, the values ($\beta = 0.14$, $t = 3.23$, $p = .01$) of this relationship do not support hypothesis H4. Interdependent Self Construal has a negative and significant impact on impulsive buying behavior. As the value of coefficient is positive.

Path a represents the relationship between Interdependent Self Construal and stress, it is basically the relationship between independent variable and mediating variable, the values ($\beta = 0.16$, $t = 3.43$, $p = .01$), show that the relationship between Interdependent Self Construal and Stress is significant and positive. Thus supporting hypothesis H.8

Interdependent Self Construal has a positive and significant impact on stress.

Path b represents the relationship between Stress and Impulsive buying behavior, it is basically the relationship between mediating variable and dependent variable, the values ($\beta = 0.70$, $t = 30.31$, $p < .01$), show that the relationship between Stress and Impulsive buying is significant and positive. Thus supporting hypothesis H.9 Stress has a positive and significant impact on Impulsive buying behavior.

Path C' represents the direct effect relationship of Independent variable Interdependent Self Construal and Dependent variable Impulsive buying behavior when mediator stress is part of the model. The values ($\beta = -0.03$, $t = -0.91$, $p > .01$), show that this relationship is insignificant when the mediating variable stress is playing its part. But the values of Indirect effect ($\beta = 0.11$, LL99%CI = 0.05, UL99%CI = 0.18), show that mediation of stress exists between the main effect relationship of Interdependent Self Construal and impulsive buying behavior.

As per the findings of direct effect Path C' and Indirect effects it can be concluded that hypothesis H.13 Stress mediates the relationship between Interdependent Self Construal and Impulsive buying behavior in such a way that people with high Interdependent Self Construal will have high stress and the stress in turn will result in more impulsive buying behavior, is supported with full effect as path a, path b are significant but path C' is insignificant and the indirect effect is significant with no zero value in lower level and upper level confidence intervals.

The results show that path C' is insignificant and indirect paths are significant, the mediation is fully valid (Hayes, 2009; Shrout and Bolger, 2002). As we can see that in path C' the value of coefficient has become insignificant this means that the people are doing more impulsive buying due to stress as it takes on the effect of Interdependent Self Construal towards Impulsive buying behavior in it making that path C' insignificant. Thus this relationship is fully mediated.

4.2.2 Moderated Mediation Relations

4.2.2.1 Interpersonal Influence, Consumer Emotional Intelligence, Stress and IBB

The results mentioned above are clearly giving us some relations as path a1 represents relationship of IV Interpersonal influence with Med Stress with the values ($\beta = 0.15$, t

TABLE 4.6: Interpersonal influence, consumer emotional intelligence, stress and IBB

Paths	β	SE	t	p	LL99CI	UL99CI
Direct and Total Effects						
Path a1 IV to Med	0.15	0.05	2.81	0.01	0.04	0.25
Path a2 Mod to Med	-0.22	0.04	-6.35	0.00	-0.29	-0.15
Path a3 IVxMod	-0.18	0.03	-5.89	0.00	-0.24	-0.12
Path b Med to DV	0.70	0.02	30.31	0.00	0.66	0.75
Path C', Direct Effect	-0.06	0.03	-2.05	0.04	-0.12	0.00
Index of Moderated Mediation						
			β	SE	LL99CI	UL99CI
			-0.12	0.03	-0.18	-0.07
Cond. ind. effects of Interpersonal influence on IB through stress						
	Mod. CEI	Ind. Eff.	SE	LLCI	ULCI	
	-1SD (-1.13)	0.24	0.05	0.15	0.36	
	M (-0.13)	0.12	0.04	0.04	0.21	
	+1 SD (0.98)	-0.02	0.05	-0.12	0.08	

N = 637. Unstandardized regression coefficients are reported. Bootstrap sample size = 5,000. LL = lower limit; CI = confidence interval; UL = upper limit

Path a1 represents impact of IV Interpersonal Influence on Med Stress, Path a2 represents effect of Mod Consumer emotional intelligence on Med Stress, path a3 represents Interactive or moderating effect i-e IVxMod, path b represents impact of Med Stress on DV Impulsive buying behavior, Path C' represents direct effect of IV Interpersonal influence on DV impulsive buying behavior when Med Stress is part of the model.

= 2.81, $p < .01$), showing that Interpersonal Influence is positively and significantly related to Stress. Path a2 represents the relationship between the Mod variable Consumer emotional intelligence and Med Stress, the values ($\beta = -0.22$, $t = -6.35$, $p < .01$), show that moderating variable Consumer emotional intelligence has a negative and significant effect on mediating variable stress. Path a3 represents the interaction term and its moderating effect on the main relationship between IV Interpersonal influence and DV Impulsive buying behavior, the values ($\beta = -0.18$, $t = -5.89$, $p < .01$), show that Consumer emotional intelligence moderates the relationship between Interpersonal influence and Impulsive buying behavior. The path C' show the direct effect of IV interpersonal influence on DV Impulsive buying behavior when Med Stress is part of the model the values ($\beta = -0.06$, $t = -2.05$, $p > .01$), show that this relation has gone insignificant due to moderated mediation effect.

In addition to this the negative sign of coefficient shows that it is weakening the main relationship. Thus this supports our hypothesis H.14 Consumer Emotional Intelligence

moderates the mediated relationship through stress between interpersonal influence and impulsive buying behavior in such a way that people with high consumer emotional intelligence will weaken the mediated relationship with impulsive buying behavior. The index of moderated mediation is also supporting the argument stated in hypothesis as it is significant and the coefficient is with negative sign. The LLCI and ULCI values if are non-zero and are significant they indicate that moderated mediation effect is valid (Hayes, 2015).

Conditional Indirect effects at three different levels of moderating variable are also part of the above table, three different values of Consumer emotional intelligence depict that when CEI is at a lower level -1SD the indirect effect is significant even at the moderate level the indirect effect is significant but when the moderator value is on the higher side +1SD the indirect effect becomes insignificant as it contains zero values between LLCI and ULCI.

This graph explain that when people with low Consumer emotional intelligence have

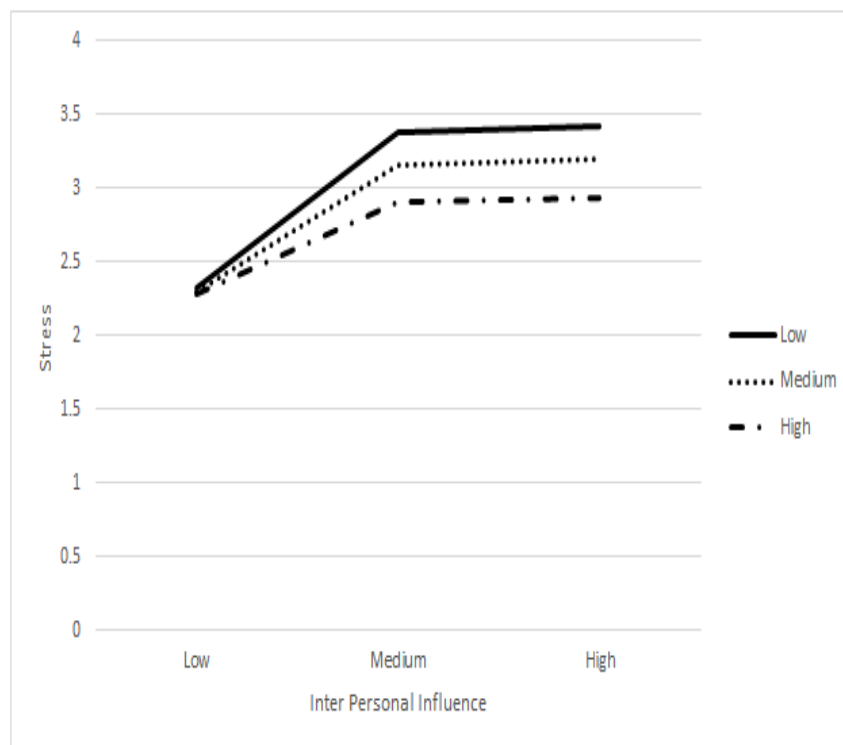


FIGURE 4.1: Mod graph of CEI on relationship between stress and inter personal influence

high interpersonal influence their stress level is also high, when the people with a moderate level of consumer emotional intelligence face high interpersonal influence their stress level is lower than that of people with low Consumer emotional intelligence. The people

with high Consumer emotional intelligence facing high interpersonal influence their level of stress is at the lowest point in comparison to the people with low and moderate level of Consumer emotional intelligence. This effect continues to happen till the interpersonal influence is at medium level but this effect becomes more strong when interpersonal influence goes weak and Consumer emotional intelligence more strongly moderates this relationship.

4.2.2.2 Bullying Victimization Consumer Emotional Intelligence Stress and IBB

TABLE 4.7: Bullying victimization consumer emotional intelligence stress and IBB

Paths	β	SE	t	p	LLCI	ULCI
Direct and Total Effects						
Path a1 IV to Med	-0.02	0.05	-0.46	0.64	-0.13	0.08
Path a2 Mod to Med	-0.23	0.04	-6.60	0.00	-0.30	-0.16
Path a3 IVxMod	-0.16	0.03	-4.69	0.00	-0.22	-0.09
Path b Med to DV	0.70	0.02	30.31	0.00	0.66	0.75
Path C', Direct Effect	0.17	0.03	5.18	0.00	0.10	0.23
Index of Moderated Mediation						
			β	SE	LLCI	ULCI
			-0.11	0.03	-0.18	-0.05
Conditional indirect effects of Bullying on IBB through stress						
	Mod. CEI	Ind. Eff.	SE	LLCI	ULCI	
	-1SD (-1.13)	0.11	0.06	0.00	0.23	
	M (-0.13)	0.00	0.04	-0.09	0.08	
	+1 SD (0.98)	-0.12	0.05	-0.23	-0.04	

$N = 637$. Unstandardized regression coefficients are reported. Bootstrap sample size = 5,000. LL = lower limit; CI = confidence interval; UL = upper limit

Path a1 represents impact of IV Bullying on Med Stress, Path a2 represents effect of Mod Consumer emotional intelligence on Med Stress, path a3 represents Interactive or moderating effect i-e IVxMod, path b represents impact of Med Stress on DV Impulsive buying behavior, Path C' represents direct effect of IV Bullying Victimization on DV impulsive buying behavior when Med Stress is part of the model.

The results mentioned above are clearly giving us some relations as path a1 represents relationship of IV Bullying with Med Stress with the values ($\beta = -0.02$, $t = -0.46$, $p > .01$), showing that Bullying is not related to Stress. Path a2 represents the relationship between the Mod variable Consumer emotional intelligence and Med Stress, the values ($\beta = -0.23$, $t = -6.60$, $p < .01$), show that moderating variable Consumer emotional

intelligence has a negative and significant effect on mediating variable stress. Path a3 represents the interaction term and its moderating effect on the main relationship between IV Bullying and DV Impulsive buying behavior, the values ($\beta = -0.16$, $t = -4.69$, $p < .01$), show that Consumer emotional intelligence moderates the relationship between Bullying and Impulsive buying behavior. The path C' show the direct effect of IV Bullying on DV Impulsive buying behavior when Med Stress is part of the model the values ($\beta = 0.17$, $t = 5.18$, $p < .01$), show that this relation is still significant despite moderated mediation effect. The index of moderated mediation is supporting the argument stated in hypothesis, as it is significant as there are no zero values between LLCI and ULCI and the coefficient is with negative sign. The LLCI and ULCI values if are non-zero and are significant they indicate that moderated mediation effect is valid (Hayes, 2015). Thus this provides partial support to our hypothesis H.15 Consumer Emotional Intelligence moderates the mediated relationship through stress between Bullying and impulsive buying behavior in such a way that people with high consumer emotional intelligence will weaken the mediated relationship with impulsive buying behavior.

Conditional Indirect effects at three different levels of moderating variable are also part of the above table, three different values of Consumer emotional intelligence depict that when CEI is at a lower level -1SD the indirect effect is significant but at the moderate level the indirect effect goes insignificant but when the moderator value is on the higher side +1SD the indirect effect becomes significant as it contains no zero values between LLCI and ULCI.

This graph explain that when people with low Consumer emotional intelligence have high bullying victimization their stress level is also high, when the people with a moderate level of consumer emotional intelligence face high bullying victimization their stress level is lower than that of people with low Consumer emotional intelligence and there is no effect on their stress at all levels of bullying. The people with high Consumer emotional intelligence facing high bullying victimization their level of stress is at the lowest point in comparison to the people with low and moderate level of Consumer emotional intelligence. This effect continues to happen till the bullying victimization is at medium level but this moderating effect becomes weak when bullying victimization goes high and stress level start to rise among individuals this might be due to reason that their might be other factors coming into this relationship when the bullying is low, the low bullying victim individuals might be facing stress due to some other stressor which consumer emotional intelligence is unable to moderate.

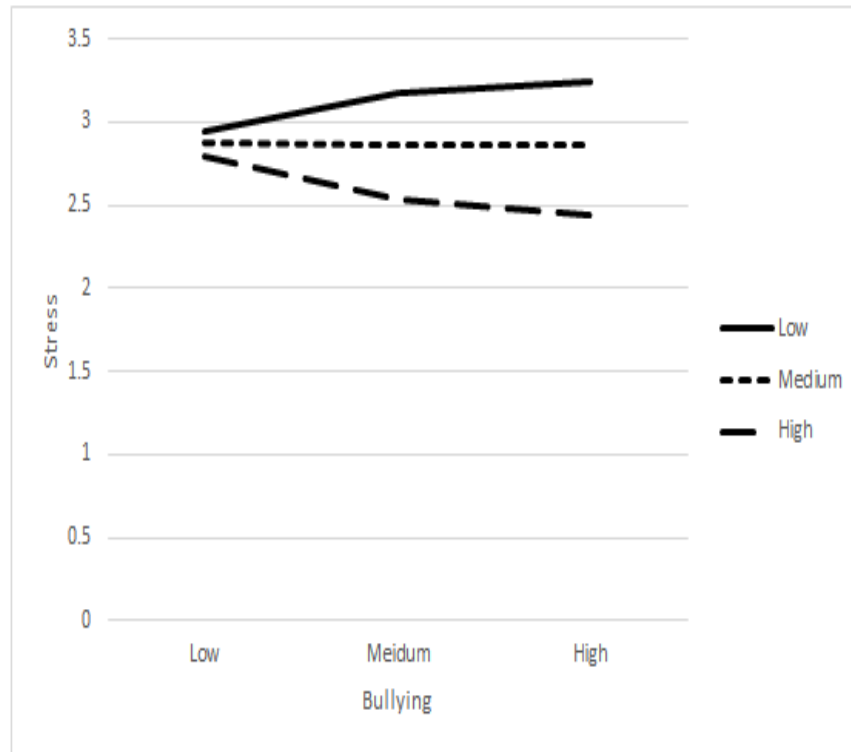


FIGURE 4.2: Mod graph of CEI on relationship between stress and bullying

4.2.2.3 Social Comparison Consumer Emotional Intelligence Stress and IBB

The results mentioned above are clearly giving us some relations as path a1 represents relationship of IV Social Comparison with Med Stress with the values ($\beta = 0.18$, $t = 4.93$, $p < .01$), showing that Social Comparison is positively and significantly related to Stress. Path a2 represents the relationship between the Mod variable Consumer emotional intelligence and Med Stress, the values ($\beta = -0.28$, $t = -8.29$, $p < .01$), show that moderating variable Consumer emotional intelligence has a negative and significant effect on mediating variable stress. Path a3 represents the interaction term and its moderating effect on the main relationship between IV Social Comparison and DV Impulsive buying behavior, the values ($\beta = -0.26$, $t = -9.84$, $p < .01$), show that Consumer emotional intelligence moderates the relationship between Social Comparison and Impulsive buying behavior. The path C' show the direct effect of IV Social Comparison on DV Impulsive buying behavior when Med Stress is part of the model the values ($\beta = 0.04$, $t = 1.80$, $p > .01$), show that this relation is insignificant due to moderated mediation effect. The index of moderated mediation is supporting the argument stated in hypothesis, as it is significant as there are no zero values between LLCI and ULCI and the coefficient is with negative sign. The LLCI and ULCI values if are non-zero

TABLE 4.8: Social comparison consumer emotional intelligence stress and IBB

Paths	β	SE	t	p	LLCI	ULCI
Direct and Total Effects						
Path a1 IV to Med	0.18	0.04	4.93	0.00	0.11	0.25
Path a2 Mod to Med	-0.28	0.03	-8.29	0.00	-0.35	-0.21
Path a3 IVxMod	-0.26	0.03	-9.84	0.00	-0.31	-0.21
Path b Med to DV	0.70	0.02	30.30	0.00	0.66	0.75
Path C', Direct Effect	0.04	0.02	1.80	0.07	0.00	0.09
Index of Moderated Mediation						
			β	SE	LLCI	ULCI
			-0.18	0.02	-0.24	-0.14
Conditional indirect effects of Social Comparison on IBB through stress						
	Mod. CEI	Ind. Eff.	SE	LLCI	ULCI	
	-1SD (-1.13)	0.33	0.05	0.25	0.44	
	M (-0.13)	0.15	0.03	0.09	0.22	
	+1 SD (0.98)	-0.05	0.03	-0.12	0.01	

N = 637. Unstandardized regression coefficients are reported. Bootstrap sample size = 5,000. LL = lower limit; CI = confidence interval; UL = upper limit

Path a1 represents impact of IV Social Comparison on Med Stress, Path a2 represents effect of Mod Consumer emotional intelligence on Med Stress, path a3 represents Interactive or moderating effect i-e IVxMod, path b represents impact of Med Stress on DV Impulsive buying behavior, Path C' represents direct effect of IV Social Comparison on DV impulsive buying behavior when Med Stress is part of the model.

and are significant they indicate that moderated mediation effect is valid (Hayes, 2015).

Thus this provides full support to our hypothesis H.16 Consumer Emotional Intelligence moderates the mediated relationship through stress between Social Comparison and impulsive buying behavior in such a way that people with high consumer emotional intelligence will weaken the mediated relationship with impulsive buying behavior.

Conditional Indirect effects at three different levels of moderating variable are also part of the above table, three different values of Consumer emotional intelligence depict that when CEI is at a lower level -1SD the indirect effect is significant and even significant at the moderate level but when the moderator value is on the higher side +1SD the indirect effect becomes insignificant as it contains zero values between LLCI and ULCI. This graph explain that when people with low Consumer emotional intelligence have high social comparison their stress level is also high, when the people with a moderate level of consumer emotional intelligence face high social comparison their stress level is lower than that of people with low Consumer emotional intelligence. The people with

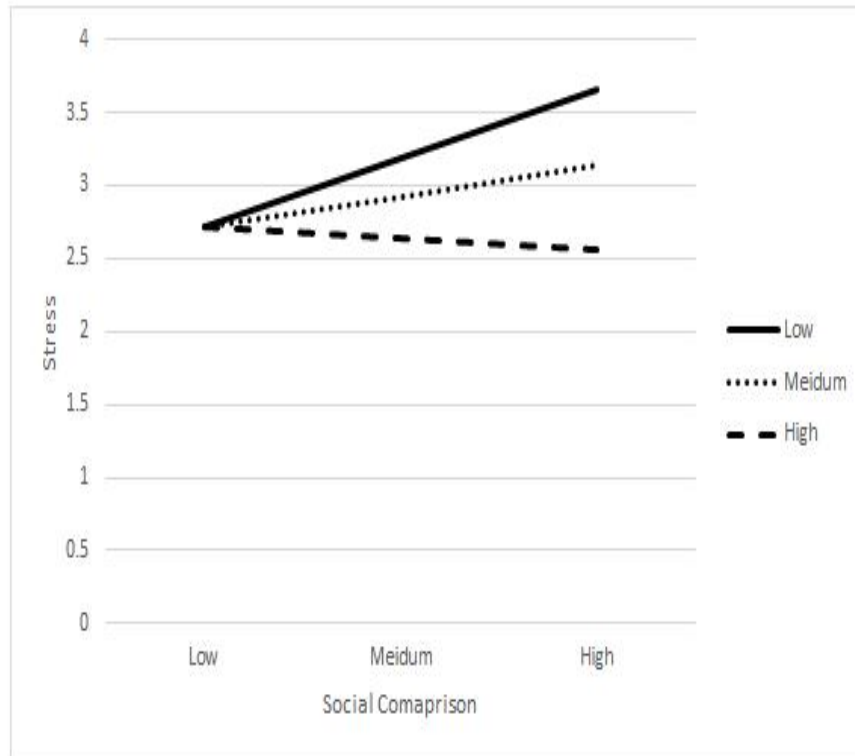


FIGURE 4.3: Mod Graph of CEI on relationship between stress and social comparison

high Consumer emotional intelligence facing high social comparison their level of stress is at the lowest point in comparison to the people with low and moderate level of Consumer emotional intelligence. This effect continues to happen till the Social comparison is at medium level but this moderating effect becomes weak when social comparison goes high and stress level start to rise among individuals this might be due to reason that there might be other factors coming into this relationship when the social comparison is low, the low social comparison individuals might be facing stress due to some other stressor which consumer emotional intelligence is unable to moderate. The moderating effect is fully valid on individuals with lower and moderate level of Consumer emotional Intelligence.

4.2.2.4 Interdependent Self Construal Consumer Emotional Intelligence Stress and IBB

The results mentioned above are clearly giving us some relations as path a1 represents relationship of IV Interdependent self construal with Med Stress with the values ($\beta = 0.11$, $t = 2.54$, $p < .01$), showing that Interdependent self construal is positively and significantly related to Stress. Path a2 represents the relationship between the

TABLE 4.9: Interdependent self construal consumer emotional intelligence stress and IBB

Paths	β	SE	t	p	LLCI	ULCI
Direct and Total Effects						
Path a1 IV to Med	0.11	0.04	2.54	0.01	0.03	0.20
Path a2 Mod to Med	-0.26	0.03	-7.47	0.00	-0.32	-0.19
Path a3 IVxMod	-0.24	0.03	-8.41	0.00	-0.29	-0.18
Path b Med to DV	0.70	0.02	30.30	0.00	0.66	0.75
Path C', Direct Effect	0.03	0.03	0.91	0.36	-0.03	0.08
Index of Moderated Mediation						
	β	SE	LLCI	ULCI		
	-0.17	0.03	-0.23	-0.12		
Conditional indirect effects of ISC on IBB through Stress						
	Mod. CEI	Ind. Eff.	SE	LLCI	ULCI	
	-1SD (-1.13)	0.27	0.05	0.18	0.37	
	M (-0.13)	0.10	0.04	0.03	0.17	
	+1 SD (0.98)	-0.09	0.05	-0.18	0.00	

$N = 637$. Unstandardized regression coefficients are reported. Bootstrap sample size = 5,000. LL = lower limit; CI = confidence interval; UL = upper limit

Path a1 represents impact of IV Interdependent Self Construal on Med Stress, Path a2 represents effect of Mod Consumer emotional intelligence on Med Stress, path a3 represents Interactive or moderating effect i-e IVxMod, path b represents impact of Med Stress on DV Impulsive buying behavior, Path C' represents direct effect of IV Interdependent Self Construal on DV impulsive buying behavior when Med Stress is part of the model.

Mod variable Consumer emotional intelligence and Med Stress, the values ($\beta = -0.26$, $t = -7.47$, $p < .01$), show that moderating variable Consumer emotional intelligence has a negative and significant effect on mediating variable stress. Path a3 represents the interaction term and its moderating effect on the main relationship between IV Interdependent self construal and DV Impulsive buying behavior, the values ($\beta = -0.24$, $t = -8.41$, $p < .01$), show that Consumer emotional intelligence moderates the relationship between Interdependent self construal and stress. The path C' show the direct effect of IV Interdependent self construal on DV Impulsive buying behavior when Med Stress is part of the model the values ($\beta = 0.03$, $t = 0.91$, $p > .01$), show that this relation is insignificant due to moderated mediation effect. The index of moderated mediation is supporting the argument stated in hypothesis, as it is significant as there are no zero values between LLCI and ULCI and the coefficient is with negative sign. The LLCI and ULCI values if are non-zero and are significant they indicate that moderated

mediation effect is valid (Hayes, 2015). Thus this provides full support to our hypothesis H.17 Consumer Emotional Intelligence moderates the mediated relationship through stress between Interdependent self construal and impulsive buying behavior in such a way that people with high consumer emotional intelligence will weaken the mediated relationship with impulsive buying behavior.

Conditional Indirect effects at three different levels of moderating variable are also part of the above table, three different values of Consumer emotional intelligence depict that when CEI is at a lower level -1SD the indirect effect is significant and even significant at the moderate level but when the moderator value is on the higher side +1SD the indirect effect becomes insignificant as it contains zero values between LLCI and ULCI.

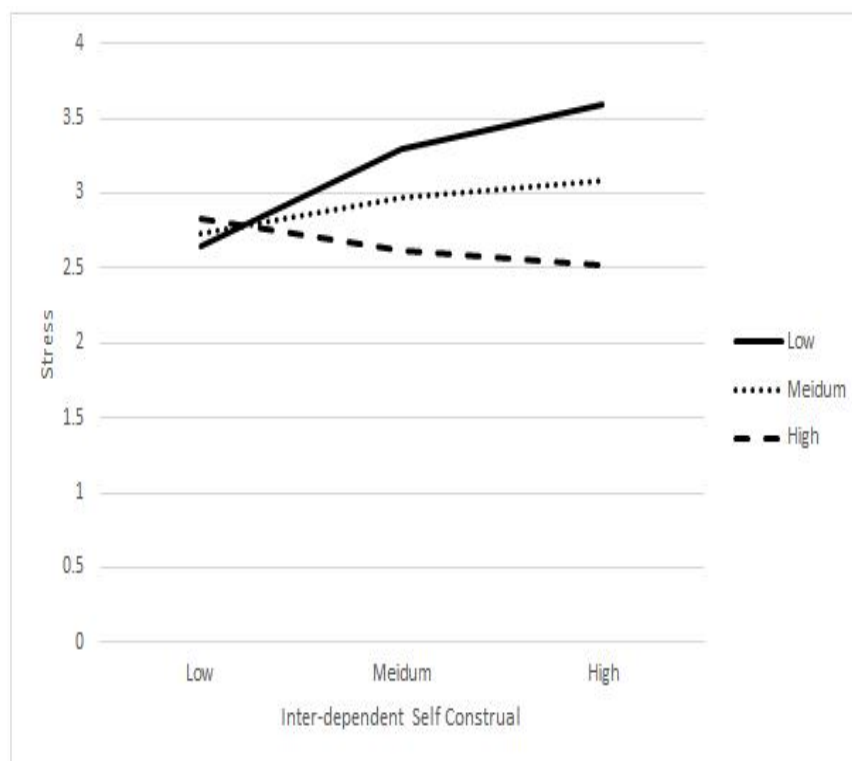


FIGURE 4.4: Mod graph of CEI on relationship between stress and inter-dependent self construal

This graph explain that when people with low Consumer emotional intelligence have high Interdependent self construal their stress level is also high, when the people with a moderate level of consumer emotional intelligence face high Interdependent self construal their stress level is lower than that of people with low Consumer emotional intelligence. The people with high Consumer emotional intelligence facing high Interdependent self construal their level of stress is at the lowest point in comparison to the people with

low and moderate level of Consumer emotional intelligence. This effect continues to happen till the Interdependent self construal is at medium level but this moderating effect becomes weak when Interdependent self construal goes weak and stress level start to rise among individuals this might be due to reason that there might be other factors coming into this relationship when the Interdependent self construal is low, the low social comparison individuals might be facing stress due to some other stressor which consumer emotional intelligence is unable to moderate. The moderating effect is fully valid on individuals with lower and moderate level of Consumer emotional Intelligence.

4.3 Hypothesis Acceptance/Rejection:

Hypothesis	Statements	Results
H1.	Interpersonal influence has a positive impact on impulsive buying behavior.	Rejected
H2.	Bullying victimization has a positive impact on impulsive buying behavior.	Accepted
H3.	Social comparison has a positive impact on impulsive buying behavior.	Accepted
H4.	Interdependent self-construal has a negative impact on Impulsive Buying Behavior.	Rejected
H5.	Interpersonal Influence has a positive impact on stress.	Accepted
H6.	Bullying victimization has a positive impact on stress.	Rejected
H7.	Social comparison has a positive impact on stress.	Accepted
H8.	Interdependent self-construal has a positive impact on stress.	Accepted
H9.	Stress has a positive impact on impulsive buying behavior.	Accepted
H10.	Stress mediates the relationship between Interpersonal Influence and Impulsive buying behavior in such a way that people with high interpersonal influence will have high stress and the stress in turn will result in more impulsive buying behavior.	Accepted

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- | | | |
|-------------|--|---------------------------|
| H11. | Stress mediates the relationship between Bullying victimization and Impulsive buying behavior in such a way that people with high bullying victimization will have high stress and the stress in turn will result in more impulsive buying behavior. | Rejected |
| H12. | Stress mediates the relationship between Social Comparison and Impulsive buying behavior in such a way that people with high social comparison will have high stress and the stress in turn will result in more impulsive buying behavior. | Accepted |
| H13. | Stress mediates the relationship between Interdependent self-construal and Impulsive buying behavior in such a way that people with high Interdependent self-construal will have high stress and the stress in turn will result in less impulsive buying behavior. | Accepted |
| H14. | Consumer Emotional Intelligence moderates the mediated relationship through stress between interpersonal influence and impulsive buying behavior in such a way that people with high consumer emotional intelligence will weaken the mediated relationship with impulsive buying behavior. | Accepted |
| H15. | Consumer Emotional Intelligence moderates the mediated relationship through stress between bullying victimization and impulsive buying behavior in such a way that people with high consumer emotional intelligence will weaken the mediated relationship with impulsive buying behavior. | Partially Accepted |
| H16. | Consumer Emotional Intelligence moderates mediated relationship through stress between social comparison and impulsive buying behavior in such a way that people with high consumer emotional intelligence will weaken the mediated relationship with impulsive buying behavior. | Accepted |

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- H17.** Consumer Emotional Intelligence moderates mediated relationship through stress between Interdependent self-construal and impulsive buying behavior in such a way that people with high consumer emotional intelligence will weaken the mediated relationship with impulsive buying behavior.
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Chapter 5

Discussion Conclusion & Implications

5.1 Research Question 1.

What is the relationship between chronic social stressors and impulsive buying behavior through mechanism of stress?

5.2 Hypothesis 1

Interpersonal Influence has a positive impact on impulsive buying behavior.

Summary of Results

The results show that Interpersonal Influence negatively effects impulsive buying with negative Beta value and insignificant effect, thus the hypothesis is rejected.

5.2.1 Discussion for Hypothesis 1

The results show that Interpersonal influence has a relationship with impulsive buying behavior but the direction of influence is negative. This finding is against the hypothesis made that interpersonal influence is positively related to Impulsive buying behavior as suggested by many authors (Calder and Burnkrant, 1977; Sun and Wu, 2011). Though the relationship with stress and then from stress to impulsive buying is as per the hypothesis based on the literature. This is justified as per argument given by Rook

and Fisher (1995) people act impulsively when they feel it to be socially acceptable behavior this acts as their rationality to control their impulsiveness. In such cases the group matters a lot as well as their norms and values will be the governing mechanism of purchase behavior (Luo, 2005). As an example to this when parents want their kids to be responsible and avoid impulsive buying as it is wasteful and extravagant, but the peers and age fellows encourage impulsive buying, so the stronger influence will make people to enact impulsively or not. Normative influences can tend to be negatively associated with impulsive buying (Zuckerman, 1994). In this case our theoretical applications have not been found to actualize.

In a collectivist society like Pakistan people are usually under interpersonal influence and are under financial pressures as they are being influenced for their financial outfit this is one of the major reasons that this stressor did not result in positive impact on Impulsive buying behavior.

5.3 Hypothesis 2

Bullying victimization has a positive impact on impulsive buying behavior.

Summary of Results

The results show that Bullying victimization positively effects impulsive buying with significant and positive Beta value, thus the hypothesis is accepted/supported.

5.3.1 Discussion for Hypothesis 2

Bullying victimization results have shown that the results are in line with the studies and arguments made by different researchers (Ahmed and Braithwaite, 2004; Gackebach, 2011; Haynie et al., 2001). As their studies have highlighted that bullying victims are having a regular feature of hyper-arousal and loss of self control. Thus becoming a probable impulsive buyer. This research has endorsed this fact that impulsive buying is a common trend among bullying victims as the fun element or relaxation provided by the impulsive buying is relief for the victims. These results are best explained as per interaction of theories of Lazarus stress and coping theory and Feeling state theory of impulse control disorder (Lazarus Richard and Folkman, 1984; Miller, 2010).

In this case the stress causing agent is beyond the control of individual and individual

is exhibiting aggressive addictive behavior through impulsive buying as per emotion focused coping negative coping side. As we are dealing with psychosocial stressors which are beyond the control of an individual and they cannot be solved based on problem focus coping. As society cannot be shaped as per an individual's desire.

As per the Feeling State Theory for impulse Control Disorder states that for a relief or to feel positive and relax and escape from stress caused due to bullying victimization an individual might behave impulsively while shopping ignoring the detrimentally to own well being.

5.4 Hypothesis 3

Social Comparison has a positive impact on Impulsive buying behavior.

Summary of Results

The results show that Social Comparison positively effects impulsive buying behavior with significant and positive Beta value, this the hypothesis is accepted/supported.

5.4.1 Discussion for Hypothesis 3

The results are in line with the hypothesis made and support the argumentation being developed by the past researchers. Social comparison is positively linked with impulsive buying behavior, as [Dittmar et al. \(2014\)](#) have said that the negative feeling of being behind some one in materialistic possessions and lacking what others have result in pushing the individuals towards impulsive buying. This normally occurs when upward comparisons are being done by individuals ([Diener et al., 1999](#)). The social exclusion pressure which is due to social comparison orientation can make individuals to act impulsively ([Mick and DeMoss, 1990](#)). People do spend impulsively who are higher on their social comparison orientations ([Attiq et al., 2015](#)).

These results are best explained as per interaction of theories of Lazarus stress and coping theory and Feeling state theory of impulse control disorder ([Lazarus Richard and Folkman, 1984](#); [Miller, 2010](#)). This is all due to the reason that they are facing high social comparison orientation, as the Feeling state theory suggest that to escape from the negative emotions caused due to social comparisons one will enact impulsively regardless of detrimental effects which can be result of impulsive buying. In this case

the stress causing agent is beyond the control of individual and individual is exhibiting aggressive addictive behavior through impulsive buying as per emotion focused coping negative coping side. Individual is dealing with psychosocial stressors which are beyond the control of an individual and they cannot be solved based on problem focus coping. As society cannot be shaped as per an individual's desire.

5.5 Hypothesis 4

Interdependent self-construal has a negative impact on Impulsive Buying Behavior. Summary of Results

The results of the study show that Interdependent Self-construal is positively associated with impulsive buying behavior with a positive and significant Beta value, thus this hypothesis is Rejected/ Not Supported.

5.5.1 Discussion for Hypothesis 4

The feeling of being connected or being member of a group binds people to act less impulsively. They will always try to act in such a way that their actions are depicting responsibility and maturity which is not in the case of impulsive buying (Wang et al., 2010). The compliance behavior with respect to all others in the group is the thing which binds individuals to they spend wisely as they need to think of others as well. The people in this group are to rely less on their own emotions but are more open to other's emotions (Markus and Kitayama, 1991).

The reason of this hypothesis to be rejected or not supported in this context is that as stress is having a high significant relationship with impulsive buying (Duhachek, 2005), and over all the Interdependent self construal will be having a mediated relationship which in any case has been hypothesized as to be positive (Heckhausen and Schulz, 1995), the people with high interdependent self construal are overtaken by the stress feeling and they act more impulsively against the literature which is suggesting the case is vice versa.

Feeling interdependent has a logical reasoning which is supported by literature that people will tend to exhibit less impulsive buying. But in Pakistan when you feel interdependent you tend to comply to community or significant others life style, this is one

of the major cultural reasons for exhibiting more impulsive buying behavior even under interdependent self construal.

5.6 Hypothesis 5

Interpersonal Influence has a positive impact on stress.

Summary of Results

The results of the study show that interpersonal influence is positively associated with stress with a positive and significant beta value, thus the hypothesis is accepted/supported.

5.6.1 Discussion for Hypothesis 5

Interpersonal influence has been a significant contributor towards stress, the feeling of being influenced by some one creates stress (Dohrenwend, 1961). Interpersonal influence has been identified as a stressor by clinical and applied psychology studies (Eberhart and Hammen, 2006). This stressor has life long implications that it can be an inherited quality to the next generation (Hammen, 2009). The conflicting desires of one's own self and the one influencing create high stress. The appropriation of one with the influence leads to stress generation thus it is clear that interpersonal influence creates stress (Hunter and Goebel, 2008). This is the case of this study and the results are in line with the previous studies.

Stress is developed when particular relationship between the person and environment is appraised by the person as taxing or exceeding his or her resources and endangering his or her well being as being done due to Interpersonal Influence.

These results are best explained as per interaction of theories of Lazarus stress and coping theory and Feeling state theory of impulse control disorder (Lazarus Richard and Folkman, 1984; Miller, 2010). Looking into the theory of feeling state, the relationship is explained in such a way that to get out of stress that is when intense positive feelings are linked with certain behavior, people act as per the prescribed behavior as they look to seek out of stress, the first half of the theory explains this hypothesis.

5.7 Hypothesis 6

Bullying victimization has a positive impact on stress.

Summary of Results

The results of the study show that Bullying victimization is not positively associated with stress with a positive but insignificant beta value, thus the hypothesis is rejected/not supported.

5.7.1 Discussion for Hypothesis 6

Bullying victimization creates stress in the Individuals (Lee et al., 2013). Due to bullying the facing individual may feel poor physical condition, increased stress and aggressive attitude development (Brewer and Whiteside, 2012). Stress is high in bullied people and it has severe implications, when it is the main cause of stress (Bond et al., 2010). Most of the people having stress have been found to face bullying at some point of time in their life, on the events which were significant for them (Gholipour et al., 2011). Find of our study is not in line with the previous researchers and have contradiction with available past literature.

The reason for rejection of this hypothesis is that being bullied is an internally stressing phenomenon and bullied individuals would not like this to be shared with public even if it is for the research purpose. So their might be biased responses relevant to this variable.

Bullying victimization is not publicly shared in Pakistani culture, so this might be one of the reasons that results are not showing bullying victimization leading to stress.

5.8 Hypothesis 7

Social comparison has a positive impact on stress.

Summary of Results

The results of the study show that Social Comparison is positively associated with stress with a positive and significant beta value, thus the hypothesis is accepted/supported.

5.8.1 Discussion for Hypothesis 7

The fear of negative evaluations to others creates stress due to psycho social stressor like social comparison, the thinking that an individual is lacking something or behind someone causes chronic stress due to social factors (Dittmar et al., 2014).

Festinger (1954) proposed that when people are questionable about their feelings or capacities, they will contrast themselves with others to assess their own circumstances. (Beech, 1963). The human tendency to take part in comparison is pervasive to the point that individuals automatically compare and other people who are unmistakably not applicable comparison targets, and they need to exert mental effort to fix the mental outcomes of such unseemly comparison (Gilbert et al., 1995).

Those with a solid requirement for social comparison are particularly delicate to the indications they see in others and in this way are more inclined to stress. Buunk and Schaufeli (1993) likewise propose that person's level of confidence gives off an impression of being vital to the comprehension of social comparison and stress. The findings of this study are similar and are depicting the reality grounded in the past literature.

Stress is developed when particular relationship between the person and environment is appraised by the person as taxing or exceeding his or her resources and endangering his or her well being as being done due to Social Comparison.

These results are best explained as per interaction of theories of Lazarus stress and coping theory and Feeling state theory of impulse control disorder (Lazarus Richard and Folkman, 1984; Miller, 2010). As per the theory of feeling state to get out of negative feelings in the pursuit of intense positive feelings the individual will act in a certain way which is impulsive buying.

5.9 Hypothesis 8

Interdependent self-construal has a positive impact on stress.

Summary of Results

The results of the study show that interdependent self construal is positively associated with stress with a positive and significant beta value, thus the hypothesis is accepted/-supported.

5.9.1 Discussion for Hypothesis 8

Social connectedness is a stressor which result in stress as identified by [Yeh and Inose \(2003\)](#). The argumentation by [Singelis \(1994\)](#) while defining interdependent self-construal made it composed of emphasis on external public features like statuses, roles, relationships, the sense of belongingness and fitting in, having one's own place in, and engaging in appropriate actions with ability to be indirect in communication and reading others minds. The cautious approach which is required by people with high interdependent self-construal will face stress as cautious approach predicts stress ([Barreto and Volpato, 2004](#)). People with a related self-interpretation, who incline toward close-arrangement or congruity with others, endeavor to conform to social circumstance systems that emphasize on changing self as opposed to changing the circumstance ([Bond et al., 1985](#); [Weisz et al., 1984](#); [Yang, 1986](#)). The social interaction anxiety and stress has been found to be predicted by interdependent self-construal and the reason for this has been found as the development of social phobia among individuals of collectivist cultures, there is at least some form of social anxiety and stress in self which is interdependent ([Dimmel et al., 2002](#)). The findings of our study are in line with the literature generalizability and endorse what has been available in the past literature.

Stress is developed when particular relationship between the person and environment is appraised by the person as taxing or exceeding his or her resources and endangering his or her well being as being done due to Interdependent Self Construal.

These results are best explained as per interaction of theories of Lazarus stress and coping theory and Feeling state theory of impulse control disorder ([Lazarus Richard and Folkman, 1984](#); [Miller, 2010](#)). As per the theory of feeling state to cope with the negativity built into stress and caused due to stressors, people will enact in certain way which has been hypothesized in this literature as to be impulsive buying. As the theory suggests that this all mechanism leads to impulse control disorder.

5.10 Hypothesis 9

Stress has a positive impact on impulsive buying behavior.

Summary of Results

The results of the study show that stress is positively associated with Impulsive buying

behavior with a positive and significant beta value, thus the hypothesis is accepted/supported.

5.10.1 Discussion for Hypothesis 9

Stress has beforehand been connected to impulse buying; purchasing on impulse might be utilized to help lighten sentiments of stress which is a noteworthy reason for melancholy (Duhachek, 2005). This may clarify why impulsiveness is a factor in the buying conduct of victims of stress (Sayre and Horne, 1996). At the point when victims feel denied of their belonging or potentially previous economic wellbeing (Hoch and Loewenstein, 1991), they may embrace practices that assist them to recapture a feeling of "regularity" (Hofvander et al., 2009), or adapt to the troublesome conditions (Benight and Bandura, 2004).

Cognition and emotion both seem to have affected behavior of impulse buying. People who were most profoundly upset were well on the way to look for transient alleviation through impulse buying, and appeared to be insightful of and felt less shame attached to their conduct given the conditions (Sneath et al., 2009). Stress in consumers, is pushing them towards a retail therapy (Impulsive Buying Behavior) to overcome stresses as identified by Hausman (2000). Consumers have a probability to deal with stress with an escape mechanism like impulsive buying (Desarbo and Edwards, 1996). Impulsive buying is a stress reaction to keep internal state relaxed (Youn and Faber, 2000). An example to this context is impulsive buying in the fashion related purchases in which a consumer tends to reduce its social stress through impulsive buying behavior Joo Park et al. (2006). Stress causes depletion of self-control, and this depletion of self-control has most probable outcome as impulse control disorder resulting in impulsive buying (Baumeister, 2002). The mental health is disturbed due to stress and people with social chronic stress have a tendency to exhibit impulsive buying as impulsive buying is a self-pleasure activity providing relaxation to the individual doing it Verplanken et al. (2005). The findings of our study are in line with what the literature has identified in the past, our study setting is in a collectivist society where psychosocial stressors are in abundance and their stress is more effective in this condition and the result outcome of stress is impulsive buying.

Stress is developed when particular relationship between the person and environment is appraised by the person as taxing or exceeding his or her resources and endangering his

or her well being. In this case the stress causing agent is beyond the control of individual and individual is exhibiting aggressive addictive behavior through impulsive buying as per emotion focused coping negative coping side. Individual is dealing with psychosocial stressors which are beyond the control of an individual and they cannot be solved based on problem focus coping. As society cannot be shaped as per an individual's desire. These results are best explained as per interaction of theories of Lazarus stress and coping theory and Feeling state theory of impulse control disorder (Lazarus Richard and Folkman, 1984; Miller, 2010). As per the feeling state theory of impulse control disorders suggest that to get relief from stress and reduce the negativity in emotions and feelings individuals are looking for intense positive feelings to hide, reduce or through back the negative feelings. Their detrimental behavior of impulsive buying is obvious as they will perform that to remain a calm or peaceful human.

5.11 Hypothesis 10

Mediating role of Stress between Interpersonal Influence and Impulsive Buying Behavior: Stress mediates the relationship between Interpersonal Influence and Impulsive buying behavior in such a way that people with high interpersonal influence will have high stress and the stress in turn will result in more impulsive buying behavior.

Summary of Results

The results have been found to endorse the hypothesis that stress is mediating the relationship between Interpersonal influence and impulsive buying behavior in a positive way.

5.11.1 Discussion for Hypothesis 10

Interpersonal Influences have been found to create stress (Silvera et al., 2008). The social appropriation in reaction to interpersonal influence, pushes consumers to go with the norms this makes the consumer stressed (Rook and Fisher, 1995). The importance of others while purchasing something can lead to stress due to appropriation of one's self with others (Sharma et al., 2010). Interpersonal Influence have been identified as a conforming mechanism to others relevant to purchase decisions, as this conformance move customer towards stressed mind set (Bearden et al., 1989). The conformance stress

may lead customers to go for some purchase behavior which may be avoiding hedonic and utilitarian motives (Chang et al., 2011). This chronic stress is created due to the reason of negative or degraded evaluations by others (Lin and Chen, 2012). Based on the theory of materialism consumers may adjust themselves or appropriate their self with the persons influencing for reducing their stress by acquisitions and what they hold (Claes et al., 2010). The results are in line with what previous research has found indirectly in the literature as main effect relationship has never been observed directly in the past.

Stress is developed when particular relationship between the person and environment is appraised by the person as taxing or exceeding his or her resources and endangering his or her well being as is being done by psychosocial stressors. In this case the stress causing agents are beyond the control of individual and individual is exhibiting aggressive addictive behavior through impulsive buying as per emotion focused coping negative coping side. Individual is dealing with psychosocial stressors which are beyond the control of an individual and they cannot be solved based on problem focus coping. As society cannot be shaped as per an individual's desire.

These results are best explained as per interaction of theories of Lazarus stress and coping theory and Feeling state theory of impulse control disorder (Lazarus Richard and Folkman, 1984; Miller, 2010). The feeling state theory of impulse control disorder is applicable in this stage as the stressor of interpersonal influence is creating high stress which effects the individuals and they start feeling negative emotions taking them over, for which they look for intense positive feelings as a relief or coping mechanism not thinking about the negative outcomes which might be results of their behavior and they act impulsively.

5.12 Hypothesis 11

Mediating role of Stress on the relationship between Bullying victimization and Impulsive buying behavior: Stress mediates the relationship between Bullying victimization and Impulsive buying behavior in such a way that people with high bullying will have high stress and the stress in turn will result in more impulsive buying behavior.

Summary of Results

The results have been found to reject the hypothesis that stress is mediating the relationship between Bullying Victimization and impulsive buying behavior in a positive way.

5.12.1 Discussion for Hypothesis 11

Individuals who have been bullied in their life time or are being bullied even now are facing high level of stress, their negative emotions are high and they are in a condition in which they are helpless (Brewer and Whiteside, 2012). This overtaking of negative emotions in individuals whom are bullied is a state of stress and for pursuit of relief they adapt impulsive buying as a coping mechanism and they enact in such way that they are buying in the spur of the moment without realizing the long-term negativity associated with this shopping (Ahmed and Braithwaite, 2004). Our results are not supporting the previous literature.

The reason for rejection of this hypothesis is that being bullied is an internally stressing phenomenon and bullied individuals would not like this to be shared with public even if it is for the research purpose. So their might be biased responses relevant to this variable.

As bullying victims do not tend to share their personal information relevant to their bullied life, this is one of the reasons that mediating role of stress between Bullying victimization and impulsive buying behavior is not accepted.

5.13 Hypothesis 12

Mediating role of Stress on the relationship between Social Comparison and Impulsive buying behavior: Stress mediates the relationship between Social Comparison and Impulsive buying behavior in such a way that people with high social comparison will have high stress and the stress in turn will result in more impulsive buying behavior.

Summary of Results

The results have been found to endorse the hypothesis that stress is mediating the relationship between Social Comparison orientation and impulsive buying behavior in a positive way.

5.13.1 Discussion for Hypothesis 12

The social comparisons is an instinct of humans, and people are more inclined towards upwards comparison comparing themselves with those who are above them in life and in social status. This comparison is leading towards stress and individuals start feeling negative state of emotions due to this (Dittmar et al., 2014). For intense positive feelings as a relief or remedy to this stress people act impulsively as this provides them relief.

Our results are showing the same, that people with high social comparison orientation are more stressed and in turn are exhibiting more impulsive buying.

Stress is developed when particular relationship between the person and environment is appraised by the person as taxing or exceeding his or her resources and endangering his or her well being as is being done by psychosocial stressors. In this case the stress causing agents are beyond the control of individual and individual is exhibiting aggressive addictive behavior through impulsive buying as per emotion focused coping negative coping side. Individual is dealing with psychosocial stressors which are beyond the control of an individual and they cannot be solved based on problem focus coping. As society cannot be shaped as per an individual's desire.

These results are best explained as per interaction of theories of Lazarus stress and coping theory and Feeling state theory of impulse control disorder (Lazarus Richard and Folkman, 1984; Miller, 2010). This finding is endorsed by the feeling state theory of impulse control disorder. Which elaborates that individuals looking for intense positive feelings behave in a certain way to reduce their anxiety level ignoring the losses which they are going to face by that behavior.

5.14 Hypothesis 13

Mediating role of Stress on the relationship between Interdependent self-construal and Impulsive buying behavior: Stress mediates the relationship between Interdependent self-construal and Impulsive buying behavior in such a way that people with high Interdependent self-construal will have high stress and the stress in turn will result in more impulsive buying behavior.

Summary of Results

The results have been found to endorse the hypothesis that stress is mediating the relationship between Interdependent Self-construal and impulsive buying behavior in a positive way.

5.14.1 Discussion for Hypothesis 13

Sense of connectedness and being part of a group makes a person to act and behave wisely with full responsibility (Singelis, 1994). But in case of interdependent self construal the people who are high in this feel a lot of stress due to compliance behavior which is not originally what they actually are. This stress pushes these individuals to have hyper arousal and loss of self control (Chang et al., 2011). In turn they act impulsively and buy things without any plan, on the spur of the moment as this give them joy or relaxation from stress. The results of our study endorse this argument and is consistent to the previously researched literature based evidence.

Stress is developed when particular relationship between the person and environment is appraised by the person as taxing or exceeding his or her resources and endangering his or her well being as is being done by psychosocial stressors. In this case the stress causing agents are beyond the control of individual and individual is exhibiting aggressive addictive behavior through impulsive buying as per emotion focused coping negative coping side. Individual is dealing with psychosocial stressors which are beyond the control of an individual and they cannot be solved based on problem focus coping. As society cannot be shaped as per an individual's desire.

These results are best explained as per interaction of theories of Lazarus stress and coping theory and Feeling state theory of impulse control disorder (Lazarus Richard and Folkman, 1984; Miller, 2010). The feeling state theory of impulse control disorder explain this relationship perfectly as individuals are stressed due to their compatibility issues with the significant others, their negative emotions go on the high side. In search of intense positive feelings to mitigate the negative emotions existing in them they act in impulsive buying due their loss of self control and impulse control disorder.

5.15 Research Question 2

What is the role of consumer emotional intelligence for the relationship between chronic social stressors and impulsive buying behavior through mechanism of stress?

5.16 Hypothesis 14

Consumer Emotional Intelligence moderates the mediated relationship through stress between interpersonal influence and impulsive buying behavior: Consumer Emotional Intelligence moderates the mediated relationship through stress between interpersonal influence and impulsive buying behavior in such a way that people with high consumer emotional intelligence will weaken the mediated relationship with impulsive buying behavior.

Summary of Results

The results have been found according to the hypothesis the beta of interaction term is negative and it is weakening the main effect mediated relationship. The different levels of moderator have shown that moderated mediation is significant.

5.16.1 Discussion for Hypothesis 14

As it has been discussed before that interpersonal influence had a positive relationship with stress and stress had been positively linked with the impulsive buying behavior which provides the basis that mediated relationship is existing between Interpersonal influence and impulsive buying behavior through stress. Consumer Emotional intelligence as has been hypothesized is weakening the relationship and people with high emotional intelligence are less prone to impulsive buying as they have reduced stress level.

[Landa et al. \(2008\)](#) demonstrated an obvious impact of the measurements of EI on stress and wellbeing as in EI rises as a defensive factor and a facilitative factor against stress. EI applies a moderating impact on the connection between severity of the perceived service failure and the adapting reaction ([Salovey et al., 2002](#)). Since EI involves a capacity to direct feelings to encourage thinking ([Mayer, 1997](#)), it is sensible to conjecture that

people with higher EI have a more prominent capacity to manage their mental state and therefore, are more responsible for overseeing upsetting or unpalatable occasions, will probably attempt and dispense with the source of worry of an unsavory affair, and better ready to keep emotions within reasonable limits. Various studies have demonstrated that specialist co-ops with more noteworthy levels of emotional intelligence can encourage the suitable conditions for positive results (Kernbach and Schutte, 2005), can create more prominent consumer loyalty (Rozell et al., 2004), and have been related with more prominent capacity in client arranged offering circumstances.

Thus findings of our study are in line with the previous researchers that CEI can reduce the negative impact relationships.

Stress is developed when particular relationship between the person and environment is appraised by the person as taxing or exceeding his or her resources and endangering his or her well being "In this case the stress causing agent is beyond the control of individual and individual is exhibiting aggressive addictive behavior through impulsive buying as per emotion focused coping negative coping side. Individual is dealing with psychosocial stressors which are beyond the control of an individual and they cannot be solved based on problem focus coping. As society cannot be shaped as per an individual's desire. But if an individual is high in Consumer Emotional Intelligence The positive emotion focused coping is exhibited as individual is high in Consumer Emotional intelligence and will be able to control the urges, flows of emotion and suppress them.

As per the feeling-state theory of impulse-control disorders postulates that these disorders are created when intense positive feelings become linked with specific behaviors. The effect of this linkage is that, to generate the same feeling, the person compulsively reenacts the behavior related to that original positive-feeling event, even if detrimental to his or her own wellbeing. This reenactment creates the impulse-control disorder (Miller, 2010). In our study to get out of stress the coping mechanism of impulsive buying is exhibited in pursuit of intense positive feelings. In case of emotionally intelligent people they will handle the urge differently through self control and regulation and will be facing less stress and in turn less impulsivity will be exhibited. This is supported by emotion focused coping of stress by individuals (Lazarus Richard and Folkman, 1984).

5.17 Hypothesis 15

Consumer Emotional Intelligence moderates the mediated relationship through stress between bullying victimization and impulsive buying behavior: Consumer Emotional Intelligence moderates the mediated relationship through stress between bullying and impulsive buying behavior in such a way that people with high consumer emotional intelligence will weaken the mediated relationship with impulsive buying behavior.

Summary of Results

The results have been found according to the hypothesis the beta of interaction term is negative and it is weakening the main effect mediated relationship. The different levels of moderator have shown that moderated mediation is significant but hypothesis is partially supported as mediation hypothesis has already been rejected.

5.17.1 Discussion for Hypothesis 15

The bullied person has a strong negative state of emotions going inside in the personality. That person is facing continuous stress and is aggressive in their attitude and behavior. They are continuously developing a hyper arousal state which make them vulnerable to loss of self control and cognition less behavior. So they are most probable victim of impulse control disorders and impulsive buying behaviors.

Consumer Emotional Intelligence has a negative effect on the main effect relationship as, emotionally intelligent people will be having skill of understanding and managing their emotions. So they will be facing less stress and will be exhibiting less impulsive buying despite being bullied. As their perception and facilitation skills are good due to Consumer Emotional Intelligence (Landa et al., 2008). This is also explained by emotion focused coping of stress by individuals (Lazarus Richard and Folkman, 1984).

Stress is developed when particular relationship between the person and environment is appraised by the person as taxing or exceeding his or her resources and endangering his or her well being "In this case the stress causing agent is beyond the control of individual and individual is exhibiting aggressive addictive behavior through impulsive buying as per emotion focused coping negative coping side. Individual is dealing with psychosocial stressors which are beyond the control of an individual and they cannot be solved based on problem focus coping. As society cannot be shaped as per an individual's desire.

But if an individual is high in Consumer Emotional Intelligence The positive emotion focused coping is exhibited as individual is high in Consumer Emotional intelligence and will be able to control the urges, flows of emotion and suppress them.

The results of our research are partially in line with the previous literature available in this regard, and feeling state theory applies in this situation as well but its consequences are being managed by the emotional intelligence characteristics of the individual.

The reason for partial acceptance of this hypothesis is that, the index of moderated mediation is significant which is indicator of acceptance of moderated mediation (Hayes, 2015). Additionally being bullied is an internally stressing phenomenon and bullied individuals would not like this to be shared with public even if it is for the research purpose. So their might be biased responses relevant to this variable.

5.18 Hypothesis 16

Consumer Emotional Intelligence moderates mediated relationship through stress between social comparison and impulsive buying behavior: Consumer Emotional Intelligence moderates mediated relationship through stress between social comparison and impulsive buying behavior in such a way that people with high consumer emotional intelligence will weaken the mediated relationship with impulsive buying behavior.

Summary of Results

The results have been found according to the hypothesis the beta of interaction term is negative and it is weakening the main effect mediated relationship. The different levels of moderator have shown that moderated mediation is significant.

5.18.1 Discussion for Hypothesis 16

The intensity to evaluate one's self with other's is a human instinct and specially in this materialistic world where material belongings are determinant of what you are, people tend to be more involved in social comparisons. The negativity associated with comparison to others is a stress causing mechanism and make people more stressful. Individuals with high stress are always looking for some intense positive feelings to escape from the existing stress, and they act without thinking that they might be compromising their long term benefits. So the individuals with high social comparison have high stress

and are victim of hyper arousal or loss of self control and they exhibit impulsive buying. But in case of an individual factor that is consumer emotional intelligence if they are good at it , they will be having a broader perception and will be facilitating their emotions and will manage their emotions in result will be less prone to impulsive buying (Landa et al., 2008).

Stress is developed when particular relationship between the person and environment is appraised by the person as taxing or exceeding his or her resources and endangering his or her well being "In this case the stress causing agent is beyond the control of individual and individual is exhibiting aggressive addictive behavior through impulsive buying as per emotion focused coping negative coping side. Individual is dealing with psychosocial stressors which are beyond the control of an individual and they cannot be solved based on problem focus coping. As society cannot be shaped as per an individual's desire. But if an individual is high in Consumer Emotional Intelligence The positive emotion focused coping is exhibited as individual is high in Consumer Emotional intelligence and will be able to control the urges, flows of emotion and suppress them.

The stress and coping theory of Lazarus and felling state impulse control disorder theory are applicable here with outcomes being controlled by consumer emotional intelligence, keeping in focus emotion focused coping (Lazarus Richard and Folkman, 1984; Miller, 2010).

5.19 Hypothesis 17

Consumer Emotional Intelligence moderates mediated relationship through stress between Interdependent self-construal and impulsive buying behavior: Consumer Emotional Intelligence moderates mediated relationship through stress between Interdependent self-construal and impulsive buying behavior in such a way that people with high consumer emotional intelligence will strengthen the mediated relationship with impulsive buying behavior.

Summary of Results

The results have been found according to the hypothesis the beta of interaction term is negative and it is weakening the main effect mediated relationship. The different levels of moderator have shown that moderated mediation is significant.

5.19.1 Discussion for Hypothesis 17

The feeling of being interdependent and connected makes a person to act more wisely and this trait personality is less prone to act impulsively. But still this connectedness has a stress factor associated to it and stress is linked to hyper arousal and lack of self control and as a result resulting in impulse control disorder and individuals acting impulsively. The results of our study are in line with the hypothesis made on the basis of literature. Just one exception that as stress has been found too high among individuals with interdependent self-construal they are also exhibiting high impulsive buying. The negative effect of consumer emotional intelligence is basically endorsing that it reduces stress and in turn people act less impulsively (Landa et al., 2008).

The facilitation of emotions, managing them and understanding them and perceiving them in a way that they are controlled is what consumer emotional intelligence is all about (Kidwell et al., 2007).

The stress and coping theory of Lazarus and feeling state impulse control disorder theory are applicable here with outcomes being controlled by consumer emotional intelligence, keeping in focus emotion focused coping (Lazarus Richard and Folkman, 1984; Miller, 2010).

Stress is developed when particular relationship between the person and environment is appraised by the person as taxing or exceeding his or her resources and endangering his or her well being. In this case the stress causing agent is beyond the control of individual and individual is exhibiting aggressive addictive behavior through impulsive buying as per emotion focused coping negative coping side. Individual is dealing with psychosocial stressors which are beyond the control of an individual and they cannot be solved based on problem focus coping. As society cannot be shaped as per an individual's desire. But if an individual is high in Consumer Emotional Intelligence The positive emotion focused coping is exhibited as individual is high in Consumer Emotional intelligence and will be able to control the urges, flows of emotion and suppress them.

The Feeling state theory of impulse control disorders is being endorsed in this relationship but is being managed by consumers emotional intelligence. Thus the negative outcomes in pursuit of positive emotions are being catered by consumer emotional intelligence as it reduces the stress among individuals.

5.20 Conclusion

The results of this study are very important for the field of marketing research relevant to consumer psychology pertinent to stressors, stress and behavioral outcomes. This study has found many new dimensions which are applicable on modern day consumers. The psychosocial stressors are taken into account in this research and behavior based on these stressors have been found to be significantly impulsive in nature. Every individual in the modern day is facing stress, they are in a hurry and they have multiple things to do. They have to live in this world as well and as the materialism theory suggest they will be identified by what they hold. Every individual consumer is in pursuit of getting hold of things whether they are relevant to them or not, whether these things will be useful for them or not. This study explains the modern day consumer and answers very important questions that what makes them to buy impulsively, and what are the factors which can help them to stop acting impulsively.

Though the literature of applied and clinical psychology is rich relevant to stressors and stress and the outcome behaviors, marketing research has been negligent of this fact from long that how stress is effecting the purchase patterns and behaviors of consumers (Moschis, 2007). This study has contributed to the gap filling in marketing research relevant to stress and consumer behavior.

Interpersonal influence is every day problem, almost everyone is influenced by someone, and the compliance to the superior is causing stress among individuals, this study found that this compliance is though negatively related to impulsive buying but is positively associated to impulsive buying through stress. If a person is emotionally intelligent, that person might be able to control the urge being stimulated in them and cope up with the loss of control over emotions, thus resulting in less impulsive buying and less orientation towards impulse control disorders. Same is the case with bullying victims they are always in stress and are exhibiting hyper arousal and impulse control disorders. This also can be managed through development of consumer's emotional intelligence. Social comparison the ever existing phenomenon and highly existing phenomenon in materialistic world also pushes people towards stress and resulting in impulsivity. Same is the case with Interdependent self construal.

All these psychosocial stressors are enhancing stress and pushing individuals towards some coping mechanism which can give them relief from this stress, here comes the feeling state theory of impulse control disorder into action and explain that ignoring

the long term well being how individuals look for temporal pleasures by exhibiting impulse control disorder and becoming victim of impulsive buying. This study concludes the mechanism of consumer behavior that how individual customers develop impulsive buying behavior what are the reasons for them and how theoretically this behavior can be explained.

5.21 Theoretical & Practical Implications

5.21.1 Theoretical Implications

This study has direct implications for the gap existing in the literature as identified by (Moschis, 2007). Though the literature of clinical and applied psychology is looking into this type of theoretical model but from a slightly different lens. Marketing literature will now be able to refer to this study as a mechanism explaining consumer impulsive buying with its antecedents. These main effect relations and even moderated mediation relations have not been explained in the marketing literature as per the best of knowledge of the researcher. There is a need of theory development in this context which should be purely based on marketing literature. This study will facilitate theory development in context of consumer behavior and stress.

This study has linked work from clinical and applied psychology with the real life context of consumers and marketing literature. Which is another relevant novelty of this study. Thus the many un answered questions of marketing research relevant to consumer psychology and their behavioral antecedents have been answered by this research.

Consumer emotional intelligence has been used in this study which is relevant marketing measure of emotional intelligence, this scale was developed by Kidwell et al. (2008). This study has added to the generalizability of this construct for the marketing literature. In addition to this the categorization of variables Interpersonal Influence, Bullying Victimization, Social Comparison and Interdependent Self-construal as psycho social stressors is contribution of this study to the marketing literature and theory.

The most important theoretical significance of this study will be that it will be providing better understanding of social chronic stressors in a causal study towards impulsive buying behavior under the coping mechanism support tool of emotional intelligence. The causal evidence will provide grounds for future research and inter linkage of psychology in the domain of marketing.

This research model has consumer emotional intelligence as a moderator in the relationships, identification and then endorsement of its effects on the relationship through the results and findings have given not only marketing literature something to consider but also the researchers of clinical and applied psychology will be having a controlling mechanism for their patients of impulse control disorder. This study has contributed in filling the gaps of marketing and consumer research which are still unexplored.

5.21.2 Practical Implications

This study will help consumers facing stressors, to use Consumer Emotional Intelligence for them to avoid impulsivity in their behavior. This implication is also valid for clinical and applied psychology practitioners to help their patients/customers to overcome their problem of impulse control disorder through development of their emotional intelligence. The findings of the study have an avenue for practicing marketers to find out in which markets and under what kind of stressors they can maximize their sales, by pushing the consumers towards Impulsive buying behavior. Practically this study has a lot for consumers, psychologists, marketing practitioners and the society at large to infer to make their working and practical life easy when it comes to enhance sales, heal patients or provide them with psychotherapy and manage their buying habits to control their budget.

For retailers and marketers this study contributes by identifying the areas of consumer psychology which can have an impact on their impulsiveness. All they need to do is to place their services and products at areas where people are more prone to psychosocial stressors and they can reap monetary benefits.

5.22 Limitations & Future Research Direction

Though the study has a lot to offer on the avenues of marketing and psychology literature and practice, but still there are some limitations which were part of this research and have effected the process of this research. Firstly the sample is limited and was taken conveniently this has an implications for the generalizability of results to the whole population. This limitation is dependent on another limitation of budgetary and time constraints being faced by the researcher as this research was self-financed by the researcher. Thirdly the cultural diversity and the aspect of collectivist and individualistic

societies has not be catered in the sample as the available sample is only taken from a collectivist society. Fourthly there are many other psychosocial stressors which are existing in the environment but are not part of this research due to some constraints. The direct availability of literature was a major limitation as the literature has been grounded from the allied area of clinical and applied psychology to explain a marketing context and scenario.

It is recommended that this research should be carried out on a larger sample with cultural diversity, by including many other dimensions like materialism, power distance belief, gender diversity, occasional impulsive buying and type of cultures that is collectivist and individualistic cultures for more rich findings and more generalizable findings for the marketing literature.

A major future direction for research relevant to this area is establishment of marketing theory which can explain these types of relationships, and by identifying other psychosocial stressors existing in the environment. A multilevel research study is also a future research avenue, which can take into account the work environment stressors having impact on individuals consumer side and their behavior.

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Appendix-A

Research-Questionnaire (Time 1)

Dear respondent, I am a candidate of PhD Management Sciences at Capital University of Science & Technology, Islamabad. This survey is being conducted to study Consumer Stressors and Impulsive Buying Behavior: The influence of Emotional Intelligence and Buying Power. I would like to ensure that the information /feedback provided by you will be kept confidential and will only be used for the study/research purpose. Your cooperation in this regard shall be highly appreciated. You Anonymity will be Ensured.

Regards

Mubashar Hassan Zia

Section: 1	Demographics
Your gender:	1- Male 2- Female
Your age:	1 (25 or Below), 2 (26-35), 3 (36-45), 4 (46-50) 5 (less than 50 years)
Your qualification:	1 (Bachelors) 2 (Masters), 3 (MS/MPhil), 4 (PhD)
Monthly Earnings (Income):	1 (Below 25,000 or Pocket Money), 2 (25,000-50,000), 3 (50,001-100,000), 4 (100,001-200,000) 5 (Above 200,000)

Section-2: Interpersonal Influence

Strongly disagree: 1, Disagree: 2, Neutral: 3, Agree: 4, Strongly agree: 5

1	I rarely purchase the latest fashion styles until I am sure my friends approve of them.	1	2	3	4	5
2	It is important that others like the products and brands I buy.	1	2	3	4	5
3	When buying products, I generally purchase those brands that I think others will approve of.	1	2	3	4	5
4	If other people can see me using a product, I often purchase the brand they expect me to buy.	1	2	3	4	5
5	I like to know what brands and products make good impressions on others.	1	2	3	4	5
6	I achieve a sense of belonging by purchasing the same products and brands that other purchase.	1	2	3	4	5
7	If I want to be like someone, I often try to buy the same brands that they buy.	1	2	3	4	5
8	I often identify with other people by purchasing the same products and brands they purchase.	1	2	3	4	5
9	To make sure that I buy the right product or brand, I often observe what others are buying and using.	1	2	3	4	5
10	If I have a little experience with a product, I often ask my friends about the product.	1	2	3	4	5
11	I often consult other people to help choose the best alternative available from a product class.	1	2	3	4	5
12	12. I frequently gather information from friends or family about a product before I buy.	1	2	3	4	5

Section-3: Bullying Victimization

Strongly disagree: 1, Disagree: 2, Neutral: 3, Agree: 4, Strongly agree: 5

1	I was teased in nasty ways.	1	2	3	4	5
2	Secrets were told about me to others to hurt me.	1	2	3	4	5
3	I was hurt by someone trying to break up a friendship.	1	2	3	4	5
4	I was made to feel afraid by what someone said he/she would do to me.	1	2	3	4	5
5	I was deliberately hurt physically by someone and/or by a group ganging up on me.	1	2	3	4	5
6	I was called names in nasty ways.	1	2	3	4	5
7	Someone told me he/she wouldnt like me unless I did what he/she said.	1	2	3	4	5
8	My things were deliberately damaged, destroyed or stolen.	1	2	3	4	5
9	Others tried to hurt me by leaving me out of a group or not talking to me.	1	2	3	4	5
10	Lies were told and/or false rumors spread about me by someone, to make my friends or others not like me.	1	2	3	4	5

Section-4: Social Comparison

Strongly disagree: 1, Disagree: 2, Neutral: 3, Agree: 4, Strongly agree: 5

1	I often compare how my loved ones are doing with how others are doing.	1	2	3	4	5
2	I always pay a lot of attention to how I do things compared with how others do things.	1	2	3	4	5
3	If I want to find out how well I have done something, I compare what I have done with how others have done.	1	2	3	4	5
4	I often compare how I am doing socially with other people.	1	2	3	4	5
5	I am not the type of person who compares often with others ®.	1	2	3	4	5
6	I often compare myself with others with respect to what I have accomplished in life.	1	2	3	4	5
7	I often like to talk with others about mutual opinions and experiences.	1	2	3	4	5

8	I often try to find out what others think who face similar problems as I face.	1	2	3	4	5
9	I always like to know what others in a similar situation would do.	1	2	3	4	5
10	If I want to learn more about something, I try to find out what others think about it.	1	2	3	4	5
11	I never consider my situation in life relative to that of other people. ®	1	2	3	4	5

Section-5: Interdependent Self Construal

Strongly disagree: 1, Disagree: 2, Neutral: 3, Agree: 4, Strongly agree: 5

1	I have respect for the authority figures with whom I interact.	1	2	3	4	5
2	It is important for me to maintain harmony within my group.	1	2	3	4	5
3	My happiness depends on the happiness of those around me.	1	2	3	4	5
4	I would offer my seat in a bus to my professor.	1	2	3	4	5
5	I respect people who are modest about themselves.	1	2	3	4	5
6	I will sacrifice my self-interest for the benefit of the group I am in.	1	2	3	4	5
7	I often have the feeling that my relationships with others are more important than my own accomplishments.	1	2	3	4	5
8	I should take into consideration my parents advice when making education/career plans.	1	2	3	4	5
9	It is important to me to respect decisions made by the group.	1	2	3	4	5
10	I will stay in a group if they need me, even when I am not happy with the group.	1	2	3	4	5
11	If my brother or sister fails, I feel responsible.	1	2	3	4	5
12	Even when I strongly disagree with group members, I avoid an argument.	1	2	3	4	5

Section-6: Consumer Emotional Intelligence

Useless: 1, Partially Useless: 2, Neutral: 3, Useful: 4, Quite Usefull: 5

1. “Indicate the amount of sadness expressed by the product in this picture.”



- a) Not at all present
- b) Slightly present
- c) Moderately present
- d) Quite present
- e) Extremely present

2. “Indicate the amount of excitement expressed by the product in this picture.”



- a) Not at all present
- b) Slightly present
- c) Moderately present
- d) Quite present
- e) Extremely present

3. “Indicate the amount of relaxation expressed by the product in this picture.”



- a) Not at all present
- b) Slightly present
- c) Moderately present
- d) Quite present
- e) Extremely present

4. “Indicate the amount of guilt expressed by the product in this picture.”



- a) Not at all present
- b) Slightly present
- c) Moderately present
- d) Quite present
- e) Extremely present

5. “Indicate the amount of surprise expressed by the product in this picture.”



- a) Not at all present
- b) Slightly present
- c) Moderately present
- d) Quite present
- e) Extremely present

6	How useful might it be to feel tension when interacting with an aggressive/pushy salesperson when making a purchase?	1	2	3	4	5
7	How useful might it be to feel hostility when interacting with an aggressive/pushy salesperson at an auto dealership?	1	2	3	4	5
8	How useful might it be to feel joy when consuming unhealthy food when maintaining a healthy diet?	1	2	3	4	5
9	How useful might it be to feel frustration when purchasing something expensive and interacting with an incompetent salesperson?	1	2	3	4	5

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

- a) Self-conscious
- b) Depressed
- c) Ashamed
- d) Overwhelmed
- e) Happy

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

- b) Content
- c) Unsure
- d) Fatigued
- e) Active

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

- a) She noticed an elderly lady passing out free samples of food
- b) She went to buy her favorite product and it wasn't there
- c) She was buying products that made her feel uncomfortable taking to the cashier
- d) She realized she had a lot of things to do in the afternoon

e) She was treated rudely by the cashier

13. A young man was returning expensive clothes. He felt embarrassed and then he felt angry. What happened in between?

a) He realized that he should not have bought the clothes in the first place

b) He saw an old friend in the store who was in a hurry and couldn't talk

c) He decided that he couldn't afford the clothes after all

d) He was encountered by a salesperson who was suspicious of his intentions

e) He realized that he lost one of the items he wanted to return

14. A man watched a TV commercial. He felt sad and then he felt guilty. What happened in between?

a) The commercial was offensive and made him not want to watch anymore

b) The commercial was inspiring and made him think about an old relationship

c) The commercial was thoughtful and made him think about losing touch with an old friend

d) The commercial was strange and made him think about his years growing up

e) The commercial was interesting and made him think about a new career path

15. Debbie just came back from a day of clothes shopping. She was feeling peaceful and content. How well would the following behavior preserve Debbie's emotions?

Behavior: She decides it is best to ignore the feeling since it wouldn't last.

Very In Effective	In Effective	Neutral	Effective	Very Effective
1	2	3	4	5

16. John went to his favorite clothing store where he saw a shirt that he wanted to buy last week. He felt stressed and frustrated because the shirt that he wanted was no longer there. How well would the following behavior help John reduce his frustration?

Behavior: He should discontinue future shopping at that store.

Very In Effective	In Effective	Neutral	Effective	Very Effective
1	2	3	4	5

17. Becky and Steve want to buy a new car. They will share the car and both have specific preferences in the type of car to be purchased. They have a good relationship but are stubborn about the car that they each want. How effective would Becky be in

maintaining a good relationship with Steve if she performed the following behavior?

Behavior: She should be sarcastic so that Steve will back down and they buy the car she really wants.

Very In Effective	In Effective	Neutral	Effective	Very Effective
1	2	3	4	5

18. Sarah has a job in which she interacts with many of her clients. These clients are very important to her and her company since they represent large accounts. She has a great relationship with her clients, although today, one of her clients is very rude and made an offensive comment to her. How effective would Sarah be in maintaining a good relationship with this client if performing the following behavior?

Behavior: She should become rude and offensive back to the client.

Very In Effective	In Effective	Neutral	Effective	Very Effective
1	2	3	4	5

Section-7: Perceived Stress

1. How often have you been upset because of something that happened unexpectedly?

Never	Almost Never	Sometimes	Fairly Often	Very Often
1	2	3	4	5

2. How often have you felt that you were unable to control the important things in your life?

Never	Almost Never	Sometimes	Fairly Often	Very Often
1	2	3	4	5

3. How often have you felt nervous and "stressed"?

Never	Almost Never	Sometimes	Fairly Often	Very Often
1	2	3	4	5

4. How often have you dealt successfully with irritating life hassles? ®

Never	Almost Never	Sometimes	Fairly Often	Very Often
1	2	3	4	5

5. How often have you felt that you were effectively coping with important changes that were occurring in your life? ®

Never	Almost Never	Sometimes	Fairly Often	Very Often
1	2	3	4	5

6. How often have you felt confident about your ability to handle your personal problems? ®

Never	Almost Never	Sometimes	Fairly Often	Very Often
1	2	3	4	5

7. How often have you felt that things were going your way? ®

Never	Almost Never	Sometimes	Fairly Often	Very Often
1	2	3	4	5

8. How often have you found that you could not cope with all the things that you had to do?

Never	Almost Never	Sometimes	Fairly Often	Very Often
1	2	3	4	5

9. How often have you been able to control irritations in your life? ®

Never	Almost Never	Sometimes	Fairly Often	Very Often
1	2	3	4	5

10. How often have you felt that you were on top of things? ®

Never	Almost Never	Sometimes	Fairly Often	Very Often
1	2	3	4	5

11. How often have you been angered because of things that happened that were outside of your control?

Never	Almost Never	Sometimes	Fairly Often	Very Often
1	2	3	4	5

12. How often have you found yourself thinking about things that you have to accomplish?

Never	Almost Never	Sometimes	Fairly Often	Very Often
1	2	3	4	5

13. How often have you been able to control the way you spend your time? ®

Never	Almost Never	Sometimes	Fairly Often	Very Often
1	2	3	4	5

14. How often have you felt difficulties were piling up so high that you could not overcome them?

Never	Almost Never	Sometimes	Fairly Often	Very Often
1	2	3	4	5

Section-8: Impulsive Buying Behavior

1. I often buy things spontaneously.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

2. "Just do it" describes the way I buy things.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

3. I often buy things without thinking.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

4. "I see it, I buy it" describes me.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

5. "Buy now, think about it later" describes me.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

6. Sometimes I feel like buying things on the spur-of-the-moment.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

7. I buy things according to how I feel at the moment.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

8. I carefully plan most of my purchases. ®

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

9. Sometimes I am a bit reckless about what I buy.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Thank you for your time and cooperation