

# I See, i Buy, I Regret: An Investigation of The Relationship Between Demographic Variables and Post-Purchase Regret of impulse Buying

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## Abstract:

**Background:** This study aims to investigate the association between demographic variables like age, income & gender and Post Purchase Regret due to unplanned or Impulsive Buying behaviour. The importance of this study is to provide an insight to marketers about customers' impulse buying and their post purchase regret. It is particularly important to examine the impact of impulsivity on post purchase behaviour of customers.

**Objective:** The purpose of this paper was to identify the relationship between post purchase regret and impulsive purchase and the influence of age, gender and income on impulse buying, which further lead to post purchase regret.

**Methods:** The sample consisted of 308 respondents from Western Uttar Pradesh, India, majority of respondents (89%) belong to 15 to 30-year age group (46.8% male and 53.2% female). The Karl Pearson's Coefficient of correlation, Regression, ANOVA were used to check the relationship between said variables.

**Results:** The correlation result which signified a positive relationship between impulsive buying and post purchase regret. However, there were no significant impact of age; gender and income on post purchase regret due to impulsive buying as the P Value of AVOVA for PPR and IB were more than .05 for age, gender and income. The original contribution of this study has come from a lack of research in Western UP on unplanned buying and Post Purchase Regret.

**Conclusion and Scope:** The results indicate that the relation between impulsive buying behaviour and post purchase regret are related to each other and it is important for the marketers to identify those variables, which largely influence impulsivity among the customers. The present research provides a scope for the future researchers to investigate the influence of demographic variables other than the age, gender and income that can influence impulse buying.

**Limitations:** The present has been conducted in western Uttar Pradesh only and hence the results cannot be generalized for the universe.

## Keywords

Impulse Buying; Post-Purchase Regret; Consumer Behavior; Demographic Variables; Decision-Making; Emotional Consumption; Buying Impulsiveness; Cognitive Dissonance

## Introduction

Mega marts, hypermarkets, multiplex malls, and e-commerce websites are the new faces of the contemporary retail landscape in most of the Indian cities. With a number of domestic and international companies joining the market, the retail sector in

India has become one of the most vibrant and quickly expanding businesses (Bhakat & Muruganantham, 2013). Everything in our lives has changed because of the digital shift. From using their phones to read news and social media updates to booking cabs and buying groceries online, people today have a presence in both the real and

virtual worlds. People today want everything to be done with the click of a button, so any noise, like alerts, warnings, and ads, is seen as an interruption. The media environment is changing a lot because over-the-top services like Netflix and Amazon Prime are taking market share away from print and TV. Online media like social media, websites, and blogs are being used by marketers along with offline media like TV, print, and radio. The challenge is to get the advertising content and brand message recognized by consumers who are always looking at other things (Chopra et al., 2021). The advent of digital marketing has significantly influenced the purchasing behaviour of modern customers, who are striving to strike a balance between the price and value equation in their lifestyles and consumption patterns. Smart consumer behaviour is most effectively demonstrated within the framework of individuals' economic interests and social connections (Chaudhuri et al., 2024). In the next five years, organized retailing in India is predicted to develop five times faster than it already does. This growth will mostly be attributed to changing lifestyles, rising disposable income, and advantageous demographic segmentation. The way that Indian customers purchase has completely altered, with impulsive buying becoming a far more prominent habit (Naik M et al., 2023). In present scenario, impulsive buying is expected to become a common practice when talking about shopping, especially in a developing country like India (Mittal et al., 2015). Customers often make impulsive purchases when they visit retail locations. Every person's decision-making process varies depending on the type of purchase they are making. Occasionally, decisions are made impulsively with minimal knowledge and minimal participation. Impulsive purchasing is the term used to describe this kind of unexpected purchase (Secapramana et al., 2021). The existence of an elevated emotional component, a desire to consume, and a psychological propensity to make an instant purchase distinguish impulsive purchasing from sensible buying. Impulsive purchases typically lack a plan and elicit strong emotional reactions (Bhakat & Muruganantham, 2013). It seems sense that customers would use their limited resources to get the highest levels of pleasure possible in their effort to meet their wants.

Customers need to be more involved in the decision-making process while making purchases in order to choose the options that are best for them. When customers carefully define their objectives as the foundation for the alternative-selection process, this is possible (Bui et al., 2011). Even if customers try to justify their purchases, they might not be quite sure that they were the right ones. Customers contrast the brands they purchased with those they chose not to purchase (Shankar et al., 2006; Simpson et al., 2008). To mitigate the negative impact of post-purchase regret on consumers and marketers, it is crucial for marketers to identify and address the factors that contribute to this sentiment. On the other side, marketers should attempt to improve their brands' competitive posture and boost consumer loyalty. Marketers who do not address post-purchase remorse risk losing customers to competition. Converting customers' allegiance to a brand requires less effort from competitors during the post-purchase remorse period (George & Yaoyuneyong, 2010). Following an impulse purchase, there are two types of cognitive dissonance. The first step is to make a comparison between the product's actual performance and its anticipated performance before to purchase. Before purchasing a product, customers frequently overestimate its performance, and after purchasing or using it, they frequently do not receive the desired outcomes. There will be regret or unhappiness about this. The second comes from contrasting various goods. Customers will evaluate the real performance of the product they bought against the anticipated performance of the product they had evaluated before making the buy but decided against (Kumar et al., 2020). Shopping impulsively has grown in popularity. Individuals purchase goods that they did not initially want to acquire. Numerous direct and indirect variables, including peer pressure, internet reviews, and viral marketing, might have an impact on impulsive purchase (Mistar et al., 2023). Despite the fact that impulsive buying has been researched for decades, most of the earlier studies concentrated more on the causes of impulse buying than on the results. Due to the growing sustainability agenda and the awareness that impulsive shopping is one of the primary causes of overconsumption, this tendency has shifted in recent years (Obukhovich et al.,

2023). Even though compulsive purchase is recognized as an attempt to manage long-term unpleasant effects, the function of self-conscious feelings has not been thoroughly studied or theorized (Obukhovich et al., 2023). Impulsivity is a key factor in comprehending consumer regret as a complex phenomenon. Because non-planning impulsivity was a unique predictor of post-purchase consumer regret, it had a particularly large effect on consumer regret (Sokić et al., 2020). Individuals with greater impulsiveness traits should feel more cognitive dissonance than those with low impulsivity traits (George & Yaoyuneyong, 2010). In additional research to demographic variables associated with impulsive purchase related activities, it is shown that women are more prone than men to engage in post purchase regret (Khan et al., 2015).

## Literature Review

Prior research solely examined purchases; customer characteristics were not examined. We have categorized our literature review into two categories first is definition and types of impulsive buying and other one is the variables effecting the impulsive buying.

### ***Definition and types of impulse buying***

Impulse buying is the term for spontaneous purchases made without any prior planning to acquire a certain product category or meet a particular demand. They clarified that the customer experiences an impulse to buy after feeling a desire to do so and without lots of contemplation (Beatty & Ferrell, 1998). Unplanned buying refers to any shopping decision made without any prior planning, planned purchases entail time-consuming information searching along with logical decision-making. In terms of making snap decisions, impulse purchasing differs from unplanned purchase. An impulsive purchase is not just unplanned but also characterized by an intense, immediate, and overwhelming desire to purchase something (Stern, 1962). According to the study, impulsive purchases can be further categorized based on the consumer's emotional and/or cognitive responses (Bhakat & Muruganantham, 2013). A customer who engages in impulse buying feels an immediate, strong, and enduring urge. He defined impulsive purchasing as an unintentional, non-reflective behaviour that

happens quickly after being exposed to stimuli within the store. Impulsive buying is defined as an unexpected behaviour characterized by rapid decision-making and a desire to purchase a goods right away (Burnett & Lunsford, 1994). Abrupt, alluring, hedonistically complicated purchasing behaviour in which careful and deliberate evaluation of different options and information is precluded by the speed of an impulsive decision-making process. Hedonistic behaviour is characterized by pleasure, as opposed to utilitarian behaviour, which involves consumers looking for financial gain and practical advantages when they purchase (Bayley & Nancarrow, 1998). People are said to buy things on the spot if the salesperson tells them about the product, shows appreciation for them, and answers their questions. Professional staff also make customers feel less frustrated by helping them while they shop. Friendly staff is important for meeting customers' needs and wants. If they help customers make decisions and choose products by giving them more information about them, the customers feel good and buy more from that business. A lot of studies have found that workers who are friendly make people more likely to buy things on the spot (Husnain et al., 2019).

### ***Variables affecting impulsive purchases***

Numerous elements, including the shopping environment, the shopper's personality, the product itself, and the various demographic and sociocultural features, might affect impulsive purchase behaviour. When a marketer places and manipulates cues or stimuli to entice customers to make a purchase, this is referred to be an external element of impulsive purchasing. The marketing environment and purchasing are examples of external stimuli. While the marketing environment consists of numerous sales and advertising activities, the retail environments comprise store size, ambiance, design, and formats. When a customer experiences advertising stimuli or a pertinent visual stimulus in a retail setting, they may be prompted to make a purchase. The consumer is influenced by the shop's numerous stimuli, either directly or indirectly. The lighting, layout, goods presentation, fixtures, floor coverings, colours, noises, and smells, as well as the attire and demeanor of sales and service staff, all contribute to the overall ambiance of a store.

Richly engaging and enjoyable retail spaces increase the likelihood of impulsive purchases. Background music and the way a product looked were two significant outside factors influencing the buyer (Saleh, 2012; Verplanken & Herabadi, 2001). Purchasing habits of young Indian people and discovered that sensory stimuli, such as the smell, feel, or background music, have a significant influence on how these people shop and may even trigger impulse purchases in them (Kaur & Singh, 2007). It's important for customers to remember that impulse purchase processes are substitutes for deliberate decision-making. Customers may lessen the information if impulse is a reaction to information overload. Additionally, in order to lessen the need for heuristics, they could create graphs, comparison tables, and lists as decision aids (Hausman, 2000). The satisfaction of higher order wants, which are broadly categorized according to Maslow's "hierarchy of needs," is the primary driver of impulsive purchase, a hedonic need. Various forms of impulsive purchase behaviour are the result of attempts to meet the higher order requirements in this hierarchy (Hausman, 2000). The theories of individuality and collectivism provide light on the impulsive conduct of consumers. Research on cultural aspects can help academics and professionals had better comprehend the phenomena of impulsive purchase. Those with a more autonomous self- concept tend to buy more things on impulse than people with an interconnected self-concept. In a similar vein, it is discovered that individualist customers exhibit greater impulsive buying behaviour than communal consumers do (Kacen & Lee, n.d.; Sokić et al., 2020). Retailers who purposefully provide false or ambiguous information regarding their items are acting unethically. However, if they provide products with the scant information that travelers may get online or at home, they will encourage impulsive purchase in response to the remorse of their inactivity that they had previously expressed (Guan et al., 2023). The relationship between consumer regret and emotionality is influenced indirectly by attention impulsivity: a high attention impulsivity level lowers the strength of the emotionality-regret relationship and its sentimentality and dependency on regret over missed opportunities (Sokić et al., 2020). The process of regret consists of two parts. First, there is

regret over not giving it enough thought, and then there is regret over giving it too much thought while purchasing a product. Post-purchase regret results from people buying with little time to think about the worth of an item, making impulsive purchases, and not giving enough thought to whether or not to buy anything because they are in a hurry to finish their shopping. The internal stimulation known as hedonic shopping motives is also a significant factor in impulsive purchasing behaviour and consumer innovation. It was discovered that consumers were more fantasy motivated, stimulated, inquisitive, and enthusiastic. They also exhibited novelty-seeking behaviour while making impulsive purchases (Sarwar et al., 2023). Impulsive purchases and post- purchase regret are positively correlated. It also demonstrates how variations in income affect post- purchase remorse. Based on theoretical reasoning, it is anticipated that more impulsive people will regret their impulse purchases more than less impulsive people will (Kumar et al., 2020). Viral marketing, peer pressure, and reviews all have an impact on online impulsive purchase for both gender division at the same time (Mistar et al., 2023). Whereas some researchers find negative correlation between impulsive buying and post-purchase regret, with impulsive consumers experiencing less regret than planned purchasers. The reasoning behind this is because a customer who is not used to making impulsive purchases feels regretful more than a customer who is (George & Yaoyuneyong, 2010). Consumers may become less dependent on seeing others in typical decision circumstances, or they may choose to completely disregard the choosing behaviours of others (Simpson et al., 2008). Young shoppers often approach purchases from a sensual rather than a practical standpoint. Getting ideas for new products or making acquaintances are two of their main hobbies (Kaur & Singh, 2007). Because impulsivity influences customer regret after purchasing, its many characteristics are crucial in comprehending consumer behavior (Sokić et al., 2019). Because of prestige consumption, compulsive purchasing does result in post- purchase remorse. Additionally, the close correlation between compulsive buying and materialism suggests that young customers share materialistic ideal. Customers valued product influencer fitting highly because they followed

certain types of influencers for certain product categories. Consumers are touched at four different levels, depending on the posts shared by influencers: more brand awareness, subject matter knowledge, brand preference, and preference. Selecting the ideal influencer to provide carefully chosen guidance, anecdotes, and recommendations in order to spark audience interaction is essential to successful influencer marketing(Chopra et al., 2021). Impulsive buyers tend to regret their choices later on and participate less in the decision-making process. Having a sense of duty has a major beneficial impact on regret after purchases. In actuality, one may experience greater regret following a purchase the more responsible they feel (Moakhar et al., 2024), the study also reveals that Post-purchase guilt is directly and severely impacted by low self- esteem. The more often someone is to feel regret after making a purchase, the lower his or her self- esteem. The investigator expounded on the significance of the personal and societal dimensions of customers' attempts to engage in panic buying (Cham et al., 2023). On the basis of reviewing the literature following hypothesis are framed in the contest of the study-

*Hypothesis-1 (H1)* There is no significant impact of impulsive buying on post purchase regret.

*Hypothesis-2 (H2)* Income has no significant impact on Post-purchase regret due to impulse buying.

*Hypothesis-3 (H3)* Gender has no significant impact on Post-purchase regret and impulse buying.

*Hypothesis-4 (H4)* Age has no significant impact on Post-purchase regret and impulse buying.

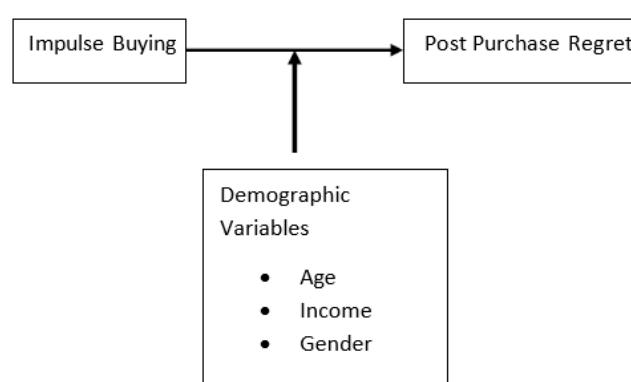
### Research Objectives

Following objectives are framed for the current study-

1. Identify the relationship between post purchase regret and impulsive purchase.
2. Influence of Demographic variables like age, gender and income on impulse buying which further lead to post purchase regret.

### Proposed Model of Study

Figure 1 illustrates the suggested model for the study that the researcher created based on the literature evaluation and hypotheses that were formed from it. The relationships in this model will be put to the test in order to inform the analysis, conclusions, and suggestions of this study.



**Figure-1:** Proposed Study Model

### Research Methodology Sample & Data Collection

In order to conduct the study and verify the results, 500 persons with varying demographic profiles from the Western U.P. cities in India were given questionnaires. Out of the circulated questionnaire only 308 completely answered questionnaires were selected for the final study. In total there were

.... Questions in the questionnaire. Part A of the questionnaire discussed the demographic details of the customers whereas part B contained the questions based on impulsive buying (IB) and post purchase regret (PPR). All the questions were asked on the likert scale ranging from strongly disagree (1) to strongly agree (5). To find out the average value, mean has been used as it is a most

common and simplest measurement of central tendency. ANOVA has also been used to test the significance of difference between more than two groups which are based on the one independent variable. The correlation analysis has been used to identify the closeness between two variables under

#### **Data Analysis and Discussions**

**Table – 1**, demographics of the studied sample n= 308

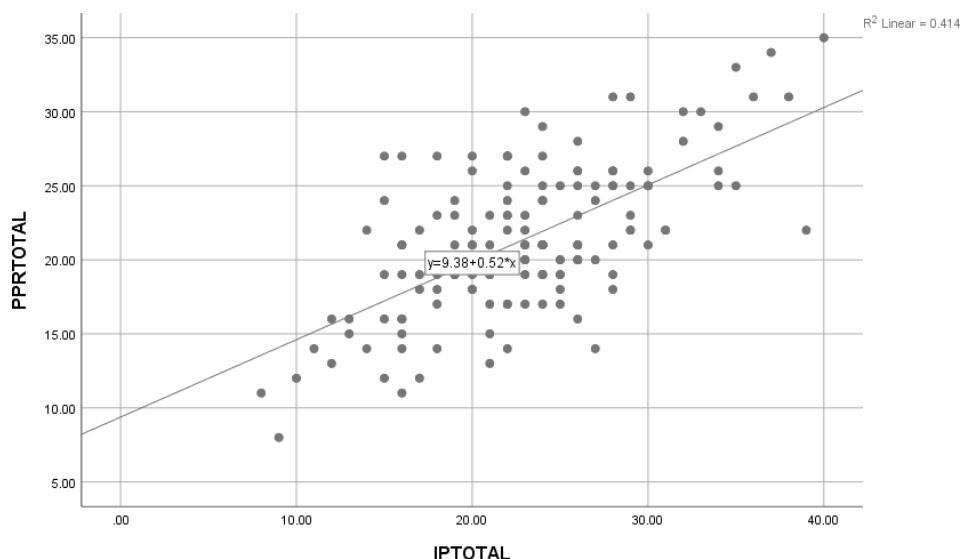
S.NO	Statement	Frequency	Percent
<b>gender</b>	male	144	46.8
	female	164	53.2
<b>Age</b>	15-30 Years	274	89.0
	31-45 years	28	9.1
	more than 45 years	6	1.9
<b>Income</b>	up to 2,00,000	84	27.3
	2,00,000-3,50,000	89	28.9
	more than 3,50,000	135	43.8

Following table gives the basic demographics of the sample. As it is visible from the table that majority of the respondents i.e. 53.2% were female. It is also visible from the table that 89% respondents belong to 15 to 30 years of age group whereas only 9% respondents belong to second category of age group that was 31st to 45 years. It can be interpreted from the table that majority of the respondents i.e. 43.8 percent respondents were having annual income of rupees 3.5 lakh whereas 28.9% were having an annual salary of rupees, 2 lakh 23.5 lakh.

the study. Karl Pearson coefficient of correlation is used to identify the degree of relationship between two variables. And with the help of regression analysis the impact of independent variable on dependent variable has been checked.

#### **Hypothesis-1 (H1) There is no significant impact of impulsive buying on post purchase regret.**

This hypothesis has been tested by using linear regression analysis. The first step in regression analysis is to check the correlation between dependent and the independent variable. Here impulsive buying is independent variable and post purchase regret is dependent variable. The correlation between dependent and independent is presented by using correlation plot between these two variables.



**Fig-2**, Correlation Plot between Impulsive Buying (IB) and Post Purchase Regret (PPR)

From the graph, a linear positive correlation between dependent and independent variable i.e. PPR and IB respectively is visible. With the help of

Pearson correlation analysis, refer below table, the value of r is found to be significant at p value= .000 whereas r= .643.

**Table – 2, Pearson Correlation Analysis**

Correlations		PPR	IB
PPR	Pearson Correlation	1	.643**
	Sig. (2-tailed)		.000
	N	308	308
IB	Pearson Correlation	.643**	1
	Sig. (2-tailed)	.000	
	N	308	308
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation matrix above in table shows that there is a moderate level of correlation exists between IB and PPR. And this correlation value is .643 which is significant at p-value= .000 at the 0.01 level of significance. This shows that the regression analysis can still be applied to check the impact of

independent variable on the dependent variable. Proceeding further linear regression analysis has been used to test the relationship between IB and PPR. Following table shows the results of regression model.

**Table – 3, Regression Results<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643 <sup>a</sup>	0.414	0.412	3.76401

- Predictors: (Constant), IB
- Dependent Variable: PPR

**Table – 4, Regression Coefficients<sup>a</sup>**

Unstandardized Coefficients			Standardized Coefficients		t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	9.381	.847		11.071	.000
	IB	.523	.036	.643	14.697	.000

- Dependent Variable: PPR

**Table – 5, ANOVA<sup>a</sup> Result**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3060.089	1	3060.089	215.989	.000 <sup>b</sup>
	Residual	4335.339	306	14.168		
	Total	7395.429	307			

- Dependent Variable: PPR
- Predictors: (Constant), IB

From table 3 it is cleared that the value of R is .643 which indicates a moderate degree of correlation exist between IB and PPR. And at the same time it is also evident from the above table that there is an impact of IB on PPR because a significant model has been emerged. The ANOVA results (Table 5) depict that a significant model has been emerged as the value of  $F(1, 306) = 215.989$ , at p-value: .000 at 1 percent level of significance. The regression results indicate that the overall post purchase regret is attributed to a little bit of impulsive buying. Regression coefficients are also statistically

significant at 1 percent level of significance. The value of R-square is .414, which shows that 41.4% variation in post purchase regret can be attributed to impulsive buying done by the customers. The regression result table explains that post purchase regret is positively related with the impulsive buying however the measured impact is low but significant. Hence rejection of null hypothesis is done and it can be concluded that there is a significant or positive impact of impulsive buying on post purchase regret. ( $F$ -statistic: 215.989 on 1 and 306 DF, p- value: .000)



**Figure-3: Model for IB and PPR**

As we write the regression equation like,  $Y = a + bX$ , where 'X' is independent variable and 'Y' is dependent variable, 'a' is constant and 'b' is the slope of regression line. So in our study the regression equation can be written as following-

$$Y = 9.381 + .523 (X)$$

As the value of b is positive so we can conclude that there is a positive impact of impulsive buying on post purchase regret.

**Hypothesis-2 (H2) Income has no significant impact on Post-purchase regret due to impulse buying.**

Table- 6, descriptive statistics (Income)

		N	Mean	Std. Deviation
PPR	up to 2,00,000	84	20.9286	1.06532
	2,00,000-3,50,000	89	21.5169	0.92469
	more than 3,50,000	135	21.6815	1.81083
IB	up to 2,00,000	84	23.0357	1.69177
	2,00,000-3,50,000	89	22.2247	1.92904
	more than 3,50,000	135	23.6074	1.29984

For testing the hypothesis descriptive statistics has been used for both the variable PPR and IB. It can be seen from the table that the mean values of responses given by respondents coming from different income group are quite close to each other that is 20.92, 21.51 and 21.68 where as the standard deviation is 1.06 and .92 and 1.81 respectively. There is no major difference can be seen between the mean values of respondents from different

income group towards PPR.

Same applies in the case of Impulsive Buying (IB), the mean value of responses given by respondents coming from different income group are quite close to each other that is 23.03, 22.22 and 23.60. No major difference can be seen between these values so over all from the descriptive analysis it can be said that no major significant impact of different income group can be seen on the PPR and IB.

Table – 7, ANOVA

Sum of Squares			df	Mean Square	F	Sig.
PPR	Between Groups	30.329	2	15.164	.628	.534
	Within Groups	7365.100	305	24.148		
	Total	7395.429	307			
IB	Between Groups	102.578	2	51.289	1.409	.246
	Within Groups	11100.591	305	36.395		
	Total	11203.169	307			

To test this statistically ANOVA test has been used for both the variables and it can be seen from the table that the p value is .534 for PPR. For impulsive buying the significant p value is .246. The p value in both the cases is greater than .05 which means that

*Hypothesis-3 (H3)* Gender has no significant impact on Post-purchase regret and impulse buying.

**Table- 8, Descriptive Statistics (Gender)**

	gender	N	Mean	Standard Deviation
PPR	male	144	21.4861	1.02
	female	164	21.3780	1.05
IB	male	144	23.1806	1.27
	female	164	22.9390	1.23

For testing the hypothesis descriptive statistics has been used for both the variable post purchase regret (PPR) and impulsive buying (IB). It can be seen from the table that the mean values of responses given by female and male respondents for PPR is quite close to each other that is 21.37 and 21.48 where as the standard deviation is 1.05 and 1.024 respectively. There is no major difference can be seen between the mean values of male respondents

we fail in rejecting the null hypothesis and accepted it which means that there is no significant impact of income on post purchase regret and impulsive buying.

and female respondents towards PPR.

Same applies in the case of Impulsive Buying (IB), the mean value for male respondent is 23.18 and the mean value for female respondents is 22.93. No major difference can be seen between these two values so over all from the descriptive analysis it can be said that no major significant impact of gender can be seen on the PPR and IB.

**Table – 9, Levene's Test for Equality of Variances**

F			Sig.	t	df
PP	Equal variances assumed	.163	.687	.192	306
	Equal variances not assumed			.192	300.479
IB	Equal variances assumed	.084	.772	.350	306
	Equal variances not assumed			.350	302.705

To test this statistically independent sample t-test has been used for both the variable it can be seen from the table that the p value is .687 on f value .163 on degree of freedom 306. For impulsive buying the significant p value is 0.772 on f value .084 and the degree of freedom of 306. The p value in both the cases is greater than .05 which means that we fail in rejecting the null hypothesis and accepted it which means that there is no significant impact of gender on post purchase regret and impulsive buying.

*Hypothesis-4 (H4)* Age has no significant impact on Post-purchase regret and impulse buying.

For testing the hypothesis descriptive statistics has been used for both the variable post purchase regret (PPR) and impulsive buying (IB). It is visible from

the table that the mean values of responses given by respondents from different age group for PPR is quite close to each other that is 21.35, 21.85 and 23.00 whereas the standard deviation is 1.97 and 2.10 and 1.44 respectively. There is no major difference can be seen between the mean values of respondents from different age group towards PPR.

Same applies in the case of Impulsive Buying (IB), the mean value of responses given by respondents coming from different age group are quite close to each other that is 23.23, 21.85 and

20.33. No major difference can be seen between these values so over all from the descriptive analysis it can be said that no major significant impact of different age group can be seen on the PPR and IB.

Table –10, Descriptive statistics

N			Mean	Std. Deviation
PPR	15-30 Years	274	21.3504	1.97995
	31-45 years	28	21.8571	2.10703
	more than 45 years	6	23.0000	1.44059
IB	15-30 Years	274	23.2336	2.22916
	31-45 years	28	21.8571	1.12503
	more than 45 years	6	20.3333	1.38625

To test this statistically ANOVA test has been used for both the variables and it can be seen from the table that the p value is .640 for PPR. For impulsive buying the p value is .279. The p value in both the

cases is greater than .05 which means that we fail in rejecting the null hypothesis and accepted it which means that there is no significant impact of age on post purchase regret and impulsive buying.

Table – 11, ANOVA

Sum of Squares		df	Mean Square	F	Sig.
PPRTOTAL	Between Groups	21.635	10.818	.447	.640
	Within Groups	7373.794	24.176		
Total		7395.429	307		
IPTOTAL	Between Groups	93.356	46.678	1.281	.279
	Within Groups	11109.813	36.426		
	Total	11203.169	307		

## Conclusion

The research study has discovered a connection among impulsive buying behavior, post-purchase regret, and demographics composed of age, gender, and income factors among Western Uttar Pradesh consumers. The outcome of the study provides direct evidence of the existence of a significant and positive connection between impulsive buying and post-purchase regret, which indicates that those consumers who sometimes take part in impulsive purchases are likely to feel regret afterward. The findings from regression analyses assert that impulsive buying is responsible for about the same percentage of variation in post-purchase regret as a great predictor of negative post-purchase emotions and thus, the significance of the relationship is highlighted.

Conversely, the analysis points that the demographic factors such as age, gender, and income do not exert a statistically significant effect on either impulsive buying or post-purchase regret. These findings suggest that the tendencies of buying impulsively and the accompanying regret are mainly psychological and behavioral matters, mostly not influenced by the core demographic parameters. This opened up a space for discussion as a signal for marketers and researchers to go beyond the classical demographic segmentation and concentrate more on the behavioral, emotional, and

situational factors that are influencing consumer decision-making.

From Throughout the managerial viewpoint, the outcomes emphasize the need for marketers to come up with responsible marketing strategies that will lessen consumer regret since the latter—post-purchase regret—can turn out to be a negative factor in the overall customer satisfaction, brand loyalty, and even more in the case of long-term relationships. Accurate information about products, lessening misleading promotional cues, and helping consumers make informed decisions may be measures taken to lower the disappointment linked to impulsive purchases.

Nonetheless, the study has geographic limitations and sample composition which are the main constraints that prevent the findings from being applicable widely. Future studies might take over this investigation by adding other psychological factors like self-control, materialism, hedonic motivation, and emotional regulation into the mix besides looking at different product categories, online shopping environments, and various geographical areas.

The present research largely corroborates the results of previous studies in the area, above all, those which demonstrate a positive link between impulsive buying and post-purchase regret (e.g., George & Yaoyuneyong, 2010; Kumar et al., 2020;

Sokić et al., 2020). Just like the past studies, this research again proves that the leading cause of impulsive buying is to have a subsequent negative feeling about it, namely cognitive dissonance.

Simultaneously, the insignificant effect of demographic variables partly separates the present research from some earlier studies that indicated demographic disparities—especially gender and income factors—on impulsive buying and regret. This separation indicates that the effect of demographics might be context-specific and culturally dependent, hence, providing new empirical evidence from the Indian retail landscape, particularly Western Uttar Pradesh.

All in all, the current study is in line with the dominant theoretical direction of existing literature, also it has extended the literature by disputing the universal relevance of demographic factors, thus providing important insights for both researchers and practitioners.

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