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# Impulse Buying: The Influence of Impulse Buying Tendency, Urge to Buy and Gender on Impulse Buying of the Retail Customers

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## Abstract

**Purpose:** The main purpose of this research is to examine the effect of impulse buying tendencies toward impulse buying, which is mediated by an urge to buy and moderated by the gender of the retail customers. **Research design, data and methodology:** This study uses a survey design. The sample consisted of several mall customers in Yogyakarta. Purposive sampling was used as the sampling technique. Data collection was carried out in two ways, distributing questionnaires online and directly giving questionnaires to mall customers. **Results:** The results of data analysis using structural equation modeling show that: 1). Impulse buying tendencies have a positive and significant effect on the urge to buy and impulse buying, 2). The effect of impulse buying tendencies on impulse buying were mediated by an urge to buy and moderated by gender. **Conclusions:** Theoretical implications of this research strengthen the concept/theory concerning the relationship of the impulse buying tendencies, urge to buy and impulse buying. The results of the study have some managerial implications. It can be used to reference retail store business in increasing the volume of retail customers purchases through impulse buying. The retail businesses can increase impulse buying which will trigger impulsive purchases and the company's sales and profitability

**Keywords :** Impulse Buying, Impulse Buying Tendency, Urge to Buy, Gender, Retail Customers

**JEL Classification Code** M20, M30, M31, M37

## 1. Introduction

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Starting in the 90s, some researchers researched the possibility of stimulating unplanned consumer purchases of productive products or item categories (Inman et al., 2009). Various empirical studies show that many consumers experience impulse buying. An empirical study conducted by Nelson states that 8 out of 10 consumers in supermarkets buy a product item unplanned (impulsively), and one in five consumer shopping baskets contain impulse purchases of product items (Cheng et al., 2013). A study conducted by Muhtar Kent expressed more than 70% of Coke's sales caused by impulse buying (Karmali, 2007). It is suggested that there may be a 40% increase in profitability at a Canadian chain wholesaler if each consumer impulsively purchases one additional item of the product (Dawson & Kim, 2009; Foroughi et al., 2013). Impulse buying behavior begins with the tendency or desire to buy something impulsively without considering

various possible negative consequences. The relevant research states that impulse buying tendencies impact impulse buying through positive emotions and an urge to buy (Mohan et al., 2013). Individuals who have high impulse buying tendencies tend to do longer searches in the store, which results in positive reinforcement for impulse buying. This statement is relevant because research that states individuals who have high impulse buying tendencies are more sensitive and responsive to environmental cues, causing the individuals to become more included in impulse buying (Youn & Faber, 2000).

Urge to buy is the other factor that affects impulse buying. A strong urge to buy from retail customers is directly influenced by stimulus or extrinsic factors such as in-store promotions, visualization of merchandise, and store images (Maharani et al., 2020). Impulse buying occurs after individuals experience a strong urge to make an impulsive purchase (Foroughi et al., 2013). The more urges the individual experience, the more likely individual is to engage in impulse buying. Thus, the retail customers who perform in-store searches can result in spontaneous or sudden encounters with the desired object resulting in a desire to buy that is difficult to resist cause of the product's closeness to consumers. However, although it is often strong and sometimes unbearable, the urge or desire is not always followed up into a behavior. Individuals use various techniques for controlling their desires (Verplanken & Sato, 2011). The other factor that influences impulse buying is gender. Gender is a trait inherent in men and women formed by social and cultural factors (Mitchell & Walsh, 2004). Women are more likely to impulse buying because they buy goods more often without any prior intention or buy goods impulsively when shopping for other purposes (Khan et al., 2015). Women also tend to have a lower ability to control themselves than male consumers to more often do impulse buying (Hadjali et al., 2012).

Although it is known that there are many research results regarding the relationship between impulse buying tendencies, impulse buying and impulse buying, there is still debate about the results of these studies (Saad & Metawie, 2015; Xiang et al., 2016). This research needs to be carried out with the expectations can provide empirical evidence for various studies that state the debate about the relationship between impulse buying tendencies, urge to buy, and impulse buying. Based on the study of the previous research, it is known that no impulse buying model considers a direct or indirect relationship between impulse buying tendencies, urge to buy, and gender with impulse buying. Therefore it is necessary to conduct research that examines how the direct or indirect relationship between impulse buying tendencies, impulse buying, and impulse buying is needed because research that focuses on one problem can produce an oversimplified

and one-sided view of behavior (Turkyilmaz et al., 2015). Therefore, this study is also intended to formulate a comprehensive research model that can describe the direct and indirect linkages of impulse buying tendencies, urge to buy, and impulse buying by including the urge to buy as a mediating variable and gender as a moderating variable the research model. "Urge to buy" is used as a variable that mediates the influence of impulse buying tendencies on impulse buying because even though the desire is so strong and sometimes irresistible, it is not always followed up into a behavior, sometimes individuals use various techniques to control the desire (Foroughi et al., 2013). The use of "gender" as a moderating variable because although there are much research which state that gender influences impulse buying, there is some research that contradicts the results of previous studies (Hadjali et al., 2012).

The contributions of this research for marketers in the retail industry are expected to encourage the retail customers to make impulse buying for increasing sales and company profitability through the development of a gender-based marketing strategy. Marketers need to develop a gender-based marketing strategy because men and women have different patterns and directions of marketing activities (Chun et al., 2020). This research is also expected to contribute theoretically to academics in developing an impulse buying behavior research model that explicitly explains the impact of impulse buying tendencies, directly or indirectly, on impulse buying through an urge to buy and the gender of the retail customers.

## **2. Review of The Literature**

### **2.1. Impulse Buying Tendency and Impulse Buying**

Retail customers who have high impulse buying tendencies have a strong propensity to do impulsive purchasing because the high impulsive customer has a weaker control than the retail customer who has relatively lower impulsive buying tendencies (Dawson & Kim, 2009; Foroughi et al., 2013; Youn & Faber, 2000). Impulse buying occurs as part of a broader psychological function, particularly in the form of self-regulatory behavior (Verplanken & Sato, 2011). Individuals who have a high tendency for impulse buying will decide to buy things that attract their attention without thinking again. Individuals do not care if they already have similar objects or have bought similar objects before (Verplanken & Sato, 2011). Retail customer's impulse buying is influenced by many factors, including external stimuli, the shopping environment, and consumers' characteristics. Impulse buying can be influenced by the product, the buying

situation or personal characteristics (Yang et al., 2013). The personal characteristics of these consumers include the level of impulsive tendencies and the level of optimal stimulation, shopping pleasure, or low self-control (Youn & Faber, 2000). Concerning impulse buying behavior, it is stated that consumers with high impulse buying tendencies tend to make more impulse purchases because people with high impulse buying tendencies have weaker control than customers with relatively lower impulse buying tendencies (Dawson & Kim, 2009; Ferooghi et al., 2013; Herabadi et al., 2009; Youn & Faber, 2000). Based on the above discussion, we formulate hypothesize:

**H1:** Impulse buying tendency has a positive and significant effect on impulse buying.

## 2.2. Impulse Buying Tendency and Urge to Buy

Urge to buy or desire to do impulse purchasing come unexpectedly. Nearly 32 percent of the respondents express this aspect clearly (Lin & Chen, 2012). Respondents expressed being "suddenly" driven to purchase something as an example is given when one of the respondents saw ice cream, he rushed to buy it. Every consumer has a different impulse buying tendency. Consumers who have a high propensity for impulsive buying tend to have a strong desire to do impulse buying. Individuals who have a high tendency for impulse buying tend to do longer searches in the store, resulting in encouragement (positive reinforcement) to make impulse buying. Research conducted by Mohan et al., (2013) states that impulse buying tendencies influence impulse buying through positive emotions and impulse buying impulses. Individuals who have a high impulse buying tendency tend to search longer in the store to generate an impulse (positive reinforcement) to make an impulse purchase (Hanzaee & Taherikia, 2010). Hence, we hypothesize:

**H2:** Impulse buying tendency has a positive and significant effect on the urge to buy

## 2.3. Urge to Buy and Impulse Buying

Consumers who are constantly experiencing an urge to buy cannot withstand the various purchasing encouragement during the shopping process even though they try to control them maximally (Baumeister et al., 2002; Dholakia, 2000). An urge to buy is defined as the urge on someone that appears or arises when facing something or an item in a store environment such as a particular brand, item, or product (Dholakia, 2000; Mohan et al., 2013). It means an urge to buy or desire to buy precedes impulsive consumption; therefore, it is expected that desire or an urge

to buy is related to impulse buying positively. An urge to buy is a state of sudden and spontaneous that consumers feel when meeting an item or product in the store environment. The stronger the urge to buy a person experiences, the greater the chances of making an impulsive purchase. The impulse experienced by the retail customers is primarily due to the physical closeness of the consumer to the object. Consumers have the most difficult moments to resist the desire to make impulse purchases when faced with objects they find attractive. Some previous research stated that impulse buying is affected by an urge to buy positively (Ferooghi et al., 2013; Hanzaee & Taherikia, 2010; Mohan et al., 2013). Many studies (Ferooghi et al., 2013; Hanzaee & Taherikia, 2010; Mohan et al., 2013) state that buying is positively related to impulse buying behavior. Hence, we posit the following hypothesis:

**H3:** Urge to buy has a positive and significant influence on impulse buying

## 2.4. Impulse Buying Tendency, Urge to Buy, And Impulse Buying

Every consumer has a different impulsive buying tendency. Therefore the retail customers who have a high tendency of impulsive buying have a more substantial possibility of desire to make impulse buying. Consumers with a stronger level of impulse buying tend to feel stronger an urge to make an impulse purchasing. Urge to buy is an impulse urge that is felt or arises when a customer-facing an item of product or something in a store environment such as a particular brand or item. It is stated that an urge or desire to make impulse buying precedes impulse purchases, so an urge to buy is assumed to be related to impulse purchasing behavior positively (Ferooghi et al., 2013; Hanzaee & Taherikia, 2010). The results suggest that when retail customers are shopping in stores, the stronger the urge to buy is felt by consumers, the stronger the opportunity for the customer to do impulse buying. Several prior studies show that an urge to buy positively affects impulsive purchasing behavior (Ferooghi et al., 2013; Hanzaee & Taherikia, 2010; Mohan et al., 2013). Hence, we posit hypothesis:

**H4:** Impulse buying tendency has a positive and significant influence on impulse buying through an urge to buy

## 2.5. Impulse Buying Tendency, Gender and Impulse Buying

Research concerning the influence of the tendency of impulse buying toward impulse buying has been conducted

by many researchers. In general, the results showed that consumers with strong impulse buying tendencies tend to experience more impulsive purchases. Other research indicates that other factors may strengthen the interaction between the tendency of impulse buying and impulse buying (Kwak et al., 2006; Lin & Chen, 2012). Regarding gender factors in impulse buying, stated that the woman experiences stronger impulse purchasing than the man due to emotional reasons. Therefore, it is possible that women are more likely to be attracted to an object and immediately satisfy their pleasures. Many research shows that female buyers make more impulse purchasing than men (Dittmar & Drury, 2000; Imad et al., 2020; Tifferet & Herstein, 2012; Verplanken & Sato, 2011). The level of impulse buying is higher among women because women are more prone to sensory cues that come from the touch of an item than men (Tifferet & Herstein, 2012). Based on the above statement, we hypothesized:

**H5:** Gender moderates the effect of impulse buying tendency on impulse buying

### 3. Research Methods

The study used a survey design. The population in this study were all mall customers in Yogyakarta, including: Ambarukmo Plaza Yogyakarta mall customers, Malioboro Mall Yogyakarta, Hartono Mall Yogyakarta, etc. The sample in this study consisted of many customers in malls or shopping centers in Yogyakarta. Purposive sampling was used as the sampling technique in this research with specific considerations: 1). Consumers shopped at malls located in the Yogyakarta area, such as Ambarukmo Plaza

mall, Malioboro Mall, Hartono Mall, Etc. 2). Consumers make unplanned purchases of products when shopping at several malls in Yogyakarta. This research use a research sample that amounted to 206 respondents. The data collection procedure is carried out in two ways. The first way is by sending questionnaires to respondents in Yogyakarta via google form or sending questionnaires online. The second way is done by: 1) Approach everyone who enters the mall, ask if he or she is willing to participate, and record all rejections. 2). Visiting mall visitors willing to fill out the questionnaire prepared by the researchers after they have completed the entire series of shopping trips at the mall.

The sample size used is based on the recommendation of (Hair et al., 2006) which states that the number of samples cannot be analyzed and represents the population if the number is less than 50 and the sample must be 100 or more. The minimum sample size is at least five times and will be accepted if the sample size is ten times the number of variables to be studied so that the sample used in this study is 260, which has exceeded the minimum sample requirements to represent the population. Data collection via google form is carried out by researchers by (1) The number of questionnaires sent via google form to the target respondents was 300, and the questionnaires returned to researchers were 260, so the response rate for this study was 86%. Questionnaires were sent via google form through the Indonesian retail consumer association group. Researchers also collected data through interviews with 25 respondents who often made impulsive purchases to complete data collection procedures. (2) Classify and select consumers based on consumers' experiences who have made impulsive purchases that are filtered on the questionnaire.

**Table 1:** Multicollinearity Test

Indicator	VIF	Indicator	VIF	Indicator	VIF
IB1	2.014	IBT1	1.721	UB2	2.208
IB2	2.118	IBT2	2.192	UB3	1.856
IB3	2.360	IBT3	1.727	UB4	2.055
IB4	2.796	IBT4	1.993	GND	1.000
IB5	2.038	IBT5	1.716		
IB6	2.691	IBT6	1.610		
IB7	3.843	UB1	1.443		

Source: Statistical data processing using PLS

Data collection was carried out by the student of the management study program and the marketing diploma study program. The data collection involved ten students and two supervisors who supervised the data collection process for two months. Data collection procedures were

carried out by asking respondents to answer each question by choosing one of the five alternative answers available (strongly agree to disagree strongly). The measurement of variables in this study uses a number of questionnaire instruments developed by previous researchers. Measurement of the impulse buying tendency (IBT)

variable is measured using an instrument with six questionnaires (Foroughi et al., 2013), an urge to buy (UB) is measured using an instrument with four questionnaires (Mohan et al., 2013). The measurement of impulse buying (IB) was measured using seven questionnaire items (Tifferet & Herstein, 2012). Based on the multicollinearity test results shown in table 1, it can be concluded that there is no collinearity between all indicators in the variables/constructs used in the research model because of the VIF value of all variables/construct indicators has a value <5. Variance Inflation Factor (VIF) is used to

evaluate multicollinearity. The VIF value must be <5 because if > 5 indicates collinearity between constructs (Sarstedt et al., 2020).

Hypothesis testing uses the Structural Equation Modeling (SEM) analysis technique using PLS. Test the relationship between constructs by looking at the results of the path parameter coefficient and its significance level. Hypothesis testing is seen from the statistical t value and p-value using the 5% alpha value, and the statistical value used is 1.96. Through bootstrapping calculations, the values obtained are shown in the following Figure 1:

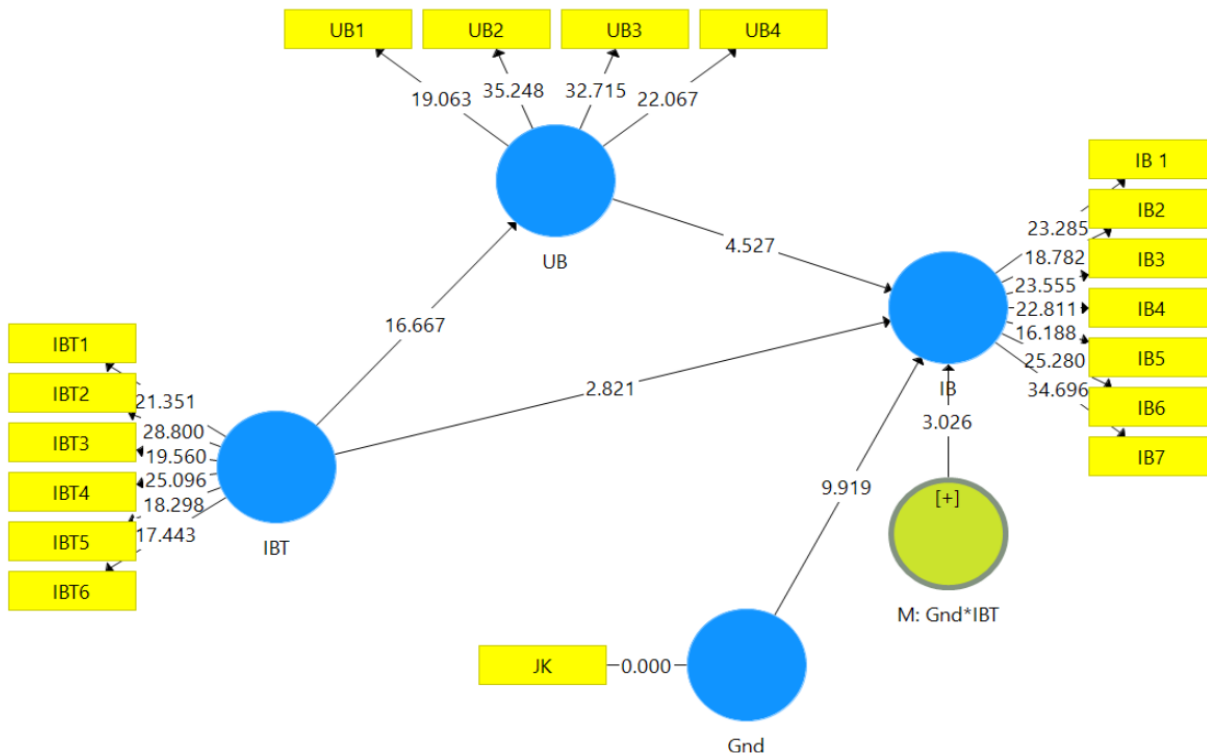


Figure 1: The Result of SEM Analysis

#### 4. Data Analysis and Findings

In data analysis, first, a frequency analysis was carried out to determine the demographic characteristics of the respondents and the range of products purchased impulsively by the respondents. Then structural equation modeling (SEM) using Smart PLS 3 was used to test the research model proposed.

##### 4.1. Demographic Profile

The demographic profile in Table 2 contains the characteristics of the respondents in terms of gender, age,

educational background, and marital status. The distribution of frequency in Table 2 shows that 36.89% of the respondents surveyed were male (n = 76) and 63.11% were female (n = 130). It indicates that the possibility of female respondents experiencing more impulse buying than male respondents. In addition, there is a similar distribution of respondents by age group. The number of the age group of the respondents between 15-25 years was 63.59% (n = 131), the 26-35 age group was 9.7% (n=20), the 36-45 age group was 20.39% (n = 42), the age group 45 years-60 years is 6.31% (n = 13). These findings may suggest that the young age group may dominate in impulse buying behavior.

Furthermore, Table 2 shows that the majority of

respondents in this study had a high school education background of 54.85% (n = 113), 24.17% undergraduate (n = 50), Masters 17.96% (n = 37) and Doctoral a number of 2.91% (n = 3). These studies indicate that the majority is possible respondents who engage in impulse buying have a high school education background. Table 2 also shows the marital status. that 71.1% (n = 146) of respondents were not married, 28.9% (n = 60) married. It indicates that the majority of respondents who engage in impulse buying have an unmarried background.

**Table 2: Demographic Profile**

Description	Frequency	Percent
<b>Gender</b>		
1. Male	76	36.89
2. Female	130	63.11
Total	206	100.00
<b>Age</b>		
1. 15-25 years	131	63.59
2. 26-35 years	20	9.71
3. 36-45 years	42	20.39
4. 45-60 years	13	6.31
Total	206	100.00
<b>Education</b>		
1. High School	113	54.85
2. Bachelor	50	24.27
3. Masters	37	17.96
4. Doctoral	6	2.91
Total	206	100.00
<b>Marital Status</b>		
Married	60	28.9
Not Married	146	71.1
Total	206	100.00

Source: Questionnaire Data (2019)

**4.2. Variety of Consumer Product Purchases Impulsively**

The results showed that respondents bought various products impulsively. Table 3 shows the types of products purchased by respondents impulsively. Table 3 shows that most respondents stated that the product that is often bought impulsively is snacks. Then in order, the products that are often bought impulsively include household appliances, electronic equipment, fashion accessories, shoes, clothes, and bags.

**Table 3: Variety of Products**

	Product	Amount	Percent
1	Fashion (clothes, pants)	12	5.83
2	Shoes	15	7.28
3	Bag	12	5.83
4	Cosmetics	11	5.34
5	Snack	82	39.81
6	Household appliances	27	13.11
7	Fashion Accessories	22	10.68
8	Electronic Products	25	12.14
		206	100.00

Source: Questionnaire Data (2020)

**4.3. Convergent Validity**

Based on the data presented in table 4 above, it is known that each research variable indicator has an outer loading value > 0.7. According to Chin, as quoted by Imam Ghozali, the outer loading value between 0.5 - 0.6 is considered sufficient to meet the convergent validity requirements. The data above shows no indicator variable whose outer loading value is below 0.5, so all indicators are declared feasible or valid for research use and can be used for further analysis.

**Table 4: The Outer Loading related to Impulse Buying, Impulse Buying Tendency, and Urge to Buy**

Variable	Indicator	Outer Loading
Impulse Buying	IB1	0.750
	IB2	0.739
	IB3	0.783
	IB4	0.762
	IB5	0.710
	IB6	0.760
	IB7	0.804
Impulse Buying Tendency	IBT1	0.753
	IBT2	0.825
	IBT3	0.755
	IBT4	0.787
	IBT5	0.724
	IBT6	0.735
Urge to Buy	UB1	0.711
	UB2	0.834
	UB3	0.835
	UB4	0.808

### 4.4. Discriminant Validity

Based on the data presented in table 5, it can be seen that each indicator in the research variable has the largest cross loading value on the variable it forms compared to the

cross loading value on other variables. Based on the results obtained, it can be stated that the indicators used in this study have good discriminant validity in compiling their respective variables.

**Table 5:** Cross loading related to impulse buying, impulse buying tendency, and urge to buy

	Original sample	Sample Mean	Standard Deviations	T Statistics	P Values	Hypothesis
IBT-IB	0.162	0.160	0.057	2.821	0.005*	H1: Supported
IBT-UB	0.723	0.728	0.043	16.667	0.000*	H2: Supported
UB-IB	0.362	0.363	0.080	4.527	0.000*	H3: Supported
IBT-UB-IB	0.262	0.265	0.061	4.258	0.000*	H4: Supported
MI : IBT*GND	0.122	0.120	0.040	3.026	0.003*	H5: Supported

### 4.5. Reliability Test

Based on the data presented above in Table 6, it can be seen that the Cronbach alpha value of each variable is > 0.7. Thus these results can indicate that each research variable has met the requirements of the Cronbach alpha value, so it can be concluded that all variables have a high level of reliability.

**Table 6:** Cronbach Alpha related to impulse buying, impulse buying tendency, and urge to buy

Variable	Cronbach's Alpha
Impulse Buying	0.877
Impulse Buying tendency	0.857
Urge to Buy	0.809

### 4.6. Hypothesis Testing

Based on the data analysis using Structural Equation Modeling (SEM), the statistical value is obtained in table 7.

The value of path coefficient parameter resulting from the inner model or structural model used to evaluate the relationship between latent variables (see Figure 1). Table 7 shows that the relationships between all variables are significant at  $\alpha = 0.05$ . It means that all the hypotheses formulated in this study are supported. Impulse buying tendency (IBT) has a positive and significant effect on impulse buying (IB) with a path coefficient of 0.162 and a value of  $t = 2.821$  (p-value 0.000 is smaller than  $\alpha (0.05)$ ). It means that the increased propensity for impulsive buying (IBT) will encourage an increase in impulse buying (IB). Thus the first hypothesis, which states that the impulse buying tendency has a positive and significant effect on impulse buying, is supported.

**Table 7:** Path Coefficients (Original Sample, T-Values, and P-Value)

Indicator	Variable		
	Impulse Buying	Impulse Buying Tendency	Urge to Buy
IB 1	0.750	0.539	0.560
IB2	0.739	0.514	0.646
IB3	0.783	0.464	0.559
IB4	0.762	0.599	0.624
IB5	0.710	0.607	0.531
IB6	0.760	0.475	0.622
IB7	0.804	0.481	0.583
IBT1	0.531	0.753	0.576
IBT2	0.584	0.825	0.585
IBT3	0.554	0.755	0.554
IBT4	0.531	0.787	0.566
IBT5	0.463	0.724	0.436
IBT6	0.512	0.735	0.576
UB1	0.553	0.574	0.711
UB2	0.647	0.605	0.834
UB3	0.693	0.594	0.835
UB4	0.588	0.53	0.808

Note: \* sign alpha 0.05

Source: Statistical data processing using PLS

The impulse buying tendency (IBT) has a positive and significant effect on the urge to buy (UB) indicated by the path coefficient of 0.723 and the value of  $t = 16.667$  (p-value 0.000 is less than  $\alpha (0.05)$ ). The positive coefficient means that the increase in impulse buying tendency (IBT) will increase an urge to buy (UB). Thus the second

hypothesis, which states that the impulse buying tendency has a positive and significant effect on an urge to buy, is supported. Urge to buy (UB) has a positive and significant effect on impulse buying (IB) with a path coefficient of 0.362 and a value of  $t = 4.527$  ( $p$ -value 0.000 is smaller than  $\alpha$  (0.05)). This positive coefficient means that an increase in the urge to buy (UB) will increase impulse buying (IB). Thus, the hypothesis states that impulse buying is affected by an urge to buy positively and significantly is supported. Furthermore, based on the measurement results of the indirect effect as shown in Table 4, it is known that impulse buying tendencies affect impulse buying through an urge to buy at  $p$ -value 0.000 or less than 0.05 and the value of  $t$ -statistic  $>$   $t$ -table ( $4.528 > 1.96$ ). Thus the hypothesis which states that an urge to buy mediates the influence of impulse buying tendencies on impulse buying is supported. Based on the measurement results of the indirect effect as shown in table 4, note that gender (GND) moderates the effect of the tendency of impulse buying on impulse buying based on  $p$ -value 0.003 or less than 0.05 and  $t$ -statistic value  $>$   $t$ -table ( $3.026 > 1.96$ ). Thus the hypothesis which states that the effect of impulse buying tendencies on impulse buying is moderated by gender is supported.

## 5. Discussion

All of the hypotheses proposed in this research were confirmed through data analysis using structural equation modeling. The research results show that a research model that explains the relationship between impulse buying and impulse buying tendency an urge to buy is following empirical data. The testing of the first hypothesis shows that impulse buying tends to have a positive and significant effect on impulse buying. The research findings are in line with the results of prior research, which states that impulse buying tendencies directly affect impulse buying (Foroughi et al., 2013). The findings of this study are consistent with the conception of impulse buying tendency, which states the degree to which an individual tends to make unwanted, immediate, and non-reflective purchases (Jones et al., 2003). Concerning impulse buying tendencies, it is said that consumers who have a stronger impulsive buying tendency have the potential to make more impulsive purchases than consumers who have a low impulsive buying tendency. Consumers with high impulse buying tendencies often do in-store searches and generate positive reinforcement to make impulse buying (Dawson & Kim, 2009; Foroughi et al., 2013; Herabadi et al., 2009; Youn & Faber, 2000).

The research findings also indicate that an urge to buy is positively and significantly affected by impulse buying

tendency. It indicates that the previous research that states that impulse buying tendencies directly influence the urge to buy is in line with the result of this research (Wells et al., 2011). The interaction between impulsive buying and impulse buying has received great attention in both online and offline contexts. (Adelaar et al., 2003; Wells et al., 2011; Zhang et al., 2006). In offline shopping, impulse buying tendencies are one of the influencing factors that affect the urge to buy. Individuals who have a high propensity for impulsive buying have more potential to make impulsive purchases. Each individual's impulsive buying tendencies are different, so that individuals who have a strong impulsive buying tendency have the potential to make strong impulsive purchases. Buyers who have a high propensity for impulsive buying tend to make more impulsive purchases (Saad & Metawie, 2015).

The structural model also shows that impulse buying is positively and significantly affected by an urge to buy. This research is relevant to the prior research, which states that impulse buying is affected by an urge to buy (Wells et al., 2011). Physical closeness is assumed to influence the interaction between impulse buying and an urge to buy. Consumers who continuously experience an urge to buy during the shopping process cannot withstand many impulsive urges even though they try to control or regulate them maximally (Baumeister et al., 2002; Dholakia, 2000). The research findings which state that urge to buy mediate the effect of impulse buying tendencies on impulse buying are in line with the prior research that stated people who have a high tendency for impulse buying has weaker control than consumers with a relatively lower tendency for impulse buying (Dawson & Kim, 2009; Foroughi et al., 2013; Herabadi et al., 2009; Youn & Faber, 2000). Several previous research results also show that individuals who have a high tendency for impulse buying have a higher likelihood of engaging in more in-store searches (Foroughi et al., 2013). Furthermore, It is stated that shoppers with a stronger level of impulse buying tendencies tend to experience more impulsive buying. An urge to buy impulsively is an impulse urge that arises when facing an item in a store environment such as a particular brand or product (Dholakia, 2000; Mohan et al., 2013). Impulsive consumption is preceded by an urge to buy or desire to buy; therefore, impulse buying is expected to be positively and significantly affected by an urge to buy.

Gender moderates the impulse buying tendency toward impulse buying. The results of this study are relevant to the conception of several previous researchers who state that the degree of relationship between impulse buying tendencies and impulsive buying may be strengthened by other factors, including personal factors, especially age and gender (Kwak et al., 2006; Lin & Chen, 2012). Regarding gender factors in impulse buying, It is stated that male



consumers prefer a minimal level of involvement and complete the buying process quickly (Gąsiorowska, 2008). It is concluded that male consumers make unplanned purchases without much involvement and make quick decisions regarding purchases. Another study of previous research stated that female consumers take twice as long to buy the desired product when compared to male consumers. It is stated that female consumers experience more impulsive purchases than male consumers (Inman et al., 2009; Lin & Chen, 2012). Furthermore, It is stated that women experience more impulsive buying than men due to emotional reasons. Women have the level of impulsive buying higher than men because women are more prone to sensory cues that come from the touch of an item than men (Tifferet & Herstein, 2012).

## 6. Conclusion

Based on the study results, it is concluded that impulse buying tendency positively and significantly affects impulse buying. This study shows that the higher or stronger the impulse buying tendency found in a person or consumer, the higher the buying behavior of unplanned or spontaneous goods. The results also indicate that tendency of impulse buying positively and significantly affects impulse buying. This study indicates that the higher or stronger the impulse buying tendency found in a person or consumer, the more impulse buying is also getting stronger or higher. The results of this study succeeded in confirming the hypothesis which states that the urge to buy has a positive and significant effect on impulse buying. Hypothesis testing results state that the urge to buy mediate the effect of impulse buying tendencies on impulse buying is also supported. This result shows that the higher the tendency for impulse buying in a person, the urge to buy is also getting stronger or higher, which causes impulse buying behavior to is high increasingly. Another finding in this study is that gender moderates the interaction between impulse buying tendencies and impulse buying. It means that the strength or degree of impulse buying tendency on impulse buying is influenced by gender. This research shows that female consumers further strengthen the interaction between impulsive buying tendencies and impulsive purchases. The influence of impulsive buying tendencies on impulsive purchases will be even stronger for female consumers. It is relevant to the concept that states that other factors may strengthen the interaction between impulse buying and impulse buying. They are including personal factors, especially age and gender (Kwak et al., 2006; Lin & Chen, 2012).

Theoretical implications based on the findings of this research strengthen the concept/theory which states that

consumers with high impulsive buying tendencies tend to make more impulse buying because people who have high impulse buying tendencies have weaker control than customers with relatively lower impulse buying tendencies (Dawson & Kim, 2009; Foroughi et al., 2013; Herabadi et al., 2009; Youn & Faber, 2000). It is also indicated that consumers who have a high impulse buying tendency always do in-store searches and generate positive reinforcement to make impulse purchases (Hanzaee & Taherikia, 2010). The relationship between impulse buying (urge to buy) and impulse buying behavior (impulse buying) is taken from physical proximity. Consumers who continuously experience impulse buying urges (urge to buy) during the shopping process cannot withstand many impulses despite trying to control or regulate them optimally (Baumeister et al., 2002; Dholakia, 2000). According to the researchers, the impulse to buy impulsively is the desired impulse experienced or arises when facing an object in the shopping environment, such as a particular product, model, or brand (Dholakia, 2000; Mohan et al., 2013).

The research findings which state that gender moderates the interaction of impulse buying tendencies on impulse buying strengthen the conception/theory of several previous researchers who stated that the strength of the relationship between impulse buying tendencies and impulse buying ) may be strengthened by other factors, including personal factors, especially age and gender factors (Kwak et al., 2006; Lin & Chuang, 2005). This study indicates that the strength or size of the influence of the impulse buying tendency on impulse buying is influenced by gender. The results of the study, which show that there is a direct or indirect influence of the tendency of impulse buying on impulse buying, have some managerial implications. It can be used to reference retail store business actors in increasing the volume of consumer purchases through impulse buying. The research findings have implications for retail store business actors. It is expected that retail store businesses can increase consumer impulse buying behavior and impulse buying, which will trigger an increase in impulsive purchases, which will increase the company's sales and profitability. The research findings, which state that gender moderates the effect of impulse buying tendencies on impulsive purchases, has implications for retail business owners or managers to always focus on efforts to strengthen the interaction between impulse buying tendencies and impulse buying through gender. It is expected that retail store business actors can increase the impulse buying tendency of consumers and the urge to buy, which will trigger an increase in impulse buying which has an impact on increasing the company's sales turnover.

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