

Impulsive Buying in Early Adulthood in Terms of Gender

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Abstract. Individuals, of course, must meet their needs to survive. Ways to meet needs can come in the form of buying something or creating something. Many daily shopping activities are based on something other than careful consideration. This is called impulse buying. The hypothesis in this study is that there are gender differences in impulse buying in early adulthood in Kupang City. The participants in this study were the people from Kupang City in their early adulthood who made purchases in Kupang City, a total of 400 respondents. The sampling technique used was random sampling. The data collection technique used the Impulsive Buying Tendency Scale (IBTS), which consisted of 16 items. Data analysis used the Mann-Whitney U-test. This study concluded that there was a significant difference in impulsive buying behavior in early adulthood in Kupang City in terms of gender, with the analysis of the average score of female impulsive purchases being greater than that of males with a significant level of 0.005.

Keywords: Impulsive Buying, Early Adult, Gender

Abstrak. Individu tentunya harus memenuhi kebutuhannya agar dapat bertahan hidup. Cara yang bisa dilakukan dalam memenuhi kebutuhan dapat berupa membeli sesuatu atau menciptakan sesuatu. Pada kenyataannya banyak kegiatan belanja sehari-hari yang tidak didasari oleh pertimbangan yang matang. Hal ini disebut dengan pembelian impulsif (*Impulsive Buying*). Hipotesis dalam penelitian ini yaitu terdapat perbedaan pembelian impulsif (*impulsive buying*) pada masa dewasa awal di Kota Kupang yang ditinjau dari jenis kelamin. Partisipan dalam penelitian ini merupakan masyarakat Kota Kupang berusia dewasa awal yang melakukan pembelian di Kota Kupang yang berjumlah 400 responden. Teknik pengambilan sampel menggunakan *accidental sampling* (secara kebetulan). Teknik pengumpulan data menggunakan skala *Impulsive Buying Tendency Scale* (IBTS) yang terdiri dari 16 aitem. Analisis data menggunakan Uji Mann-Whitney U-Test. Penelitian ini menyimpulkan bahwa terdapat perbedaan yang signifikan pada perilaku pembelian impulsif (*impulsive buying*) pada masa dewasa awal di Kota Kupang yang ditinjau dari jenis kelamin dengan hasil analisis skor rata-rata pembelian impulsif perempuan lebih besar dibanding laki-laki dengan taraf signifikan 0,005.

Kata Kunci: Pembelian Impulsif, Dewasa Awal, Jenis Kelamin

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Introduction

Individuals, of course, must meet their needs to survive. Ways to meet needs can come in the form of buying something or creating something. Only some people can create something that suits their needs, so individuals will shape their buying behavior to suit their needs. Purchasing behavior is not only for the fulfillment of primary needs but can also serve only to fulfil their desires (Ningrum & Matulesy, 2018). Many daily shopping activities are not based on careful consideration. This is called impulsive buying (Purnama, 2015). Verplanken & Herabadi (in Sibarani, 2019) define impulse buying as irrational buying behavior of products or services associated with quick and unplanned purchases followed by emotional impulses.

This phenomenon is very closely related to the social environment that a person makes an impulse purchase to adapt to their environment (Islamy, R.Y.S.N., Yuniwati, E.S., & Abdullah, A, 2021). This situation occurs because early adulthood is a period of searching for identity or self-identity and the desire to try something perceived as new.

Early adulthood is when a person adjusts to new life patterns and social expectations. According to the Department of Health, early adulthood is between 26 to 35 years (Hakim, 2020). Early adults are expected to play new roles, such as husband/wife, parent, and breadwinner, developing new desires, attitudes, and values according to new tasks (Hurlock, 1996).

In this early adulthood, the individual will try to adjust to a new pattern of life where he will begin to break away from dependence on others economically, socially, and psychologically (Putri, 2019). A survey by the research institute Snapcart in 2018 revealed that based on age, half or 50% of shoppers are Millennial Generation (aged between 25-34 years). Followed by Generation Z (15-24 years) at 31%, Generation X (35-44 years) at 16%, and the remaining 2% are Baby Boomers Generation (aged 45 years and over) (Bachdar, 2018).

Impulse buying is a phenomenon that occurs in everyday life that is done unconsciously by both men and women. Impulsive buying made by men is different from impulse buying made by women. Pentecost & Andrews (in Khawaja, 2018) said that impulse purchases made by men were more directed at sports or automotive equipment attributes. In contrast, women direct impulsive buying behaviors more towards social interaction, namely the desire to look beautiful, in line with trending trends such as fashion, makeup,

skincare, and accessories. Women are more likely to make impulse purchases than men, and higher-income individuals spend more than lower-income individuals (Khawaja, 2018).

The research results by Anggriani & Indasari (2018) state that there is a significant difference between the male gender and the female gender in impulse buying. This is also stated by Damayanti (2021), that women dominate impulse buying. Impulse buying behavior has an impact on someone who does it. The impact of impulse buying includes problems with finances, feeling sorry or disappointed with the goods obtained, and realizing that what is issued is not in by with what is imagined (Yudha, 2018).

The phenomenon of impulse buying, which tends to be made by individuals in early adulthood, is an important reason why this study was conducted. Individuals who make impulse purchases are fully aware of the behavior but find it difficult to control the impulse purchase. If this is not immediately realized and has become a habit, the behavior will develop into compulsive buying behavior (compulsive buying disorder). Begley (in Alfitman, 2021) says that the purpose of compulsive buying is to release relief, not pleasure. From the results of previous studies, there are differences in research that say there are differences in impulse buying related to gender, and there is also previous research that says there are no differences between women and men in making impulse purchases. Based on the results of previous studies, the researchers want to investigate whether impulsive buying behavior about gender can occur in early adulthood in Kupang City.

Method

The participants in this study were the people of Kupang City in their early adulthood. The number of participants in this study was 400 people. Based on the measurement and data analysis, the type of research used in this research is quantitative. This research was conducted using a survey method with a comparative problem formulation. The independent variable in this study is gender. At the same time, the dependent variable is impulse buying.

This study uses a measuring instrument in the form of a scale. This study was measured using the Impulsive Buying Tendency Scale (IBTS) instrument developed by Verplanken and Herabadi in 2001. Before the scale is distributed, it undergoes a validity test which aims to determine if all items can provide correct and correct information/data about what is being examined and goes through the reliability testing phase to test the consistency

of the answers. The scale will be distributed to the Hypermart Lippo Plaza Kupang City visitors. In addition, the scale will also be distributed via a Google Form, which will be distributed across multiple social media, namely WhatsApp, Facebook, and Instagram. The impulse buying scale has five possible responses, namely SS (very appropriate), S (agree), N (neutral), TS (not appropriate), and STS (strongly disagree). The analytical technique used in this study is the Mann-Whitney U test.

Result

Table 1.

Classification of Respondents Based on Gender

No	Gender	Total	Percentage (%)
1	Male	145	36,25 %
2	Female	255	64,5 %
	Total	400	100 %

Based on the table above, it can be seen that there are 132 male respondents (35.5%) and 268 female respondents (64.5%). The table above shows that most respondents who visit shopping centers are women.

Table 2.

Classification of Respondents Based on Age

No	Age	Total	Percentage (%)
1	26 th	57	14,25 %
2	27 th	43	10,75 %
3	28 th	47	11,75 %
4	29 th	30	7,5 %
5	30 th	51	12,75 %
6	31 th	38	9,5 %
7	32 th	29	7,25 %
8	33 th	38	9,5 %
9	34 th	37	9,25 %
10	35 th	30	7,5 %
	Total	400	100 %

From the above table, there are 57 respondents aged 26, 43 respondents aged 27, 47 respondents aged 28, 30 respondents aged 29, 51 respondents aged 30, 38 Respondents aged 31, 29 are respondents aged 32, 38 respondents aged 33, 37 respondents aged 34 and 30 respondents aged 35. The table above shows that the majority of respondents are 26 years old.

Table 3.

Classification of Respondents Based on Job

Job	Total	Percentage (%)
Pegawai Swasta	167	41,75 %
PNS	48	12 %
Perawat	35	8,75 %
Bidan	19	4,75 %
Pegawai Bank	16	4 %
Guru	13	3,25 %
Lainnya (Dokter, TNI, Sales, Satpam dll)	102	25,5 %
Total	400	100 %

From the table above, it can be seen that 167 respondents were private employees, 48 respondents were civil servants, 35 respondents were nurses, 19 respondents were midwives, 16 respondents were bank employees, 13 respondents were teachers, and 102 respondents had other professions. The table above shows that the majority of the respondents are private employees.

Variable Description

Table 4.

Impulsive Buying Variable Mean Score

Variable	Mean	Aspect	Item	Mean
Impulsive Buying	44,85	Cognitive	1	1,77
			2	2,27
			3	3,17
			4	1,96
			5	2,2
			6	1,99
			7	3,09
			8	2,74
		Affective	9	3,02
			10	3,17
			11	3,24
			12	4,17
			13	3,62
			14	3,01
			15	2,77
			16	2,60

Based on the table above, it can be seen that the statement with the most scores is on item 12, namely, "I can get excited when I see something I want to buy", which has a mean

value of 4.17. This illustrates that when the respondent sees the item they want to buy, the respondent will feel positive emotions that encourage them to make a purchase.

Result

By Gender

Table 5.
Hypothesis Testing

	Jenis_kelamin	N	Mean Rank	Sum of Ranks
Skor	Laki-laki	145	178.90	25941.00
	Perempuan	255	212.78	54259.00
	Total	400		

Test Statistics	
	Skor
Mann-Whitney U	1.536E4
Wilcoxon W	2.594E4
Z	-2.819
Asymp. Sig. (2-tailed)	.005

Based on the table above, it is known that the mean male rank score is less than the mean female rank score. This suggests that women are more impulsive when buying. Based on the above analysis, it is known that the hypothesis is accepted in this study, namely that there are differences in impulse buying concerning gender because the Sig value is 0.005.

Based on Income

Table 6.
Respondent's Income by Gender

No	Income	Total	Percentage (%)
Male			
1	< Rp 1.000.000	11	7,58 %
2	Rp 1.000.000 – 2.000.000	41	28,27 %
3	Rp 2.100.000 – 3.000.000	53	36,55 %
4	> Rp 3.000.000	40	27,58 %
Total		145	100 %
Female			
1	< Rp 1.000.000	19	7,45 %
2	Rp 1.000.000 – 2.000.000	65	25,49 %
3	Rp 2.100.000 – 3.000.000	92	36,08 %
4	> Rp 3.000.000	79	30,98 %
Total		255	100 %

From the table above, it can be seen that the income of male respondents was 11 respondents with income < Rp 1,000,000 (7.58%), 41 respondents with an income of Rp 1,000,000 – 2,000,000 (28.27%), 53 respondents have an income of IDR 2,100,000 – 3,000,000 (36.55%), and 40 respondents have an income of > IDR 3,000,000 (27.58%). Among female respondents, there are 19 respondents with an income < Rp 1,000,000 (7.45%), 65 respondents with an income of Rp 1,000,000-2,000,000 (25.49%), 92 respondents with an income from 2,100,000 – 3,000,000 Rp (36.08%).) and 79 respondents have income > Rp. 3,000,000 (30.98%). The table above shows that the income of the majority of the respondents is between IDR 2,100,000 to 3,000,000.

Based on Expenditure

Table 7.

Respondent's Expenditure by Gender

No	Expenditure	Total	Percentage (%)
Male			
1	< Rp 1.000.000	16	11,03 %
2	Rp 1.000.000 – 2.000.000	75	51,73 %
3	Rp 2.100.000 – 3.000.000	31	21,38 %
4	> Rp 3.000.000	23	15,86 %
Total		145	100 %
Female			
1	< Rp 1.000.000	19	7,45 %
2	Rp 1.000.000 – 2.000.000	82	32,16 %
3	Rp 2.100.000 – 3.000.000	101	39,61 %
4	> Rp 3.000.000	53	20,78 %
Total		255	100 %

From the table above, it can be seen that the spending of male respondents was 16 respondents spent < Rp 1,000,000 (11.03%), 75 respondents spent Rp 1,000,000 – 2,000,000 (51.73%), and 31 respondents had expenditures of Rp. 2,100,000 - 3,000,000 (21.38%), and 23 respondents have expenditures of > Rp. 3,000,000 (15.86%). Among female respondents, there were 19 respondents spent <IDR 1,000,000 (7.45%), 82 respondents spent IDR 1,000,000-2,000,000 (32.16%), and 101 respondents spent 2,100. 000 - 3,000,000 IDR (39.61%), and 53 respondents had expenditure > Rp. 3,000,000 (20.78%). The table above shows that the spending of the majority of male respondents is Rp. 1,000,000-2,000,000, while the spending of the female respondents is Rp. 2,100,000-3,000,000.

Discussion

This study aims to determine whether there are gender differences in impulse buying in early adulthood in Kupang City. Based on the results of researching respondents at Hypermart Lippo Plaza Kupang, the profiles of respondents were 145 men and 255 women. Here it can be seen that the vast majority are women. The age of the respondents was dominated by the age of 26 years as many as 57 respondents, followed by the age of 27 years as many as 43 respondents, the age of 28 years as 47 respondents, the age of 29 years as 30 respondents, the age of 30 years as 51 respondents, the age of 31 years as 38 respondents, the age of 32 years 29 respondents, age 33 years as 38 respondents, age 34 years as 37 respondents, age 35 years as 30 respondents.

This study also looks at impulsive buying behavior based on the type of respondent's job. Based on the results obtained, 167 respondents have jobs as private employees, 48 are civil servants, 35 are nurses, 19 are midwives, 16 are bank employees, 13 are teachers, and 102 are in other occupations. Thus, the type of work of the respondents is dominated by private employees, 167 respondents with a percentage of 41.75%.

Measured by the total income of the respondents per month that the income of 11 male respondents has an income of < Rp 1,000,000 (7.58%), 41 respondents have an income of Rp 1,000,000 - 2,000,000 (28.27%), 53 respondents have an income of IDR 2,100,000 – 3,000,000 (36.55%), and 40 respondents have an income of > IDR 3,000,000 (27.58%). Among female respondents, there are 19 respondents with an income < Rp 1,000,000 (7.45%), 65 respondents with an income of Rp 1,000,000-2,000,000 (25.49%), 92 respondents with income from 2,100,000 – 3,000,000 Rp (36.08%) and 79 respondents have income > Rp. 3,000,000 (30.98%). So the income of the majority of respondents is Rp. 2,100,000 – 3,000,000.

This study also looked at impulsive buying behavior based on respondents' monthly expenditures. It was found that the expenditure of male respondents 16 respondents had expenditures of < Rp 1,000,000 (11.03%), 75 respondents with expenditures of Rp 1,000,000 – 2,000,000 (51.73%), 31 respondents had expenses of Rp. 2,100,000 – 3,000,000 (21.38%), and 23 respondents had expenses of > Rp. 3,000,000 (15.86%). In female respondents, 19 respondents had expenditures of < IDR 1,000,000 (7.45%), 82 respondents with expenses of IDR 1,000,000 - 2,000,000 (32.16%), 101 respondents had expenses of IDR 2,100,000 - 3,000.000 (39.61%), and 53 respondents had expenses of > Rp. 3,000,000 (20.78%). This shows that the

majority of male respondents' expenditures are Rp. 1,000,000 – 2,000,000, while for female respondents, it is Rp. 2,100,000 – 3,000,000.

From the research results, one of the highest-scoring statements on item 12 is "I am *happy when I see something I want to buy*," which has an average score of 4.17. This shows that when respondents see the goods they want to buy, they feel positive emotions that encourage them to buy.

Based on data analysis with Mann Whitney U-Test, the result is that the sig value of impulsive buying is 0.005. The sig value is less than 0.05, and it can be interpreted that there are differences in impulse buying (impulsive buying) in early adulthood in Kupang City in terms of gender. In particular, impulse buying can be seen in various ways. Judging from the gender differences, the respondents have significant differences between male and female respondents. This is reinforced by the average male impulse buying score, which is smaller than the average score of female impulse buying, so women have a higher level of impulse buying than men.

These results are consistent with research conducted by Damayanti (2021), which states that, in general, the millennial generation (aged 20-35 years) is identified as tending to make impulse purchases, which women dominate. This is because women are more influenced by the affective aspect, resulting in pleasant arousal to purchase by ignoring the cognitive aspect or without consideration. This is also in accordance with the response obtained by the researcher when distributing the impulsive buying scale to respondents at Hypermart Lippo Plaza Kupang. When the researcher distributed the impulse buying scale, most female respondents tended to be interested in hearing the intent and purpose the researcher was trying to convey. Because female respondents assume that researchers will offer products to respondents, unlike the male respondents, the male respondents refused to listen to the researcher's intent and purpose when the researcher wanted to share the impulse purchase scale, as respondents assumed the researcher would offer the product.

The results of this study are consistent with the statements of Khawaja (2018) that women are more likely to make impulse purchases than men and that higher-income individuals also spend more than lower-income individuals.

Conclusion

Based on the results of research conducted, it can be concluded that there is a significant difference in impulsive buying in early adulthood in Kupang City in terms of gender, which shows from the results of the analysis that the average score of impulse buying of women is known to be higher than that of men with a significant level of 0.005. Based on the monthly income of the respondents, it shows that the income of the majority of the respondents, both male and female, is Rp. 2,100,000 – 3,000,000. Judging by the respondents' monthly expenses, it shows that the expenses of the majority of male respondents are Rp. 1,000,000-2,000,000, while the expenses of female respondents are Rp. 2,100,000-3,000,000.

Suggestion

For the community, through this research, people can see the gender difference in early adulthood shopping in Kupang City. Therefore, people are expected to be able to reflect on themselves on how to control themselves when shopping. It is hoped that the community (mainly women) can properly direct shopping activities so that it does not affect compulsive purchases.

For future researchers, the researcher realizes that this research is far from perfect. Future researchers are expected to find out more about the impulsive buying behavior of respondents of different ages and, in particular about the factors that influence impulsive buying behavior.

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