

Impact of Materialism on Impulsive Buying Tendencies and Consumer Purchase Intention

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Abstract

This paper examines the impact of materialism on impulsive buying tendency and consumer purchase intention. The original study used the Stimulus-Organism-Response model in which materialism was treated as the stimulus, impulsive buying tendency as the organism, and purchase intention as the response. Primary data was collected through a structured questionnaire from 300 students of Lovely Professional University. The study used descriptive statistics, reliability analysis, validity assessment, correlation analysis, and regression analysis. The respondent profile shows an almost equal gender distribution, a large share of postgraduate respondents, and mostly moderate shopping expenditure. However, the instrument quality was weak. Cronbach alpha values were .021 and .041, KMO was .483, and Bartlett test significance was .278. Correlation values were weak and the regression models were not statistically strong. Therefore, the study could not clearly support the proposed hypotheses. The paper concludes that the relationships are meaningful at the theoretical level, but the present dataset does not provide strong evidence because of measurement limitations.

Keywords- Materialism, impulsive buying tendency, purchase intention, consumer behaviour, S-O-R model, questionnaire study

I. INTRODUCTION

In the present consumer market, people often purchase products not only because they need them but also because they want happiness,

recognition, status, or self-expression. Materialism is important in this context because it reflects how much value a person gives to possessions. A materialistic consumer may

believe that owning products improves life, creates happiness, and shows success to others. Because of this, materialism is often connected with stronger desire to shop.

At the same time, online retailing and social media have changed shopping behaviour. Consumers now see products through influencer content, promotional messages, and lifestyle images every day. These digital cues can make buying more emotional and less planned. They can also encourage fast purchasing decisions, especially when payment systems are easy and shopping platforms are enjoyable to use.

The original LRImpact paper studies whether materialism influences impulsive buying tendency and consumer purchase intention. Impulsive buying tendency refers to the tendency to make quick, unplanned purchases driven by emotion and urge. Purchase intention refers to the willingness or plan of a consumer to buy a product. The study proposes

that materialism may influence both of these outcomes.

The paper uses the Stimulus-Organism-Response framework. In this framework, materialism is the stimulus, impulsive buying tendency is the organism, and purchase intention is the response. This makes the study easy to understand because it shows how a value based trigger can shape an internal psychological state and then influence a consumer response.

A. Problem Statement

The problem addressed by the original paper is whether materialistic values increase impulsive buying tendency and purchase intention when these variables are studied together in one framework. Earlier studies discussed these relationships separately, but the LRImpact paper tries to connect them in a single model.

B. Objectives of the Study

- To study the impact of materialism on impulsive buying tendency.
- To study the impact of materialism on consumer purchase intention.
- To study the impact of impulsive buying tendency on consumer purchase intention.

II. REVIEW OF LITERATURE

Since the main paper itself uses the S-O-R model, the literature review of the present paper can be understood through the S-O-R model. This connection and systematic manner of literature review makes the literature more relevant to the conceptual model of the study.

A. An Overview of S-O-R Model

The Stimulus–Organism–Response model suggests that outside forces act upon the internal state of a person and then shape behaviour. In consumer research, the stimulus is an advertisement, social, personal, or environmental cue. The organism indicates the consumer’s emotional or psychological state. Final observable behaviour response is purchase intention or actual buying behaviour.

The original paper treats materialism as a stimulus since it is an important consumer value that shapes

shopping attitudes. The consumer's buying impulse is largely influenced by the organism, which refers to their internal psychological state and urge to buy. Response in this study has also been referred to as purchase intention, which is consumer’s final decision tendency.

Through S-O-R model is useful because they help to explain not just what consumers do also why they do it. It associates personal values with emotional responses and purchasing decisions.

Stimulus (S)

Discuss what earlier studies reveal about materialism, consumer values, status consumption, happiness through possessions, social comparison, and how materialism affects buying behavior.

Organism (O).

A study of impulse-buying behaviour. Examine how internal feelings, urges, emotions, excitement, self-control and psychological reactions influence buying decisions.

Response (R)

Purchase intention is reviewed here.

Examine how the internal responses ultimately result in intention to buy.

B. Materialism as Stimulus

A key concept in the study is materialism. The extent of importance that people attach to possessions in their lives. Materialistic consumers may associate products with feelings of happiness, prestige, identity, success, etc. Some may see ownership a means of self improvement / social approval.

The literature reviewed in the original paper suggests that materialism is closely connected with modern consumption patterns. Consumers who exhibit strong materialistic values are likely to desire high-end, luxurious, fashionable, or symbolic products as compared to others with lesser materialistic values. These individuals could have disproportionate reactions to marketing, corporate identity, and public rivalry.

Digital spaces may strengthen materialism even further. These platforms present ideal lifestyles,

goods and services, celebrities, and aspirational content. Consequently, consumers may develop greater attachment to products that convey a sense of status or individuality. This supports that a materialist stimulus can serve as a stimulus in S-O-R.

Earlier studies have been mentioned in the earlier paper on materialism influencing online impulse buying, luxury purchase intention, social comparison, emotional buying behaviour, etc. Materialism constitutes the best starting point for the present model.

C. Impulsive Buying Tendency as Organism

The model uses organismic variable as impulsive buying tendency. It refers to an individual's sudden, emotional, unplanned, and immediate urge that results in purchases. Purchasing impulse is not mere buying, but a tendency to respond almost immediately to shopping temptation.

The literature surveyed in the main Paper indicates that impulsive buying arises from excitement, pleasure, attraction, emotional urge and reduced self-control. Attractive products, time-limited offers, online deals and appealing presentation are powerful stimuli for consumers with high impulsive buying tendency.

Within the S-O-R framework, it would fit well as the organism as it represent the internal psychological state of the consumer. It indicates how an individual emotionally reacts to shopping stimuli. An increase in the tendency to buy impulsively by consumers is caused by developing a strong emotional bond with products of high utility and status.

Numerous studies cited thus far indicate that the online environment increases impulse buying tendencies as it provides convenience, entertainment, information richness, and perceived enjoyment. Young consumers, in particular, spend more time in digital shopping spaces, making this very important.

D. Purchase Intention as Response

In the analysis, the response variable is the purchase intention. It denotes the consumer's preparedness, chances or intention of purchasing a product. Consumer behaviour studies often use it as the final behavioural outcome because intention closely relates to actual buying behaviour.

The original paper depicts the purchase intention to be the end outcome of the consumer process. The S-O-R structure suggests that the consumer first carries a value or stimulus, which subsequently triggers an internal state followed by the intent to purchase. This makes purchase intention an appropriate response variable.

According to literature, several factors such as product attractiveness, emotional appeal, self-image, social influence, perceived enjoyment and brand value affect purchase intention. Materialism may directly enhance purchasing intents as materialism consumers may desire products for their symbolic value. The tendency for impulsive buying may increase purchase intention as the strong urge leads to readiness to buy.

E. Relationship Between Materialism and Impulsive Buying Tendency

The original study argues that materialism can have a positive impact on impulsive buying tendency. The rationale behind this pairing is that those who are materially inclined ascribe emotional and symbolic meanings to objects. Attractive products can evoke stronger feelings of desire and excitement for consumers, potentially triggering immediate purchase-related urges.

Based on earlier research, individuals having a more materialistic value seem to impel emotional and unplanned shopping. Given that goods are associated with happiness or success, people tend to act quickly when they discover products that fit their desired image.

F. Relationship Between Materialism and Purchase Intention.

The study also suggests a direct connection between materialism and purchase intention. A materialistic consumer may already have a stronger inclination to

purchase products that signify identity, prestige, or enjoyment.

As a result of this, the intention of purchase can become higher before the actual purchase takes place.

The relationship is especially crucial for categories such as luxury products, fashion items, and lifestyle products. The original paper's literature reveals that materialistic consumers might develop more compelling buying intentions for such products because they consider them personally meaningful.

G. Relationship Between Impulsive Buying Tendency and Purchase Intention

The third relationship studied concerns impulsive buying tendency and purchase intention. A person's greater tendency to buy impulsively may also be reflected in a greater readiness to make a purchase decision. The inclination to purchase may escalate due to emotional urge, attraction, and low delay in decision-making.

The literature supports such linkages, the intention to purchase is formed rather rapidly in affect-laden shopping situations. Consequently, the inclination towards impulsive purchases can play a pivotal role in influencing one's intention to buy.

H. Research Gap

The paper in question recognizes the absence of previous studies investigating the relationship among materialism, impulsive buying tendency and purchase intention in a single model. Earlier studies have focused on these variables separately or in pairs but the integrated S-O-R based framework need empirical testing particularly student consumers in current shopping situation.

III. RESEARCH METHODOLOGY

A. Research Design

The original study used a quantitative and cross-sectional research design. It relied on primary data collected through a structured questionnaire. The study was both descriptive and explanatory because it described respondent characteristics and tested hypothesized relationships among variables.

B. Source of Data and Sample

Data was collected through Google Forms. The original methodology chapter states that the sample consisted of 300 students of Lovely Professional University, especially from the Business School. The summary table in the same paper also broadly describes the target population as consumers with prior shopping experience.

C. Measurement of Variables

The questionnaire included items for materialism, impulsive buying tendency, and purchase intention. The original paper states that materialism items were adapted from Richins and Dawson, impulsive buying tendency items from Rook and Fisher, and purchase intention items from Dodds, Monroe, and Grewal. All statements were measured on a five-point Likert scale from strongly disagree to strongly agree.

D. Hypotheses

H1: Materialism has a positive effect on impulsive buying tendency.

H2: Materialism positively affects consumer purchase intention

H3: Impulsive buying tendency has a positive impact on the purchase intention.

E. Tools Used

The original paper used descriptive statistics, reliability analysis, validity assessment, correlation analysis, and regression analysis. The methodology summary reports that MS-Excel was used for analysis.

F. Tools Used for Analysis

The original study used the following tools:

- Descriptive statistics
- Reliability analysis
- Validity testing
- Correlation analysis
- Regression analysis

IV. DATA ANALYSIS AND FINDINGS

A. Respondent Profile

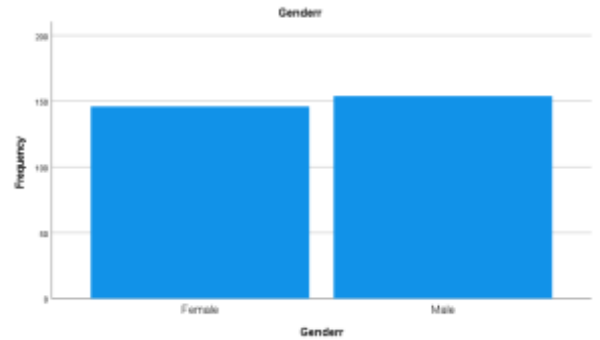
The original paper reports 300 valid responses. Gender distribution is almost equal, with 154 males (51.3 percent) and 146 females (48.7 percent). The largest age group is 30-35 years with 80 respondents (26.7 percent), followed by 26-30 years with 69 respondents (23.0 percent), 21-35 years with 64 respondents (21.3 percent), above 35 years with 51 respondents (17.0 percent), and below 20 years with 36 respondents (12.0 percent).

In terms of education, 148 respondents (49.3 percent) are postgraduates, 85 respondents (28.3 percent) belong to the professional or other category, and 67 respondents (22.3 percent) are undergraduates. Monthly shopping expenditure is highest in the Rs. 5,001-10,000 category with 116 respondents (38.7 percent), followed by Rs. 2,001-5,000 with 94 respondents (31.3 percent). The above Rs. 10,000 and below Rs. 2,000 categories each contain 45 respondents (15.0 percent).

Shopping frequency results show that 38.0 percent of respondents shop occasionally, 24.7 percent shop frequently, 19.3 percent shop very frequently, and 18.0 percent shop rarely. These figures suggest that the sample consists mainly of moderately active shoppers with regular market exposure.

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-35	64	21.3	21.3	21.3
	26-30	69	23.0	23.0	44.3
	30-35	80	26.7	26.7	71.0
	Above 35	51	17.0	17.0	88.0
	Below 20	36	12.0	12.0	100.0
Total		300	100.0	100.0	

Genderr					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	146	48.7	48.7	48.7
	Male	154	51.3	51.3	100.0
Total		300	100.0	100.0	



B. Reliability Analysis

The reliability analysis is one of the weakest parts of the original study. Cronbach alpha is reported as .021 for one four-item set and .041 for another four-item set. These values are far below acceptable standards for internal consistency. This means the questionnaire items do not work together well as a stable scale.

Because reliability is so low, the later findings must be interpreted carefully. If the instrument does not measure the constructs consistently, then even correctly calculated correlations and regressions may fail to show the true relationship among the variables.

Reliability Statistics

Cronbach's Alpha	N of Items
.021	4

C. Validity Assessment

The validity results are also weak. The KMO value is .483, which is below the level usually considered acceptable for factor analysis. Bartlett test of sphericity reports chi-square of 17.723 with 15 degrees of freedom and significance of .278. Since the significance value is above .05, the variables do not show strong enough correlation structure for a reliable factor based interpretation.

The original paper notes that communalities range from .422 to .776, but the overall conclusion remains negative because KMO and Bartlett test do not support a strong factor structure. The scree plot is also described as showing only a gradual decline. Therefore, the construct validity of the instrument is inadequate.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.483
Bartlett's Test of Sphericity	Approx. Chi-Square	17.723
	df	15
	Sig.	.278

D. Correlation Analysis

The correlation analysis in the original paper shows weak associations among the variables. Several reported correlations are very small, such as .010, .059, -.070, and -.049. Other item-level values like .099, .087, and .103 are also weak. Most significance values are above .05. This means the expected positive linear relationships are not clearly present in the dataset.

These results do not match the stronger patterns suggested in the literature review. The weak inter-item and inter-variable associations again point toward problems in the instrument or data structure.

Correlations

		Materialism score M1	Buying things gives me a lot of pleasure M2	It is difficult to say things are wrong M3	It is not right to buy things I do not need M4	It is not right to buy things I do not need M5
Materialism score M1	Pearson Correlation	1	.008	.093	-.048	-.048
	Sig. (2-tailed)		.907	.384	.405	.411
	N	388	388	388	388	388
Buying things gives me a lot of pleasure M2	Pearson Correlation	.008	1	-.094	.378	.282
	Sig. (2-tailed)	.907		.183	.006	.001
	N	388	388	388	388	388
It is difficult to say things are wrong M3	Pearson Correlation	.093	-.094	1	.381	-.091
	Sig. (2-tailed)	.384	.183		.101	.134
	N	388	388	388	388	388
It is not right to buy things I do not need M4	Pearson Correlation	-.048	.378	.381	1	-.056
	Sig. (2-tailed)	.405	.006	.101		.321
	N	388	388	388	388	388
It is not right to buy things I do not need M5	Pearson Correlation	-.048	.282	-.091	-.056	1
	Sig. (2-tailed)	.411	.001	.134	.321	
	N	388	388	388	388	388

E. Regression Analysis and Hypothesis Testing

The first regression model reports R = .162, R square = .026, adjusted R square = .013, and standard error of estimate = 1.334. The ANOVA result gives F = 1.983 with significance = .097. Since the significance value is greater than .05, the model is not statistically significant. Therefore, the predictors in this model do not explain the dependent variable well.

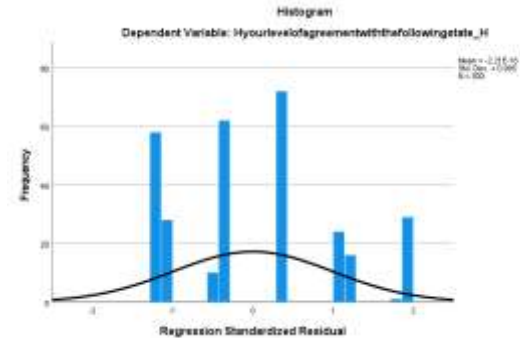
The second regression model is even weaker. The original paper reports F = .087 with significance = .967. This clearly shows that the model is not significant. The coefficients also fail to demonstrate meaningful predictive power. As a result, the original paper concludes that the proposed hypotheses are not supported by the regression findings.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.123	4	3.531	1.983	.097 ^a
	Residual	525.273	295	1.781		
Total		539.397	299			

a. Dependent Variable: Buying things gives me a lot of pleasure

b. Predictors: (Constant), allbelowfeelhappywhenIbuynewproduct, allbelowadmirepeoplewhoarespensiveah, allbelowIfIfeiwouldbebetterifIowned, allbelowIlikeowningthingsthatimpresso



V. DISCUSSION

The original paper has a strong and logical conceptual base. The literature reviewed in the paper suggests that materialism can push consumers toward more emotional shopping, stronger desire for symbolic products, and higher purchase intention. This makes the S-O-R mapping meaningful and relevant, especially in digital shopping environments.

However, the empirical side of the study does not strongly support these expectations. The most likely reason is the weakness of the measurement instrument. When reliability is extremely low and validity is also poor, it becomes difficult to say whether the theory is incorrect or whether the questionnaire failed to capture the constructs properly.

The findings also suggest that buying behaviour may depend on more than materialism alone. The original paper mentions the possible role of peer pressure, emotional state, brand impact, online convenience, digital marketing exposure, and price consciousness. This means that even if materialism is important, it may need to be studied together with other variables to explain purchase intention more clearly.

Therefore, the main lesson from the study is methodological as well as theoretical. The study is useful because it shows how important scale construction and validation are in consumer

behaviour research. Strong ideas require strong measurement.

VI. LIMITATIONS AND RECOMMENDATIONS

The original paper itself suggests several improvements for future research. These suggestions can be presented in a simple short-paper form without adding new data.

Findings

- The study used 300 valid responses and the sample shows balanced gender distribution.
- Most respondents fall in the 30- 35year age group and the postgraduate category.
- Cronbach alpha values of .021 and .041 show very weak reliability.
- KMO of .483 and Bartlett significance of .278 show weak construct validity.
- Correlations are weak and mostly insignificant.
- The regression models are not statistically significant, so the hypotheses are not clearly supported.

Recommendations

- Questionnaire items should be revised and written in clearer language.
- A pilot study should be done before final data collection.
- Previously validated scales should be used with minimal changes.
- Future studies should test factor structure more carefully through stronger validity procedures.
- The sample can be diversified across cities, occupations, income groups, and shopping platforms.
- Additional variables such as social media influence, peer pressure, promotions, emotional attachment, and online convenience may be included in future models.

VII. CONCLUSION

This short paper was prepared using only the content and data already available in the original LRImpact of Materialism paper. The study examined the relationship among materialism, impulsive buying tendency, and consumer purchase intention by using

the Stimulus-Organism-Response model and 300 valid questionnaire responses.

The descriptive profile of respondents is clear, but the statistical evidence is weak. Reliability values are very low, validity indicators are not satisfactory, correlations are weak, and the regression models are not significant. Therefore, the paper does not provide strong empirical support for the proposed hypotheses.

The best conclusion is that the theoretical relationship may still exist, but the present instrument and dataset were not strong enough to capture it convincingly. The study remains useful because it highlights the importance of reliable scales, valid constructs, and careful statistical testing in consumer behaviour research.

- To examine the impact of materialism on impulsive buying tendency.
- To analyze the impact of materialism on consumer purchase intention.
- To study the impact of impulsive buying tendency on consumer purchase intention.

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