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Religious Influences on Impulse Buying Behavior

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ABSTRACT:

Research Background: Numerous marketing disciplines, particularly those deals with consumer behavior, have explored the influence of religiosity. One sort of buying behavior that customers commonly engage in the modern era is impulse buying, which has long been recognized. An increasing body of research on impulsive buying has emphasized three perspectives: personal or individual characteristics, product aspects, and situational factors. However, there is scarce understanding in marketing studies that examines the impact of religion on impulsive buying behavior. In order to gain a perspective on impulse buying and religious studies, the objective of this paper is to review the relationship between the religiosity element and impulsive behavior.
Purpose: Since this topic has received less attention, it is crucial to investigate the connection between religiosity and impulsive purchasing in Indian context.
Research Methodology: The study used Structural Equation Modeling with sample size of 419 respondents.
Results: The study's findings showed that intrinsic and extrinsic religiosity had a role in moderating the association between religiosity and impulsive purchasing. Positive relationship among the variables exists. The study also adds to the understanding of consumer behavior by providing the empirical support for the claim that religion has an impact on impulsive buying.

Key Words: Impulse Buying Behavior, Religiosity, Buying Behavior

INTRODUCTION:

The consumers have always captured the attention of marketers. Through the understanding of consumer behavior, marketers attempt to comprehend how customers think, feel, and pick among the various options available to them, including the product, brand, and how and to what extent consumers are impacted by peer groups, families, salespeople, etc. In order to satisfy the needs and desires people get involved in activities for selecting, purchasing, using, evaluating and disposing of products and services, these activities and process is known as consumer behavior.

The concept of culture is viewed as being of utmost importance in the area of consumer behaviour. Various studies conducted on the intersection of culture and consumption have identified culture and sub-culture as the central point in consumer behaviour or buying behaviour (Shaw & Clarke, 1998). The literature focuses on how culture affects different facets of consumer behaviour. However, the focus of the current study has typically been on the sub-cultural categories of nationality, ethnicity, and values as indicators of consumer behaviour. Although culture as a whole is thought to be the primary predictor of human behaviour and wants, the religious groups that make up an essential part of culture are actually the key factors (Alam et al., 2011). Religion is known to facilitate individuals to control their urges and desires in many ways. Religion helps individuals by providing standardsto live life (Vitell et al., 2009).

Religiosity is the extent of being religious (De Run, Butt, Fam, & Jong, 2010), and individuals may be extrinsically or intrinsically religious (Allport & Ross, 1967). The motivations behind one's religious commitment may hold the key to explaining this paradoxical scenario. In this study, we begin with religion and analyse its intrinsic and extrinsic components to determine how they differ in their effects on impulsive buying behavior. We begin with a shared part on the theoretical underpinnings of the study. The research structure begins with the development of their conceptual model and assumptions. Following are the sections on methodology, findings, and commentary. Following the conclusion of each study, a combined general discussion, limitations, and potential future research topics are presented.

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THEORETICAL BACKGROUND:

Religiosity

Religiosity can be defined as the "belief in God acoompanied by a commitment to follow principles set forth by God (McDaniel & Burnett, 1990)". Religiosity is "A system of beliefs about the supernatural and spiritual world, about God, and about how humans, as God's creatures are supposed to behave on this earth" (Sheth & Mittal 2004). Religious motivation can be divided into extrinsic religiosity and intrinsic religiosity (Allport,1950). It is based on the intrinsic or extrinsic motivation towards one's religion and is usually refered as individual's approach towards one's religion. It fundamentally describes the reason for ones religiosity as being internal or external. Intrinsics are those who have religion as the center point of their life and they have a greater inclination to fully integrate their religion in their everyday life whereas extrinsically motivated are those who selectively adopt religious principles to suit their aspirations like: getting over illness, improve one's status among peer group or overcome loss of a loved one etc.

Impulse Buying Behavior

The sudden desire of the consumer to make an impulsive purchase after seeing the product is known as impulsive buying behaviour. It is a personality trait that is more illogical, includes acting without much thought, and involves making snap judgments. Impulsivity is the aspect of personal distinction that is connected to the biological foundations of personality. It is the state in which there is no specific psychological activation and no directive component of alertness (Anderson and Revelle 1994). The retailer and managerial interests were the main focus of all previous impulsive buying investigations. Impulsive buying is the sudden desire to make a purchase. In comparison to other decision-making methods, impulsive purchasing is reactive and emotive (Rook 1987). Kacen & Lee (2002) pointed to the lack of research on impulse buying behaviour in non-western context. The authors in their study found that regional level factors (individualism and collectivism) as well as differences in self concepts (dependent and interdependent) influence the impulsive buying behaviour.

This suggests that religiosity could provide a better explanation of consumer behaviours, especially those driven by negative affect or emotions. Despite the fact that religion is connected to a variety of consumer behaviours, research on its impact on impulsive purchasing is scarce. This research gap is attempted to be filled by the current work.

Hence we hypothese that:

H1: Religiosity has positive impact on Intrinsic Religiosity

H2: Religiosity has positive impact on Extrinsic Religiosity

H3: Religiosity has positive impact on Impulse Buying Behavior

Both types of religious motivations are expected to influence consumer behaviour in different ways. Even when consumers are religious, religion may have a unique influence on their behaviour depending upon their religious motivation. The present study uses a similar approach to measure consumer religiosity for a better understanding of impulsive buying.

Hence we hypothese that:

H1: Intrinsic Religiosity has positive impact on Impulse Buying Behavior

H2: Extrinsic Religiosity has positive impact on Impulse Buying Behavior

METHODOLOGY:

The study constructed a model to stimulate the effect of Religiosity on Impulse Buying Behavior (Figure 1). Further, the model is designed to check the impact of Intrinsic & Extrinsic Religiosity on the unconstrained behavior i.e. Impulsive Buying. The data is being collected from 419 respondents. The measurement of the constructs was obtained according to

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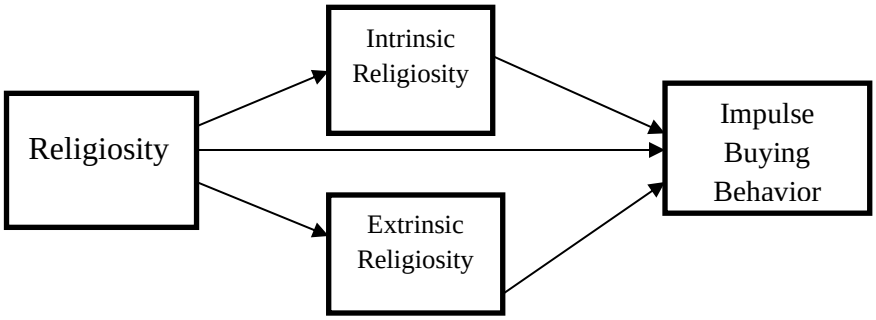
five-point Likert scale ranging from “Strongly Disagree” to “Strongly Agree” was employed to seek responses. The study tested the proposed hypothesis by using the SPSS AMOS 21.0 while we used SPSS to check for validity and reliability of the constructs in the model. First, we wanted to check the effect of religiosity on impulse buying behavior. Second, as we will check the impact of mediator’s i.e. intrinsic and extrinsic religiosity on impulsive buying behavior.



Research Model (Figure 1)

DATA ANALYSIS

Confirmatory Factor Analysis

We use confirmatory factor analysis to test the research model. Before assessing the structural model, we first used SPSS 24.0 software to check the reliability and validity of questionnaires. We choose Amos to conduct confirmatory factor analysis, because it is easier to measure unobserved variables and multiple variables. Besides, it is more convenient to know the model fit and test the mediation effect of a three-part research model using Amos.

The results of composite reliability of four measurement models is shown in Table I, including religiosity, intrinsic religiosity, extrinsic religiosity and impulse buying. According to Fornell and Larcker (1981), we used critical ratio (CR) as the indicators. It can be seen from Table I that the CR of the four measurement models are 0.963, 0.950, 0.941 and 0.954, respectively, all of which are greater than the reliability threshold of 0.7. Their AVE are 0.724, 0.635, 0.642 and 0.806, respectively, all of which are greater than 0.5. These four constructs have high reliability. The results of SE show that there is no collinearity among the observed variables of the four models. Meanwhile, the standardized factor loading and squared multiple correlations also guarantee the intrinsic quality of the model. The internal consistency was established using Cronbach Alpha as it is greater than 0.80. The factor load of each observed variable of all constructs is greater than the threshold value of 0.5, which meets the load analysis requirements of measured variables.

Measurement Model Reliability Analysis Results (Table I)

Constructs	Items	Factor Loading	CR	AVE	Cronbach Alpha
RELIGIOSITY	R1	.876	0.963	0.724	0.969
	R2	.874			
	R3	.868			
	R4	.863			
	R5	.861			
	R6	.851			
	R7	.846			
	R8	.842			
	R9	.823			
	R10	.818			
EXTRINSIC RELIGIOSITY	ER1	.878	0.950	0.635	0.949
	ER2	.856			

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	ER3	.854			
	ER4	.822			
	ER5	.820			
	ER6	.813			
	ER7	.799			
	ER8	.782			
	ER9	.772			
	ER10	.760			
	ER11	.722			
INTRINSIC RELIGIOSITY	IR 1	.852	0.941	0.642	0.943
	IR 2	.845			
	IR 3	.829			
	IR 4	.815			
	IR 5	.798			
	IR 6	.789			
	IR 7	.757			
	IR 8	.748			
	IR 9	.716			
IMPULSIVE BUYING	IB1	.892	0.954	0.806	0.952
	IB2	.882			
	IB3	.868			
	IB4	.857			
	IB5	.778			

Structural Model

In Table II and Figure 2, the path correlation between religiosity and impulse buying behavior is shown. We can say that, "religiosity" has a significant effect on the intrinsic religiosity, extrinsic religiosity and impulse buying behavior. "Impulse buying behavior" only recognizes the relationship with intrinsic religiosity whereas it does not have significant relationship with extrinsic religiosity. The p value between latent variables and their corresponding observed variables is less than 0.005, indicating that there is a significant correlation between them.

Summary of Structural Model

Effects	Estimate	SE	CR (t-value)	p value
Religiosity----Extrinsic Religiosity	.198	.055	3.888	***
Religiosity----Intrinsic Religiosity	.451	.051	8.665	***
Religiosity----Impulse Buying	.296	.050	5.648	***
Intrinsic Religiosity----Impulse Buying	.310	.051	5.895	***
Extrinsic Religiosity----Impulse Buying	.083	.039	1.849	***

(Table II)

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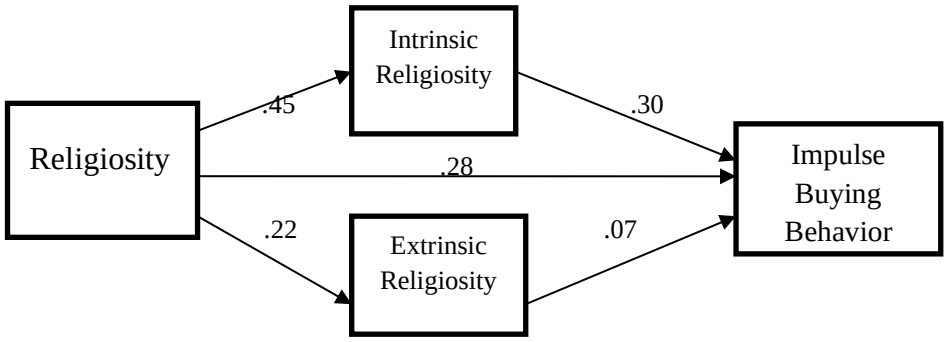

Structural Model Results (Figure 2)

The study focuses on the relationship of impulse buying behavior via intrinsic & extrinsic religiosity. Direct relationship was observed between religiosity and impulse buying behavior with the effect size of 0.28 and with p value less than 0.05. Since direct relationship was established, this paper further investigated the indirect effect between the said variables via intrinsic and extrinsic religiosity. Positive and significant relationship was observed between religiosity and intrinsic religiosity with an effect size of 0.45 between permissible confidence interval levels. Further, positive and significant relationship was observed between intrinsic religiosity and impulse buying behavior. Considering the presence of influencing variable it can be concluded that the mediating variable significantly influences the relationship and thereby preserving direct relationship between the variables. Henceforth intrinsic religiosity partially mediates the relationship between religiosity and impulse buying behavior. Similarly, positive and significant relationship was observed between religiosity and extrinsic religiosity with an effect size of 0.22 with p value less than 0.05. Further, positive and significant relationship was observed between extrinsic religiosity and impulse buying behavior at 0.07.

Considering that the model encompasses two mediating variables, this relationship depicts that impulsive buying behavior can be influenced by more than one mediating variable and it is a case of parallel mediation. All the assumptions of parallel mediation like significant relationship among the variables including the mediating variables has been proven and the direct relationship also sustains.

Table No.III depicts the statistical results among the independent, mediating and dependent variables on the basis non-parametric bootstrapping process. This table also depicts that indirect relationship by the variables intrinsic and extrinsic religiosity influences the impulsive buying behavior since all the values falls between permissible confidence level intervals.

		Bias-corrected 95 % CI		Percentile 95% CI	
Relationship	EFFECTS	Lower Bound	Upper Bound	Lower Bound	Upper Bound
Religiosity---- Extrinsic Religiosity	Total Effect	.093	.299	.094	.300
	Direct Effect	.093	.299	.094	.300
	Indirect Effect	.000	.000	.000	.000
Religiosity---- Intrinsic Religiosity	Total Effect	.355	.542	.356	.543
	Direct Effect	.355	.542	.356	.543
	Indirect Effect	.000	.000	.000	.000
Religiosity---- Impulse Buying	Total Effect	.359	.555	.354	.550
	Direct Effect	.188	.415	.182	.409
	Indirect Effect	.102	.222	.100	.217
Intrinsic Religiosity----Impulse Buying	Total Effect	.207	.414	.204	.412
	Direct Effect	.207	.414	.204	.412
	Indirect Effect	.000	.000	.000	.000
	Total Effect	.020	.171	.016	.178

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Extrinsic Religiosity---- Impulse Buying	Direct Effect	.020	.171	.016	.178
	Indirect Effect	.000	.000	.000	.000

(Table III)

CONCLUSION & DISCUSSION

Most religions promote a modest lifestyle and the idea that accumulating material wealth is the source of all evil (Arli et al., 2016). The findings of this paper build on past studies that demonstrated the impact of religion on consumers' impulsive purchasing behavior (Sohaib & Kang, 2014). The two have a good friendship with one another. The study's findings also showed that intrinsic and extrinsic religiosity had a role in moderating the association between religiosity and impulsive purchasing.

The results of the study also revealed the role of mediating variables i.e. the intrinsic and extrinsic religiosity in the relationship between religiosity and impulse buying.

People who are fundamentally religious live their lives in accordance with their faith (Allport, 1966), therefore it seems to reason that they would be better able to control their behavior. Extrinsically religious people who use religion to further their own agendas (Allport & Ross, 1967) cannot be expected to follow the rules set out by their religion, making them more prone to impulsive behavior. From the viewpoint of religious motivation, the impact of religion on behavior can be better understood. Although it is well-established in the literature, little research has examined its mediating role in the connection between extrinsic religiosity and reckless spending. Extrinsically religious people were found to be more likely to conform to social expectations, which made them more likely to engage in unconstrained behavior.

This study offers a unique illustration of how religion affects impulse buying behaviors' differently. The results corroborate the consumer behavior framework's inclusion of religion as a significant determinant. The influence of religion has largely been ignored in studies on impulsive purchase, which have instead concentrated on personal, demographic, situational, and product-related aspects. As a result, there hasn't been much recognition of religion as a cause of irrational purchasing. The current study adds to our understanding of consumer behavior by providing the empirical support for the claim that religion has an impact on impulsive buying.

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