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DOES BURNOUT LEAD TO IMPULSE BUYING BEHAVIOR?

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ABSTRACT

The purpose of the paper is to investigate the role of behavioral belief and burnout dimensions towards impulsive buying behavior among influential management students. It also examines the influence of impulsive buying behavior towards self-satisfaction. A conceptual model with a theoretical basis in the impulsive buying behavior is developed to illuminate the antecedents of self-satisfaction. The model is tested using structural equation modeling. It is a descriptive study and uses multi-stage random sampling based on probability sampling method. Eliminating double-barreled, misleading, ambiguous statement 145 respondents comprised the sample study (32.22% response rate). The proposed hypotheses are measured using stepwise multiple linear regression. Predictive power and overall power fitness of the proposed model is tested using structural equation modeling with maximum likelihood estimation using IBM AMOS. The results reveal the existence of significance influence of behavioral belief and burnout dimensions towards impulsive buying behavior. Implications of developing self-satisfaction are enumerated.

Keywords: Behavioral belief, Burnout dimensions, Impulse buying Behavior, Self-satisfaction.

INTRODUCTION

Impulse buying is when a person makes an unanticipated purchase of a good or service. An impulsive buyer is one who buys something without thinking about it (Suganya and Joice, 2017).

Various emotional variables such as anger, worry, and happiness all play a role in

deciding whether to buy a product with a well-crafted message. Our habits and the societal pressure to consume allow us to yield to temptation and buy something without thinking about the ramifications of our decision. Marketers and retailers aim to capitalize on these irrational desires for rapid fulfilment. A consumer in a supermarket, for example, might not be looking for candy. Chocolate, gum, and mints, on the other hand, are prominently displayed in checkout aisles to entice impulse customers or their children. Impulse purchase, on the other hand, can be harmful.

When a potential customer sees something relevant to a product or service that piques their interest, impulsive purchase can occur (Irwansyah & Suwena 2021). To draw in the throng, 'On Sale' items are displayed in the same way. Torun & Ipcioglu (2015) stressed on impulsive buying behavior's connection with emotions and moods of amusement, delight, conflict, exhaustion, and bad feelings (Olsen et.al 2022). Burnout affects people who work with others face to face (Irwansyah & Suwena 2021) affecting people assisting professionals or other client-centered fields (Bakker & Vries, 2021). Behavioral beliefs link a person's desired action to expected consequences (Chan et. al 2014). Even if a person has several behavioral ideas about various behavioral patterns, only one of them is true.

The accessible beliefs are assumed to be in combination with the subjective values of the expected outcomes that determine their attitude and behavior (Muruganatham & Bhakat, 2013; Djafarova & Bowes 2021). In this era of automation, consumers tend to get burnout easily and make impulse purchase to satisfy their sudden craving through materialistic approach. The study is focused to address what are the behavioral factors that lead to impulse buying and whether the burnout dimensions contribute to the impulse buying decision. The scope of this study is to speculate a conceptual framework that defines the determinants of Impulsive Buying Behavior.

Nevertheless, this paper would bestow to burnout dimension & behavioral belief towards impulsive shopping to concede self-satisfaction. This paper also renders a theoretical etymology of burnout dimensions and behavioral belief, which brings forth the impulsive buying behavior. Eventually, by hypothesizing the affiliation between these regarded variables, this paper contributes to the existing literature.

Objective of Study

The elementary purpose of this paper is to explicate a more encompassing understanding of Impulsive Buying Behavior (BB) where Burnout dimension & behavioral belief are the most important variables in Impulsive Buying. Also, paper investigates the influence of Impulsive Buying Behavior towards self-satisfaction. The predating research questions are sufficed by presuming the following research Objectives:

- To explore the role of burnout dimension & behavioral belief towards impulsive Buying Behavior.
- To examine the influence on Impulsive Buying Behavior towards self-satisfaction.

Literature Review

In this section, the past research associated with the subject of the current research are retrospectively reviewed. It includes studies on burnout dimension, behavior belief, impulsive buying, and self-satisfaction. Hence, a comprehensive study is conducted to study the effect of burnout dimension and behavior belief and its influence on individuals to make impulsive buying decisions leading to self-satisfaction.

S. No.	Content	Description	Reference
1	Burnout Dimension	Burnout Dimension is an introspective psychological inventory consisting of 22 items pertaining to occupational burnout.	Bakker, et.al (2002); Storm & Rothmann (2003); Schaufeli & Salanova (2007); Hu & Schaufeli (2009); Yavuz & Dogan (2014); Torun & Ipcioglu (2015); Bakker & Vries (2021)
2	Behavioral Belief (BB)	The theory of planned behavior is applied in the studies in context to the relation among beliefs, attitudes, behavioral intentions, and behaviors.	Nair & Rathor (2011); Rossmann (2011) Sundström et.al (2013) Alloway et.al (2015); Li et.al (2015); Olsen et.al (2022)
3	Impulsive Buying Behavior (IBB)	Impulsive buying is the tendency of a customer to buy goods and services without planning. When a customer takes such buying decisions at the spur of the moment, it is usually triggered by emotions and feelings.	Muruganatham & Bhakat (2013); Vasanthi and Deepa (2016); Suganya & Joice (2016); Gandhi et.al (2015); Torun & Ipcioglu (2015); Sangalang et.al (2017); Djafarova & Bowes (2021) Irwansyah & Suwena (2021); Wiratama et.al (2021)
4	Self-Satisfaction (SS)	Self Satisfaction is a smug satisfaction with oneself or one's position or achievements	Westbrook et.al (1978); Lepkowska & Elzbieta (2006); Chan et.al (2014); Jain et.al (2017); Olsen et.al (2022)

Burnout Dimension

Bakker et.al (2002) examined the factorial validity of the Maslach Burnout Inventory - General Survey (MBI-GS) (Schaufeli et al., 1996) applying multi-group confirmatory factor analyses where the results favored the proposed Three-Factor Model over Two-Factor and One-Factor Models with separate burnout dimensions like exhaustion, cynicism, and professional efficacy indicating fresher females with higher levels of burnout as compared to the male counterparts. Similarly, Storm & Rothmann (2003) validated the *Maslach Burnout Inventory-General Survey* (MBI-GS) for the South African Police Service confirming the 3-factor model of burnout consisting of exhaustion, cynicism and professional efficacy applying Structural equation modelling. Yavuz & Dogan (2014) reported burnout to be related to student achievement and Maslach Burnout Inventory-Student Survey (MBI-SS) as an important tool to measure burnout related to student's achievement resulting the highlight of three dimensions i.e., exhaustion, cynicism, and reduced efficacy (Bakker & Vries 2021). Hu & Schaufeli (2009) investigated in two high schools, a university, and a nursing school for dimensional structure of the Maslach Burnout Inventory-Student Survey (MBI-SS) where single group, factor analysis corroborated the hypothesized three-factor model for the composite and independent samples. Subsequently, multi-group analyses revealed the three-dimensional structure of the MBI-SS to be partially invariant across three samples. Schaufeli & Salanova (2007) claimed in addition to exhaustion and cynicism, inefficacy to be measured with MBI which is related to work engagement and the positive is antithesis of burnout suggesting the inefficacy scale to be used to assess burnout rather than a reversed efficacy in future studies.

H₁: Burnout dimensions will significantly influence impulsive buying behavior

Behavior Belief

Nair & Rathor (2011) established a link between growing facilities provided to the consumers and increase in their impulsive (unplanned) buying experiences based on buying behavior of working and non-working women revealing the occupational reasons to be the driving forces for impulsive buying. Sundstrom et.al, (2013) presented the factors affecting impulse buying of clothes online and the associated feelings before, under and after the actual purchase process where a pattern of the consumers recurrent feelings like escapism, pleasure, reward, scarcity, security, and anticipation were identified. In contrast to previous studies in IBB, escapism reveals the impulse purchases when they initially were bored. Alloway, et.al. (2015) explored the affective processes and trait impulsivity to be significant, unique, and independent predictors of IBB, in students, as a cohort with lesser financial independence for the purchasing decisions. Li et.al (2015) denoted modern women to be financially independent being a blend of knowledge, intelligence, and ability who can realize her value through self-

fulfillment. The study highlighted the formulation of the marketing strategy based on women consumers' psychology and behavior where the marketers designed the products to satisfy the consumer's physical and emotional needs with an attractive price and effective communication to support the ongoing and trusting relationship. A novel contribution of the study is the development and investigation of the role of negative mood reduction as a driving force behind impulsive buying (Wiratama et.al 2021).

H₂: Behavioral Belief will significantly influence impulsive buying behavior

Impulsive Buying & Self-Satisfaction

Westbrook et.al (1978) quoted consumer purchase decision as an extensively researched aspect highlighting the aspects of consumer satisfaction after the purchase decision. The assumption of purchasing adding to the happiness or consumer satisfaction is based on the 'bottom-up spillover theory of life satisfaction' (Olsen et.al, 2022). Muruganantham & Bhakat (2013) contributed the literature in retailing and consumer behavior elaborating the various behavioral aspects of impulse buying and its constructs classifying the different factors influencing IBB. Internal and external factors trigger the IBB of consumers was supported by spotting women to be more sensitive to the information details in the message content and display while deciding for IB (Vasanthi & Deepa 2016). Similarly, Sangalang et.al (2017) assessed and ascertained the significant factors influencing IBB of the consumers revealing the impact of both the internal and external factors like age, net monthly income, marital status, shopping enjoyment and promotional approach highlighting the prominent influence of net monthly income and shopping enjoyment on the IBB of the consumers. Gandhi et.al (2015) observed the IBB of consumers considering the impact of various demographic and cultural factors reporting age, gender and the time taken to decide to buy to have a significant impact on impulse purchases of customers and no impact of the number of people accompanying a shopper on buying decision of beverages as in contrast to fashion products. Suganya & Joice (2016) reported shopping to be the most appealing domain to women highlighting women to be more impulsive than men while buying. (Wiratama et.al, 2021) signified the good mood of a consumer as a tendency to generously reward the own self with more and IB. Vasanthi & Deepa (2016) stated the dynamic BB of consumers highlighting the consumer behavior and attitude while selecting a product which are influenced by the social, personal, and psychological factors (Olsen et.al, 2022). Jain et.al (2017) exemplified through the theory of planned behavior the subjective norm to be the most important determinant followed by attitude in purchasing luxury fashion goods highlighting the strong positive relation of Perceived and actual behavior. Chan et.al (2014) investigated the effect of intrinsic factors on the luxury goods buying behavior by the Chinese tourist consumers resulting to focus on attributes like self-satisfaction, possession obsessiveness, status consciousness and personal differentiation to

buildsustainable and competitive business. Lepkowska & Elzbieta(2006)tested the reactions to advertisementappeals designed for varied serviceproducts characterizedas informative, feeling, habit-forming, and self-satisfaction and reported the consumer responds not to the appeal but the service type presented in the advertisement maximizing the satisfaction (Irwansyah & Suwena, 2021).

H₃: Impulsive Buying Behavior will significantly influence Self- Satisfaction

Research Gap

Research on IBB has earned acknowledgments in the recent decade with evidence indicating significant scope to investigate the dimensions determining impulse buying behavior with the evolution of the consumer centric markets. The existing literature is negligible on the behavioral studies of students shopping pattern. Although the studies on burnout are availablefor professionals and people in employment where the major burnout is assumed to be related to the jobs and the working people. Henceforth, the presentresearch undertakes a study on students where burnout dimensions along with behavioral belief can lead to planned or unplanned impulse buying behavior. Also,it attempts to understand the impact of such purchase onself-satisfaction or regrets. The originality of the study is the analysis of students'behaviourwho are a significant part of consumer market.

Conceptual Framework of the Study

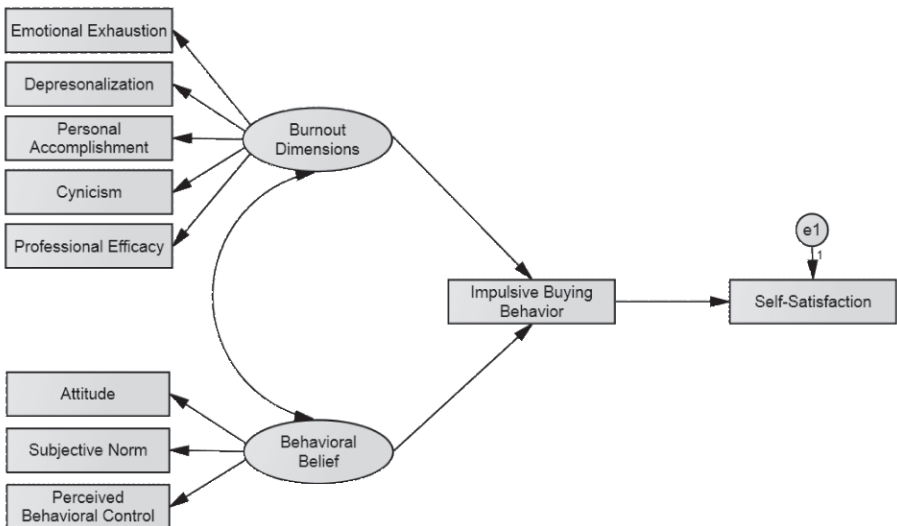
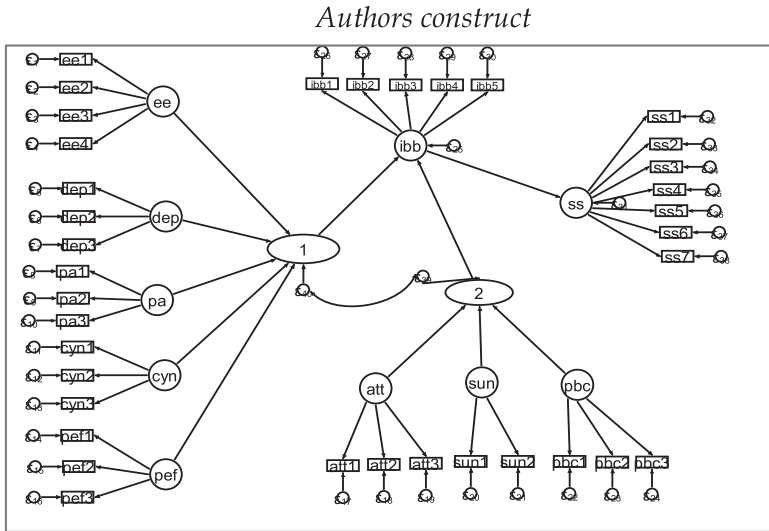


Figure 1- Impulsive buying behavior model



Research Design

The research design is an arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose. Descriptive research involves association of two or more variable namely burnout dimension, behavioral belief, impulsive buying behavior and self-satisfaction. The information can be used to draw a relationship amongst the variables. The authors used standardized research instruments to collect the primary data.

Items measuring Burnout Dimension are constructed using the modified Maslach's Burnout Inventory developed by Maslach 1981 (Lee & Ashforth 1990). Also, items measuring Behavioral belief are constructed using the modified Theory of Planned behavior developed by Ajzen, 1985 (Rossmann 2011).

The developed questionnaire was mailed to 6 different subject experts who checked the content and validated the same. Suggestions received were implemented as to improve the scale and proper sentence formation. The pilot study was conducted on 5% of the total sample size ($n=450$). Therefore, the study was initiated on 22 students and their suggestions were taken into consideration for final preparation of the questionnaires. The reliability was tested calculating Cronbach Alpha and the results were more than 0.7 (Hair et.al, 2014). Eliminating double-barreled, misleading, ambiguous statement 145 respondents comprised the sample study (32.22% response rate) out of the 212 responses received.

Sampling Design

The study is spread across two geographies that is North and South India. The sample comprised of population from the cities of Ludhiana and Bangalore respectively assuming to represent the contra psychological traits of students enrolled in a traditional industrial and a hi-tech city.

The population of the study includes the post-Graduate students from institutes affiliated to respective universities. The period of the data collection ranged from November- December 2021 where the students feel immense pressure of studies, internships, and job placements. Multi-stage random sampling is used to collect the data. Also, the data is collected in two different clusters i.e., students from the different universities in Bangalore and Ludhiana. The statistical processing of the data is done through SPSS and AMOS. The statistical tools used for analyzing the primary data collected through questionnaires are Structural Equation Modelling (SEM) and Multi-linear regression.

Results & Discussion

OBJECTIVE 1: To explore the role of Burnout Dimension & Behavioral Belief towards Impulsive Buying Behavior.

H₁: Burnout dimensions will significantly influence Impulsive Buying Behavior.

H₂: Behavioral Belief will significantly influence Impulsive Buying Behavior.

The role of Burnout Dimension & Behavioral Belief towards Impulsive Buying Behavior is assessed using Multiple Linear Regression analysis to interpret the most effectual sets of independent variables (Burnout Dimension & Behavioral Belief) on the dependent variable (Impulsive Buying Behavior, IBB).

Table 1:
Impact of Burnout Dimension & Behavioral Belief towards IBB- Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	.899 ^a	.812	.810	.41407

a. Predictors: (Constant), Emotional Exhaustion, Depersonalization, Personal Accomplishment, Cynicism, Professional Efficacy, Attitude, Subjective Norm, Perceived Behavioral Control.

It is observed from Table 1 that the regression value 'R' is at 89.9%, the R Square value is at 81.2%, and the adjusted R Square value is at 81.0%. The R-Square value indicates that the weighted combination of the predictor variables explicates 81.2% of the divergence in the dependent variable. It can also be generalized that 81.2% variation in Impulsive Buying Behavior is described by Burnout Dimension & Behavioral Belief.

OBJECTIVE 2: To examine the influence on IBB towards self-satisfaction

H₃: Impulsive Buying Behavior will significantly influence Self- Satisfaction

The role of IBB on self-satisfaction is measured using Karl Pearson's correlation coefficient. The outcomes are found to be significant between IBB towards self-satisfaction. Hence, it can be interpreted that IBB substantially contributes to self-satisfaction during the shopping process. The outcomes are found to be significant between IBB & self-satisfaction as it is moderate positively correlated with a value of 0.55. The result supports the finding of Sangalang et.al. (2017) who comprehended impulsive buying behavior aroused enjoyment, which further had a positive impact to enhance the feeling of self-satisfaction.

Structural Equation Modelling

Comforting all the elemental presumptions before performing SEM, the "Impulsive Buying Behavior Model" is tested using AMOS (Hair et.al, 2014). The Chi-Square value is found to be significant ($p = .000$) suggesting a good degree of fit, CMIN/DF at 2.764 showed a good fit, GFI score at 0.961 manifested an estimable fit, AGFI score at 0.964 evidenced a satisfactory fit, RMR score at 0.049 established a perfect fit, CFI score at 0.924 showed a significant fit, and IFI score at 0.917 depicted a borderline fit (Hair et.al, 2014). Therefore, the proposed Impulsive Buying Behavior Model is accepted.

Table-2 Model Fitness Indices

Factors	LevelOf significance
CMIN/DF	2.764
GFI	0.961
AGFI	0.964
RMR	0.049
CFI	0.924
IFI	0.917

Source- Author's construct

Conclusion

Towards devising the referents of burnout dimensions & Behavioral belief we can conclude that these variables have a dominant significance on impulsive buying behavior of post graduate students which leads to self-satisfaction. The study illustrates various observations for marketers to understand the demographics of customers and develop appropriate strategies to induce shoppers into impulse buying.

Although the impulse buying is never planned by the buyer yet if the buying behavior is properly evaluated it can add to the sales and profitability of the outlets. IBB can be favorably influenced through proper distribution and sales promotion adding to the satisfaction of the consumers.

Theoretical Implications

The failure to self-regulate the studies, work plans and peer pressure aggravates the problem in students resulting in the feeling of stress and fatigue leading to burnout. Regularity, proper sleep, and proactive behavior could rescue the students from such feelings of self-undermining and regulating the fatigue in an effective way.

Practical Implications

The study suggests the store managers and outlet owners to have proper marketing strategy to convert more of the sales thus adding to their profitability. They need to focus on the discounts, stocks, shop atmosphere and the salesperson to attract the customers and take advantage of their impulsive behavior adding to their feeling of self-satisfaction in worthy buying at the point of purchase.

Limitations and Future Scope

The respondents were restricted only to prestigious universities of North and South India affiliating the educational institutes in the cities of Ludhiana and Bangalore. The sample size could have been expanded to students from other colleges in varied cities to get more reliable outcomes. There is constantly a probability for a better framework to exist to comprehend the impulsive buying behavior of students through a study of a particular segment which would enhance the purchasing gratification.

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Annexures- Table showing p values of variables

	Coef.	Std. Err.	z	P (95% CI)
ee1 EE	3.05	.10	29.89	0.000
ee2 EE	2.51	.097	26.06	0.000
ee3 EE	2.92	.109	26.70	0.000
ee4 EE	3.12	.126	24.87	0.000
dep1 DEP	2.52	.105	24.02	0.000
dep2 DEP	2.39	.109	22.01	0.000
dep3 DEP	1.96	.102	19.07	0.000
pa1 PA	3.57	.106	33.47	0.000
pa2 PA	3.33	.103	32.12	0.000
pa 3 PA	3.73	.098	38.32	0.000
cyn1 CYN	2.91	.133	21.84	0.000
cyn2 CYN	2.81	.122	22.87	0.000
cyn3 CYN	2.68	.129	20.87	0.000
pef1 PEF	4.12	.102	40.34	0.000
pef2 PEF	4.43	.114	38.68	0.000
pef3 PEF	4.23	.11	37.23	0.000

chi2(104) = 310.99, Prob > chi2 = 0.0000

	Coef.	Std. Err.	z	P (95% CI)
att1 ATT	3.29	.102	32.32	0.000
att2 ATT	3.73	.086	42.97	0.000
att3 ATT	3.19	.09	34.84	0.000
sun1 SUN	3.21	.100	31.95	0.000
sun2 SUN	2.65	.079	33.67	0.000
psc1 PBC	3.71	.086	43.10	0.000
psc2 PBC	3.92	.079	49.49	0.000
psc3 PBC	2.67	.099	27.09	0.000

chi2(20) = 49.92, Prob > chi2 = 0.0002

	Coef.	Std. Err.	z	P (95% CI)
ibb1 IBB	2.88	.102	28.12	0.000
ibb2 IBB	3.34	.085	38.99	0.000
Ibb3 IBB	2.62	.075	34.96	0.000
Ibb4 IBB	2.94	.099	29.50	0.000
Ibb5 IBB	3.15	.097	32.26	0.000
Ss1 SS	3.61	.08	44.55	0.000
Ss2 SS	3.62	.076	47.12	0.000
Ss3 SS	4.06	.063	64.87	0.000
Ss4 SS	4.08	.0699	58.33	0.000
Ss5 SS	3.455	.076	45.0	0.000
Ss6 SS	3.39	.087	38.77	0.000
Ss7 SS	3.6	.08	44.96	0.000

chi2(54) = 178.72, Prob > chi2 = 0.0000