



# Impact of Emotional Intelligence on Impulse Buying Behaviour

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## CHAPTER 1: INTRODUCTION AND BACKGROUND

### Abstract

This dissertation aims to investigate the relationship between emotional intelligence and impulse buying behavior. The research draws on a variety of data resources, including surveys, interviews, and experimental data, to explore how emotional intelligence influences impulsive buying behavior.

The findings of this study suggest that individuals with higher levels of emotional intelligence are less likely to engage in impulsive buying behavior. Emotional intelligence is found to be positively correlated with self-regulation and the ability to control impulsive behavior, which in turn reduces the likelihood of making impulsive purchases.

Moreover, the study identifies a number of factors that can influence the relationship between emotional intelligence and impulsive buying behavior, such as age, gender, and socio-economic status. For example, younger individuals and those with lower socio-economic status are found to be more susceptible to impulsive buying behavior, regardless of their level of emotional intelligence.

Overall, the study provides important insights into the complex relationship between emotional intelligence and impulsive buying behavior, and can help individuals and businesses make more informed and responsible decisions about their purchasing and marketing strategies. The findings of this study suggest that interventions aimed at improving emotional intelligence may be an effective way to reduce impulsive buying behavior and promote more responsible consumer decision-making.

## **Introduction**

### *What is Emotional Intelligence (EI)?*

Emotional intelligence refers to the ability to identify, understand, and manage one's own emotions, as well as the emotions of others. It encompasses a range of skills, including self-awareness, self-regulation, empathy, and social skills.

People with high emotional intelligence are able to recognize their own emotions and understand how they influence their thoughts and behavior. They are also able to regulate their emotions and respond appropriately to different situations. They are able to perceive and understand the emotions of others, and respond in a way that is sensitive and appropriate.

Emotional intelligence is an important factor in personal and professional success, as it helps individuals to build strong relationships, communicate effectively, and manage stress and conflict. It can be developed and improved over time with practice and self-reflection.

### *What is Impulse Buying Behaviour?*

Impulse buying behavior refers to the tendency of consumers to make unplanned and spontaneous purchases. It is a type of consumer behavior that is often driven by emotions and the desire for instant gratification.

Impulse buying can occur in a variety of contexts, such as in-store shopping, online shopping, or through the influence of advertising and marketing. It is often triggered by factors such as product displays, limited time offers, social influence, or the desire to relieve stress or boredom.

Impulse buying can have both positive and negative consequences. On the one hand, it can lead to increased sales and revenue for businesses, and provide consumers with instant gratification and enjoyment. On the other hand, it can lead to overspending, debt, and regret for consumers.

Businesses can use various strategies to encourage impulse buying, such as product placement, discounts, and free samples. Consumers can also learn to recognize and control their impulse buying behavior by setting budgets, making shopping lists, and avoiding triggers that lead to impulse buying.

### *Relationship between impulse buying and emotional intelligence*

There is a significant relationship between impulse buying and emotional intelligence. Emotional intelligence refers to the ability to understand and manage one's own emotions, as well as the emotions of others. People with high emotional intelligence are able to regulate their emotions, control their impulses, and make decisions based on logic and reason.

Research has shown that individuals with high emotional intelligence are less likely to engage in impulsive buying behavior. This is because they are better able to identify and

regulate their emotions, which can help them resist the urge to make impulsive purchases. They are also better equipped to make rational and informed decisions about their purchases, rather than giving in to momentary impulses.

On the other hand, individuals with low emotional intelligence are more likely to engage in impulsive buying behavior. They may be more vulnerable to the emotional triggers that can lead to impulsive purchases, such as stress, boredom, or social influence. They may also struggle to regulate their emotions and control their impulses, which can lead to impulsive purchases.

Therefore, developing emotional intelligence can help individuals to avoid impulsive buying behavior. By becoming more aware of their emotions and learning to regulate them, individuals can reduce their susceptibility to impulsive purchases. They can also learn to make more rational and informed decisions about their purchases, which can help them to avoid overspending and reduce the risk of financial problems.

In addition, businesses can also benefit from understanding the relationship between emotional intelligence and impulse buying. By creating marketing and advertising strategies that appeal to consumers' emotions in a responsible and ethical way, businesses can build stronger relationships with their customers and avoid exploiting their vulnerabilities. This can help to create a more positive and sustainable consumer culture, where impulse buying is less prevalent and consumers are empowered to make informed and responsible decisions about their purchases.



## CHAPTER 2: LITERATURE AND CONCEPTUAL FRAMEWORK

### Literature Review

I. Rana & Tirthani (2012): According to Rana & Tirthani (2012), impulsive buying disrupts the process of making decisions normally; it happens when "a customer sees a product in the store and purchases it with little or no deliberation due to a strong urge to possess the item" (p. 145). According to the definition of impulsive buying, it is "a sudden, compelling, hedonically complex purchase behavior in which the speed of the impulsive purchase decision precludes any thoughtful, deliberate consideration of alternatives or future implications."

II. Impact of Emotional Intelligence on Impulse Buying and Product Value Proposition Dr. Deepa Nair Dr. Saritprava Das, 2015: "Impulsive behaviour and Emotional Intelligence are highly negatively correlated.": According to this research, women's emotional intelligence and impulse buying have a very strong negative correlation. Additionally, impulse buying is often accompanied by a powerful sense of guilt. The women are further motivated to refrain from using their impulse purchases by this intense guilt. Therefore, methods for reducing impulsive purchases from the perspective of the consumer are important.

III. 1983, Howard Gardner's 'Frames of Mind: The Theory of Multiple Intelligences': This study introduced the concept of multiple intelligences, which included both intrapersonal intelligence (the ability to understand oneself, to appreciate one's feelings, fears, and motivations) and interpersonal intelligence (the ability to understand the intentions, motivations, and desires of other people). According to Gardner, conventional measures of intellect, such as the Intelligence Quotient (IQ), fall short of adequately describing cognitive ability. Thus, despite the fact that the concept's names differed, it was widely believed that conventional definitions of the capacity of intelligence to completely describe performance outcomes is lacking.

IV. Bellenger, Robertson and Hirschman 1978: According to a survey of department store purchases, between 27 and 62% of consumers engage in impulsive shopping, and only a small number of product categories are unaffected. According to survey results released by GWI some 23% of Gen Z consumers in the US (ages 16-25) say they make impulse purchases, making them 17% more likely than the average to do so. Beyond Clothing/Apparel and Food & Drink, at least 1 in 5 respondents to the GWI

survey said they had made impulse buys of personal care items (26%), technology/electronic items (22%) and household products (20%).

V. (Kacen & Lee, 2002, p. 163): Following a thorough review of the literature, the authors of this study concur on the following comprehensive definition: "Impulsive buying is a sudden, compelling, hedonically complex purchasing behavior in which the rapidity of the impulse purchase decision process precludes thoughtful, deliberate consideration of all information and choice alternatives." To put it another

way, it is thought to be a more enticing, unassuming, and seductive purchasing behavior, accounting for nearly 70% of all purchasing choices.

VI. Hausman 2000; Parboteeah et al. 2009; Vohs and Faber 2007; Zhou and Wong 2003: According to studies, encouraging impulse buying (IB) is an efficient marketing strategy and one of the key factors affecting a company's sales revenue, especially in the retail and e-marketing industries. On the other hand, consumers are negatively impacted by this kind of impulse purchasing behavior. Overspending and the issues it causes are on the increase.

The findings of these studies suggest that there is a negative relationship between EI and impulsive buying behavior among Indian consumers. Emotionally intelligent individuals can better regulate their emotions and make more informed and rational decisions, which can help reduce the likelihood of impulse buying. Studies conducted in India suggest that individuals with higher levels of EI are less likely to engage in impulsive buying behavior. These findings were consistent across studies that examined this relationship in both offline and online shopping contexts. Overall, the evidence suggests that EI may play an important role in helping individuals avoid impulse purchases and make more informed shopping decisions.

### **Types of Impulsive Buying**

- a. **Pure Impulse Buying:** This occurs when a consumer purchases a product without any prior intention or planning. It is completely unplanned and spontaneous. For example, a person walking past a store may see a shirt they like and purchase it on the spot without any prior intention of buying a shirt.
- b. **Reminder Impulse Buying:** This occurs when a consumer sees a product that reminds them of something they need or want. For example, a person may see a new flavor of soda in a store and remember that they were running low on soda at home, prompting them to make an unplanned purchase.
- c. **Suggestion Impulse Buying:** This occurs when a consumer sees a product that they didn't intend to buy but is suggested by a salesperson or through advertising. For example, a person may go to a store to buy a shirt but ends up buying a matching tie suggested by the salesperson.
- d. **Planned Impulse Buying:** This occurs when a consumer plans to make a purchase but ends up buying additional unplanned items. For example, a person may go to a store to buy a new phone and end up buying a phone case and headphones as well.

### **Factors that influence Impulsive Buying**

- **Emotional States:** Emotional states such as excitement, stress, or sadness can trigger impulse buying behavior. For example, a person may feel sad and buy a new outfit to make themselves feel better.

- **Product Displays:** Eye-catching product displays, attractive packaging, and prominent placement of products can encourage impulse buying behavior. For example, a store may place chocolates near the checkout counter to encourage consumers to buy them.
- **Limited Availability:** Limited availability of a product or a time-sensitive offer can also trigger impulse buying behavior. For example, a person may buy a product on sale because they fear missing out on the offer.
- **Social Influence:** The influence of friends, family, or celebrities can also trigger impulse buying behavior. For example, a person may buy a product because they saw their favorite celebrity using it.
- **Convenience:** The convenience of purchasing a product can also trigger impulse buying behavior. For example, a person may purchase a product online because it is easier than going to a store.
- **Personal Characteristics:** Personal characteristics such as impulsivity, self-control, and financial situation can also influence impulse buying behavior. For example, a person with low self-control may be more likely to make impulse purchases.
- **Marketing and Advertising:** Marketing and advertising tactics such as discounts, free samples, and attractive packaging can also influence impulse buying behavior. For example, a person may purchase a product because they received a coupon in the mail.
- **Mood and Arousal:** A consumer's mood and arousal level can also influence impulse buying behavior. For example, a person may purchase a product because they are in a good mood and feel excited about the product.
- **Previous Experience:** Previous experiences with a product or brand can influence impulse buying behavior. For example, a person may buy a product they have previously enjoyed without any prior intention.

### **Scope of the study**

The study of the impact of emotional intelligence on impulse buying behavior has significant scope in the fields of psychology, marketing, and consumer behavior. The study can provide valuable insights into the relationship between emotional intelligence and impulsive buying behavior, helping individuals and businesses make informed decisions about their purchases and marketing strategies.

In psychology, the study can shed light on how emotional intelligence can influence an individual's ability to regulate their emotions and control their impulses. This can help individuals develop strategies to avoid impulsive purchases, such as practicing mindfulness or seeking professional help.

In marketing and consumer behavior, the study can help businesses develop more effective marketing and advertising strategies that appeal to consumers' emotions in a responsible and ethical way. This can help

businesses build stronger relationships with their customers, improve customer satisfaction, and increase sales.

Overall, the study can contribute to a deeper understanding of the complex factors that influence impulsive buying behavior, and can help individuals and businesses alike to make more informed and responsible decisions about their purchases and marketing strategies.

### **Objective**

The objective of the research is

1. To investigate the relationship between emotional intelligence and impulse buying behaviour among consumers in India. Specifically, the research aims to determine how emotional intelligence affects consumers' decision-making processes and impulse buying behaviour in different situations.
2. To identify the key factors that influence consumers' impulse buying behaviour in India and provide insights into how emotional intelligence can be used to manage this behaviour



## CHAPTER 3: DATA ANALYSIS AND FINDINGS

### Data Source

The study of the impact of emotional intelligence on impulse buying behavior can draw on a variety of data resources. These can include primary and secondary sources of data, both qualitative and quantitative, as well as experimental and observational data.

Primary sources of data include surveys, and focus groups with individuals who have experienced impulsive buying behavior. This will help gain insights into the emotional and psychological factors that influence impulsive buying behavior, and how emotional intelligence may be related to this behavior.

Secondary sources of data includes existing research studies, industry reports, and sales data from businesses. This will help to identify trends and patterns in impulsive buying behavior and emotional intelligence, and to understand how these factors are influenced by broader social, cultural, and economic factors.

### Descriptive statistics

In this study, impulse buying behavior, attitudes toward impulse buying, the influence of emotional intelligence on impulse buying behavior, and demographic questions are covered in a simple, structured questionnaire with 17 questions.

The questionnaire begins with a passage informing the participant about the objectivity, transparency and topics of the questionnaire. Demographics of the sample, including age, gender, occupation, and education level, are included in the first part of the questionnaire.

Following the demographic data, four questions are included to assess respondents' emotional intelligence (EQ) using a five-point Likert scale (5 = strongly agree and 1 = strongly disagree). The following section consists of six questions that use a five-point Likert scale (5= strongly agree and 1= strongly disagree) to assess respondents' impulse buying tendencies.

**Main Analysis**

Responses: 100

Figure 1: Study sample description between gender and education qualification

			Gender		Total
			Male	Female	
Education Qualification	Graduation	Count	1	6	7
		% within Gender	0.5%	4.3%	7.0%
	Post Graduation	Count	1	1	2
		% within Gender	5.0%	0.7%	6.0%
	Till class 12	Count	1	4	5
		% within Gender	5.0%	5.0%	10.0%
Total		Count	4	6	10
		% within Gender	40.0%	60.0%	100.0%

From figure 1 we get to know the descriptive statistics between gender and education qualification. 70.5% (31) of males are either graduated or pursuing graduation and 64.3% (36) of females are either graduated or pursuing graduation. Only 4.5% of the males are post graduated and 10.7% of the females are post-graduated.

Figure 2: Study sample description between gender and occupation

			Gender		Total
			Male	Female	
Occupation	Working Professional	Count	1	7	7
		% within Gender	5.0%	0.7%	7.0%
	Home Maker	Count	0	0	0
		% within Gender	0.0%	0.9%	0.0%
	Student	Count	3	5	8
		% within Gender	5.0%	0.4%	8.0%
Total		Count	4	6	00
		% within Gender	00.0%	00.0%	00.0%

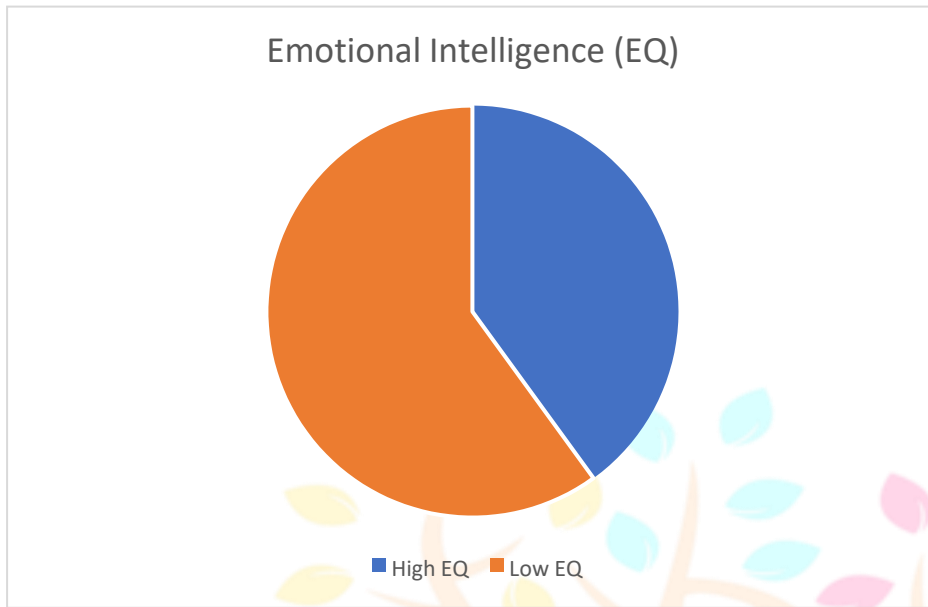
From figure 2 we get to know the descriptive statistics between gender and occupation. 75% (33) of the males and 80.4% (45) of the females are student.

Figure 3: Study sample description between gender and EQ

			Gender		Total
			Male	Female	
EQ	Low	Count	5	5	0
		% within Gender	6.8%	2.5%	0.0%
	High	Count	9	1	0
		% within Gender	3.2%	7.5%	0.0%
Total		Count	4	6	00
		% within Gender	00.0%	00.0%	00.0%

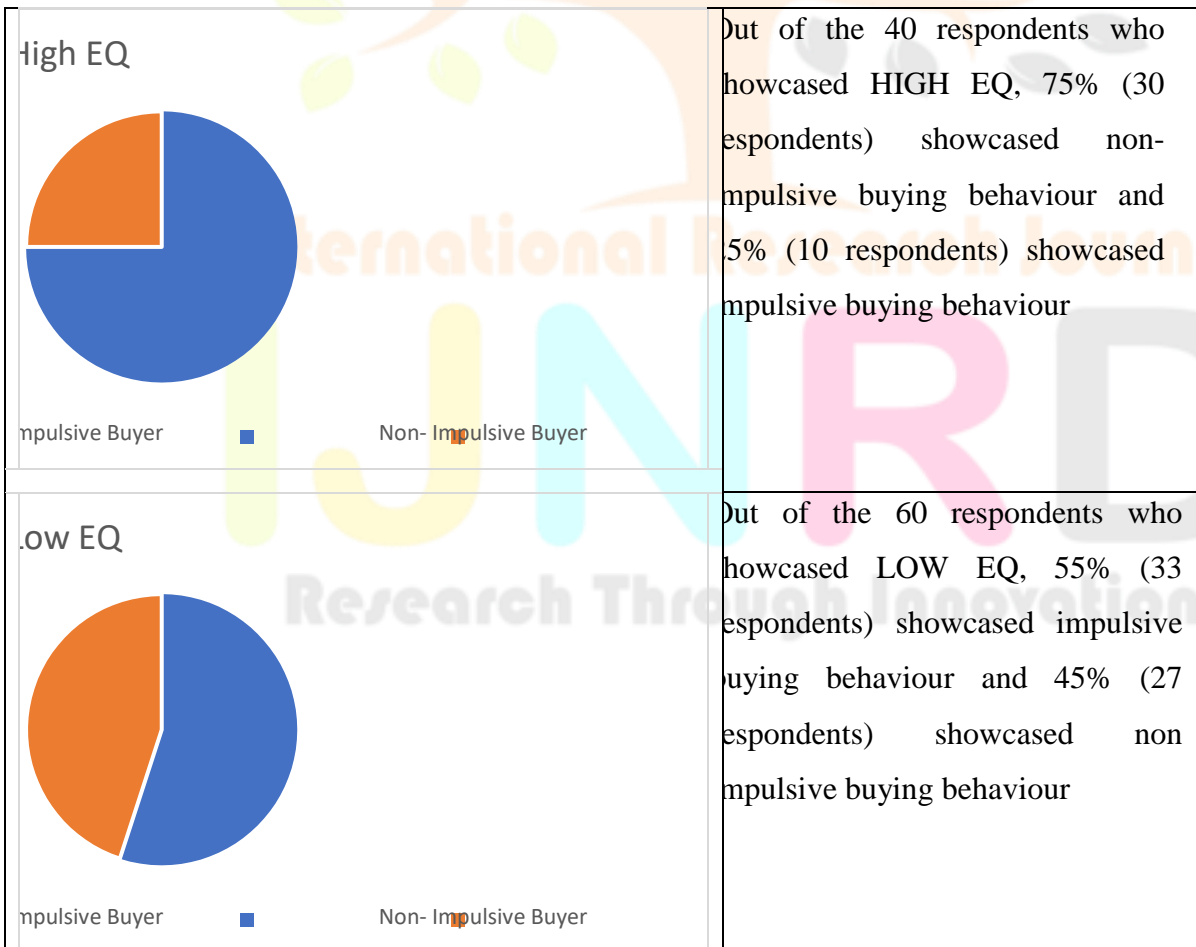
From figure 3 we can clearly see that 43.2% of males and 37.5% of females show high EQ. This shows that males have higher EQ than females.

Figure 4: Showcasing HIGH EQ and LOW EQ



Out of the total 100 responses, 42% (42 respondents) showcased HIGH EQ and 58% (58 respondents) showcased LOW EQ

Figure 5: Further specifications of HIGH EQ and LOW EQ





To calculate the Emotional Intelligence (EQ) of the respondents, the maximum possible summation of the four questions is made, equating to 20. If the total score of these four questions occurred to be more than 15, then it was concluded that the respondent has High Emotional Intelligence (EQ) and vice versa.

Similarly, to calculate the likeliness of Impulse Buying of the respondents, The maximum possible summation of the six questions is made, equating to 30. If the total score of these six questions occurred to be more than 20, it was concluded that the respondent was less likely to engage in Impulse Buying Behaviour and vice versa.

Figure 6: What category of these items do you purchase the most?

			Gender		Total
			Male	Female	
What category of items do you purchase the most?	Garments	Count	1	9	10
		% within Gender	7.7%	9.6%	10.0%
	Footwear	Count			
		% within Gender	0.1%	0.6%	0.0%
	Accessories (belt, goggles, etc)	Count			
		% within Gender	0.8%	0.9%	0.0%
	Cosmetics/ Makeup	Count			
		% within Gender	0.3%	0.7%	0.0%
	Electronic Devices	Count	5		5
		% within Gender	4.1%	0.4%	4.8%
	Jewelleries	Count			
		% within Gender	0.0%	0.8%	0.0%
	Total	Count	4	6	10
		% within Gender	100.0%	100.0%	100.0%

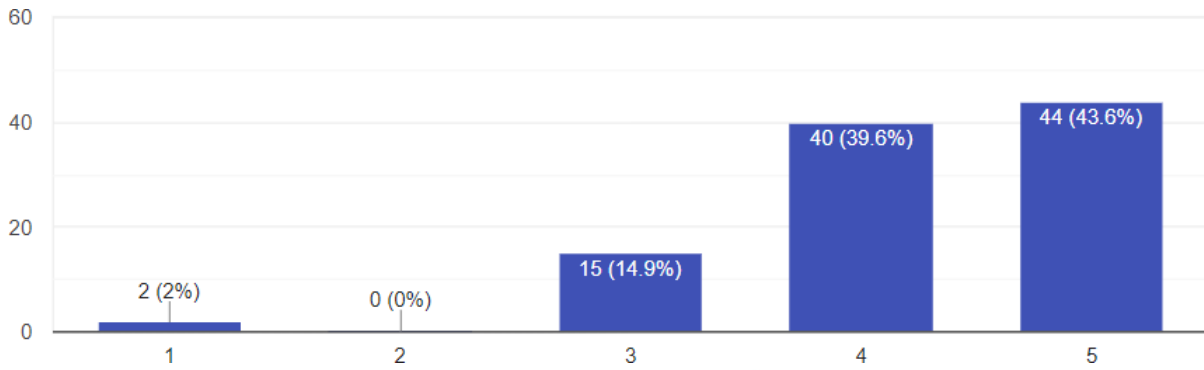
From figure 6, we get to know what items are purchased by the respondents gender-wise. 60% of the respondents purchase Garments and 18% of the respondents purchase Electronic Devices. Only 1% of the respondents (only females) purchase Jewellery.

Figure 7: Average amount of money you spend per month on purchasing these items

			Gender		Total
			Male	Female	
The average amount of money you spend per month on purchasing these items	000-2000	Count	2	8	10
		% within Gender	7.3%	2.1%	0.0%
	000-3000	Count	0	9	9
		% within Gender	0.1%	3.9%	3.0%
	000-5000	Count	2	2	4
		% within Gender	7.3%	1.4%	4.0%
	000-7000	Count	0	3	3
		% within Gender	0.5%	1.1%	3.0%
	000-10000	Count	0	0	0
		% within Gender	0.8%	0.8%	0.0%
	more than 10000	Count	0	0	0
		% within Gender	0.1%	0.6%	0.0%
Total	Count	4	6	10	
	% within Gender	00.0%	00.0%	00.0%	

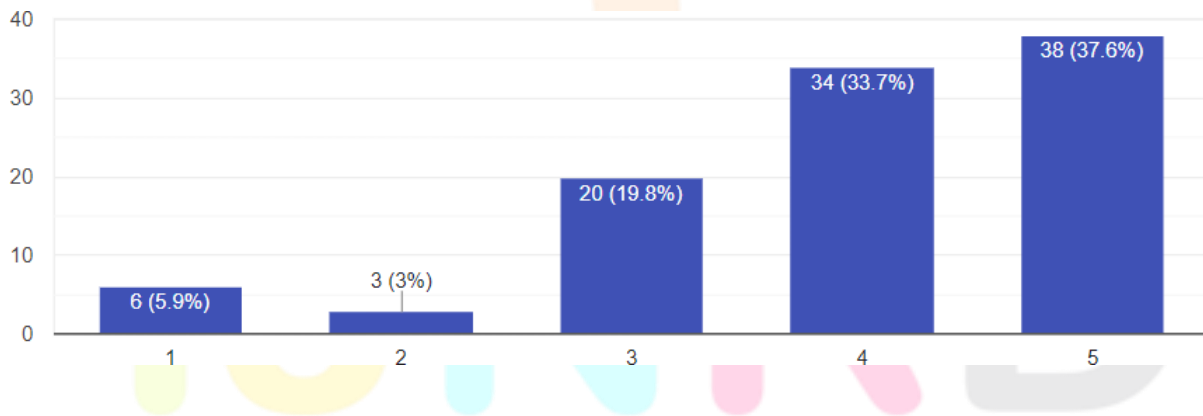
Figure 7 shows the amount of money spent per month on purchasing items like garments, footwear, accessories, cosmetic, electronic devices, jewellery. It is clear that 47.8% of males spend between 3000-7000 rupees per month and 55.3% of females spend between 2000-5000 rupees per month. Only 9.1% of males and 3.6% of females spend more than 10000 rupees per month on shopping.

Figure 8 : I am aware of my emotions and how they affect my behavior (Likert Scale)



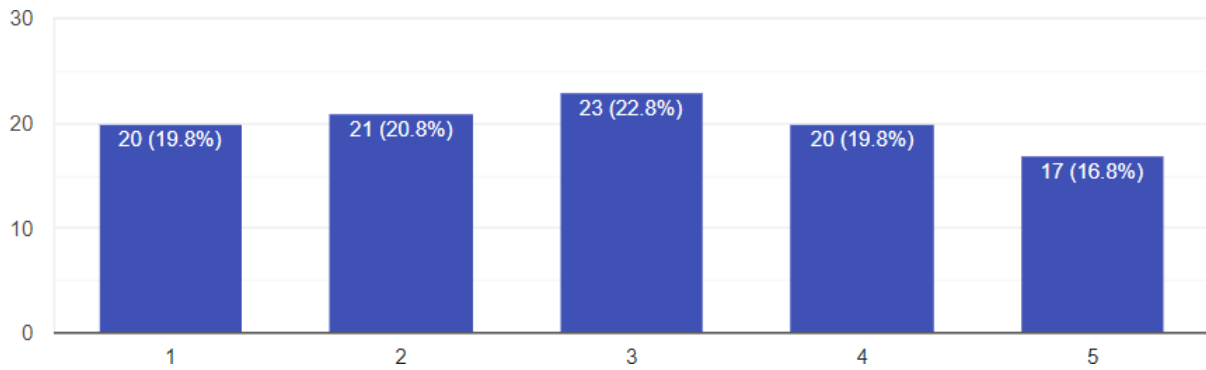
From figure 8, it is clear that 83% of the respondents believe that they are aware of their emotions. This indicates that the majority of the respondents know how their emotions affect others. Only 2% of the respondents are not aware of their emotions.

Figure 9: Before I buy any of the above item I always carefully consider whether I need it(Likert Scale)



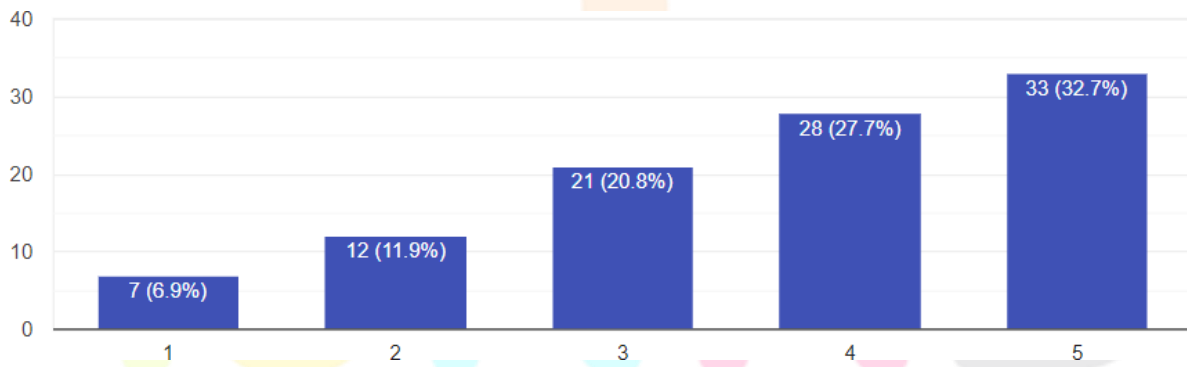
From figure 9, it is clear that 71% of the respondents consider the need of the item before they purchase them. This indicated that they do not purchase unnecessarily. Only 9% of the respondents do not consider their purchase.

Figure 10: I sometimes feel guilty after buying any item impulsively (Likert Scale)



From figure 10, it is clear that 41% of respondents do not feel guilty after making a purchase, whereas 59% of respondents do feel guilty after making a purchase. This indicates that majority of the respondents make impulsive buying decisions and feel guilty about them afterwards.

Figure 11: According to me, it is irrational to buy spontaneously (Likert Scale)



From figure 11, 60% of respondents believe that it is irrational to buy impulsively. This indicates that majority of the respondents do not make irrational decision. Only 39% of the respondents believe that it is rational to buy impulsively.

Now in this section, the descriptive statistics of the items purchased and how frequently they are purchased are shown.

Figure 12.1: How often do you purchase these items? (Garments)

			Gender		Total
			Male	Female	
How often do you purchase these items? (Garments)	Once in a year	Count			
		% within Gender	1.4%	.4%	.0%
	Once every few months	Count	2	0	2
		% within Gender	0.0%	3.6%	2.0%
	Once in a month	Count	6	1	7
		% within Gender	6.4%	7.5%	7.0%
	Once in a week	Count			
		% within Gender	.3%	.6%	.0%
Total	Count	4	6	10	
	% within Gender	100.0%	100.0%	100.0%	

From figure 12.1, it is clear that Garments are purchased once every few months by majority of the respondents (52%).

Figure 12.2: How often do you purchase these items? (Footwear)

			Gender		Total
			Male	Female	
How often do you purchase these items? [Footwear]	Rarely	Count			
		% within Gender	5.5%	5.4%	10.0%
	Once in a year	Count	1	0	1
		% within Gender	5.0%	5.7%	10.0%
	Once every few months	Count	7	7	14
		% within Gender	51.4%	58.2%	104.0%
	Once in a month	Count			
		% within Gender	5.8%	0.7%	6.0%
	Once in a week	Count			
		% within Gender	5.3%	0.0%	5.0%
	Total	Count	14	6	20
		% within Gender	100.0%	100.0%	200.0%

From figure 12.2, it is clear that Footwear are purchased once every few months by majority of the respondents (54%), out of which the number of males respondents are higher than female respondents.

Figure 12.3: How often do you purchase these items? (Accessories (Belt, Goggles, etc))

			Gender		Total
			Male	Female	
How often do you purchase these items? (Accessories (Belt, Goggles, etc))	Rarely	Count		1	8
		% within Gender	5.9%	9.6%	8.0%
	Once in a year	Count		5	3
		% within Gender	8.2%	6.8%	3.0%
	Once every few months	Count	4	3	7
		% within Gender	4.5%	1.1%	7.0%
	Once in a month	Count			1
		% within Gender	0.1%	2.5%	1.0%
	Once in a week	Count			
		% within Gender	0.3%	0.0%	0.0%
	Total	Count	4	6	10
		% within Gender	100.0%	100.0%	100.0%

From figure 12.3, it is clear that Accessories (Belt, Goggles, etc) are purchased once every few months by majority of the respondents (47%), out of which the number of males respondents are higher than female respondents. 18% of the respondents rarely purchase these accessories.

Figure 12.4: How often do you purchase these items? (Cosmetics/ Makeup)

			Gender		Total
			Male	Female	
How often do you purchase these items? [Cosmetics/ Makeup]	Rarely	Count	1	0	1
		% within Gender	7.7%	7.9%	1.0%
	Once in a year	Count	0	8	8
		% within Gender	0.8%	2.1%	1.0%
	Once every few months	Count	6	8	14
		% within Gender	6.4%	2.1%	4.0%
	Once in a month	Count	0	1	1
		% within Gender	0.8%	4.3%	1.0%
	Once in a week	Count	0	0	0
		% within Gender	0.3%	0.6%	0.0%
	Total	Count	4	6	10
		% within Gender	100.0%	100.0%	100.0%

From figure 12.4, it is clear that Cosmetics/ Makeup are purchased rarely or once in a year by majority of the respondents (52%), out of which the number of males respondents are higher than female respondents. This concludes that females purchase makeup more frequently than males.

Figure 12.5: How often do you purchase these items? (Electronic Devices)

			Gender		Total
			Male	Female	
How often do you purchase these items? [Electronic Devices]	Rarely	Count	1	1	2
		% within Gender	1.4%	7.5%	6.0%
	Once in a year	Count	1	9	10
		% within Gender	5.0%	3.9%	10.0%
	Once every few months	Count	4	2	6
		% within Gender	4.5%	1.4%	6.0%
	Once in a month	Count	0	0	0
		% within Gender	0.8%	0.4%	1.0%
	Once in a week	Count	0	0	0
		% within Gender	0.3%	0.8%	1.0%
	Total	Count	4	6	10
		% within Gender	100.0%	100.0%	100.0%

From figure 12.5, it is clear that Electronic Devices are purchased once every few months by majority of the respondents (36%), out of which the number of males respondents are higher than female respondents. This concludes that males purchase electronic items more frequently than females.

Figure 12.6: How often do you purchase these items? (Jewellery)

			Gender		Total
			Male	Female	
How often do you purchase these items? [Jewellery]	Rarely	Count	4	0	4
		% within Gender	4.5%	5.7%	4.0%
	Once in a year	Count	3	4	7
		% within Gender	8.2%	5.0%	6.2%
	Once every few months	Count	0	6	6
		% within Gender	2.7%	8.6%	6.0%
	Once in a month	Count	0	0	0
		% within Gender	0.0%	0.9%	0.0%
	Once in a week	Count	0	0	0
		% within Gender	0.5%	0.8%	0.0%
	Total	Count	4	6	10
		% within Gender	100.0%	100.0%	100.0%

From figure 12.6, it is clear that Jewellery are purchased rarely by majority of the respondents (44%), out of which the number of males respondents are higher than female respondents.

This concludes that women purchase electronic items more frequently than males.

### Findings

This research of 100 respondents on the impact of emotional intelligence on impulse buying behavior concludes that there is an inverse relationship between emotional intelligence (EQ) and impulse buying behavior.

## CHAPTER 4: CONCLUSION AND RECOMMENDATION

### Conclusion

This paper has clarified the types of impulse buying behavior as well as the variables that influence it. Since there is little literature on this topic and it has not been researched in this area, it has some limitations. Consequently, the findings and implications presented here are not definitive, especially given that the study's target population was only 100 (not representative of the population). However, the findings of this study interestingly present opportunities for advanced and in-depth investigations that could be conducted in the future.

Impulse buying occurs when customers have a sudden, strong and persistent desire to make an immediate purchase. "Impulsive purchases are hedonically complex and can incite emotional conflict. Also, impulse purchases are prone to mitigation" (Rook, 1987, p. 191).

### Recommendations

After analyzing the findings of the study on the impact of emotional intelligence on impulse buying behavior, here are some recommendations:

1. Develop training programs to improve emotional intelligence skills among consumers, particularly those prone to impulse buying.
2. Marketers should focus on emotional appeals that are consistent with consumers' emotional intelligence levels, to reduce impulsive buying behavior.
3. Retailers should organize their stores and products in ways that appeal to consumers' emotional intelligence levels, promoting mindful purchasing.
4. Future research should explore the interaction between emotional intelligence and other psychological factors that influence consumer behavior, such as personality traits or cultural backgrounds.
5. Consumers can benefit from being aware of their emotional states and practicing mindfulness, to avoid making impulsive purchasing decisions.
6. Consumer advocacy groups should educate the public about the negative consequences of impulsive buying behavior, particularly for vulnerable populations.
7. Finally, policymakers should consider regulating marketing practices that exploit consumers' emotional vulnerabilities, particularly in the context of online sales and advertising.

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## APPENDIX

- 1) I am aware of my emotions and how they affect my behavior
- 2) I am able to control my emotions in situations that require it
- 3) I am able to communicate my emotions and needs effectively to others
- 4) Emotions are one of the things that make my life worth living
- 5) What category of items do you purchase the most?
- 6) How often do you purchase these items?
- 7) Average amount of money you spend per month on purchasing these items
- 8) Most of my purchases are planned in advance
- 9) Before I buy any of the above items I always carefully consider whether I needit
- 10) I sometimes feel guilty after buying any item impulsively
- 11) I think about the consequences before buying any item
- 12) I buy products and services only when I need them, not impulsively
- 13) According to me, it is irrational to buy spontaneously