

Impact of Self Control on Impulsive Buying, With Mediating Role of Impulsiveness of Social Networks and Moderating Role of Gender

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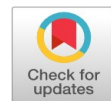
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Abstract: This study investigates the influence of self-control on impulsive buying behaviour, emphasizing the mediating role of impulsiveness in social networks and the moderating role of gender. A quantitative research design was adopted, with data collected through an online survey from 350 young adults (aged 18-35) from provincial and federal capitals of Pakistan. Respondents were contacted via social media platforms, and measures for self-control, impulsiveness of social networks, and impulsive buying were adapted from established scales. Data was analysed using Structural Equation Modelling (SEM) and Process by Hayes for testing mediation and moderation effects. The results indicate that low self-control has a significant positive impact on impulsive buying. Impulsiveness of social networks also significantly affects impulsive buying and mediates the relationship between low self-control and impulsive buying. Furthermore, gender moderates this relationship, with females exhibiting a stronger tendency toward impulsive buying under conditions of low self-control compared to males. The study highlights the need for marketers to consider the role of social networks and gender when targeting consumers prone to impulsive buying. Gender-specific marketing strategies, particularly in online environments, can be effective in managing impulsive buying tendencies. This research extends the understanding of how individual factors like self-control and social influences interact with demographic variables such as gender in shaping impulsive buying behaviour. It fills gaps identified in previous literature by examining these relationships within an emerging market context.

Keywords: Self-Control, Impulsive Buying, Social Networks, Gender Differences, Mediation, Moderation.

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INTRODUCTION

Consumer behavior is a multifaceted field of study that delves into the intricate interplay between individual characteristics, psychological factors, and external influences in shaping purchasing decisions (Solomon, 2019). Among the myriad factors influencing consumer behavior, the concept of self-control holds significant sway, particularly in the context of impulsive buying behaviors. The phenomenon of impulsive buying, characterized by spontaneous and unplanned purchases driven by immediate desires, has garnered considerable attention from researchers and marketers alike due to its pervasive presence in modern consumer culture (Verplanken & Sato, 2011).

At the core of impulsive buying lies the concept of self-control, a psychological construct referring to an individual's ability to regulate their thoughts, emotions, and behaviors in pursuit of long-term goals, often in the face of immediate temptations (Baumeister et al., 2007). The extent to which individuals exercise self-control plays a pivotal role in determining their susceptibility to impulsive buying tendencies. Individuals with low self-control may exhibit a propensity towards impulsive behaviors, succumbing to the allure of immediate gratification over rational deliberation and long-term planning (Vohs & Faber, 2007).

Understanding the nuanced mechanisms underlying impulsive buying necessitates a holistic examination that encompasses both individual dispositions and contextual influences. In recent years, researchers have increasingly recognized the intricate interplay between individual traits and social dynamics in shaping consumer behavior. One such influential factor is the impulsiveness of social networks, which refers to the degree to which an individual's

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immediate social environment facilitates impulsive tendencies through peer influence, social norms, and social comparison processes (Ridgway et al., 2008).

Moreover, the moderating role of gender adds another layer of complexity to the relationship between low self-control and impulsive buying. Gender differences in consumer behavior have long been a subject of scholarly inquiry, with emerging evidence suggesting distinct patterns in impulsive buying tendencies between males and females (Dittmar et al., 2014). Exploring the moderating effect of gender provides valuable insights into the nuanced dynamics of impulsive buying behavior and its differential manifestation across demographic groups.

Against this backdrop, this research paper seeks to investigate the impact of low self-control on impulsive buying, with a particular focus on elucidating the mediating role of impulsiveness of social networks and the moderating role of gender. By examining these interconnected factors within the framework of consumer behavior, this study aims to contribute to a deeper understanding of the underlying mechanisms driving impulsive buying behaviors and inform targeted interventions aimed at mitigating the adverse consequences associated with excessive impulsive buying tendencies.

This research is going to fill the GAP identified by Zahrai et al (2022), with directions of contribution towards theory of planned behavior. This research is also going to contribute towards differences in gender while purchasing as identified by Dittmar et al (2014), that how different genders have tendency to act while purchasing, (Kemp et al, 2013). The directions to check for different moderators such as Gender has been pointed out by Nyrhinen et al (2024).

Through empirical research and theoretical analysis, this research endeavors to shed light on the intricate interplay between individual dispositions, social influences, and demographic factors in shaping impulsive buying behaviors. By unraveling the complex dynamics at play, this study aims to provide valuable insights for marketers, policymakers, and consumer advocates seeking to foster responsible consumption practices and promote consumer welfare in an increasingly complex marketplace.

LITERATURE REVIEW

Self-Control and Impulsive Buying

The phenomenon of impulsive buying has long fascinated scholars and practitioners alike, given its profound implications for consumer welfare and market dynamics. In recent years, researchers have devoted increasing attention to unraveling the complex interplay of factors that contribute to impulsive buying behaviors, with a particular focus on the role of individual characteristics, social influences, and situational factors.

Self-control, defined as the ability to regulate one's thoughts, emotions, and behaviors in pursuit of long-term goals, lies at the heart of impulsive buying behaviors (Baumeister et al., 2007). Individuals with low self-control often exhibit a tendency towards impulsive behaviors, characterized by a lack of deliberation and a focus on immediate gratification (Vohs & Faber, 2007). Research suggests that low self-control is a significant predictor of impulsive buying tendencies, as individuals with diminished self-regulatory resources may struggle to resist the allure of impulsive purchases (Verplanken & Sato, 2011).

Understanding the dynamics of self-control and its influence on impulsive buying behaviors is essential in deciphering the complexities of consumer decision-making processes. Self-control, as posited by Baumeister, Heatherton, and Tice (2007), is a fundamental aspect of human cognition, reflecting individuals' ability to regulate their impulses, emotions, and actions in alignment with long-term goals. In the realm of consumer behavior, self-control manifests as the capacity to resist immediate temptations and make decisions that prioritize future well-being and financial stability over momentary gratification (Hofmann et al., 2012).

Empirical research has consistently demonstrated a negative correlation between self-control and impulsive buying tendencies. Individuals with low levels of self-control are more susceptible to impulsive urges and are prone to making spontaneous purchases without adequate consideration of the long-term consequences (Tangney et al., 2004). This propensity for impulsivity often results in excessive spending, financial strain, and feelings of regret post-purchase (Vohs & Faber, 2007).

The influence of self-control on impulsive buying extends beyond individual traits to encompass situational factors and environmental cues. For instance, marketing strategies that capitalize on consumers' limited self-control resources, such as time-limited promotions and persuasive advertising techniques, can heighten impulsive buying

tendencies by triggering immediate gratification and arousal of desire (Chernev, 2012). Moreover, environmental factors such as mood states, social pressure, and proximity to tempting stimuli can further undermine individuals' self-control efforts, leading to impulsive decision-making (Shah et al., 2019).

Importantly, the relationship between self-control and impulsive buying is not static but subject to dynamic fluctuations influenced by contextual factors and individual differences. For instance, individuals may exhibit varying levels of self-control across different domains of their lives, with some areas of behavior demonstrating greater susceptibility to impulsivity than others (Hofmann et al., 2012). Additionally, situational factors such as stress, fatigue, and cognitive load can deplete individuals' self-regulatory resources, rendering them more vulnerable to impulsive temptations (Vohs & Faber, 2007).

Self-control plays a pivotal role in shaping impulsive buying behaviors, exerting influence at both the individual and contextual levels. By understanding the underlying mechanisms driving impulsive behavior, marketers and policymakers can develop strategies to promote responsible consumption practices and empower consumers to make informed decisions aligned with their long-term goals and values.

H₁: Self Control has a significant impact on Impulsive buying.

Impulsiveness of Social Networks and Impulsive Buying

Social context plays a crucial role in shaping impulsive buying behaviors, with the impulsiveness of social networks exerting a particularly strong influence. Social networks encompass the immediate social environment in which individuals interact, including friends, family, and peers. The impulsiveness of social networks refers to the degree to which these social ties facilitate impulsive tendencies through peer influence, social norms, and social comparison processes (Ridgway et al., 2008). Research suggests that individuals embedded within impulsive social networks are more likely to engage in impulsive buying behaviors due to the normalization and reinforcement of such behaviors within their social circles.

In addition to individual characteristics, the social environment plays a significant role in shaping impulsive buying behaviors. The impulsiveness of social networks, defined as the degree to which individuals' immediate social circles facilitate impulsive tendencies through peer influence, social norms, and social comparison processes, has emerged as a crucial factor in understanding consumer behavior (Ridgway et al., 2008).

Social networks serve as platforms for the exchange of information, opinions, and behavioral norms, which can exert a profound influence on individuals' consumption patterns (Manchanda et al., 2015). Peer pressure, social validation, and the desire to conform to group norms often drive individuals to engage in impulsive buying behaviors, particularly when surrounded by peers who endorse and encourage such behaviors (Bearden & Rose, 1990). Moreover, social comparison processes, wherein individuals assess their own behaviors and attitudes relative to those of their peers, can lead to increased feelings of inadequacy or a desire to keep up with others' spending habits, thereby fueling impulsive buying tendencies (Dholakia, 2000).

Research has demonstrated that individuals embedded within impulsive social networks are more likely to engage in impulsive buying behaviors compared to those with less impulsive social ties (Ridgway et al., 2008). The normalization and reinforcement of impulsive behaviors within social circles create an environment conducive to impulsive decision-making, wherein individuals may feel pressure to conform to group norms and engage in consumption practices that align with their peers' behaviors (Fisher et al., 1992).

Furthermore, the proliferation of social media platforms has amplified the impact of social networks on consumer behavior, providing individuals with constant exposure to curated images and narratives of consumption experiences shared by their peers and influencers (Kaplan & Haenlein, 2010). The highly visual and interactive nature of social media fosters a sense of immediacy and social comparison, prompting individuals to emulate others' lifestyles and consumption choices, often leading to impulsive purchases driven by the desire to emulate or keep pace with their social network (Duffett, 2015).

The impulsiveness of social networks significantly influences impulsive buying behaviors by shaping individuals' perceptions, attitudes, and consumption norms within their social circles. By understanding the mechanisms through which social networks influence consumer behavior, marketers and policymakers can develop targeted interventions aimed at promoting responsible consumption practices and fostering a supportive social environment conducive to consumer well-being.

H₂: Impulsiveness of Social Networks has a significant impact on Impulsive Buying.

Gender Differences in Impulsive Buying

Gender has emerged as a significant moderator in the relationship between self-control and impulsive buying behaviors. Studies have consistently documented gender differences in consumer behavior, with females often exhibiting higher levels of impulse buying tendencies compared to males (Dittmar et al., 2014). However, the underlying mechanisms driving these gender differences remain a subject of ongoing debate. Some researchers argue that societal norms and gender roles may shape the expression of impulsive buying behaviors, with females socialized to place greater emphasis on emotional fulfillment and social relationships in their purchasing decisions (Rook & Fisher, 1995).

Gender has emerged as a significant moderator in the relationship between self-control and impulsive buying behaviors, with research consistently documenting distinct patterns in impulsive buying tendencies between males and females (Dittmar et al., 2014). While gender differences in consumer behavior have long been recognized, recent studies have shed light on the nuanced dynamics underlying these disparities and their implications for understanding impulsive buying behaviors.

Studies exploring gender differences in impulsive buying have revealed that females tend to exhibit higher levels of impulsive buying tendencies compared to males across various age groups and cultural contexts (Rook & Fisher, 1995). These differences are often attributed to socio-cultural factors such as gender socialization, societal norms, and role expectations, which shape individuals' attitudes, preferences, and consumption patterns from an early age (Fischer & Arnold, 1994). For instance, females are often socialized to place greater emphasis on emotional fulfillment, interpersonal relationships, and self-expression through consumption, leading to higher levels of impulsive buying behaviors (Bearden & Etzel, 1982).

Moreover, psychological factors such as self-esteem, body image, and susceptibility to social influence may contribute to gender differences in impulsive buying behaviors (Faber & O'Guinn, 1992). Females, in particular, may be more susceptible to social pressure and the influence of advertising messages promoting idealized images of beauty, fashion, and lifestyle, leading to increased impulse buying of cosmetics, clothing, and accessories (Dittmar et al., 2014). Additionally, research suggests that females may use impulsive buying as a coping mechanism to alleviate stress, boredom, or negative emotions, further exacerbating gender disparities in impulsive buying tendencies (Verplanken & Herabadi, 2001).

However, it is essential to recognize that gender differences in impulsive buying behaviors are not solely determined by biological or socio-cultural factors but are also influenced by individual differences and situational factors. For instance, while females tend to exhibit higher levels of impulsive buying overall, the magnitude of gender differences may vary depending on contextual factors such as product category, shopping context, and cultural norms (Dittmar et al., 2014). Moreover, recent research suggests that gender roles and attitudes towards consumption may be evolving in response to changing societal norms and economic conditions, thereby impacting patterns of impulsive buying behaviors among males and females (Kemp et al., 2013).

Gender differences play a significant role in shaping impulsive buying behaviors, with females generally exhibiting higher levels of impulsivity compared to males. By understanding the underlying mechanisms driving gender differences in impulsive buying, marketers and policymakers can develop targeted interventions aimed at promoting responsible consumption practices and addressing the unique needs and preferences of male and female consumers.

Mediating Role of Impulsiveness of Social Networks

Empirical studies have provided support for the mediating role of impulsiveness of social networks in the relationship between self-control and impulsive buying behaviors. For example, Ridgway et al. (2008) conducted a longitudinal study examining the influence of social networks on impulsive buying tendencies among college students. The findings revealed that individuals with low self-control who were embedded within impulsive social networks were more likely to engage in impulsive buying behaviors compared to those with high self-control. Moreover, the study demonstrated that the impulsiveness of social networks mediated the relationship between self-control and impulsive buying, highlighting the importance of social context in shaping consumer behavior.

Empirical studies have provided compelling evidence for the mediating role of impulsiveness of social networks in the relationship between self-control and impulsive buying behaviors. Social networks, comprising individuals' immediate social circles, serve as influential platforms for the exchange of information, attitudes, and behavioral

norms, thereby shaping individuals' consumption patterns and decision-making processes (Manchanda et al., 2015).

Research by Ridgway, Kukar-Kinney, and Monroe (2008) demonstrated that individuals embedded within impulsive social networks are more likely to engage in impulsive buying behaviors compared to those with less impulsive social ties. The study found that the impulsiveness of social networks mediated the relationship between self-control and impulsive buying, highlighting the pivotal role of social context in driving impulsive behaviors. These findings suggest that individuals' susceptibility to impulsive buying tendencies is not solely determined by individual traits but is significantly influenced by the impulsive behaviors and norms prevalent within their social circles.

Moreover, social comparison processes play a crucial role in mediating the relationship between self-control and impulsive buying behaviors within social networks. Research by Bearden and Rose (1990) demonstrated that individuals' attention to social comparison information influences their conformity to group norms and their likelihood of engaging in impulsive buying behaviors. Individuals may feel pressure to emulate or exceed their peers' consumption levels, particularly when surrounded by impulsive social ties who endorse and encourage such behaviors (Fisher & Price, 1992). Consequently, the impulsiveness of social networks exacerbates individuals' susceptibility to impulsive buying tendencies, especially in contexts where social comparison cues are salient and pervasive (Dholakia, 2000).

Furthermore, the proliferation of social media platforms has amplified the impact of social networks on impulsive buying behaviors, providing individuals with constant exposure to curated images and narratives of consumption experiences shared by their peers and influencers (Kaplan & Haenlein, 2010). The visual and interactive nature of social media fosters a sense of immediacy and social comparison, prompting individuals to emulate others' lifestyles and consumption choices, often leading to impulsive purchases driven by the desire to conform to social norms and portray a desired image to their online networks (Duffett, 2015).

The impulsiveness of social networks plays a crucial mediating role in the relationship between self-control and impulsive buying behaviors. By shaping individuals' perceptions, attitudes, and behavioral norms within their social circles, social networks significantly influence individuals' susceptibility to impulsive buying tendencies. Understanding the mechanisms through which social networks mediate impulsive buying behaviors is essential for developing targeted interventions aimed at promoting responsible consumption practices and enhancing consumer welfare.

H₃: Impulsiveness of Social Networks Mediates the relationship between self control and Impulsive Buying.

Moderating Role of Gender

Research has underscored the moderating role of gender in influencing the relationship between self-control and impulsive buying behaviors. Dittmar et al. (2014) conducted a cross-cultural study examining gender differences in impulsive buying tendencies across various countries. The results indicated that while females generally exhibited higher levels of impulse buying compared to males across all cultures, the magnitude of gender differences varied significantly depending on cultural factors such as gender egalitarianism and consumer culture. These findings suggest that gender interacts with cultural norms and societal expectations to shape impulsive buying behaviors, highlighting the need for a nuanced understanding of gender dynamics in consumer research.

Gender serves as a significant moderator in the relationship between self-control and impulsive buying behaviors, with research highlighting distinct patterns and dynamics in impulsive buying tendencies between males and females (Dittmar et al., 2014). While gender differences in consumer behavior have been well-documented, recent studies have delved deeper into the nuanced mechanisms underlying these differences and their implications for understanding impulsive buying behaviors.

Studies examining gender differences in impulsive buying have consistently found that females tend to exhibit higher levels of impulsive buying tendencies compared to males across various age groups and cultural contexts (Rook & Fisher, 1995). These differences are often attributed to socio-cultural factors such as gender socialization, societal norms, and role expectations, which shape individuals' attitudes, preferences, and consumption patterns from an early age (Fischer & Arnold, 1994). For example, females may be socialized to place greater emphasis on emotional fulfillment, interpersonal relationships, and self-expression through consumption, leading to higher levels of impulsive buying behaviors (Bearden & Etzel, 1982).

Psychological factors also play a role in moderating gender differences in impulsive buying behaviors. Females,

in particular, may be more susceptible to social pressure and the influence of advertising messages promoting idealized images of beauty, fashion, and lifestyle, leading to increased impulse buying of cosmetics, clothing, and accessories (Dittmar et al., 2014). Additionally, research suggests that females may use impulsive buying as a coping mechanism to alleviate stress, boredom, or negative emotions, further exacerbating gender disparities in impulsive buying tendencies (Verplanken & Herabadi, 2001).

However, it is essential to recognize that gender differences in impulsive buying behaviors are not solely determined by socio-cultural factors but are also influenced by individual differences and situational factors. For instance, while females tend to exhibit higher levels of impulsive buying overall, the magnitude of gender differences may vary depending on contextual factors such as product category, shopping context, and cultural norms (Dittmar et al., 2014). Moreover, recent research suggests that gender roles and attitudes towards consumption may be evolving in response to changing societal norms and economic conditions, thereby impacting patterns of impulsive buying behaviors among males and females (Kemp et al., 2013).

Gender serves as a significant moderator in shaping impulsive buying behaviors, with females generally exhibiting higher levels of impulsivity compared to males. By understanding the underlying mechanisms driving gender differences in impulsive buying, marketers and policymakers can develop targeted interventions aimed at promoting responsible consumption practices and addressing the unique needs and preferences of male and female consumers.

H₄: Gender Moderates the relationship between Self Control and Impulsive Buying.

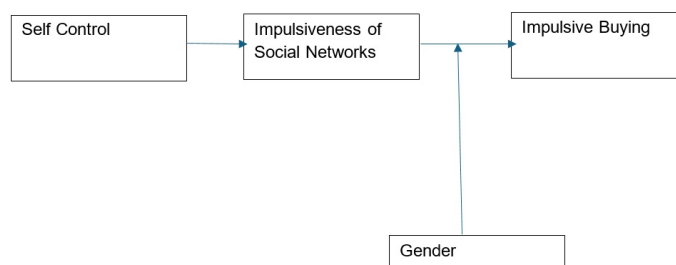


Figure 1: Theoretical Framework

Design and Data Collection

The results were obtained from young people ranging, from 18 Years to 35 Years, in an online survey, the ethnicity of respondents was from the main provincial capitals and federal capital of Pakistan. Young people were selected for the survey as they are more comfortable with technology use and are more engaged in online shopping experiences and are the major part of social media presence from Pakistan. Thus the Unit of analysis in this study were individual customers who shop online. Respondents were contacted through major social media communities of respective provincial and federal capital of Pakistan. A total response of 350 was received

Measures

Scales were drawn from already developed scales by noble researchers published at reputed journals. The scale consisted of 12 Items relevant to 5 constructs. The scale of self control was adapted from shorter version of scale developed by Tangney et al (2004). Impulsiveness of social networks was taken from Maloney et al (2012). The scale from dependent variable Impulsive buying was adapted from Rook & Fisher (1995). Gender was taken as a dummy variable.

Table 1: Sample Characteristics

	Sample
Gender	
Male	40%
Female	60%
Education	
Bachelors	35%
Masters	35%
Graduate Studies	30%
Income	
25000-50000	25%
51000-100,000	45%
100000 and above	30%

Data Analysis

The Descriptive analysis were conducted in SPSS 26.0, SEM was used for validation and measurement of model. Additionally Process by Hayes (2012) was used through SPSS for mediation and Moderation testing and hypothesis testing.

RESULTS

Assessment of Measurement Model

Measurement model was used to measure the variables of this research study. CFA was performed and reliability and validity results with loading of 0.635 and above were retained. The convergent validity was also appropriate as factors were loading to their respective assigned heads. The AVE values were all above cut point of 0.50. Composite reliabilities were in the range of 0.687—0.812 thus justifying internal reliability. Discriminant validity was tested as per AVE Method by Fornell and Lacker (1981). The Correlations among the constructs were less than 0.60, so AVE values resulted in acceptable discriminant validity. Though some items were excluded, even after that meaning of the construct remain intact.

Table 2: Measurement Model

Construct	Item	Mean	SD	Loading
Low Self Control	Sometimes I can't stop myself from doing something even if I know it's wrong.	2.9	1.27	0.66
	I often act without thinking about all the alternatives.	2.89	1.21	0.797
Impulsiveness of Social Network	Social media networks are often good sources of inspiration for my purchase decisions.	3.2	1.21	0.71
	When I see an interesting product on social media, I often end up purchasing the same product.	3.11	1.12	0.86
	Sometimes, when I see someone in my social network displaying an interesting product, I feel the need to purchase the same product.	2.99	1.2	0.8
Impulsive Buying	I sometimes purchase goods for the sake of pleasure rather than necessity.	3.31	1.12	0.72
	I find making spontaneous purchases enjoyable.	3.1	1.3	0.72

SD = Standard Deviation, Scales 1 = Strongly Disagree, 5 = Strongly Agree

Common Method Bias

The data collected was representative of the whole population, to control CMB item ambiguity was minimized, anonymity was ensured for respondents, Harman Single Factor Test was applied (Harman, 1976). Variance of each factor was below 50%.

Structural Model

Model fit indices included the values of IFI, TLI, RFI, and CFI, which ranged above 0.9. The values of RMSEA and SRMR were 0.031 and 0.023 respectively. This all shows goodness of fit for the model.

Table 3: Structural Model

	Mean	SD	CR	AVE	1	2	3
1. Self Control	2.95	1.23	0.69	0.53	0.728		
2. Impulsive Buying	3.19	1.7	0.69	0.52	0.568	0.725	
3. Impulsiveness of Social Network	2.3	1.14	0.81	0.6	0.41	0.51	0.78

SD = Standard Deviation, CR = Composite Reliability, AVE = Average Variance Extracted

Results of Hypothesis Testing

H₁: Low Self Control has a significant impact on Impulsive buying.

Low self control was found to effect impulsive buying significantly with the values of ($\beta=0.41, p < 0.001$).

H₂: Impulsiveness of Social Networks has a significant impact on Impulsive Buying.

Impulsiveness of Social Network was found to effect impulsive buying significantly with the values of ($\beta=0.26, p < 0.001$).

H₃: Impulsiveness of Social Networks Mediates the relationship between low self control and Impulsive Buying.

Impulsiveness of Social Network was found to mediate the relationship between low self control and impulsive buying significantly with the values of ($\beta=0.51, p < 0.001$) of direct effect and ($\beta=0.31, p < 0.001$) of indirect effect.

H₄: Gender Moderates the relationship between Low Self Control and Impulsive Buying

Gender was found to moderate the relationship between low self control and impulsive buying significantly with the values of ($\beta=0.45, p < 0.001$).

Table 4: Hypothesis Results

Hypothesis	SE	CR	R ²	Supp/No Supp	
H1	0.41***	0.03	12.48	0.44	Supp
H2	0.26***	0.02	10.32	0.41	Supp
H3 (direct)	0.51***	0.02	16.23	0.3	Supp
(indirect)	0.31**	0.03	4.9		Supp
H4	0.45***	0.03	7.12	0.4	Supp

B = Beta, SE = Standard Error, CR = Composite Reliability

DISCUSSION

This study has looked into a significant point that gender has a lot to do with impulsive buying and low self control as it moderates the relationship. As it is quite obvious from the findings that low self control leads to impulsiveness of social Networks which in turn leads to Impulsive buying. Thus the hypothesis presented in this study are supported by the results and are inline with the theory and existing literature.

CONCLUSION

This will help in generalization of theoretical constructs across different regions and societies. In addition to this, the study is aimed on the latest buying environment that is online environment. This phenomenon was not explored previously in Pakistan.

This research has directions for practitioners that they can engage their customers through social media specially females as they tend to have low self control and higher impulsive buying tendency.

This study will open more avenues relevant to gender as a key variable whenever their will be research relevant to impulsive buying and self control. Thus this contribution makes advancement in literature but with few future directions that many other variables like income, use of credit cards and other significant factors can be included in research about impulsive buying and self control. This study had a few limitations such as time frame, self financing for the research project and non-availability of some customers as respondents as it is almost impossible to gauge them again.

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