

## **Topic: Pre and Post Purchase Dissonance in Book**

### **Buying Behaviour**

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### **Abstract**

Pre and post purchase dissonance behaviour remains an unexplored area of research which carries potential answers on how to maximize satisfaction of the customers. This research has made attempts to discover some of the aspects of pre and post purchase behaviour giving us an insight into the association of the variables of purchase dissonance and the Designation Level of the customers. Designation level was found to have a significant association with repentance after buying a book if it does not live up to the customer's expectation. The research provides us with the results that tell us that the publishers should be very specific about the contents and elements of the books that they will supply so that no dissonance due to expectation failure might exist and in such a way the customer may be retained for long.

## **1: Introduction**

### **1.1 Background**

Consumer is the king in modern concept of marketing and is the focus of all organisations. A satisfied customer becomes a regular customer hence giving sustainable growth to sales. If he is dissatisfied, he may shift his loyalty to other companies and do negative marketing thus causing damaging to existing sales. This makes it vital to understand consumer behaviour and its dynamism. Thus for marketing manager it is necessary to understand, analyse and interpret the ever changing consumer behaviour. It will help them to design effective blends of the marketing mix.

Purchase dissonance is one very fascinating and real factor affecting the buying decision of customers and so it is prevalent in determining the book buying decision of the academicians. Book buying decision is affected by both pre and post dissonance which means that before buying a book the customers feels a state of uneasiness as they think that buying this particular item will not be as good as the next product and also they are neither free from the clings of post purchase dissonance where a customer remains dissatisfied after making the purchase for they repent making that particular book selection due to one or the other reasons. This dissonance is resulting from the very consumer behaviour which is the important buying factor hence the book industries are keenly interested in studying these dissonance and their respective association with the reasons of buying a book. When such associations will be studied, it will open new horizons to focus for formulating effective marketing strategies in the book selling industries. This in turn will not only affect the suppliers but will be beneficial for the customers as well. It will help them to reduce the dissonance with their buying decisions.

### **1.2: Statement of the Problem**

Book industry has been a significant business industry throughout hundreds years in the market. However, the existence of Internet has changed the industry structure. Internet provides an alternative that enable retailers to sell books online instead of the traditional brick-and-mortar bookstores. We have seen the dissonance factor as an active factor in the pre and post purchase decisions book buying decisions of the academicians as well. Therefore, purchase intentions or the desire of consumers to carry out an actual purchase will be affected differently as the evolution of the book market progresses.

Research will help to identify the pre and post purchase dissonance that the academicians

face and the respective association between different reasons of buying a book. It will clarify with the evidence that from which reasons of buying a books, the dissatisfaction is coming more and what can be done to address the issue and thus formulating the marketing strategies accordingly.

### **1.3: Significance and Justification of Research**

The concept of Consumer behaviour is studied and implemented to improve the performance of organisations and firms. If we take by example the government transportation and its poor performance, it can be improvised by getting to know the needs and wants of the consumers. Similarly it can be applied to other organizations like the universities.

Consumer behaviour moreover helps in better marketing of different scarce goods. Like when the consumers are informed that fuel or any other natural resource is scarce and they should be utilized more sustainably, people intend to lower their consumption of such scarce resources. In this way it helps the consumers to benefit from their own behavioural investigations.

The present research is the practical application of the consumer behaviour theories in book buying behaviour of the academicians. Research is intended to know and understand the association between reasons of buying a book and pre and post purchase dissonance. Problem recognition is an integral part of the consumer decision making process; hence, researcher tried to know how do the academicians recognise the problem of pre and post purchase dissonance in the book buying process. All these dimensions together constitute the entire consumer / academician decision making process while deciding to purchase books.

### **1.4: Research Question**

Is there any association between designation level and variables of Pre & Post Purchase Dissonance?

### **1.5: Research Objectives & Research Hypotheses**

**Research Objective:** To study the association between designation level and variables of Pre & Post Purchase Dissonance.

- ❖ **Null Hypothesis-1:** There is no association between **Designation Level** and variable- **If there are too many options, I get confused, which book should I buy**
- ❖ **Null Hypothesis-2:** There is no association between **Designation Level** and variable- **I often repent after buying book if contents are not up to my expectations**

- ❖ **Null Hypothesis-3:** There is no association between **Designation Level** and variable- **I often repent after buying highly priced book**
- ❖ **Null Hypothesis-4:** There is no association between **Designation Level** and variable- **I often repent after buying print book if it became available for free download on internet**

## **2: LITERATURE REVIEW**

Decision making is a cognitive process which takes into account the selection of a particular sequence of actions from many alternatives. The decision making process results in a final choice. The consequence of the process can be an action or an estimation of choice.

### **Steps in Buying Process**

#### ❖ **Need Recognition**

Need recognition is consumption problem without whose satisfaction consumer feels restless and tension charged. Need recognition is the awareness of want or desire. Need can be triggered by external or internal stimulus. Stimulus is called as SIGN or CUE. It is urgency of want that decides rate of satisfaction. Most urgent wants are satisfied first as purchasing power is limited.

#### ❖ **Information Search**

Once need is recognized it can be satisfied by product or services available. Consumer thus becomes interested in search for information about product. He has many sources of information such as neighbors, friend, family, advertisements, packages, dealers, displays, television, radios, magazines, newspapers, internet etc.

#### ❖ **Evaluation of Alternatives**

Once information is gathered consumer evaluates alternatives brands in product category. He assigns weighted averages to different attributes of products. He takes into consideration product characteristics, brand image, after sale, price, discounts, availability etc.

#### ❖ **Purchase**

At this stage buyer makes up his mind or has positive intention to buy product or service. He will buy on trial basis or adoption. Trial basis is done on consumer non-durables, whereas adoption is done on consumer durables. Once consumer is satisfied he buys the product repeatedly.

### ❖ **Post Purchase**

Once buyer has made the commitment to the product or service. He is in a position to give post purchase reaction. Post purchase reaction is either he has positive feelings or negative feelings. Positive feelings lead to satisfaction and he will recommend the product to others or he will give repeat sales. Negative feelings will give dissatisfaction and it creates anxiety and doubt.

Stage of dissatisfaction gives rise to “Cognitive Dissonance”. Theory of cognitive dissonance was put forward by Mr. Leon Festinger. Cognitive dissonance means a person holds two ideas, attitudes, beliefs which are not in harmony with each other. This gives feeling of unease. Thus one tries to remove unease by strengthening once view or changing once view and altering behaviour.

### **Pre & Post Purchase Dissonance and Buying Behaviour**

The publishers, manufacturers and retailers in the book industry have been affected in recent years due to the evolution of the industry (**Ricoh 2013**).

The growth of Internet attracted the consumers with the impression of convenience. The inclination of purchasing books online started to increase radically in and after 2008. Moreover, **Ricoh (2013)** also studied the alternative channels that consumers will buy printed books instead of buying from a large physical bookstore chain.

**Webley (2010)** described that the fluctuations of perceptions will affect people to purchase textbooks online rather than buying from physical bookstores.

Selecting a book is a tough chore because of the countless number of options present and also they are not comparable (**Leemans and Stokmans, 1992**).

**Festinger’s (1957)** explains that cognitive dissonance occurs when people are involved in behaviour with little validation.

**According to Baron et al. (2007)** dissonance is a state of mind states that takes place when inconsistencies exist in attitudes and behaviours.

Culture can be a reason of cognitive dissonance (**Kacen & Lee, 2002**).

People reflect their post purchase dissonance in the form of anger and regret when they make impulsive purchases **Wood (1998)**.

Abundant studies inspected the effect of gender on impulsive buying, drawing conclusions that females are more impulsive buyers than males (**Roberts, 1998; Coley & Burgess, 2003; Lin & Lin, 2005; Norum, 2008; Lai, 2010**)

### 3: RESEARCH DESIGN

This exploratory research is a survey, designed to analyse the association between designation of academicians and variables of pre and post purchase dissonance. A survey was conducted with the help of the questionnaires and schedules using five point- Likert scale such as strongly agree-1, agree-2, neutral-3, disagree-4, and strongly disagree-5 to collect information /data using quota sampling technique. The target population, to which researcher would like to draw inferences, comprises the academicians in Uttar Pradesh, India; which can be said as the universe of the study. The total Sample size was of 620 academicians. The respondents were segregated into four segments namely- Assistant Professors, Associate Professors, Professors & Heads of the Departments and Deans and Directors. For the analysis of the data, IBM SPSS Statistics 23 version software was used to perform Chi-square analysis.

### 4: DATA ANALYSIS & INTERPRETATION

#### Chi Square Analysis: Association between Designation level and variables of Pre & Post Purchase Dissonance

**Research Objective:** To study the association between designation level and variables of Pre & Post Purchase Dissonance.

- ❖ **Null Hypothesis-1:** There is no association between **Designation Level** and variable- **If there are too many options, I get confused, which book should I buy**

Table – 4.1 Crosstab: If there are too many options, I get confused, which book should I buy

		Crosstab						Total
		If there are too many options, I get confused, which book should I buy						
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Designation	Assistant Professor	Count	19	67	39	103	72	300
		% within	6.3%	22.3%	13.0%	34.3%	24.0%	100.0%
		% of Total	3.1%	10.8%	6.3%	16.6%	11.6%	48.4%

	Associate Professor	Count	12	36	33	66	53	200
		% within	6.0%	18.0%	16.5%	33.0%	26.5%	100.0%
		% of Total	1.9%	5.8%	5.3%	10.6%	8.5%	32.3%
	Professor or HoD	Count	0	15	19	24	12	70
		% within	0.0%	21.4%	27.1%	34.3%	17.1%	100.0%
		% of Total	0.0%	2.4%	3.1%	3.9%	1.9%	11.3%
	Dean or Director	Count	9	0	22	6	13	50
		% within	18.0%	0.0%	44.0%	12.0%	26.0%	100.0%
		% of Total	1.5%	0.0%	3.5%	1.0%	2.1%	8.1%
Total	Count	40	118	113	199	150	620	
	% within	6.5%	19.0%	18.2%	32.1%	24.2%	100.0%	
	% of Total	6.5%	19.0%	18.2%	32.1%	24.2%	100.0%	

### Interpretation:

- ❖ **Assistant Professors:** Out of **300** respondents, 24.0% respondents strongly agreed, 34.3% respondents agreed, 13.0% respondents were neutral, 22.3% respondents disagreed and 6.3% respondents strongly disagreed that if there are too many options, they get confused, which book they should buy.
- ❖ **Associate Professors:** Out of **200** respondents, 26.5% respondents strongly agreed, 33.0% respondents agreed, 16.5% respondents were neutral, 18.0% respondents disagreed and 6.0% respondents strongly disagreed that if there are too many options, they get confused, which book they should buy.
- ❖ **Professors & Heads of the Departments:** Out of **70** respondents, 17.1% respondents strongly agreed, 34.3% respondents agreed, 27.1% respondents were neutral, 21.4% respondents disagreed and 0.0% respondents strongly disagreed that if there are too many options, they get confused, which book they should buy.
- ❖ **Deans and Directors:** Out of **50** respondents, 26.0% respondents strongly agreed, 12.0% respondents agreed, 44.0% respondents were neutral, 0.0% respondents disagreed and 18.0% respondents strongly disagreed that if there are too many options, they get confused, which book they should buy.

**Finding:** Finally, it was found that all the respondents agreed that due to too many options they get confused as which book they should buy but, Associate Professors are more likely to be confused with so many books than the others.

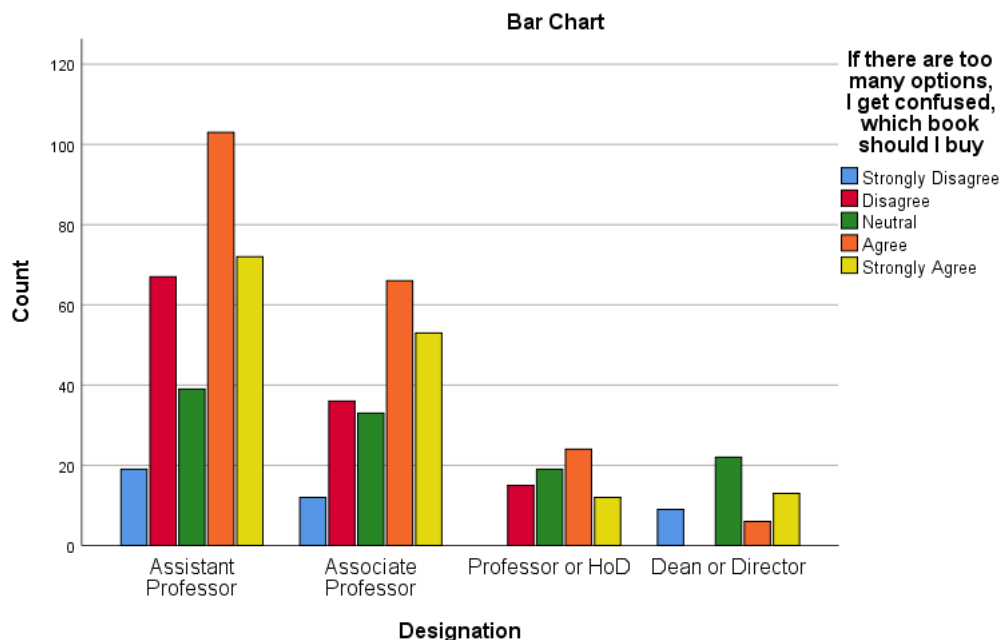
Table - 4.1 Chi-Square Tests

<b>Chi-Square Tests</b>
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	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	61.444 <sup>a</sup>	12	.000
Likelihood Ratio	68.992	12	.000
Linear-by-Linear Association	.392	1	.531
N of Valid Cases	620		

a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 3.23.

**Interpretation & Findings:** From the table it was found that asymptotic significance for Pearson Chi Square comes out to be less than 0.05, so we **reject null hypothesis** at 5% level of significance. Hence it can be concluded that **two variables are associated**.



❖ **Null Hypothesis-2:** There is no association between **Designation Level** and variable-  
**I often repent after buying book if contents are not up to my expectations**

Table - 4.2 Crosstab: I often repent after buying book if contents are not up to my expectations

		Crosstab						
		I often repent after buying book if contents are not up to my expectations						
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	
Designation	Assistant Professor	Count	16	33	52	110	89	300
	% within	5.3%	11.0%	17.3%	36.7%	29.7%	100.0%	



		% of Total	2.6%	5.3%	8.4%	17.7%	14.4%	48.4%
Associate Professor	Count		13	16	100	15	56	200
	% within		6.5%	8.0%	50.0%	7.5%	28.0%	100.0%
	% of Total		2.1%	2.6%	16.1%	2.4%	9.0%	32.3%
Professor or HoD	Count		12	3	2	20	33	70
	% within		17.1%	4.3%	2.9%	28.6%	47.1%	100.0%
	% of Total		1.9%	0.5%	0.3%	3.2%	5.3%	11.3%
Dean or Director	Count		9	0	4	21	16	50
	% within		18.0%	0.0%	8.0%	42.0%	32.0%	100.0%
	% of Total		1.5%	0.0%	0.6%	3.4%	2.6%	8.1%
Total	Count		50	52	158	166	194	620
	% within		8.1%	8.4%	25.5%	26.8%	31.3%	100.0%
	% of Total		8.1%	8.4%	25.5%	26.8%	31.3%	100.0%

### Interpretation:

- ❖ **Assistant Professors:** Out of **300** respondents, 29.7% respondents strongly agreed, 36.7% respondents agreed, 17.3% respondents were neutral, 11.0% respondents disagreed and 5.3% respondents strongly disagreed that they often repent after buying book if contents are not up to their expectations.
- ❖ **Associate Professors:** Out of **200** respondents, 28.0% respondents strongly agreed, 7.5% respondents agreed, 50.0% respondents were neutral, 8.0% respondents disagreed and 6.5% respondents strongly disagreed that they often repent after buying book if contents are not up to their expectations.
- ❖ **Professors & Heads of the Departments:** Out of **70** respondents, 47.1% respondents strongly agreed, 28.6% respondents agreed, 2.9% respondents were neutral, 4.3% respondents disagreed and 17.1% respondents strongly disagreed that they often repent after buying book if contents are not up to their expectations.
- ❖ **Deans and Directors:** Out of **50** respondents, 32.0% respondents strongly agreed, 42.0% respondents agreed, 8.0% respondents were neutral, 0.0% respondents disagreed and 18.0% respondents strongly disagreed that they often repent after buying book if contents are not up to their expectations.

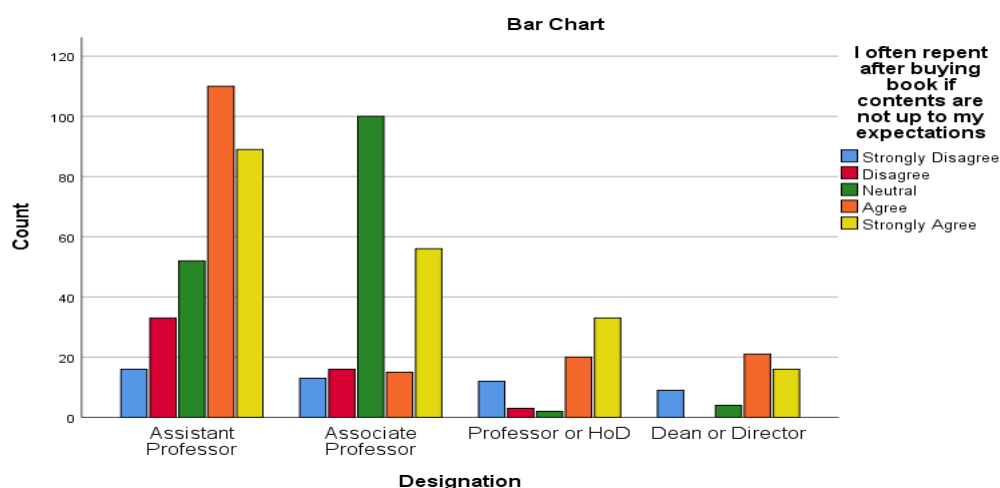
**Finding:** Finally, it was found that all the respondents often repent after buying book if contents are not up to their expectations but, Professors & Heads of the Departments are more likely to repent in purchasing the books and finding that they don't match to their expectations than the others.

Table - 4.2 Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	149.486 <sup>a</sup>	12	.000
Likelihood Ratio	161.109	12	.000
Linear-by-Linear Association	.115	1	.734
N of Valid Cases	620		

a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 4.03.

**Interpretation & Findings:** From the table it was found that asymptotic significance for Pearson Chi Square comes out to be less than 0.05, so we **reject null hypothesis** at 5% level of significance. Hence it can be concluded that **two variables are associated**.



❖ **Null Hypothesis-3:** There is no association between **Designation Level** and variable- **I often repent after buying highly priced book**

Table – 4.3 Crosstab: I often repent after buying highly priced book

		Crosstab					Total	
		I often repent after buying highly priced book						
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
Designation	Assistant Professor	Count	89	81	80	0	50	300
		% within	29.7%	27.0%	26.7%	0.0%	16.7%	100.0%
		% of Total	14.4%	13.1%	12.9%	0.0%	8.1%	48.4%
	Associate Professor	Count	29	52	41	12	66	200
% within		14.5%	26.0%	20.5%	6.0%	33.0%	100.0%	

		% of Total	4.7%	8.4%	6.6%	1.9%	10.6%	32.3%
	Professor or HoD	Count	15	20	0	12	23	70
		% within	21.4%	28.6%	0.0%	17.1%	32.9%	100.0%
		% of Total	2.4%	3.2%	0.0%	1.9%	3.7%	11.3%
	Dean or Director	Count	10	21	0	12	7	50
		% within	20.0%	42.0%	0.0%	24.0%	14.0%	100.0%
		% of Total	1.6%	3.4%	0.0%	1.9%	1.1%	8.1%
Total		Count	143	174	121	36	146	620
		% within	23.1%	28.1%	19.5%	5.8%	23.5%	100.0%
		% of Total	23.1%	28.1%	19.5%	5.8%	23.5%	100.0%

### Interpretation:

- ❖ **Assistant Professors:** Out of **300** respondents, 16.7% respondents strongly agreed, 0.0% respondents agreed, 26.7% respondents were neutral, 27.0% respondents disagreed and 29.7% respondents strongly disagreed that they often repent after buying highly priced book.
- ❖ **Associate Professors:** Out of **200** respondents, 33.0% respondents strongly agreed, 6.0% respondents agreed, 20.5% respondents were neutral, 26.0% respondents disagreed and 14.5% respondents strongly disagreed that they often repent after buying highly priced book.
- ❖ **Professors & Heads of the Departments:** Out of **70** respondents, 32.9% respondents strongly agreed, 17.1% respondents agreed, 0.0% respondents were neutral, 28.6% respondents disagreed and 21.4% respondents strongly disagreed that they often repent after buying highly priced book.
- ❖ **Deans and Directors:** Out of **50** respondents, 14.0% respondents strongly agreed, 24.0% respondents agreed, 0.0% respondents were neutral, 42.0% respondents disagreed and 20.0% respondents strongly disagreed that they often repent after buying highly priced book.

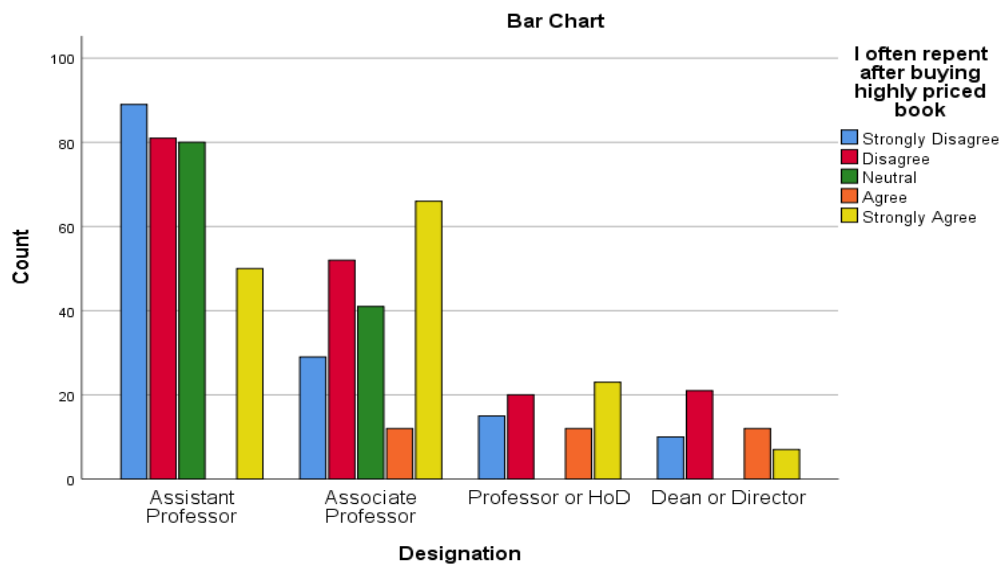
**Finding:** Finally, it was found that among all the respondents Deans and Directors are less likely to repent after purchasing highly priced books than others.

Table - 4.3 Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	127.145 <sup>a</sup>	12	.000
Likelihood Ratio	149.097	12	.000

Linear-by-Linear Association	10.188	1	.001
N of Valid Cases	620		
a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 2.90.			

**Interpretation & Findings:** From the table it was found that asymptotic significance for Pearson Chi Square comes out to be less than 0.05, so we **reject null hypothesis** at 5% level of significance. Hence it can be concluded that **two variables are associated**.



❖ **Null Hypothesis-4:** There is no association between **Designation Level** and variable- **I often repent after buying print book if it became available for free download on internet**

Table - 4.4 Crosstab: I often repent after buying print book if it became available for free download on internet

		Crosstab				Total
		I often repent after buying print book if it became available for free download on internet				
		Neutral	Agree	Strongly Agree		
Designation	Assistant Professor	Count	83	160	57	300
		% within	27.7%	53.3%	19.0%	100.0%
	% of Total		13.4%	25.8%	9.2%	48.4%
	Associate Professor	Count	81	46	73	200
% within		40.5%	23.0%	36.5%	100.0%	

		% of Total	13.1%	7.4%	11.8%	32.3%
	Professor or HoD	Count	31	4	35	70
		% within	44.3%	5.7%	50.0%	100.0%
		% of Total	5.0%	0.6%	5.6%	11.3%
	Dean or Director	Count	9	21	20	50
		% within	18.0%	42.0%	40.0%	100.0%
		% of Total	1.5%	3.4%	3.2%	8.1%
Total		Count	204	231	185	620
		% within	32.9%	37.3%	29.8%	100.0%
		% of Total	32.9%	37.3%	29.8%	100.0%

### Interpretation:

- ❖ **Assistant Professors:** Out of **300** respondents, 19.0% respondents strongly agreed, 53.3% respondents agreed, 27.7% respondents were neutral, 0.0% respondents disagreed and 0.0% respondents strongly disagreed that they often repent after buying print book if it became available for free download on internet.
- ❖ **Associate Professors:** Out of **200** respondents, 36.5% respondents strongly agreed, 23.0% respondents agreed, 40.5% respondents were neutral, 0.0% respondents disagreed and 0.0% respondents strongly disagreed that they often repent after buying print book if it became available for free download on internet.
- ❖ **Professors & Heads of the Departments:** Out of **70** respondents, 50.0% respondents strongly agreed, 5.7% respondents agreed, 44.3% respondents were neutral, 0.0% respondents disagreed and 0.0% respondents strongly disagreed that they often repent after buying print book if it became available for free download on internet.
- ❖ **Deans and Directors:** Out of **50** respondents, 40.0% respondents strongly agreed, 42.0% respondents agreed, 18.0% respondents were neutral, 0.0% respondents disagreed and 0.0% respondents strongly disagreed that they often repent after buying print book if it became available for free download on internet.

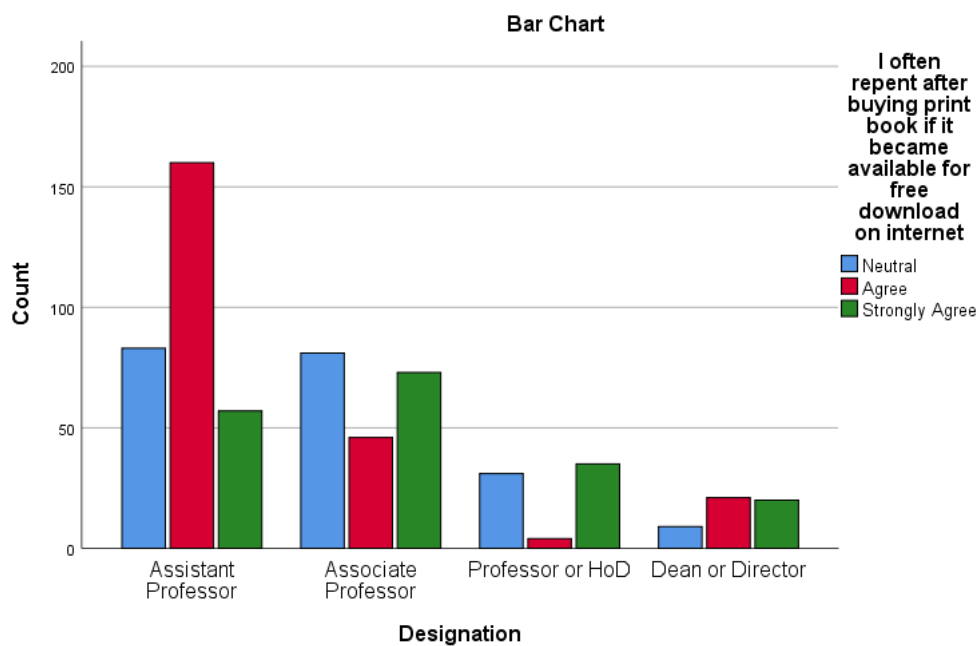
**Finding:** Finally, it was found that all the respondents often repent after buying print book if it became available for free download on internet but, Deans and Directors are more likely to repent after buying print book if it became available for free download on internet than the others.

Table - 4.4 Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	88.907 <sup>a</sup>	6	.000
Likelihood Ratio	98.698	6	.000

Linear-by-Linear Association	6.770	1	.009
N of Valid Cases	620		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.92.			

**Interpretation & Findings:** From the table it was found that asymptotic significance for Pearson Chi Square comes out to be less than 0.05, so we **reject null hypothesis** at 5% level of significance. Hence it can be concluded that **two variables are associated.**



Hence it can be said that **Research Objective is fulfilled.**

### 5: CONCLUSION & DISCUSSION

The present research based on the study of association between designation level and variables of pre and post purchase dissonance revealed some interesting yet realistic results. On analysing the results, it can be concluded that all the academicians were confused with so many options of books to buy while Associate Professors encountered this issue more than others. The results seemed to be realistic as whenever academicians have too many options they get confused in taking buying decision so same is the case with the book buyers that, they get confused because they neither want compromise with the quality content and neither wants the book to be beyond the grasping power of the target students. Further it was found that Professors & Heads of the

Departments were most likely to repent after purchasing books if contents are not up to their expectations than others. It could be due the fact that, they have a lot of administrative work besides imparting knowledge so they often make their book buying decision without much attention and therefore repent due to their unmet expectations.

Moreover, the result showed a very interesting behavioural aspect of Deans and Directors i.e. they were least likely to repents after purchasing highly priced books as they are highly educated people who understand the worth of a good book and so money is a secondary thing to them and knowledge comes first to them so they don't repent after purchasing highly priced books as knowledge itself pays off. Also, being at the highest position in the institute they are also financially more secure than other academicians. Lastly, it was also evident from the results that Deans and Directors were most likely to repent after buying print book if it became available for free download on internet. The results seemed to be realistic as online books are not only economical but also beneficial from environment point of view because they don't make use of papers. Also, there is no need to carry it with oneself as online books can be in mobiles, laptops and tablets and it can easily be shared with more than one person at a time.

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