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RESEARCH ARTICLE

GENDER DIFFERENCES IN CONSUMER PSYCHOLOGY: FACTORS INFLUENCING UNPLANNED SHOPPING BEHAVIOR AMONG ADULTS AGED 18- 45

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Abstract

Unplanned shopping is a growing trend, today. The components that influence an individual to preposterously purchase is various. This subject area intends to investigate the idea of unplanned purchase decisions and the aspects that may cause it, with an unmistakable concentrate on gender in Saudi Arabia for people aged between 18 to 45 years. A quantitative research configuration was applied as a part of the understanding of data collection using web studies, utilizing both stratified and snowball testing methods. The outcomes derived from this exploration were that women, in general, do spontaneous purchase more than men, however, men are affected extremely by different components. Statistic factors have a huge effect on unplanned purchase decisions, more particularly age and income. Age has a stronger effect on females, whereas income has a higher impact on males. Low costs and rebates were the real influencers of thoughtless buying between both genders, with a bigger impact on males than females. Finally, the recommendations include exploring a larger variety of components that may impact spontaneous buying and also utilize a larger sample estimate for the expanded unwavering quality of results.

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Introduction:-

A standout amongst the most well-known practices these days is inconsiderate purchasing. The consumption propensities allow us to cease resistance from the impact and purchase a product without taking the consequences of the purchase into consideration. To better comprehend imprudent purchasing practices, it is best to look at the rash affinity that creates such behavior, and in this way purchaser behavior varies throughout cultures, by adapting an entrenched viewpoint in securing and measuring the appropriateness. Surveys were regulated to clarify a Saudi scale for calibrating incautious buying behavior and to test it by investigating its association with different factors.

Background:-

It would not be a misrepresentation to state that as much as shoppers may control the market, the market additionally has noteworthy control over the purchasers.

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The consumption of goods and services is an everyday activity for each and every individual on the planet, and as much as we would like to think that we are in control of the purchases and buying propensities, that is not generally the case. Unplanned purchase decisions is an event that is just ascending in its recurrence, however, what really drives a purchaser to go ahead with that purchase, sometimes even against coherent reasoning? Consumers can be fickle creatures, and numerous factors might be credited to the consistent ascent of rash purchasing. To start with, consider what indiscreet purchasing actually is, and also its distinctive kinds. Unplanned purchase decisions was portrayed as a spontaneous and on-the-spot sudden purchase that may bring out sentiments of delight or excitement, with practically zero respect to its conceivable outcomes (Bashar, Ahmad, and Wasiq 2013). Furthermore, compulsive e-buying is defined as “chronic, redundant, and excessive purchasing”, which was applied to the research as unplanned purchase decisions is also an unreasonable purchase that may be unjustified, and yet the consumer still does not give it a second thought (Lee, Park, and Bryan Lee 2016).

What the specialists have achieved through this study was creating the first comprehensive study of how unique variables influence unplanned purchasing in Saudi Arabia, and how this differs over the two genders. After a broad audit of comparative and related research, the research team did not come across any research that discusses the causes of this phenomenon in Saudi Arabia. The current literature for factors that have already been proven to be viable on indiscreet buyers was inspected, and furthermore tried these variables to look at their pertinence to the Saudi market, and in addition, how they would influence affect males and females differently. However, that is not all that was to be scrutinized in this research; the research team also aimed to study the research results critically in order to discover whatever other components that may instigate imprudent acquiring in customers. The team found other factors that had not been come across in the reviewed literature that were unique to the Saudi market and the discrepancy of their effects on both genders.

While we are aware that they did not discover a new field by conducting this research, what we sought to achieve throughout the completion of this paper was a total comprehension of what drove shoppers to make purchases that were not anticipated or required, among numerous different circumstances. This is a fundamental part with regards to marketing research as consumer psychology is one of the greatest effects on their purchasing patterns. Thus, comprehension of the distinctive components that prompt imprudent purchasing and the variation of this between males and females permits a more profound comprehension of what may attract a customer of a particular gender to a product or service, and in addition builds the odds of a more fruitful marketing strategy.

Research Questions and Objectives:-

Question 1: What are the variables that cause unplanned purchase decisions in consumers aged 18 to 45 in Saudi Arabia?

- To critically examine how demographic factors, psychology, and marketing affect unplanned purchase decisions behaviours.
- To identify from the existing literature the factors that have been proven to affect unplanned purchase decisions.

Question 2: How does imprudent purchasing vary between both genders ages 18 to 45 in Saudi Arabia?

- To distinguish the percentage of males and females purchasing products unplanned ly.
- To identify which factors, induce indiscreet buying the most.
- To analyse the degree to which these variables influence females and males in an unexpected way.

Definitions of Key Concepts:-

Any unforeseen boost or desire to something is called an impulse, from which comes to the term “unplanned purchase decisions behavior”. This term alludes to those individuals who tend to make unanticipated buying decisions without careful thought. Statistic factors are financial attributes (which include both social and additionally monetary elements) of a populace denoted statistically, which incorporate age, education level, income level, sex, occupation, religious beliefs, birth rate, marital status, the average size of a family, etc. Psychology is a word deduced from the Greek language which refers to the exploration of the soul. Psychology is “the scientific study of the way the human mind works and how it influences behavior, or the influence a particular person’s character on their behavior” (Buss 2024). Marketing appertains to all the activities that are associated with making individuals aware of a good or service. The study used the above-mentioned terms in order to communicate and abet the questions and objectives of the research paper.

Scope of the Study:-

The scope of studying unplanned purchase decisions behavior is totally particular and surpasses the theoretical and methodological issues, encases demesnes, for example, its association with self-identity, social impact on such behavior, and additionally the association with the statistic traits. While the literature on the indiscreet purchasing conduct is distinct and magnificent, but the majority of the researchers had investigated the spectacle in western as well as developed countries, with very little or no concentration on underdeveloped and developing countries (such as Asia and the MENA region). These nations show various ethnic changes and cultural features pointedly effect consumers' unplanned purchase decisions behavior. Hence, this investigation is expected to comprehend whether the association of demographic aspects such as age, gender, and income levels with unplanned purchase decisions, which have been found in different nations, additionally happens to exist in Saudi Arabia, or is there a difference in such conduct. Consequently, the investigation is viewed as basic for improvement, the prologue to novel extensions and to advance the developing issues for extra research. The extent of the study was constrained to Saudi Arabia, as the objective was to make the first comprehensive study of this kind in the Kingdom, including males and females between the ages of 18-45. The study was conducted using an electronic survey to reach a wider audience.

Literature Review:-

Consumer purchasing behavior frequently winds up noticeably unplanned and irrational, this research will enable us to investigate how unique variables, be they demographic, psychological or marketing-based influence unplanned purchase decisions in Saudi Arabia, amongst women and men. The first aspect assessed in the research is the effect of the demographic factors age, gender and income levels on unplanned purchasing. The resources portray a positive connection between statistic elements and impulse purchase behavior of consumers. Imprudent expenditure is for the most part dictated by age, which can make a noteworthy change in the impulse purchase behavior of consumers. Unplanned purchase behavior tends to be the highest between ages 18 to 45 and falls for older age groups. Individuals of higher income groups were found to be more likely to spend on unplanned expenditure and income levels are directly related to the educational statuses of individuals. Thus, the level of education a person has may also determine their unplanned consumptions (Bashar et al. 2013), (Agarwal 2015).

The most critical statistic factor inspected is gender, and the results of several studies displayed that women are more likely to unplanned purchase. When broken down, it was displayed that males are more likely to purchase items for leisure or practical purposes, whereas females may make these consumptions for societal or emotional reasons (Bashar et al. 2013), (Spinella, Lester, and Yang 2014). (Roy Dholakia 1999) also states that women will put considerably more time and vitality into shopping as they appreciate it more, in contrast with men, that tend to accelerate the way toward shopping while maintaining a strategic distance from contribution of endeavors and decision-making, and consequently are not as associated with the procedure as women. These statistic factors are all crucial for the research purpose, and examining them in high detail in the research in order to analyze the degree to which buyers in Saudi Arabia are influenced by them, and to what degree they may influence the levels of unplanned purchase decisions in both men and women.

It is imperative when analyzing customers' unplanned purchase patterns to also take into account the impact that marketing has on them. Several marketing strategies have been found to be positively related to unplanned purchases. In their studies, (Chen and Wang 2016) and (Khorrami, Esfidani, and Delavari 2015) recognize some of these components that prompt unplanned purchase decisions: the level of incitement, word of mouth, E-commerce reductions and web-based advertising can ease incautious behavior due to its accessibility, availability and seemingly easy procedures (Lee et al. 2016), (Pandya 2021). The way in which merchandise is shown online may decide the level of procurement, subsequently, better-elevated things regularly prompt the increase of unplanned purchases (Chen and Wang 2016). Moreover, cash refund promotions can build the level of procurement; this is on the grounds that it influences purchasers to feel righteous as they have the alternative of returning the item (which is not that likely).

Sales and discount promotions emphatically impact both genders to buy on impulse, but (Gąsiorowska 2011) analyses that women are considerably more invested in such promotions and easier to sway even when they have no intentions of spending. Visual encounters trigger people to take an interest in unconstrained inclinations to purchase caused by marketing stimuli, however, these desires are not generally a result of being triggered, but only basic human nature (Rook 1987). The impacts of one's psychological stimuli and external marketing stimuli and which of the two is a more grounded determinant of the result of incautious consumption has been tested and analyzed in this research. In addition to that, there are distinctive sorts of motivation purchasing, in significance to the levels of

enthusiastic interest through there are distinctive sorts of motivation purchasing, in significance to the levels of enthusiastic interest through marketing strategies, which incorporate planned impulse buying, reminder impulse buying, suggestive impulse buying and pure impulse buying (Amel, Maachou, and Elyas 2014). The research sample will be tested and examined to check which categories of marketing strategies may apply to them most effectively and whether their expenditure patterns are fueled by the similar variables observed to be compelling as asserted in the studies.

The final characteristic taken into account after the examination of the existing literature is human and customer psychology. The human mind is a standout amongst the most capable and persuasive tools in existence, and its impact on customer purchase patterns may run substantially more profound than one would suspect. Several studies suggest that compulsive buying is related with being indiscreet by nature, social needs, shopping propensities and encountering materialistic esteems, the consequences of which is that unplanned expenditure is considered pathological (Amel et al. 2014), (Spinella et al. 2014). In her research, (Gąsiorowska 2011) recommends that studies on men and women ought to be performed independently, to discover the reasons for the distinction in styles of shopping behavior of both genders, to have the capacity to recognize and examine the psychological determinants of individual's attributes that prompt unplanned purchase decisions. This is because men in certain parts of the world are disinterested in shopping or overseeing expenditure in general, where women like to take control of expenditure and related decision-making processes. Considering about the suggestions of previous researchers, this research distinguishes regardless of whether such attributes exist in the male and female populace of Saudi Arabia and how psychological factors impact incautious purchasing relying upon an individual's gender.

As proclaimed by (Lee et al. 2016) and (Agarwal 2015), both positive and negative emotions promote unplanned purchase decisions. Pessimistic feelings urge individuals to purchase to refute the unpleasant feelings, and positive states of mind urge individuals to purchase to additionally enhance their mind-sets. Purchasing objects unplanned prompts individual belonging and can likewise be related to holding materialistic esteems (Agarwal 2015), (Spinella et al. 2014), (Khorrami et al. 2015). Thus, we need to understand the impacts of the human psychology may be on customers, and to what degree they could make a female precipitously purchase, as compared to a male. This study is conducted to determine to what degree these cases are appropriate in a fundamentally different part of the world, regarding society, the way of life and geographical positioning. A sample of individuals between the ages of 18-45 will be taken amongst both genders in Saudi Arabia, where data will be gathered through electronic polls to enable us to contact a more prominent audience. This study will enable us to examine the connection between statistic factors and the motivation buying behavior of consumers, as well provide insight on determining whether it is demographic factors, marketing strategies or psychological factors that prompt higher unplanned expenditure, and in addition exhibit the change of their impacts on males and females.

The research methodology chosen to implement in this study is the deductive approach; this implies the existing literature will be gauged, narrow down the content to an applicable theory, and then test this hypothesis utilizing quantitative examination techniques. After the review of the literature that the team has accumulated, the most legitimate and possible hypothesis for their research when it comes to examination and data gathering is the following: 'Females are more susceptible to participating in imprudent purchasing than males in Saudi Arabia.' The reasoning behind the selection of quantitative methods is to measure the degree to which several factors affect customer unplanned purchase decisions. The variables to inspect are age, gender, income level, psychology, and marketing. The method in which the team aims to quantify these variables is in relation to their degree of effect on males and females when it concerns unplanned purchasing.

Methodology:-

Philosophy and Approach:-

The research followed a positivism philosophy where the literature review was used in order to verify the theory regarding the elements empowering consumer behavior toward unplanned purchase decisions between both genders and demonstrated the extent to which this is reflected in the Saudi society. Subsequently, the speculations prompt the improvement of a hypothesis that can be additionally affirmed by other researchers. The method that was used is a deductive approach as it is based on developing a hypothesis from a theory followed by observations and final confirmation.

Strategies:-

With a specific end goal to make the speculation, a wide assortment of reactions was required. Therefore, electronic studies were utilized which were circulated through messages and different online networking channels. This supported the study in finding out about shoppers' imprudent purchasing practices in Saudi Arabia.

Methods:-

Involves a mono quantitative strategy, in order to identify the degree to which the elements were influencing shoppers' practices towards incautious purchasing between genders. Quantitative research is useful for this purpose as it determines the relationship between variables collected using surveys and is used to generalize the findings for a large sample size. Besides, these factors were evaluated, estimated numerically, and analyzed using statistical techniques. A quantitative strategy is normally connected with the positivism (deductive) approach and is more reliable and objective as it tests theories/hypothesis (Folarin and Ogundare 2016).

Time Horizon:-

The time horizon approach that the study commenced is a cross-sectional, which studies a specific certainty/circumstance where the information is gathered at a defined time.

Location:-

An online survey was available to participants all around Saudi Arabia from cities such as Jeddah, Riyadh, Mecca, Medina, etc.

Sampling:-

The sampling method that was used included both probability and non-probability sampling. A stratified sampling technique was used in the probability method, which divides or groups the population into different categories. The consumers in Saudi Arabia were grouped based on gender and age. Therefore, the research focused on both male and female buyers between the ages of 18-45. Moreover, in the non-probability sampling, they used snowball sampling, which is a technique used when the chosen sample characteristics are rare and hard to find. In this technique, the participants were requested to distribute the online questionnaire to their friends and relatives that also fit the needed sample characteristics. This technique helped in collecting primary data cost-effectively. In addition, more responses have been received regarding the information that needs to be found about the factors that affect consumers buying unplanned from 193 respondents.

Data Collection Tools:-

Here both primary and secondary data collection tools. The primary data was collected using online questionnaires (Google Forms) that were distributed to individuals that met the sample requirements in Saudi Arabia. These were primarily sent through emails and Whatsapp, however other web-based social networking locales were utilized, for example, Facebook and X (formerly Twitter). The collection of data using books, journals/articles, online databases (EBSCO), and reliable websites were the secondary data of the study.

Ethical Considerations:-

The survey that was sent to the sample a brief introductory paragraph was added that clearly stated who the researchers are, the purpose of the project, as well as assurance that the participant's responses will only be seen and used by the researchers, which was completely complied with by the researchers. In addition, the survey was completely anonymous, as respondents were not asked for their names. Furthermore, undertaking this survey was completely up to the participants as none of them were forced to take the survey.

Results and Findings:-

The research team gathered the outcomes from their sample, and the outcomes will be discussed utilizing quantitative strategies and graphical display tools, which suits the numerical and close-ended questions of the survey. An electronic survey created using the Google Forms website was disseminated with 10 questions that gathered data ranging from the demographic type to consumer shopping propensities. The majority of the questions were incorporated with a specific purpose in mind, and they all contribute to the accomplishment of the research questions and objectives. The research team received 216 responses, of which 9 had to be removed as they violated the set age scope of the sample, and 14 were evacuated as the respondents did not reside in Saudi Arabia. The final

results below will be inferred and displayed on the basis of the 193 valid responses. Note that all the following results are displayed in percentages, and the gender-comparison results are based on the separate female and male samples in order to convert them to percentages. This was done in order to rectify the gap between the sample sizes of males and females. Moreover, also note that all of the percentages used were rounded to the nearest integer for readability.

Demographic Results:-

The first results to be discussed are the demographic findings of the sample. The principal factor that respondents were asked about was their gender, as this study is a gender-based comparison. Of the respondents, 77 % were females, whereas the remaining 23% were males, depicted in Figure 1.

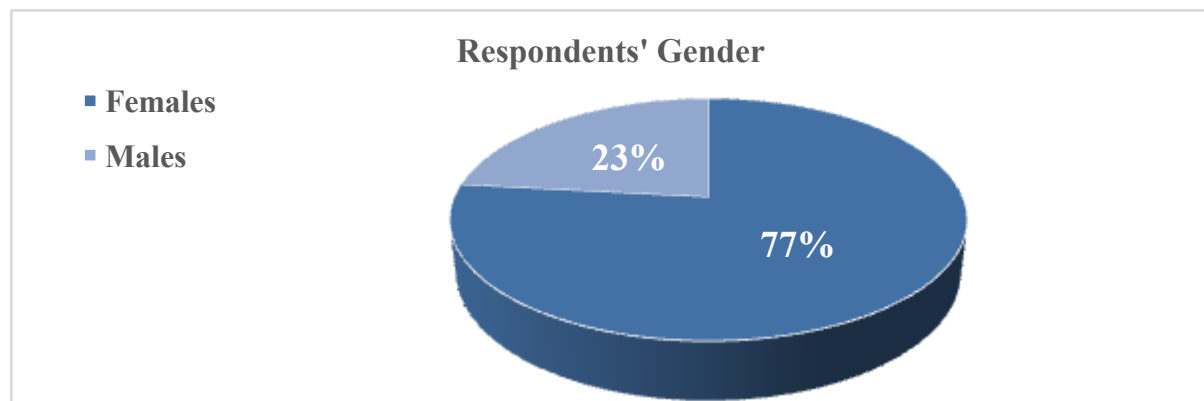


Figure 1. Distributions of Respondents' Gender

The next statistic fact respondents were asked about was their city of residence, as this study is centered on Saudi Arabia, and thus the research team attempted to broaden the range of responses to include cities from all around the kingdom. The primary location of the respondents was Jeddah, with 87% of the respondents living there, whereas Riyadh was the second highest with around 9%. Mecca, Madinah, Dammam, and Khobar all contained either 1 or 2 percent of the respondents, shown in Figure 2.

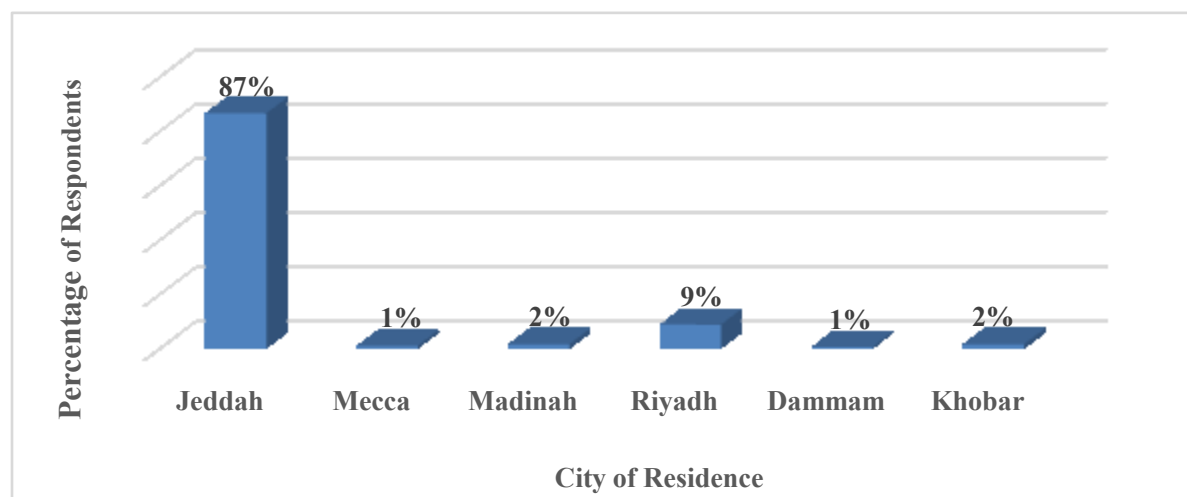


Figure 2. Distribution of Respondents' City of Residence

The following statistic factors are altogether examined in a gender-comparison format in order to follow the gender-based nature of the study. The two components to be discussed are age and monthly income level, as these are vital statistic factors that could greatly affect the study and were also mentioned in the reviewed literature. Respondents

were asked about their ages, with the target sample's age range being set to between 18 and 45 years old. The female sample size of 148 was composed of 57% 18 – 24-year-olds, 17% 25-31-year-olds, and 6% 32-38-year-olds. 20% of the female respondents were 39-45-year-olds. The 45 male respondents, on the other hand, were comprised of 13% between the ages of 18-24, 18% ages 25-31, 40% between 32 and 38 years old, and 29% was composed of 39-45-year-olds, compiled in Figure 3.

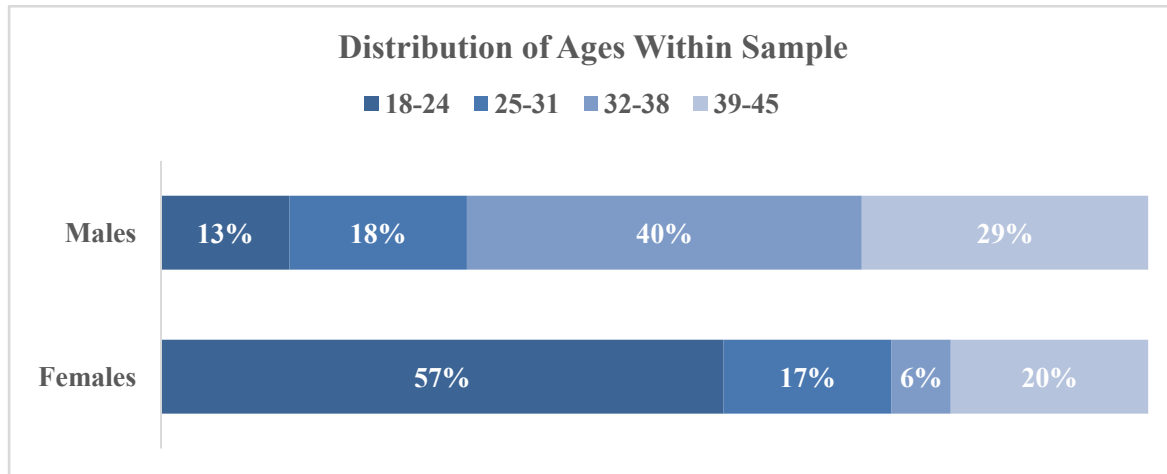


Figure 3. Gender-Based Distribution of Sample's Ages

Wage is another essential factor that was tested, as it might drastically affect the levels of buyer's unplanned purchasing. The participants' answers were segregated by both gender and income level - some income levels were conjoined for efficiency and accessibility and the results were as follows. Regarding the female portion of the sample, 76% of the respondents had a monthly income reaching from below 1,000 and up to 5,000 SAR, 20% reported a monthly income between 5,000 SAR and 15,000 SAR, and the final 5% replied with an income starting from 15,000 SAR and reaching above 30,000 SAR. The male respondents, on the other hand, took after an incredible reversed dissemination, with 20% reporting a monthly income of starting under 1,000 SAR until 5,000 SAR, 27% reporting salaries ranging from 5,000 SAR until 15,000 SAR, and the remaining 53% responded that they received salaries starting from 15,000 and rising above 30,000 SAR, shown in Figure 4.

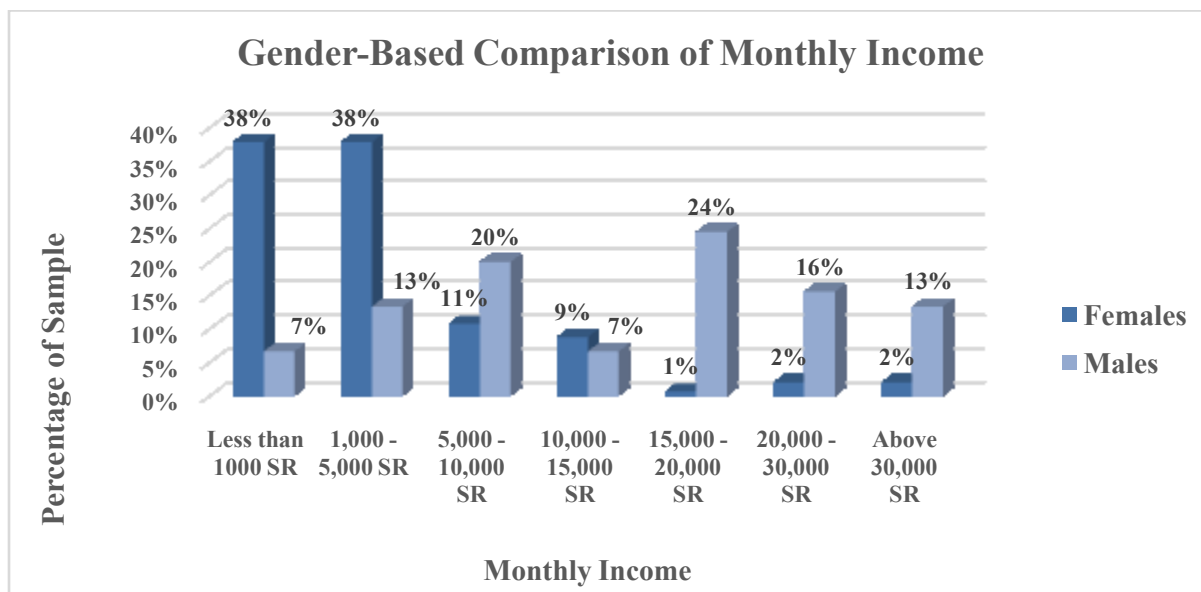


Figure 4. Gender-Based Comparison of Monthly Income

The final demographic perspective participants were asked about was their occupational status-which might affect unplanned purchasing and have a relation with income levels-with the following options being offered; 'Unemployed', 'Self-employed', 'Private Sector', 'Government sector', and 'Student'. For research purposes, the results of the categories 'Unemployed' and 'Student' have been collated together under 'Unemployed', whereas 'Self-employed', 'Private Sector', and 'Government sector' results were consolidated to shape the 'Employed' category, highlighted in Figure 5.

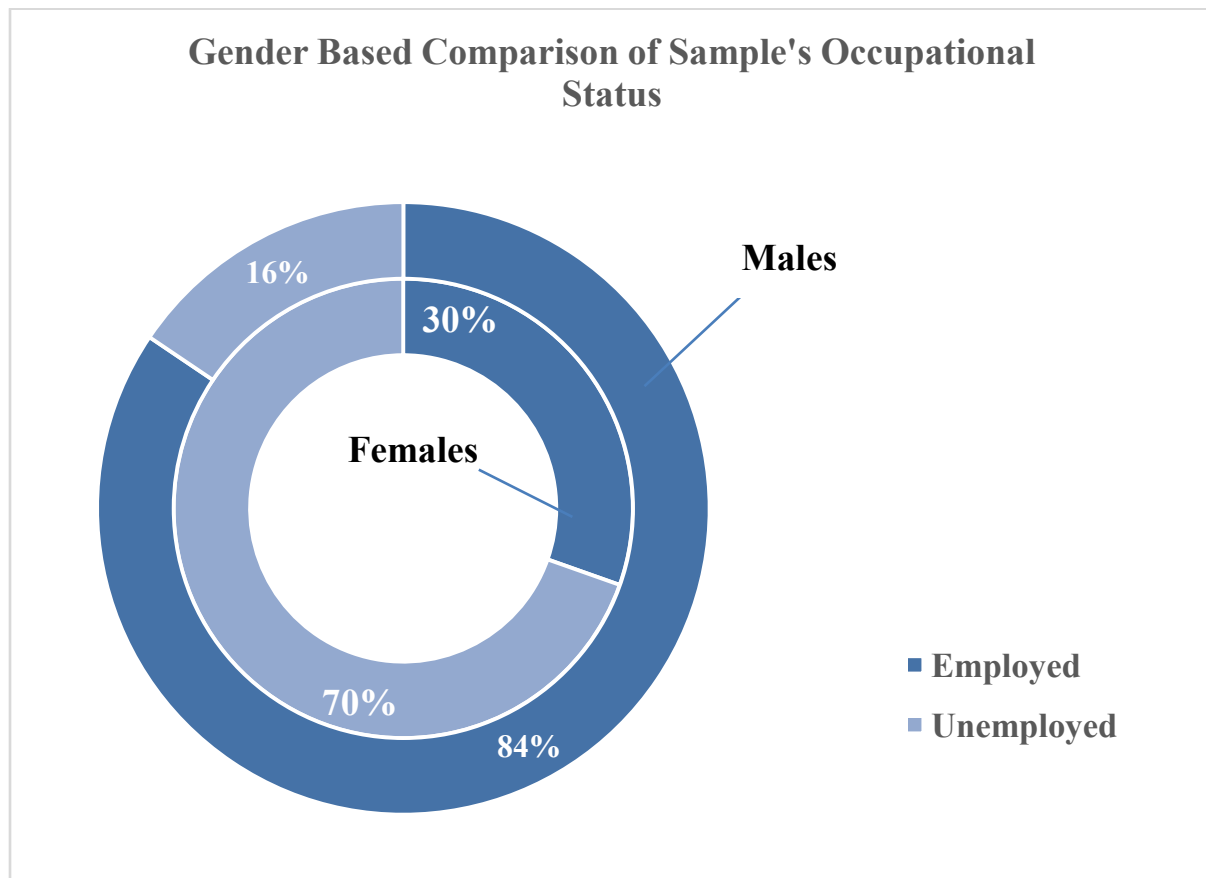


Figure 5. Gender-Based Comparison of Occupational Status

The combination of the results displayed the following; whereas 70% of the female sample were jobless, only 16% of the male respondents were at present not working. In relation, only 30% of the female portion was employed as opposed to the male participants' enormous 84%.

General Shopping Results:-

The following questions all investigated into the shopping propensities and patterns of the participants, and in addition which marketing or psychological factors may facilitate these habits. This portion of the questionnaire was planned to gather data about purchasing behaviors, unplanned and otherwise, in order to compare them against the content of the reviewed literature as well as bring to light any factors that may be unique to the Saudi market. The participants were asked about the recurrence of their physical (in-store) shopping. A few outcomes were examined together for productivity and simplicity of comprehensibility. The results of the answers 'Never' and 'Rarely' were collated into one group, 'Sometimes' was its own category and the results of options 'Often' and 'Very Often' were collated together into another. Out of the surveyed participants, 24% of the females and 24% of the males asserted that they sporadically went for physical (in-store) shopping. 41% of the females and 49% of males said that they went for physical shopping sometimes, while 35% of the females and 27% of the males said that they went for physical shopping very often, illustrated in Figure 6.

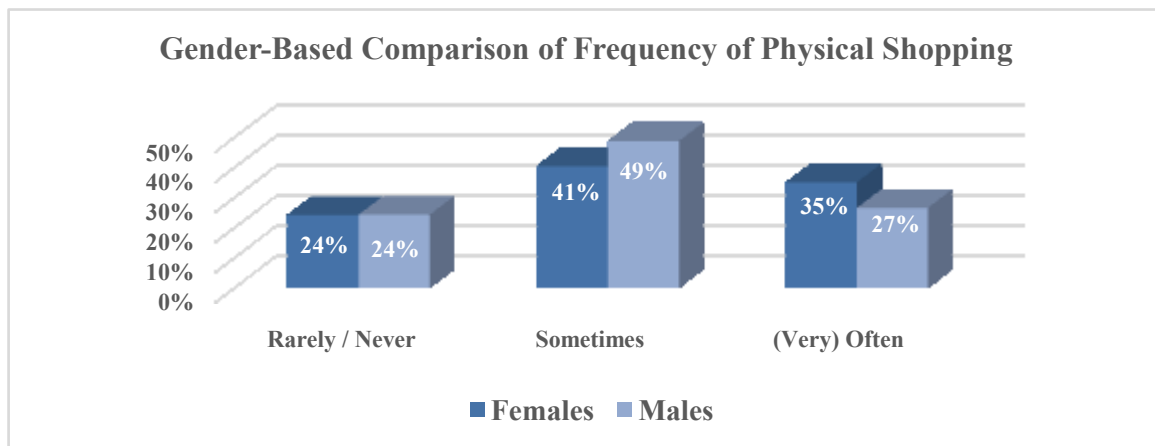


Figure 6. Gender-Based Comparison of Frequency of Physical Shopping

Moreover, the respondents were asked about the frequency of their online shopping, another factor that could significantly affect imprudent purchasing. The answers to this question were also grouped similarly to the previous question. Of the 148 females surveyed, 64% said they once in a while or even never shopped on the web, 22% shopped online sometimes, and 14% of them said they shopped online very often. On the other hand, out of the 45 males surveyed, 58% of them asserted they seldom shop online, 33% shop online sometimes, and only 9% of the surveyed sample of males shop online very often, see Figure 7.

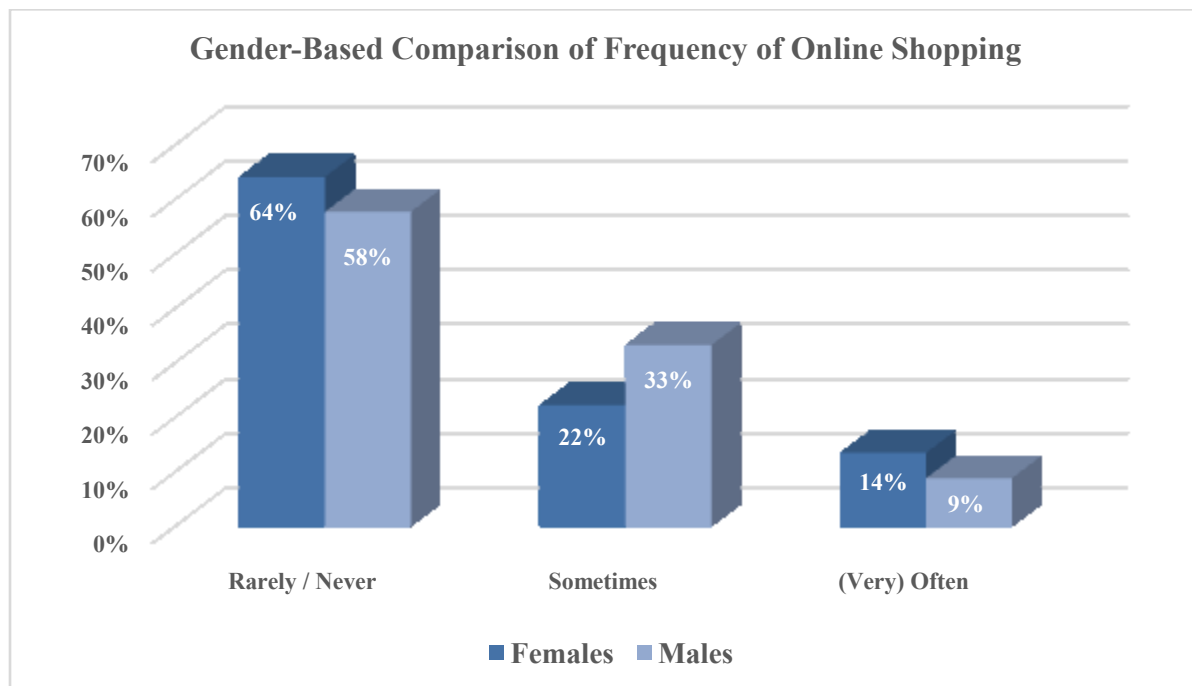


Figure 7. Gender-Based Comparison of Frequency of Online Shopping

Following that, the respondents were asked about the recurrence of their indiscreet buying purchasing behavior. 33% of the females, as opposed to 29% of the males, guaranteed them unplanned purchase very often. 36% of the females and 38% of the males said that they sometimes unplanned purchase goods/services. However, 30% of the surveyed females and 33% of the males contended that they rarely experience an unplanned purchasing behavior. These results have also been collated into 3 different groups instead of 5 for efficiency, as shown in Figure 8.

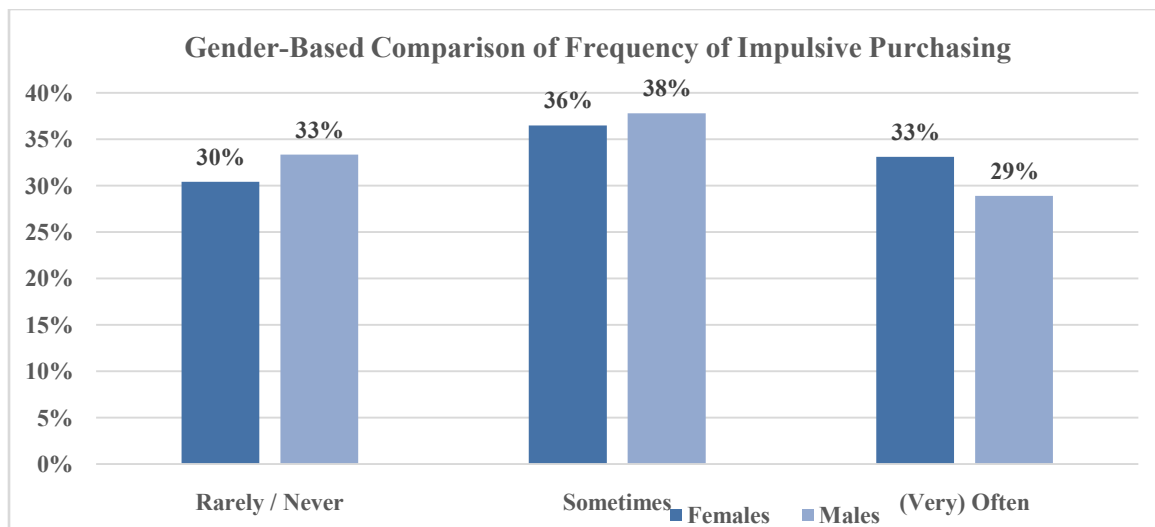


Figure 8. Gender-Based Comparison of Frequency of Unplanned Purchasing

In addition to how frequently members purchased incautiously, they were asked about the percentage of their purchases they would estimate were unplanned purchases. For adequacy, only the 3 highest percentages will be mentioned for each gender. 39% of the female respondents reported that only up to 20% of their purchases are unplanned, and 26% reacted that it extended in the vicinity 21 and 40%, and the third largest segment was unplanned purchases ranging between 41 and 60%, which had a share of 25% of the female participants. The male respondents had decently unique dispersions, as 40% reported that their impulse purchases do not exceed 20% of their shopping, 33% claimed their unplanned purchasing only ranges between 21 and 40 %, and, contrary to the female respondents, the third largest response was unplanned purchases ranging from 61 to 80%, with a 20% response rate from the male participants, see Figure 9.

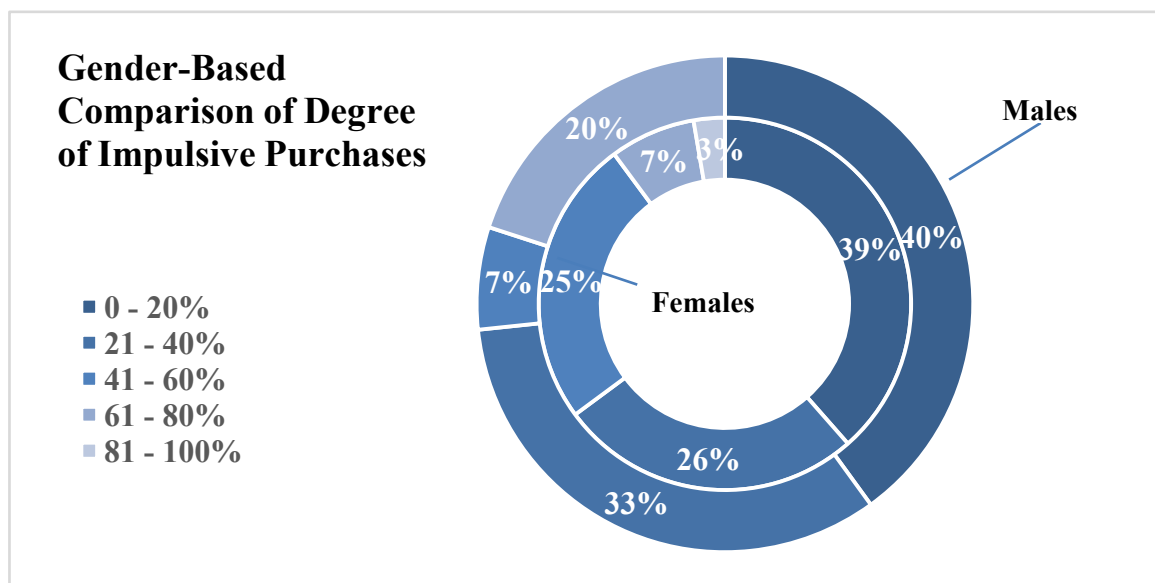


Figure 9. Gender-Based Comparison of Degree of Unplanned Purchases

Promotional, Marketing and Psychological Factors Results:-

Finally, respondents were provided with a table to fill out that contained 11 distinct components accepted to be persuasive on unplanned purchasing. They were asked to select only one option from a list of six options per factor, in order to convey how unequivocally the respondent felt this specific factor affected them in regard to unplanned

purchase decisions. The options offered were as follows; 'Very strongly', 'Strongly', 'Moderately', 'Little', 'least' and 'Not at all'.

The detailed results for every factor are displayed in a gender comparison from within, shown in Figures 10 to 20. However, for the purpose of convenience and readability when discussing the data, the results are only discussed after some data categories have been conjoined in a logical fashion. That is, 'Strongly' and 'Very Strongly' will be within one group, 'Moderately' a group on its own, and 'Little', 'Least' and 'Not at all' are the third category. Moreover, while the study remains a gender based on, factors that are seemingly related or similar will be displayed together in one graph for ease of presentation and comparison. The first group of factors discussed is all related to promotions. They are Low Prices, Promotions, Discounts, and Gifts. When it comes to low prices, it was found that they have a huge capacity to support imprudent buying, with 72% of the respondents asserting that it emphatically impacts their choice, while females reacted with a marginally bring down 68%. A moderate effect was analyzed on 19% on the males and only 27% of the female respondents. A weak effect was not very present with only 9% of males and 5% on females, shown in Figure 10.

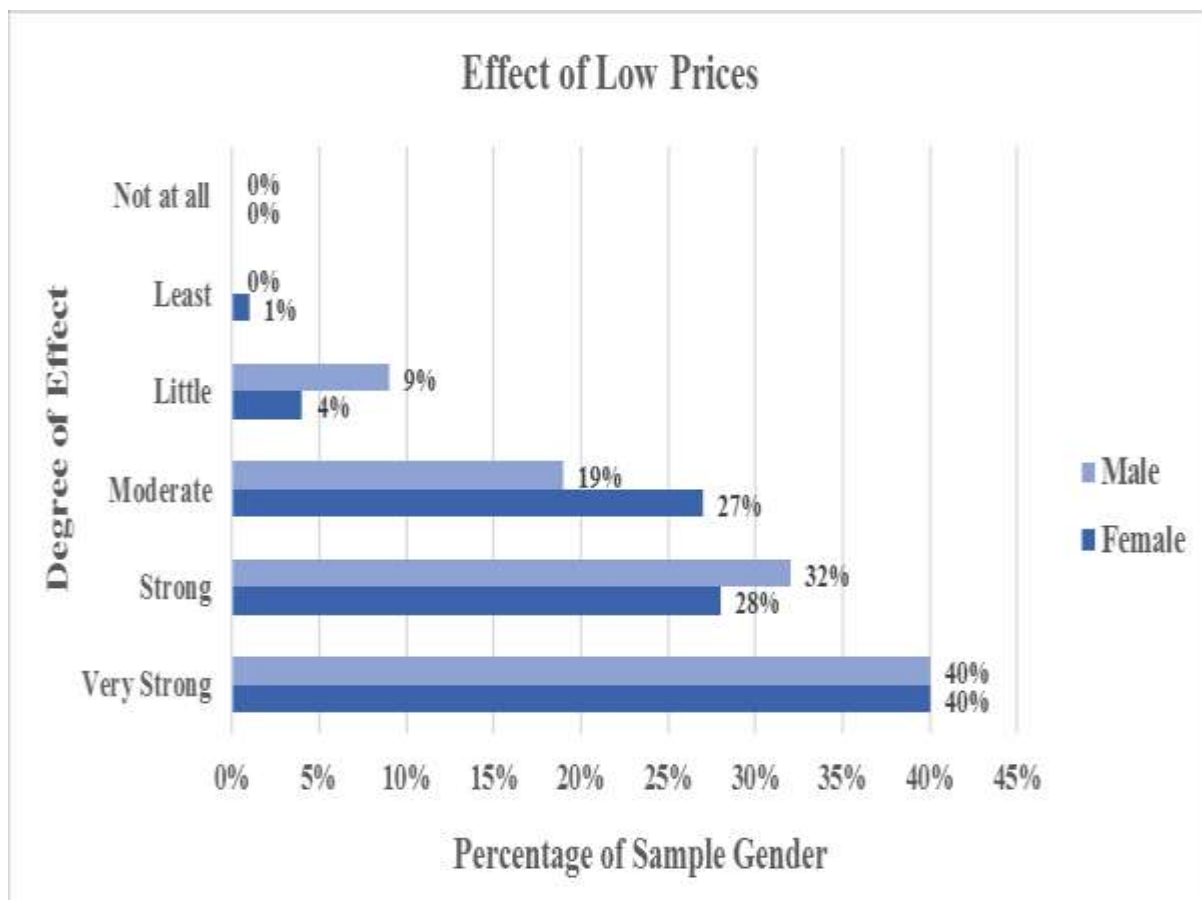


Figure 10. Effect of Low Prices on Unplanned purchase decisions Behaviors

Promotions, on the other hand, had considerably more uniformly spread out outcomes, with the female sample dispersed among 39% who felt they had a solid impact, 39% who felt the impact was direct, and 23% who guaranteed the impact was little to non-existent. Male respondents had an even higher rate of response for a solid impact by promotions with 51%, only 22% claiming the effect is moderate, and 27% replied with a little to no effect response, illustrated in Figure 11.

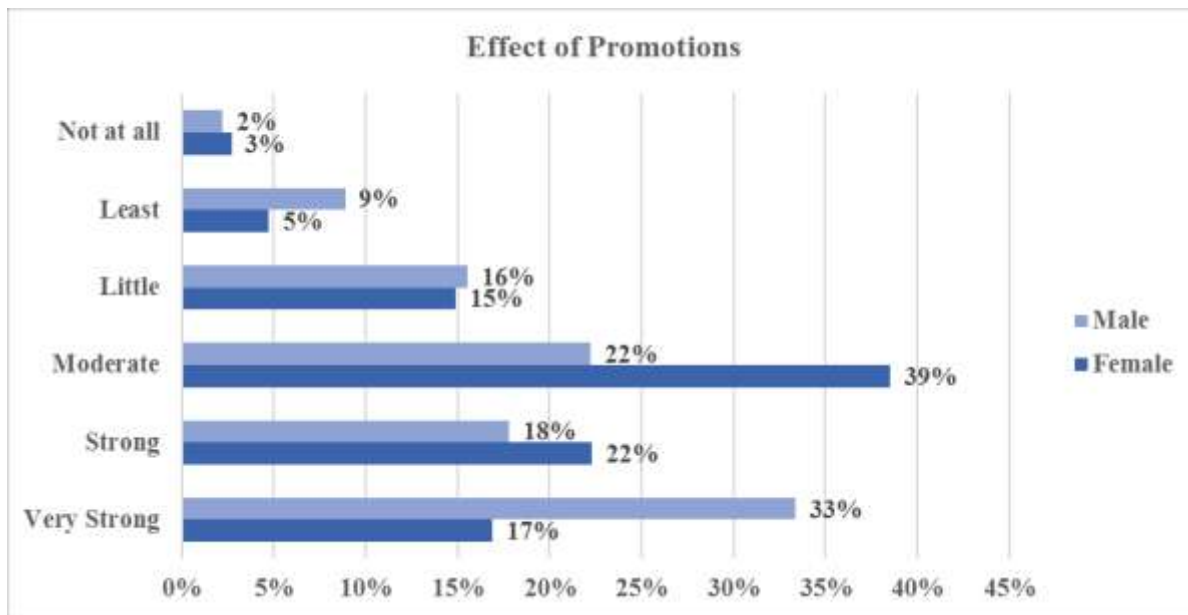


Figure 11. Effect of Promotions on Unplanned purchase decisions Behaviors

Rebates are another factor with gigantic impact, as 69% of the females and 54% of the males agreed they have a strong effect on unplanned purchasing. On the other hand, a moderate effect was returned on only 21% of the females, but 31% of the males. A feeble impact was available for around 5-12% only of both male and female categories, shown in Figure 12. Gifts also observed high results for a strong effect with 44% female and 43% male responses, and a higher moderate effect on 41% of the female sample but only 24% of males. A weak effect was more observed in men with 33%, in contrast to the females' 15% (Figure 13).

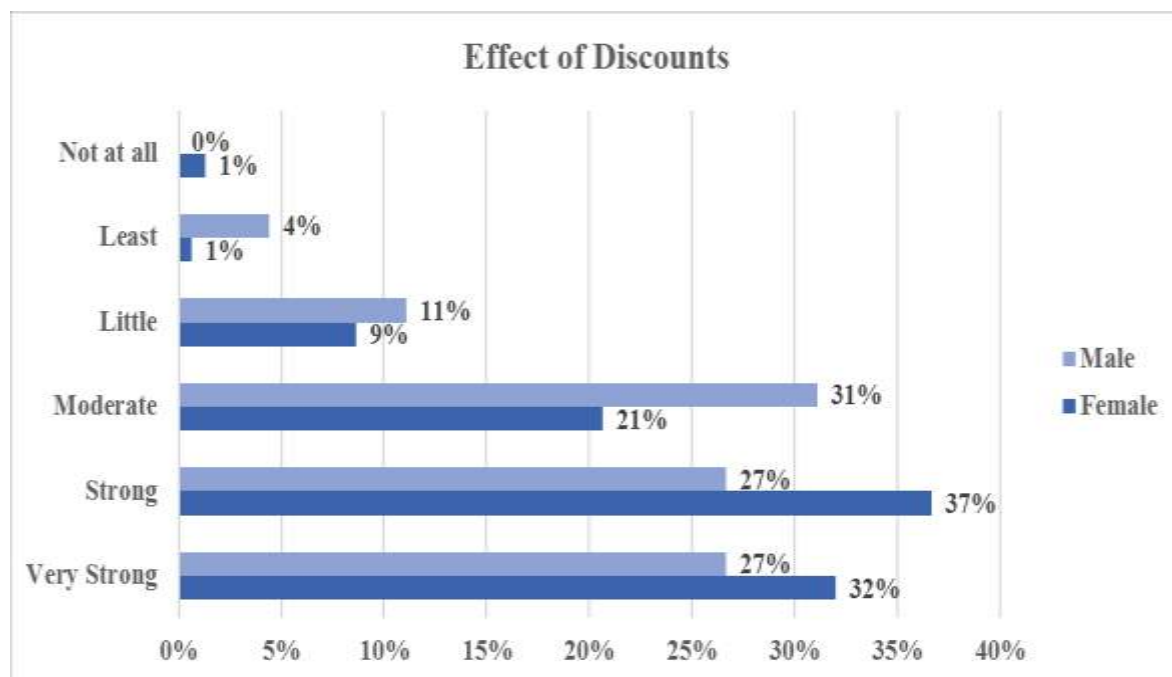


Figure 12. Effect of Discounts on Unplanned purchase decisions Behaviors

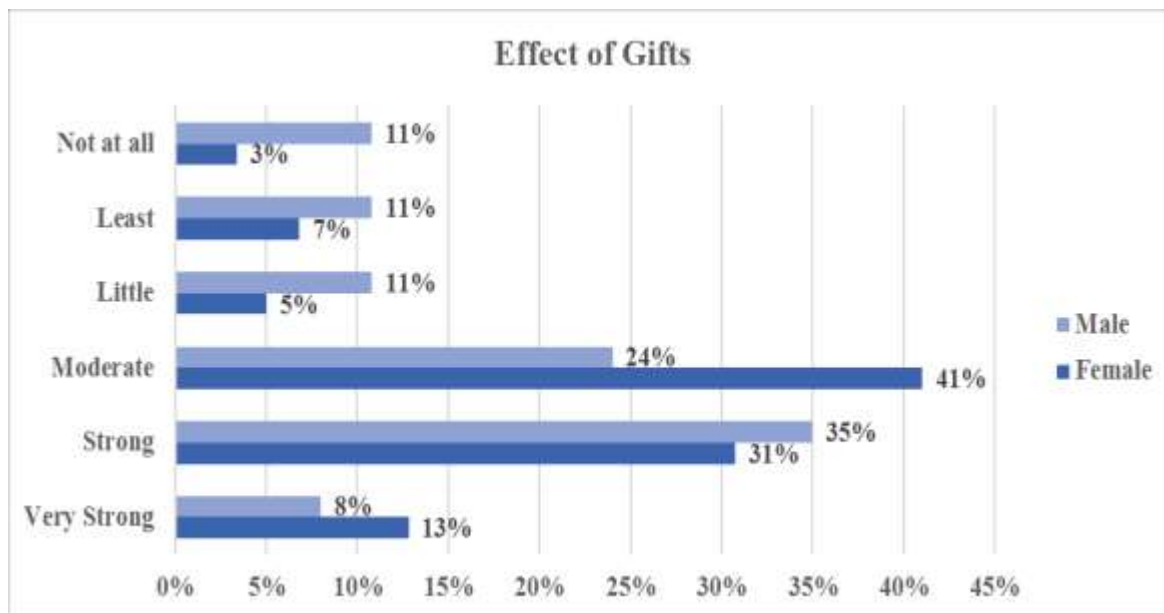


Figure 13. Effect of Gifts on Unplanned purchase decisions Behaviors

The next group to be analyzed consists of mostly emotional and psychological factors. It incorporates 'Free Delivery', 'Product Attractiveness', 'Advertisement' and 'Other People's Influence'. To begin, free delivery showed relatively inconsequential levels of influence, as the female sample had a 26% strong effect and 26% moderate effect response rate, with the remaining 48% claiming it had little to no effect. Males were relatively similarly distributed, with a 24% strong effect, 33% moderate effect and 42% little to no effect results, shown in Figure 14. Product attractiveness had mostly evenly distributed results, with female responses containing a 37% strong effect response, 33% moderate effect response and 30% little to no effective response. The results from the male sample followed a relatively similar distribution with 40% strong, 36% moderate and 24% weak effect responses, Figure 15.

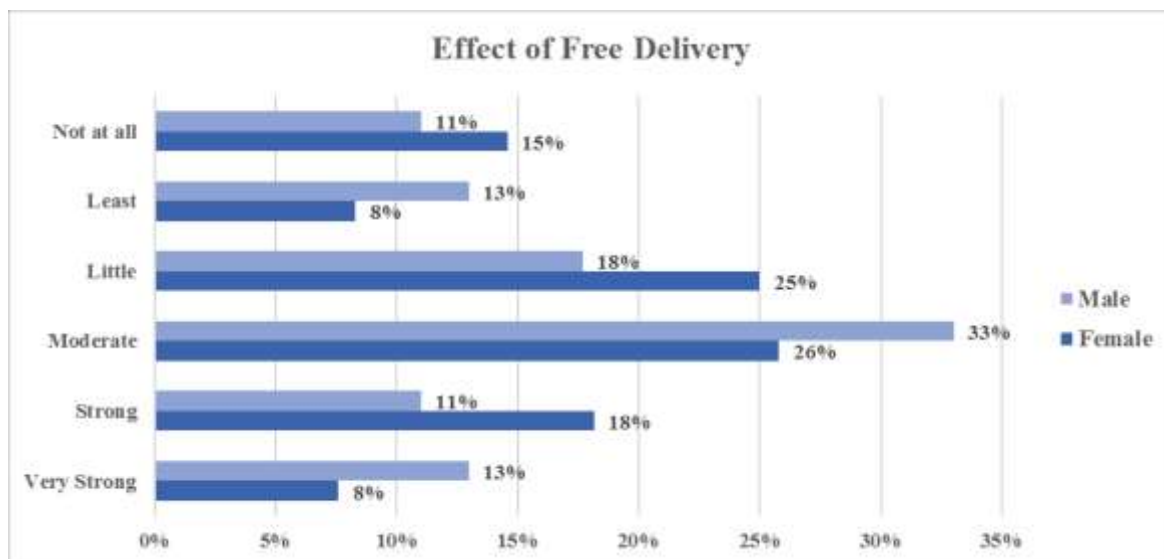


Figure 14. Effect of Free Delivery on Unplanned purchase decisions Behaviors

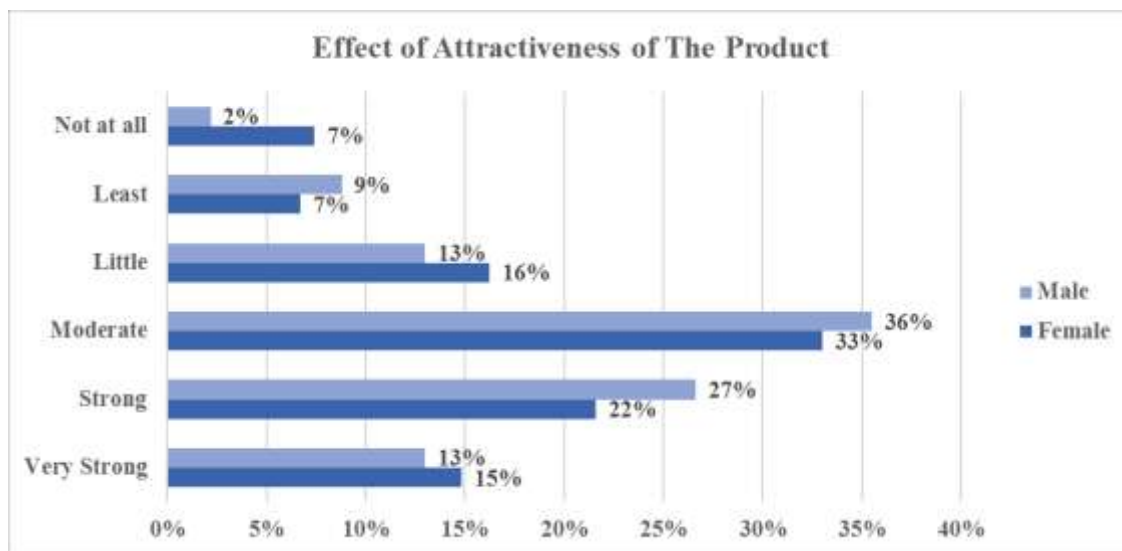


Figure 15. Effect of Attractiveness of the Product on Unplanned purchase decisions Behaviors

Commercials assume to play an unquestionable part in attracting clients, however, they surprisingly do not have that strong of a force when it comes to inducing unplanned purchasing, as only 14% of the female sample and 26% of the male sample replied that they feel a strong effect due to advertisements. A direct impact was felt correspondingly by females and males, with females' response rate of 35% being only slightly higher than the males' 33%. The weak effect rates were actually the highest, with 51% for females and 40% for males, Figure 16. Finally, in this classification, the influence of other individuals, and how emphatically or pitifully it may drive individuals to indiscreetly purchase. A strong effect by other peoples' influence was only felt by 31% of the female category, and the male category actually had a larger result of 40%. The moderate effect of 32% on females was higher than the males' 24%, and the weak effect was felt by the relatively similar levels of 37% females and 33% males, in Figure 17.

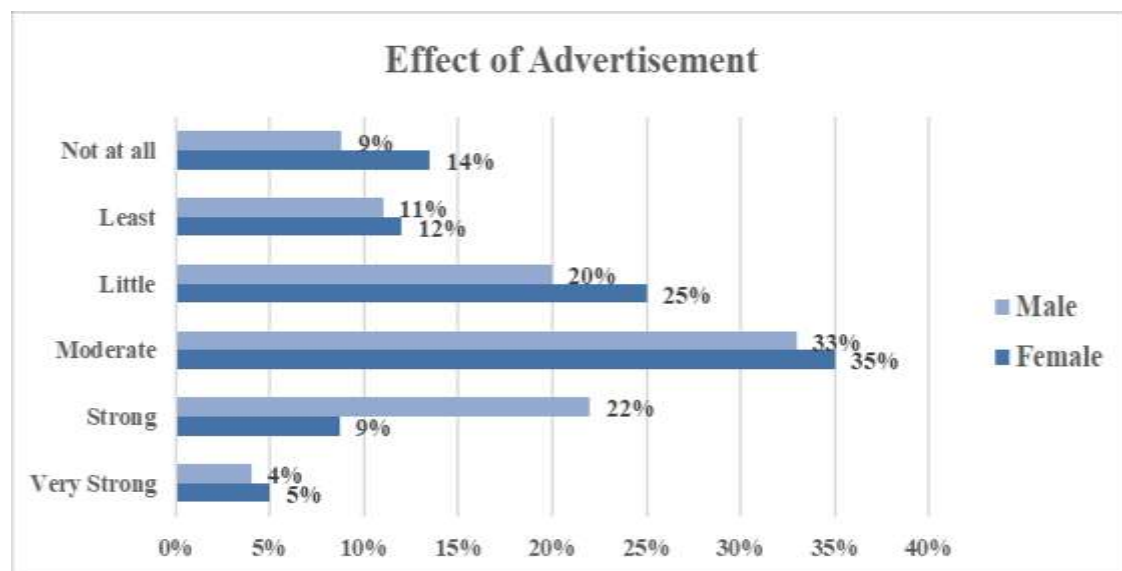


Figure 16. Effect of Advertisement Campaigns on Unplanned purchase decisions Behaviors

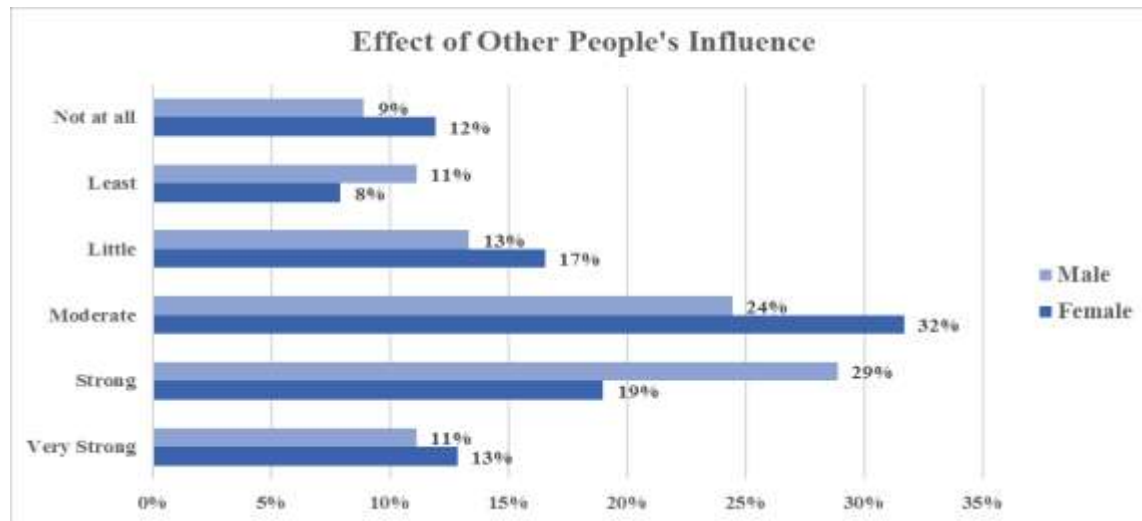


Figure 17. Effect of Other People's Influence on Unplanned purchase decisions Behaviors

The final group is related to the product itself and well as its brand. It includes the factors 'Brand', 'Limited Collections' as well as 'New Collections'. The brand really had a generally high impact on both genders regarding unplanned purchasing, with a 42% strong effect response rate from females and 53% from males. The moderate effect levels were nearly the same with 26% for women and 29% for men. The weak effect category was much higher for females as they had a 32% rate whereas males only had 18%, see Figure 18.

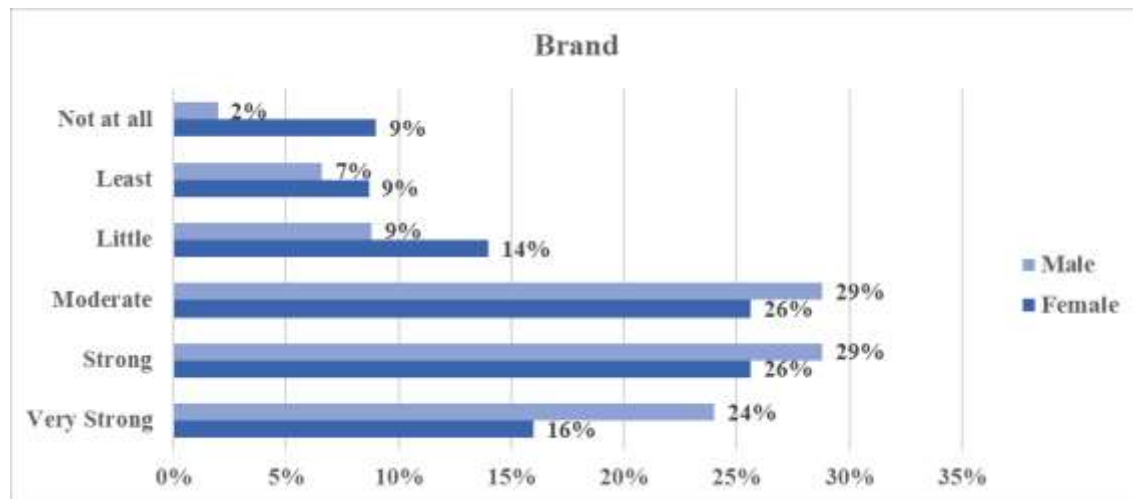


Figure 18. Effect of Brand Name on Unplanned purchase decisions Behaviors

The final factors are whether a collection was limited or new. For the female portion of the sample, the results indicated that only around 29% strongly care about whether a collection is new or limited, whereas the little to no effect response was much higher, with 38% for limited collections and 44% for new collections. On the other hand, males also do not show a relatively high level of concern for new or limited collections, with an only slightly higher rate of around 34% for both. The weak effect response was slightly lower, ranging from 27 – 30% for both limited and new collections, as in Figures 19 and 20.

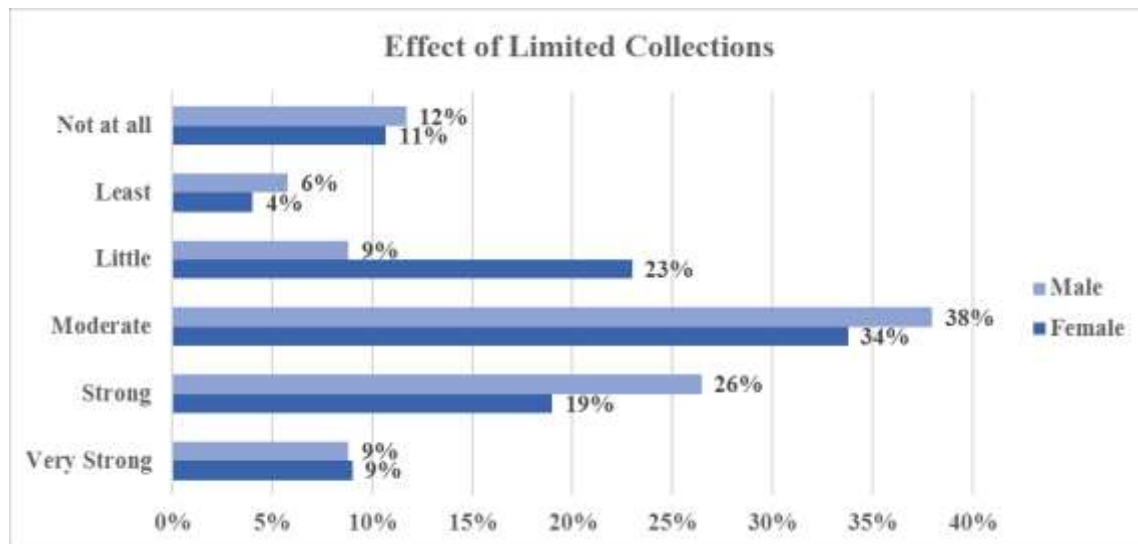


Figure 19. Effect of Limited Collections on Unplanned purchase decisions Behaviors

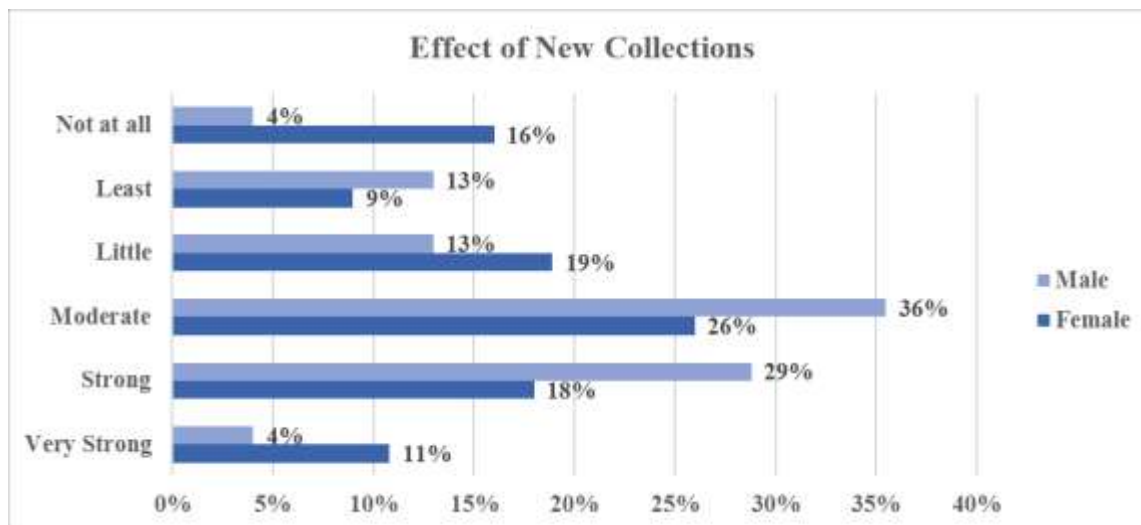


Figure 20. Effect of New Collections on Unplanned purchase decisions Behaviors

Analysis and Deductions:-

After an intensive portrayal of the outcomes, the research team has analyzed the outcomes keeping in mind the generate inferences and conclusions that relate to not only the existing literature but to the research questions and objectives previously stated as well.

Demographic Analysis:-

After observing all of the results of the study regarding customers' unplanned purchasing behaviors and patterns, and how these patterns might differ across genders, the following results were reached. When talking about demographic factors such as age and income, and the frequency of unplanned purchasing, the inference that was made based on the obtained sample was as follows. As almost 70% of the male sample was between the ages of 32 and 45 (Figure 3), and more than half the male respondents' income levels started from 15,000 SAR and could reach above 30,000 SAR (Figure 4), along with the fact that 84% of the male sample was employed (Figure 5), the deduction was made that the almost 30% of males who frequently unplanned purchase (Figure 6) are influenced by their income levels, which are a result of their employment and perhaps age.

While examining the female part of the sample, if we tie in the facts that lone 33% asserted they unplanned buy very often to the fact that of the female sample, 60% are between the ages of 18 and 24, 70% are unemployed (which can be in relation to the age), and finally to the fact that for almost 80% of the sample, their monthly income ranges can be either less than 1,000 SR and up to 5,000 SR, we can logically deduce that age and unemployment, and thus income, have a very significant impact on females purchasing unplanned. Thus, we can infer that these statistic factors (age, salary levels, and gender) do have an effect on both males and females, albeit the effect on females and males is different. Although their levels of frequent unplanned purchasing were similar to those of the male sample portion and keeping in mind that females may have had such a level because of moderately low levels of salary and a high convergence of the 18-24 age group, the same cannot be said for males as most of the sample was not only employed but also had relatively high-income levels. Thus, we can conclude that females are more affected by age, whereas males are more affected by income.

To link all that was previously stated to both the research questions, objectives, as well as previous literature, we will begin with gender, where already it was expressed that not exclusively is age a noteworthy impact on unplanned purchasing, but that it peaks within the age range of 18-45, with a relentless decrease as the customer grows older. Moreover, income was characterized as another significant statistic includes with monstrous impact (Bashar et al. 2013), (Agarwal 2015). Besides, (Roy Dholakia 1999) stated that females are more likely to unplanned purchase, another aspect demonstrated by the outcomes, as depicted in Figure 6. This portion of the research allowed the team to resolve the demographic portion of the first objective of Question 1: “To critically examine how demographic factors, psychology, and marketing affect unplanned purchase decisions behavior”, as well as the third objective of Question 2: “To examine the degree to which these factors affect females and males differently”.

General Shopping Analysis:-

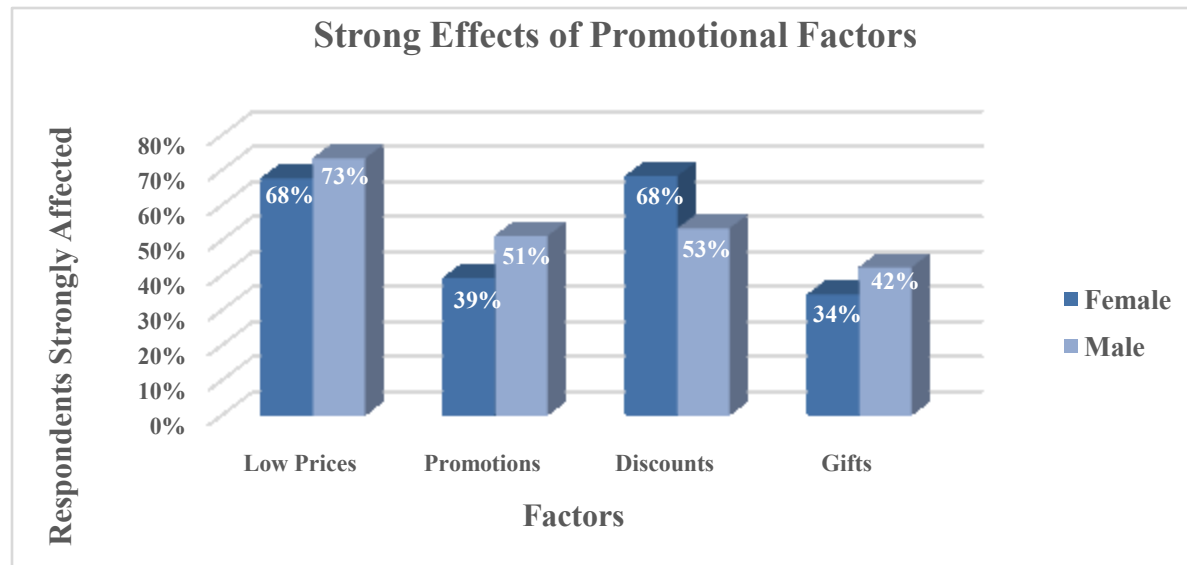
The next aspects of consideration are consumers' shopping habits with respect to physical shopping, internet shopping, and imprudent shopping. The first comparison made was regarding which gender shopped unplanned most often (only the responses of often, and very often were considered here, see Figure 6). The results displayed that females (33%) are just somewhat more inclined to unplanned purchase by a margin of 4% in comparison to men (29%). This allowed to fulfill objective 2 of Question 2: “To identify the percentage of males and females purchasing products unplanned”. It also, as previously stated, proved the perused literature in the fact that females do participate in unplanned purchasing more often by males, even if by a small margin. The inclination of females with respect to physical and web-based shopping was contrasted with men's', the outcomes demonstrated that females shop more both physically and virtually, Figure 8. As web-based shopping is a factor to be tested for its impact on unplanned shopping, the research team looked at the sample's propensity towards the internet shopping and the web-based shopping results. 14% of the sample would buy online often, whereas only 9% of the males would, Figure 9. Based on the sample's results, an assumption was made that the slight increment for female unplanned purchase decisions may be in relation to the higher rate of online shopping. This would set the conviction that the internet shopping facilitates unplanned shopping, more so in women than men. This is also proven by literature, as E-commerce has been found to contribute to facilitating unplanned purchasing (Lee et al. 2016), (Pandya 2021). However, its effect, while present, would not be considered the most influential. Thus, the research team achieved a portion of Question 2's third objective: “To examine the degree to which these factors affect females and males differently”.

Promotional, Marketing and Psychological Factors Analysis:-

The next factors analyzed is either promotional, marketing or psychological factors that have either been demonstrated to influence incautious purchasing in previous literature or were tested for the purpose of finding out if they are unique to Saudi Arabia. These factors were tested to see which of them affected unplanned purchasing, how that impact contrasted across females and males, and to determine which of them is the most persuasive. These factors were all analyzed on the same statistical basis – out of the 6 response options, the research team was only interested in finding the percentage of the gender sample that was strongly influenced by the factor. Thus, the responses displayed encompass only the ‘Strongly’ and ‘Very Strongly’ responses, and they are displayed as a percentage of the total gender in the sample. The following analysis was conducted in order to resolve the first objective of Question 2, that is, “To examine the degree to which these factors affect females and males differently”, as it includes 11 different psychological, promotional and marketing factors that may influence unplanned purchasing. Thus, the research team was also able to achieve the first objective of Question 1: “To critically examine how demographic factors, psychology, and marketing affect unplanned purchase decisions behaviors”.

The first factors to be analyzed were low costs, promotions, rebates and gifts, all of which are influential promotional and marketing factors. When the response rates per gender were compared, it was determined that low prices, promotions and gifts actually had more impact on males than females (with margins ranging from 5 – 12%), while females were all the more emphatically impacted by rebates with a 13% margin (Figure 21). However, it is undeniable that they all have an impact on unplanned purchasing, as the lowest response rate was 34%. When linked to the reviewed literature this was further proof, as (Gąsiorowska 2011) claimed that females could be more easily swayed towards unplanned purchasing using such promotions. As to which of this factor is the most influential, it would be discounts and low prices, as both of them have response rates from both genders that significantly exceed 50%.

Figure 21. Strong Effects of Promotional Factors



The next group of factors tested, and analyzed are the brand effect, restricted accumulations and new accumulations. Constrained and new accumulations appear to have generally weaker impacts, as the quality of their impact was just shown on a range in the vicinity of 23% and 38% among both males and females as shown in Figure 22, with males really being more affected by both. Brand, on the other hand, had more responses, with 42% of the female respondents and 53% of the males citing it as a strong unplanned purchase influence. Thus, the most influential factor within this group would definitely be brand.

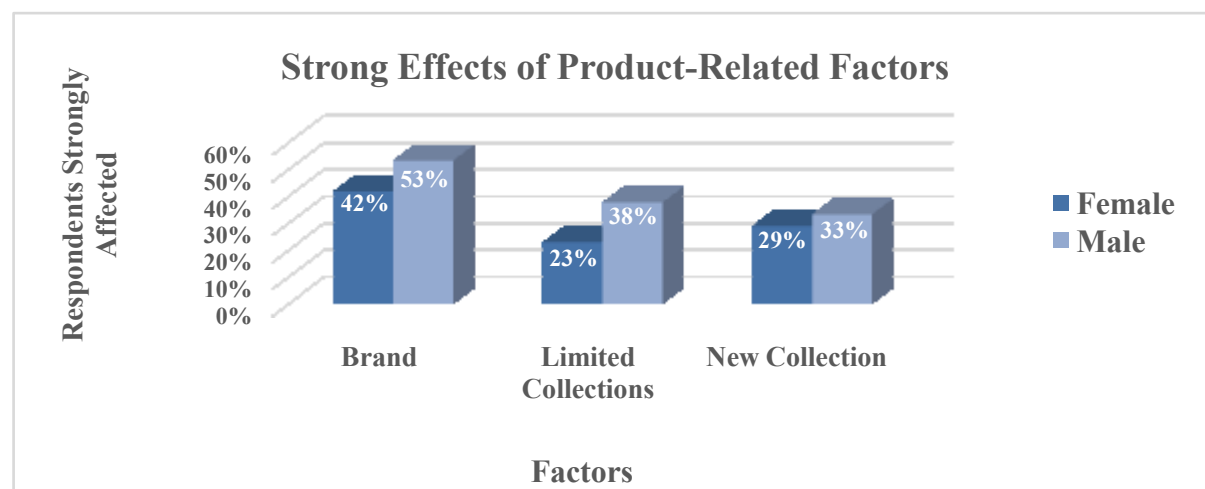


Figure 22. Strong Effects of Product-Related Factors

The last group encompasses factors that are more related to consumer behavior and marketing, as well as psychology. It additionally incorporates the different factor of free delivery. It discussed the attractiveness of the product, advertisements, the influence of other people, as well as free delivery. Advertisements do not seem to have the expected effect as they had relatively low response rates, however, they do have a more powerful effect on males (27% as opposed to females' 14%). Henceforth, their impact can be concluded to being relatively weak. On the other hand, product attractiveness and peoples' influence got almost identical response rates for both genders, with males being strongly affected by 40% for both factors, whereas women only had a slight difference with 36% of the sample being strongly affected by product attractiveness and 32% by peoples' influence, Figure 23. These qualities were backed by the reviewed literature, as according to (Chen and Wang 2016) the way in which the products are displayed can prompt unplanned purchases. Moreover, holding materialistic values (such as holding the opinion of outsiders in high regards) can be viewed as a reason for unplanned purchase decisions (Agarwal 2015), (Spinella et al. 2014), (Khorrami et al. 2015). This resulted in the inference that males were slightly more affected by these two factors, which are also the most influential within this group. Finally, free delivery had responses between 24% and 28% between males and females, with females being somewhat more fractional.

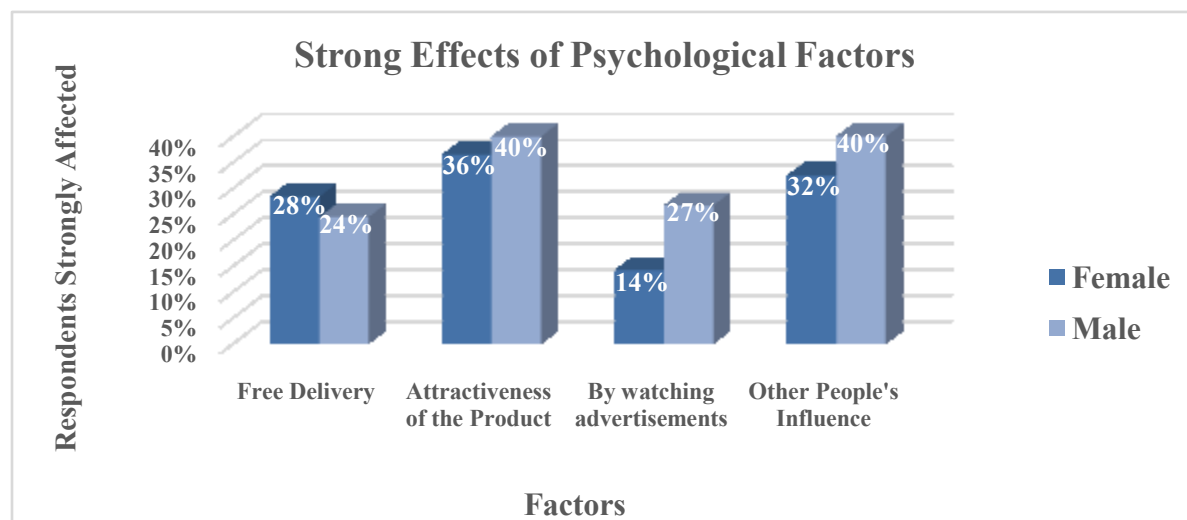


Figure 23. Strong Effects of Psychological Factors

After a deep analysis of all of the information received from the sample, the research team was able to narrow down the results and distinguish not just which factors influence indiscreet purchasing in Saudi Arabia, and how their effects vary between genders, but also which of these variables is effective. Although the above analysis broke down the results of every factor, as well as its effects towards both genders, some key points must be mentioned. When it came to statistic components, age and wage were both observed to be extremely influential, however, age was more persuasive with women, and income levels with men. Following that is the fact that females were proven to purchase unplanned more than males. In addition, the components that are most compelling across both genders were found to be low prices, promotions, and discounts, while the ones with the slightest impact were free delivery, as well as new or limited collections. Thus, the research team was able to complete the final research objective – objective 2 of Question 2: “To identify which factors induce unplanned purchase decisions the most”. Finally, the research team not only tested all of the factors mentioned in the literature (age, income, product attractiveness, etc.) but also distinguished different components with a high effect on male and female unplanned purchasing, such as low prices and discounts, and brand.

The qualitative and sampling methods that were chosen as they were the most reasonable for the research, due to their ease and simplicity, as well as remittance of quick information collection and comparison. Moreover, the use of an electronic survey allowed for easier collation and analysis of the data. The utilization of these techniques took into account the accumulation of the research's relatively large sample of 216 (preceding expulsion of unsatisfactory reactions). However, there were drawbacks as this limited the research team in reaching a male audience and extending the sample beyond Jeddah due to the necessity of being at least acquainted to respondents in order to send the survey. The usage of an online survey allowed for the research team to provide numerous options to the

respondents, which thus took into account a more elevated amount of detail when the information was composed and analyzed.

Conclusion:-

Unplanned purchase decisions is becoming an increasing trend nowadays all over the world. This research paper investigated the variables influencing imprudent purchasing in Saudi Arabia between both genders. A quantitative research technique was used to gather data from both men and women in Saudi Arabia between the ages of 18-45. Moreover, by using the literature review and the online survey that was distributed to participants, the objectives of the study were achieved. The hypothesis that females indiscreetly purchase more than men specified in the writing survey has been demonstrated/affirmed from the data collected. As 33% of women in Saudi Arabia say they unplanned buy very often compared to the 22% of men. There are many components that influence impulse buying behaviors to consider, the ones with the greatest impact incorporate low prices and discounts. With 72% of male respondents asserting that it firmly influences their decision, while female respondents with a marginally lower 68%. Whereas discounts affect females by 68% greater compared to the 53% that affects males. On the other hand, limited collections and new collections overall seem to have relatively weaker impacts.

With limited collections having only a 23% effect on females and a 38% effect on males. While new collections affected females by 29% and males by 33%. In particular, the weakest factor that has an effect on women in advertisements as the effect is only 14%. Whereas in males, the weakest factor is free delivery as the effect is only 24%. In terms of age and income, we can interpret that males with higher income levels, which are a result of their employment, influence almost 30% of males who frequently unplanned buy. While with females, age has a significant impact on purchasing unplanned as females between the ages of 18-24 tend to unplanned purchase the most which might be because of their irrational natures at that age which changes over time. On the other hand, employment and income generally low consequences for females, as even when they have relatively low levels of income (less than 1,000SR-5,000 SR) they continue purchasing unplanned. To conclude, this research is considered to be the first to be conducted in Saudi Arabia due to the nonexistence of investigations on this field of study. Therefore, this research has been done in order to aid future studies.

Limitations:-

The study has numerous significant contributions, however, while undertaking this research a few constraints emerged. In the first place, the vast majority of the respondents were females, almost triple the number compared to males. Despite the fact that the online reviews were sent as mass emails and posted on various social media sites. A noteworthy constraint of the research is the small sample size of respondents, which was moderately little to make dependable speculations about the entire population of Saudi Arabia. Moreover, the majority of the respondents was from Jeddah and received constrained responses from other cities in Saudi Arabia resulting in fragmented speculations. Also, another constraint emerged from utilizing the non-probability snowball sampling method. In this technique, members were requested to circulate the online questionnaire to their friends and relatives. This brought about yielding similar reactions as they were from a similar group of friends. Finally, albeit imprudent purchasing is influenced by numerous different variables than the ones tended to in this research it was beyond the bounds of possibility to address them all.

Future Recommendations:-

The study would recommend expanding the sample collection for any further research to achieve greater reliability from their gathered information. Furthermore, a couple of elements were contemplated while looking at the degree of the impact of specific factors on imprudent purchasing between genders. Moreover, future researchers must attempt to incorporate different elements that were not specified in the study, such as credit card usage and moods/emotions. Additionally, increasing the number of questions, which results in greater diversity in the analysis and findings, could enhance the study. These suggested recommendations can aid other researchers when conducting an investigation in a similar point field.

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