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## Article

# Determination of the relationship between lifestyle and impulsive purchasing behaviour

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## DETERMINATION OF THE RELATIONSHIP BETWEEN LIFESTYLE AND IMPULSIVE PURCHASING BEHAVIOUR

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**Abstract:** *The main purpose of this study is to examine whether there is a relationship between impulse purchasing behaviour and lifestyle. It is necessary to understand the lifestyle types of consumers, who are heavily influenced by the sales and communication activities implemented by businesses and are inclined to engage in impulse purchasing behaviour. Impulse purchasing is encouraged in consideration of the tough competition between businesses. The population of the research is Duzce, which is one of the provinces that best represents Turkey due to its cosmopolitan structure and developed industry. More than 500 individuals were reached by employing the purposeful sampling method, and brief information about the research was given to them. Finally, 394 of them who had full knowledge of the subject were selected for the study. Frequency distribution, factor, correlation, regression, t test and ANOVA tests were applied to the obtained data. According to the frequency distribution results, the participants generally had prepared a list of needs (63%), purchased products that were not needed (80%), and defined themselves mostly as organizers, citizens and innovators. Based on the results of factor analysis, seven factors related to lifestyle emerged. These are the experiencers, strivers, makers, believers, innovators, achievers, and survivors. A single factor has emerged in the impulse purchasing behaviour. According to the results of the correlation analysis, significant and positive relationships emerged between all subdimensions of lifestyle and impulse purchasing behaviour. The highest correlation was found between survivors and insurgent to impulse purchasing behaviour. Regarding the results of the regression analysis, it was concluded that the survivors, experiencers, and insurgent individuals under the lifestyle subdimensions had a significant and positive effect on impulse purchasing behaviour. According to the difference analysis, it has been revealed that lifestyle-oriented females have a more positive perception than males, singles than married, those who prepare a list of needs than those who do not, those with high incomes than those with low incomes, and middle-age groups than other groups. It has also been revealed that private sector employees had a more positive perception than those who were self-employed, unemployed, students and other professional groups. In the dimension of impulse purchasing behaviour, it was concluded that secondary school graduates had a more positive perception than the others and those who prepare need lists compared to those who do not prepare need lists. When the results are evaluated, it can be concluded that the lifestyle types that have the most impact on impulse purchasing behaviour are those who are strivers, survivors, and experiencers.*

**Keywords:** lifestyle; impulse purchasing behaviour; purchasing behaviour; need list.

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**1. Introduction.** Currently, with globalization, the increasing welfare level and efforts of businesses to increase product sales as a result of tough competition also affect the direction and level of consumption. Marketing innovations such as credit cards, online 7/24 sales, fast delivery, payment at the door, and electronic marketing also trigger consumers to purchase things immediately (Rook, 1987). It is stated that 95% of consumption is the result of emotions today, where the trend from rational purchasing to emotional purchasing has been increasing. (Koc, 2016). The results of the research revealed that 27% to 62% of the product categories purchased by consumers are the result of impulse purchasing (Bellenger et al., 1978). According to Rook & Fisher (1995), impulse purchasing behaviour is an immediate, reflexive, automatic purchasing behaviour of consumers. In the environments where people shop, they can behave in the way they want at that instance. In this direction, it is important to examine and understand the relationship between impulse purchasing behaviour in consumption and the factors that trigger this situation. One of these factors is the lifestyle and personality structures of people, which emerge according to time and the type of needs and contain consumption tendencies. Although lifestyle types cause different consumer behaviours, the increase in daily tasks and work done in modern life (Slegers et al., 2009) can prevent or even delay planned shopping. Lifestyle is connected to the worldview of a person who spends his/her income, time, and energy (Gunawan & Chairani, 2019). Personality, on the other hand, is the internal psychological characteristic that reflects how a consumer reacts to the environment, especially in purchasing behaviour (Hendrawan & Nugroho, 2018). The most accepted lifestyle type in the literature is the VALS lifestyle type. There are 8 dimensions in the VALS scale developed in consideration of American culture (US Framework and VALS™ Types). Several lifestyle scales are also available. For example, in a study on females, five different female lifestyle types were revealed in consideration of Turkish culture (Madran & Kabakci, 2002). In another study, it was concluded that Turkish people have two types of lifestyles and that each lifestyle has three different sublifestyles (Surucu, 2015). In another study by Michael J. Weiss, it was concluded that Turkish people have nine types of lifestyles (Tekinay, 2000). There are several factors that affect the lifestyles and personalities of consumers, such as the economic and political conditions of the period in which the person lives, culture, personality structure, demographic characteristics, etc. Many things can have an impact on how income, time and energy are spent. While it is observed that the silent generation and the baby boom generation, who spent a significant part of their lives in the shadow of war and economic impossibilities, tend to save, it can be said that the Y and Z generations have a hedonistic, fun-oriented lifestyle. This situation can also be seen in purchasing behaviour. Although the lifestyle is classified in these directions, it can differ and resemble according to countries, societies and regions, even according to crisis periods. In a study, it was concluded that during the COVID-19 pandemic, society was closer to the "constructive" lifestyle type (Duygun, 2020). There are studies stating that it is important to examine lifestyles to learn the usage intention of any product (Chan & Leung, 2005; Li, 2013). There are studies examining the effect of personality traits on impulse purchasing behaviours. In a study, it was concluded that extraversion and agreeable personalities partially affect impulse purchasing behaviour. As a result of the same study, it was revealed that purposeful personality, openness to experience and emotional stability were not effective for impulse purchasing (Hendrawan & Nugroho, 2018).

This subject, called impulse purchasing, has been researched worldwide with many aspects (Badgaiyan et al., 2017) for more than 50 years. However, there are still many aspects that need to be clarified. In this direction, it is possible to find many studies in the literature examining the relationship between lifestyle and purchasing (Hinkle & Raedene, 1983; Atcharyachanvanich & Okada, 2007; Ercis et al., 2007; Lamalewa et al., 2018; Boztepe, 2018; Cugh, 2020). It is also possible to encounter lifestyle and impulse purchasing studies in different research populations (Rook, 1987; Bashir et al., 2013; Ahmed, et al., 2015; Mayasari et al., 2019; Ittaqullah et al., 2020; Wahyuni et al., 2022). However, there are limited studies available in the Turkish literature examining lifestyle and impulse purchasing behaviour. For example, Erdem & Yilmaz (2021) studied the relationship between impulse purchasing behaviours and hedonic shopping motivations. Kose (2020) examined the effect of cultural values on careless shopping behaviour. Baydas et al. (2021) studied the relationship between voluntary simplicity lifestyle and hedonic consumption. Other studies in the literature have limitations in this direction. This study associated lifestyle types with impulse purchasing behaviour by using the VALS scale. The population of the study is the Duzce province, which is one of the provinces that represents best Turkiye due to its cosmopolitan structure and developed industry. Those registered outside the province of residence in Turkey are mostly concentrated in the western coasts and metropolitan areas (Yakar, 2015). The Duzce Province is also located in the western Black Sea region. With this study, it is assumed that the results of the research on the population of Duzce province would reflect the Turkish lifestyle to some extent. Thus, it was compared with other studies, and it was revealed whether there were differences. In

addition, in today's world of tough competition, this study is important for businesses to take important strategic steps towards the realization of impulse purchasing behaviours for the opportunity to gain possible income by better analysing the lifestyles of their customers. Another point is that it is necessary to renew these studies periodically with the assumption that changes in economic and political conditions can also change lifestyle, values and culture.

**2. Literature Review.** The sense of meeting many needs of human beings is examined in three ways: physical, psychological and sociocultural. That is, physical, spiritual and social (Maslow, 1943). The consumer can decide rationally or emotionally while all needs are being met. It can also be expressed as deciding with mind or heart. In fact, the two are not independent of each other. Does the mind rule the heart or does the heart rule the mind? The following quote by Mignon McLaughlin answers this question. "The mind never manages the emotions; it is only its accomplice". In this case, it is possible for people to make impulse decisions, either rationally or emotionally. While the body's instant involuntary nerve activity is defined as a reflex, in any environment, stimulants that appeal to the five senses can also activate people.

Impulse purchasing behaviour is an irrational behaviour that is made to show the identity of the person with feelings such as desire, emotion, and pleasure and is affected by different phenomena (Verplanken & Herabadi, 2001). According to Park (2007), impulse purchasing is defined as an emotional and uncontrolled behaviour rather than rationality. Instant purchasing (impulsivity) is when the consumer receives a sudden stimulus, preferring the present small rewards and pleasures without considering the great pleasure he can get in the future to be satisfied without weighing and evaluating the consequences of his behaviour (Gul, 2020). Impulse purchasing behaviour can be examined in two parts: motor and cognitive impulse purchasing (Koc, 2016). While motor impulse purchasing behaviour is related to liking visual features such as the appearance, design, and shape of something, cognitive impulse purchasing behaviour, on the other hand, can be related to promotions such as price reduction, product surplus, and more products for the same price.

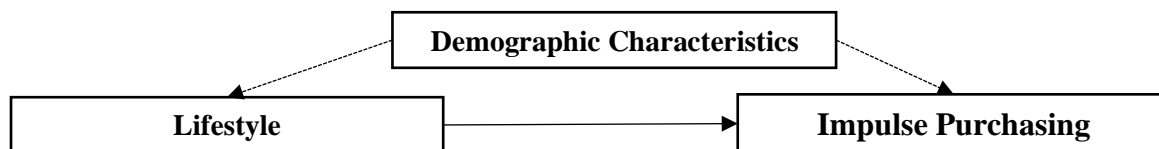
One of the variables of this study is lifestyle. There are several empirical studies on lifestyle and values in the literature. These studies include Activities, Interests and Opinions (AIO), Rokeach Values System, Values List (LOV), and Values Attitudes and Lifestyles (VALS). The most commonly used scale among these studies is the VALS Lifestyle Scale. The VALS has been implemented for American consumers, and the scale includes 8 lifestyles (experiencers, achievers, innovators, strivers, thinkers, believers, makers and survivors). All these lifestyles are shaped by two main concepts: motivation and resources. The combination of motivations and resources together determines how people express themselves as consumers in the marketplace (Strategic Business Insights, 2021). One of the variables that is effective on impulse purchasing and related to lifestyle is personality structures. Considering that impulse purchasing behaviour is driven by emotions, it is likely that people will be interested in products and brands with similar personal characteristics (Badgaiyan, et al., 2017). It is possible to examine studies on personality in two parts. Classification as personality structures according to trait and archetypal approach. According to the trait approach, generally accepted personality structures are openness to experience, purposeful, extraversion, adaptive and emotional instability (Goldberg, 1990). According to the archetype approach, personality structures are creative, regulative, healing, wise, innovator, pure, hero, magician, insurgent, citizen, buffoon, and lover (Mark & Pearson, 2001). In the study conducted by Maulana et al. (2019), the effect of shopping lifestyle and positive emotions on impulse purchasing behaviour was applied to customers in a hypermarket. As a result of the application, it was concluded that the effect of positive emotions on impulse purchasing was greater than that of shopping lifestyle. In the study of Erdem & Yilmaz (2021), it was revealed that adventure-based, pleasure-based, value-based and social-based hedonistic shopping motivations have a significant effect on impulsive purchasing. Gunawan and Chairani's (2019) study on students revealed that lifestyle affects behavioural finance. In the same study, it was concluded that financial literacy did not affect behavioural finance. Taking into consideration that the population of the study is students, it can be stated that this situation, in which young people can impulsively decide, emerges with a feeling of fun and pleasure.

Badgaiyan et al. (2017) revealed that the aggressive and dynamic brand personalities that businesses impose on their brands lead consumers to make impulse purchases. Badgaiyan et al. (2016) also revealed that there was a relationship between extroversion and purposeful personality structures and impulse purchasing tendency in scale development studies related to impulse purchasing. Sofi & Najar's (2018) study revealed that openness to experience, agreeableness, and extroversion personality traits may have high impulse purchasing tendencies. Baydas et al. (2021) revealed that hedonic consumption had a partial effect on voluntary simple lifestyle. Bashir et al. (2013) conducted a study on Pakistani university students and found that lifestyle, life satisfaction and gender had an effect on impulse purchasing behaviour. Ahmed et al. (2015) concluded that lifestyle and cultural values such as life satisfaction, security, financial satisfaction, gender role



and intragroup communication have an effect on impulse purchasing behaviour. Mayasari et al. (2019) showed that lifestyle fashion, sales promotion and personal image of consumers exposed to mobile marketing had a positive and significant effect on impulse purchasing behaviour and customer satisfaction. Ittaqullah et al. (2020) found that lifestyle has a significant positive effect of 35.1% on the impulse purchasing behaviour of consumers. The research also revealed that mobile marketing and discounts do not have a significant effect on impulse purchasing. Wahyuni et al. (2022), in their study in Indonesia, concluded that hedonic shopping value and shopping lifestyle affect impulse purchasing. Kose's (2020) research revealed that cultural values are highly effective on careless shopping, perfectionist-high quality-oriented, brand-oriented, entertainment-oriented, price-oriented, variety confusion and brand loyalty decision-making styles. In their study, Coley & Burgess (2003) revealed that impulses in the subjects of irresistible purchase urges, positive purchasing emotions, mood management, cognitive deliberation, and unplanned purchasing are more common in females than in males.

**3. Methodology and research methods.** The main purpose of this research is to examine and understand the relationship between lifestyle and impulse purchasing behaviour. Based on the critical literature review, it was assumed that there might be a relationship between impulse purchasing behaviour and lifestyle. In addition, it is another assumption that lifestyle affects impulse purchasing behaviour. The relationships between the variables are shown as the conceptual model in Figure 1. It was thought that the most suitable method to test the relationship between dependent and independent variables is the quantitative research method.



**Figure 1.** Research Model

Sources: developed by the authors.

### 3.1 Developing the Research Hypothesis.

As a result of the literature review conducted in line with the scope of this study, it is thought that there might be a relationship between lifestyle and impulse purchasing behaviour. Based on the assumption that lifestyle might have an effect on impulse purchasing behaviour, the following hypotheses have been developed by considering the results of the studies of Gunawan & Chairani (2019), Maulana et al. (2019), and Rook & Fisher (1995).

**H<sub>1</sub>:** Lifestyle has an effect on impulse purchasing behaviour.

**Subhypotheses:** H<sub>1a, b, c, d, e, f, g</sub>: On the subdimensions of lifestyle:

- a) experiencers;
- b) strives;
- c) makers;
- d) believers;
- e) achievers;
- f) innovators;
- g) survivors have an effect on impulse purchasing behaviour.

Gender has an effect on purchasing decisions (Pace, 2011; Coley & Burgess, 2003), and since males and females have different mental structures, they make decisions in different styles (Bashir et al., 2013). Coley & Burgess (2003) found that males and females differ significantly between affective process components and cognitive process components. Ahmed et al. (2015) concluded that there was a positive correlation between lifestyle and cultural values (gender, family orientation, in-group interaction). Looking at the results of Bayraktar's (2010) study, it was concluded that there is no significant relationship between the use of gymnasiums between gender, education and income groups according to healthy lifestyle perceptions. However, it was concluded that the young age group was more associated with a healthy lifestyle than the older age group, singles compared to married people. In another study, it was revealed that the perceptions of the participants directed to the lifestyle dimensions partially differed between gender, age, marital status, education, income and occupational groups (Karaca, 2018). In this direction, the following hypothesis was formed with the thought that there may be a relationship between demographic factors and lifestyle.

**H<sub>2</sub>:** There is a significant difference between the demographic characteristics of the participants and their perceptions of lifestyle.

**Subhypotheses:** H<sub>2a, b, c, d, e, f, g, h, i</sub>: Demographic characteristics of the participants:

- a) gender;
- b) age;
- c) educational status;
- d) occupation;
- e) marital status;
- f) income;
- g) preparing a needs list;
- h) purchasing out of necessity;
- i) There is a significant difference between the perception of self-definition and lifestyle.

According to the results of Salman & Perker's (2017) study, those living as a family have a higher tendency for impulse purchasing than those living as a single person. In addition, it has been revealed that females who do meet the shopping budget themselves are more likely to purchase impulsively than males, and those who have two or more credit cards are more likely to purchase impulsively than those who have one credit card. Halimatussakdiyah et al. (2019), in their study on university students, concluded that those who have low self-control, that is, do not plan, do not have a regular schedule, etc., may consume more. In the study conducted by Boz & Koc (2019), it was concluded that the availability of money and time can be effective in impulse purchasing. In a study, it was revealed that impulse purchasing is more common in young individuals (Retail World, 2002). Based on this information, it is thought that there might be a relationship between demographic characteristics and impulse purchasing behaviour. The hypothesis created in this framework is as follows:

**H<sub>3</sub>:** There is a significant difference between the demographic characteristics of the participants and their perceptions of impulse purchasing behaviour.

**Subhypotheses:** H<sub>3a, b, c, d, e, f, g, h, i</sub>: There is a significant difference between impulse purchasing behaviour and demographic characteristics of the participants such as:

- a) gender;
- b) age;
- c) education;
- d) profession;
- e) marital status;
- f) income;
- g) preparing a need list;
- h) out of need purchasing;
- i) self-identification and perceptions.

### 3.2 The research population, sample, data collection method and analysis criteria.

The population of the research is the Duzce province, which is one of the provinces that represents Turkey best due to its cosmopolitan structure and developed industry. More than 500 individuals with a profile suitable for the research were reached utilizing the purposeful sampling method, and brief information about the research was given to them. In line with the information given, 394 of them who had full knowledge of the subject were included in the study, and the others were eliminated. The scale consisting of 30 statements to measure the lifestyles of the participants in the study is the VALS (2). The lifestyle scale used in the research was taken from the study of Ercis et al. (2007). Nine out of 10 items used to measure impulse purchasing behaviours were taken from Rook & Fisher's (1995) study. One more statement was added to the impulse purchasing behaviour scale by the authors of this study. The scales, each of which is a five-point Likert type (1-Strongly disagree, 2-Disagree, 3-Moderately agree, 4-Agree, 5-Strongly agree), were used to measure different genders, age groups, education levels, etc., via an "online questionnaire". Data collection was carried out on 394 individuals. The SPSS program was employed in the evaluations, and  $p < 0.05$  was accepted as the statistical significance limit. Factor load values below 0.40 were not taken into account for factor analysis. Factors with an eigenvalue less than 1 were not taken into account. In this study, it was also examined whether there was a statistically significant difference according to demographic characteristics in terms of the overall scale and its subfactors, together with the validity-reliability analysis. One-way ANOVA and t tests were used to measure the differences.

In the study, data were collected between 20.05.2020 and 20.07.2020. Ethics committee approval was obtained from the Scientific Research and Publication Ethics Committee of Duzce University with resolution number 2020/82 dated 14.05.2020 before conducting the research.

**4. Results.** The findings of the demographic characteristics of the participants, factor analysis findings, correlation analysis findings, regression analysis findings, differences analysis findings and chi-square

analysis findings are included in the section. First, the findings of demographic characteristics are illustrated in Table 1.

**Table 1.** Demographic Characteristics of Individuals Participating in the Research

		N	%
<b>Gender</b>	Male	180	45.5
	Female	214	54.0
	Total	394	99.5
<b>Age</b>	18-25	150	37.9
	26-35	118	29.8
	36-45	84	21.2
	46 - 55	28	7.1
	56 and above	14	3,5
	Total	394	99.5
<b>Educational status</b>	Primary school	15	3.8
	Middle school	17	4.3
	High school	115	29.0
	University	204	51.5
	Graduate	43	10.9
	Total	394	99.5
<b>Profession</b>	Employee	24	6.1
	Public employee	102	25.8
	Private Sector Employee	70	17.7
	Housewife	29	7.3
	Self-employment	25	6.3
	Student	117	29.5
	Unemployed	22	5.6
	Retired	5	1.3
	Total	394	99.5
	<b>Marital status</b>	Married	161
Single		231	58.3
Total		392	99.0
<b>Income</b>	2500 TL and below	67	16.9
	2501 – 5000 TL	168	42,4
	5001–7500 TL	89	22.5
	7501 and above	68	17.2
	Total	392	99.0
<b>Do you prepare a list of needs before you go shopping?</b>	Yes	251	63.4
	No	142	35.9
	Total	393	99.2
<b>Are there any products you purchase other than your needs while shopping?</b>	Yes	317	80.1
	No	76	19.2
	Total	393	99.2
<b>Which of the following statements describes you more?</b>	Innovator	64	16.2
	Insurgent	16	4.0
	In love	9	2.3
	Explorer	11th	2.8
	Wise	15	3.8
	Pure (innocent)	25	6.3
	Hero	4	1.0
	Fictious	14	3,5
	Magician	3	,8
	Organizer (controlling)	112	28.3
	Healer	41	10.4
	Citizen (all should be treated equally)	80	20.2
Total	394	99.5	

Sources: developed by the authors.

*4.1 Analysis of Lifestyle Scale and Sub-Dimensions.* First, factor analysis was applied to examine the subdimensions of the lifestyle scale (Table 2).

**Table 2.** Factor Analysis Results of the Lifestyle Scale

Factor	Variables	$\bar{X} \pm SS$	Factor Loads	Explained Variance	Cronbach's Alpha
Experiencers	I usually seek excitement.	3.28 ± 1.14	0.837	11.54	0.830
	I love a lot of excitement.	3.12 ± 1.22	0.780		
	Excitement is my passion.	3.37 ± 1.18	0.779		
	I like a lot of changes in my life.	3.10 ± 1.14	0.580		
	I like to try new things.	3.95 ± 1.02	0.580		
Strives	I would like to be known as someone who follows innovations and fashion.	2.89 ± 1.31	0.844	10.33	0.849
	I am someone who follows fashion and innovations.	3.31 ± 1.25	0.798		
	It can be said that I dress more fashionably than many people.	3.22 ± 1.24	0.776		
Makers	I can say that I like to show off.	2.66 ± 1.36	0.684	9.36	0.821
	I like to do handicrafts	3.24 ± 1.36	0.832		
	I'd rather make something myself than purchase it.	3.15 ± 1.24	0.782		
	I love making items that I can use.	3.39 ± 1.25	0.739		
	I want to try things that have not been tried before.	3.57 ± 1.18	0.540		
Believers	I like to do new and different things.	3.75 ± 1.09	0.479	8.14	0.732
	Religious education should be increased in public schools.	3.58 ± 1.32	0.813		
	I think that sexuality on television has been at the forefront lately.	4.10 ± 1.20	0.699		
	I think the world was created in 6 days as described in our holy book.	3.92 ± 1.25	0.697		
Innovators	A woman's life becomes meaningful only if she provides a happy home for her family.	3.55 ± 1.38	0.667	8.00	0.710
	I like to be in charge of a group.	3.72 ± 1.16	0.656		
	I would like to know even if it will never work.	3.57 ± 1.19	0.639		
	I like to lead other people.	3.79 ± 1.06	0.619		
	I am more talented than most people.	3.45 ± 1.02	0.568		
Achievers	I can describe myself as an enlightened person.	3.45 ± 1.08	0.472	7.45	0.677
	I would like to spend a year or more in a foreign country.	3.75 ± 1.38	0.657		
	I would like to learn about painting, culture and history.	3.82 ± 1.16	0.643		
	I like unusual people and objects.	3.45 ± 1.18	0.550		
	I would like to learn more about the workings of the universe.	3.98 ± 1.06	0.534		
Survivors	I want my life to be more organized every day.	4.02 ± 1.04	0.444	5.61	0.705
	There are only a few things I'm interested in in my life.	2.91 ± 1.20	0.860		
Evaluation Criteria	I must admit my interests are limited.	3.01 ± 1.28	0.839		
	Cronbach's Alpha: 0.877 KMO Measure of Sampling Adequacy: 0.840 Bartlett's Test; Approx. $\chi^2$ : 4589,745 p value: 0.000 Total Explained Variance: 60.43				

Sources: developed by the authors.

Since the KMO coefficient is 0.840 as a result of the Kaiser–Meyer–Olkin Measure of Sampling Adequacy test, it can be said that the sample size in the research is sufficient. Since the p value (significance value) obtained 0.000 (< 0.05) as a result of the Bartlett test of sphericity, the data provided the assumption of multiple normal distributions and confirmed the feasibility of factor analysis (Coskun & Mutlu, 2017; Akgul & Cevik, 2003; Hair et al., 1998). Exploratory factor analysis was implemented on the 30-item Lifestyle scale, and a 7-factor structure was obtained. The variance explained by the first factor is 11.54, by the second factor is 10.33, by the third factor is 9.36, by the fourth factor is 8.14, by the fifth factor is 8.00, by the sixth factor is 7.45 and by the seventh factor is 5.61. The total variance explained (60.43%) is sufficient, as it exceeds 50%. It is seen that the scale has construct validity in the analysis results obtained.

**4.2 Naming the factors.** Based on the exploratory factor analysis, seven factors were obtained, and suitable names for these items were given. The first factor consisting of 5 items is "Experiencers", the second factor consisting of 4 items is "Strives", the third factor consisting of 5 items is "Makers", the fourth factor consisting of 4 items is "Believers", the fifth factor consisting of 5 items is "Innovators", the sixth factor consisting of 5 items, and the seventh factor, which consists of two items, was named "Achievers" and "Survivors".



Reliability analysis of the 30-item scale addressed to the participants was made in terms of both the overall and subfactors, and the internal consistency coefficient (Cronbach's alpha coefficient) was 0.877 in general, 0.830 for the first factor, "Experiencers", 0.849 for the second factor, "Strives", and "For the third factor". 0.821 for "Makers", 0.732 for the fourth factor "Believers", 0.710 for the fifth factor "Innovators", 0.677 for the sixth factor, "Achievers", and 0.705 for the seventh factor, "Survivors". Internal consistency coefficients (Cronbach's alpha coefficient) obtained for the overall scale and its subfactors reveal that the overall scale and its subfactors have sufficient reliability (Table 3).

**Table 3.** Average Values of Factors

	$\bar{X} \pm ss$
Lifestyle	3.469±0.563
Experiencers	3.368±0.879
Strives	3,020±1,071
Makers	3.421±0.938
Believers	3.786±0.962
Innovators	3,598±0.752
Achievers	3.801±0.772
Survivors	2,957±1,091
Impulse Purchase Behaviour	2.705±0.812

Sources: developed by the authors.

The average scores of the answers given to the lifestyle and its subdimensions of the individuals participating in the research are examined, and it is concluded that the subdimension of "achievers" has the highest average. While the participants answered "agree" on average to the subdimensions of achievers, believers and innovators, they answered "moderately agree" on average to other subdimensions and lifestyle. On the other hand, the impulse purchasing behaviour was answered as "disagree" on average.

#### 4.3 Lifestyle Examining the Relationship Between Its Sub-Dimensions and Impulse Purchase Behaviour.

The results of the correlation analysis between the independent variable lifestyle subdimensions and impulse purchasing behaviour are shown in Table 4. When the relationship between impulse purchasing behaviour and lifestyle and its subdimensions of the individuals participating in the research is examined, it is concluded that there is a statistically significant relationship with all other subdimensions and lifestyle, except for the subdimension of "believers". When the correlation coefficients were examined, it was revealed that there was a moderate relationship between impulse purchasing behaviour and lifestyle and those subdimensions of "survivors" and a low relationship with other subdimensions.

**Table 4.** Correlation Analysis Results

		Lifestyle	Experiencers	Strives	Makers	Believers	Innovators	Achievers	Survivors
<b>Impulse Purchasing Behaviour</b>	Pearson	0.407	0.279	0.452	0.201	0.093	0.264	0.176	0.359
	Sig. (p value)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

Sources: developed by the authors.

#### 4.4 Investigation of the Effects of Lifestyle and Its Sub-Dimensions on Impulse Purchasing Behaviour.

Regression analysis was conducted to examine the effect of lifestyle and its subdimensions on impulse purchasing behaviour. The results of the regression analysis are shown in Table 5. Based on the regression analysis, lifestyle is determined as the independent variable, and impulse purchasing behaviour is determined as the dependent variable.

The values obtained as a result of the regression analysis are given in Table 5. The R value in Table 5 indicates the relationship between lifestyle and impulse purchasing behaviour,  $R^2$  and its value indicates how much of the variation (diversity) in impulse purchasing behaviour is due to lifestyle. It can be said that there is a moderately positive relationship between lifestyle and impulse purchasing behaviour since  $R=0.407$ . It can be said that 16.6% of impulse purchasing behaviour is due to lifestyle since  $R^2=0.166$ . The F and p values in the table indicate whether the established regression model is significant or not. Since the p value is less than 0.05 (0.000), it can be stated that the regression model (dependent variable: impulse purchasing behaviour, independent variable: lifestyle) is statistically significant.

**Table 5.** Investigation of the Effect of Lifestyle on Impulse Purchasing Behaviour

Dependent Variable: Impulse Purchase Behaviour								
Independent variables	$\beta$ coefficient	Standardized $\beta$ Coefficient	t	p	R	R <sup>2</sup>	F	p
(Constant)	0.646		2.695	<b>0.007</b>	0.407	0.166	74.751	<b>0.000</b>
<b>Lifestyle</b>	0.591	0.407	8.646	<b>0.000</b>				

Sources: developed by the authors.

In other words, the lifestyle variable is a significant predictor of the impulse purchasing behaviour variable. Likewise, the *t* and *p* values in the table indicate whether the constant term and lifestyle independent variable in the model are significant. Since the *p* value is less than 0.05 (0.000), both the constant term and the lifestyle independent variable in the established regression model are statistically significant. In Table 5,  $\beta$  the value of the constant variable is 0.646. It represents the average constant value of impulse purchasing behaviour if this lifestyle (independent variables) is zero. Another coefficient in the table is the coefficient of lifestyle belonging to the regression slope. Both nonstandardized ( $\beta$ ) and standardized ( $\beta$ ) values are provided for this slope value. In general, the nonstandardized value of  $\beta$  can be interpreted. The regression curve is the value that shows how much the dependent variable would change when the independent variable increases by 1 unit. In Table 5, this value was obtained as 0.591. Accordingly, a one-unit increase in lifestyle causes an increase of 0.591 units in impulse purchasing behaviour. With this result, hypothesis "*H<sub>1</sub>: Lifestyle subdimensions have an effect on impulse purchasing behaviour*" is accepted. Multiple regression analysis was conducted to test whether the subdimensions of the independent variable "lifestyle" had an effect on impulse purchasing behaviour. In the regression analysis, the subdimensions of the lifestyle "experiencers", "strives", "makers", "believers", "innovators", "achievers", and "survivors" are determined as independent variables, and impulse purchasing behavior is determined as the dependent variable. The multiple linear regression analysis performed is illustrated in Table 6.

**Table 6.** Multiple Linear Regression Analysis Results

Dependent Variable: Instant Purchase behaviour								
Independent variables	$\beta$ coefficient	Standardized $\beta$ Coefficient	t	p	R	R <sup>2</sup>	F	p
(Constant)	0.619		2,562	<b>0.011</b>	0.548	0.300	22,692	<b>0.000</b>
Experiencers	0.133	0.143	2,705	<b>0.007</b>				
Strives	0.246	0.324	6,281	<b>0.000</b>				
Makers	-0.025	-0.029	-0.547	0.585				
Believers	0.015	0.018	0.392	0.695				
Innovators	0.051	0.048	0.870	0.385				
Achievers	0.020	0.019	0.361	0.719				
Survivors	0.221	0.297	6.623	<b>0.000</b>				

Sources: developed by the authors.

The results of the regression analysis are given in Table 6. The R value in Table 6 indicates the relationship between lifestyle subdimensions and impulse purchasing behaviour, and its value R<sup>2</sup> indicates how much of the variation (diversity) in impulse purchasing behaviour is due to lifestyle subdimensions. It can be said that there was a moderately positive relationship between R<sup>2</sup> lifestyle subdimensions and impulse purchasing behaviour since R=0.548. It can be stated that 30% of impulse purchasing behaviour stems from lifestyle subdimensions since it is =0.300. The F and p values in the table indicate whether the established regression model is significant. It can be stated that the regression model (dependent variable: impulse purchasing behaviour, independent variable: experiencers, strives, maker, believer, innovators, achiever and survivors) is statistically significant since the p value is less than 0.05 (0.000). That is, subdimensions of lifestyle are a significant predictor of impulse purchasing behaviour. Likewise, the *t* and *p* values in the table indicate whether the constant term in the model and the independent variables of experiencers, survivors, maker, believer, innovators, and achievers are significant. Since the *p* value is less than 0.05 for the constant term experiencers, survivors variables, both the constant term and the experiencers, survivors independent variables in the established regression model are statistically significant. Since the *p* values for the independent variables of makers, believers, achievers and innovators were greater than 0.05, it was decided that these variables in the established regression model were not statistically significant. In Table 6, the  $\beta$  value of the constant variable was 0.619. This value represents the average constant value that impulse purchasing behaviour would

take if the lifestyle subdimensions (independent variables) are zero. Another coefficient in the table is the coefficients of the lifestyle subdimensions belonging to the regression slope that are statistically significant. Both nonstandardized ( $\beta$ ) and standardized ( $\beta$ ) values are provided for this slope value. In general, the non – standardized value of  $\beta$  can be interpreted. The regression curve is the value that shows how much the dependent variable will change when the independent variable increases by 1 unit. In Table 6, this value was obtained as 0.133 for the experiencers, 0.246 for the strives and 0.221 for the survivors. Accordingly, a 1-unit increase in experience leads to a 0.133-unit increase in impulse purchasing behaviour; a 1-unit increase in those who are survivors causes an increase of 0.246 units in impulse purchasing behaviour, and a 1-unit increase in those who are survivors causes an increase of 0.221 units in impulse purchasing behaviour. Makers, believers, strives and achievers do not have a significant effect on impulse purchasing behaviour. With this result, "H<sub>1a, b, g</sub>: Lifestyle subdimensions have an effect on impulse purchasing behaviour of a) experiencers b) strives c) survivors hypotheses" were accepted. When the results of multiple regression and simple linear regression were compared, the effect of lifestyle subdimensions on impulse purchasing behaviour was higher than the effect of lifestyle as a whole.

*4.5 Examining the difference between lifestyle and its subdimensions and impulse purchasing behaviour according to demographic characteristics.*

To examine the differences in lifestyle and its subdimensions and impulse purchasing behaviour according to demographic characteristics, first, normality analysis was performed, parametric techniques were used in the analysis of the variables with normal distribution, and nonparametric techniques were used in those that did not. In the analysis of the difference between the means of two-category variables, an independent samples t test was used for normally distributed variables; the Mann–Whitney U test was used for the variables that did not show a normal distribution. On the other hand, ANOVA was implemented for normally distributed variables, and the Kruskal–Wallis test was implemented for nonnormally distributed variables to examine the difference between the means of variables with more than two categories (Table 7).

**Table 7.** Difference Analysis Results

		N	%	Lifestyle	Experiencers	Strives	Makers	Believers	Innovators	Achievers	Survivors	Impulse Purchase
1	2	3	4	5	6	7	8	9	10	11	12	13
Gender	Male	180	45.5	3.46	3.41	2.74	3.33	3.99	3.62	3.88	2.92	2.68
	Female	214	54.0	3.47	3.33	3.25	3.49	3.62	30.58	3.73	2.99	2.72
	Sig.			0.633	0.329	0.000	0.121	0.000	0.485	0.096	0.574	0.397
Marital status	Married	231	58.3	3.43	3.27	2.93	3.33	4.04	3.62	3.59	2.98	2.71
	Single	161	40.7	3.50	3.44	3.08	3.49	3.61	3.59	3.96	2.95	2.70
	Sig.			0.101	0.037	0.131	0.144	0.000	0.862	0.000	0.782	0.521
Preparing a Needs List	Yes	251	63.4	3.48	3.39	2.94	3.48	3.83	30.56	3.88	2.88	2.59
	No	142	35.9	3.46	3.33	3.15	3.31	3.73	3.67	3.67	3.10	2.90
	Sig.			0.740	0.555	0.086	0.174	0.423	0.151	0.036	0.108	0.000
Unnecessary Purchasing	Yes	317	80.1	3.48	3.41	2.97	3.41	3.83	3.62	3.86	2.90	2.67
	No	76	19.2	3.41	3.19	3.21	3.46	3.64	3.51	3.59	3.19	2.84
	Sig.			0.417	0.044	0.058	0.720	0.158	0.298	0.007	0.038	0.136
Income, TL	2500 and below	67	16.9	3.33	3.23	2.81	3.39	3.53	3.38	3.82	2.85	2.63
	2501 – 5000	168	42.4	3.44	3.35	2.96	3.50	3.66	3.57	3.78	2.97	2.64
	5001–7500	89	22.5	3.49	3.36	3.07	3.29	3.92	3.68	3.75	3.17	2.77
	7501 and above	68	17.2	3.61	3.53	3.28	3.39	4.18	3.77	3.89	2.77	2.86
	Sig.			0.275	0.284	0.115	0.622	0.000	0.059	0.697	0.111	0.384
Age	18-25 years old	150	37.9	3.55	3.53	3.09	3.55	3.64	3.61	4.04	2.90	2.63
	between 26-35	118	29.8	3.44	3.37	3.06	3.36	3.69	3.59	3.78	2.96	2.84
	between 36-45	84	21.2	3.43	3.25	2.89	3.36	4.10	3.62	3.54	2.96	2.70
	between 46-55	28	7.1	3.33	3.02	2.87	3.22	3.94	3.52	3.50	3.17	2.61
	56 and over	14	3.5	3.33	3.36	3.14	3.07	3.63	3.69	3.27	3.00	2.80
	Sig.			0.040	0.001	0.287	0.277	0.003	0.614	0.000	0.560	0.374
Educational Status	Primary school	15	3.8	3.04	2.69	2.47	3.35	3.98	2.83	2.95	3.17	2.30
	Middle school	17	4.3	3.33	3.27	3.04	3.14	3.91	3.40	3.41	2.97	3.04

**Continued Table 7**

1	2	3	4	5	6	7	8	9	10	11	12	13
	High school	115	29.0	3.51	3.50	3.07	3.52	3.67	3.57	3.90	2.94	2.69
	University	204	51.5	3.47	3.36	3.04	3.38	3.73	3.68	3.80	2.98	2.74
	Graduate	43	10.9	3.56	3.30	2.96	3.45	4.27	3.64	3.97	2.81	2.58
	Sig.			0.028	0.012	0.337	0.488	0.002	0.000	0.000	0.838	0.047
Profession	Employee	24	6.1	3.16	3.10	2.75	3.11	3.46	3.17	3.48	3.08	2.87
	Public employee	102	25.8	3.39	3.21	2.79	3.23	3.99	3.57	3.72	2.95	2.81
	Private sector	70	17.7	3.54	3.56	3.15	3.40	3.76	3.89	3.73	2.87	2.77
	Housewife	29	7.3	3.30	2.97	2.93	3.66	4.02	3.24	3.28	2.91	2.33
	Self-employment	25	6.3	3.76	3.79	3.33	3.68	4.23	3.78	4.01	3.18	3.32
	Student	117	29.5	3.53	3.49	3.04	3.50	3.65	3.58	4.06	2.89	2.57
	Unemployed	22	5.6	3.55	3.13	3.59	3.77	3.44	3.65	3.95	3.23	2.40
	Retired	5	1.3	3.11	3.28	2.80	2.76	3.05	3.40	3.24	3.30	2.72
	Sig.			0.011	0.000	0.023	0.022	0.009	0.001	0.000	0.689	0.003
Self-Identification of the Person	Innovator	64	16.2	3.72	3.86	3.20	3.78	3.92	3.82	4.04	2.74	2.82
	Insurgent	16	4.0	3.51	3.64	3.36	3.30	3.38	3.70	3.79	3.09	2.69
	In love	9	2.3	3.73	3.76	2.94	3.89	3.75	3.89	4.27	3.00	2.74
	Explorer	4	1.0	3.50	3.69	3.14	3.47	3.32	3.58	3.80	3.23	2.79
	Wise	15	3.8	3.26	3.19	2.95	3.08	3.32	3.60	3.53	2.93	3.09
	Pure (innocent)	14	3.5	3.37	3.15	3.08	3.28	3.72	3.26	3.75	3.26	2.75
	Hero	4	1.0	3.53	3.50	3.19	3.50	4.00	3.45	4.05	2.25	2.60
	Fictious	14	3.5	3.20	3.10	2.68	2.87	3.55	3.30	3.80	2.82	2.54
	Magicians	3	0.8	3.40	3.07	3.42	3.47	3.25	3.40	3.93	3.00	3.00
	Organizer (controlling)	112	28.3	3.51	3.33	3.08	3.48	3.87	3.69	3.78	2.89	2.61
	Healer	41	10.4	3.42	3.10	2.93	3.46	3.94	3.58	3.78	3.00	2.55
	Citizen (all should be treated equally)	80	20.2	3.33	3.18	2.80	3.21	3.81	3.42	3.65	3.10	2.75
	Sig.			0.001	0.000	0.524	0.024	0.295	0.018	0.082	0.590	0.498

Sources: developed by the authors.

When lifestyle and its subdimensions and the difference in impulse purchasing behaviour according to demographic characteristics are examined, the subdimensions of strivers and believers, which are among the subdimensions of lifestyle, reveal a significant difference according to gender. In the survivors' factor, the average of females was higher than that of males, while the average of males in the believer factor was higher than that of females. However, the subdimensions of experiencers, believers and attaining lifestyle differ significantly with regard to marital status. While the average of the singles was higher than the married ones in the experiencers and attained factors, the average of the married was higher than the average of the singles in the believer factor. One of the subdimensions of lifestyle, its subdimension of achiever and impulse purchasing behaviour show a significant difference depending on whether they prepare a need list or not. While the average of those who prepared a needs list in the "need" factor was higher than that of those who did not, the average of those who did not prepare a needs list in impulse purchasing behaviour was higher than that of those who did not. In addition, the subdimensions of lifestyle, experiencers, achiever and survivors, show a significant difference according to whether they purchase out of necessity or not. While the average of nonpurchasers in the experiencers and innovators factors is higher than that of the nonpurchasers, the average of those who do not make the nonpurchasing factor in the survivors' factor is higher than that of the nonpurchasers. The believer dimension, one of the lifestyle subdimensions, shows a significant difference according to income level. While the average of the believer factor of those with an income of TL7,501 and above was the highest, it was observed that the average of the believers' factor decreased as the income decreased. However, lifestyle and its subdimensions of experiencers, believers and attaining factors show a significant difference according to age. The lifestyle score and achievement factor score of young individuals were higher. There is no specific order between the ages for the experiencers and believer factors.

Experiencers, believers, achievers and innovators factors from lifestyle and its subdimensions, and impulse purchasing behaviour differ significantly according to education level. As the level of education increased, the individuals' lifestyle, innovators and achiever factor scores also increased regularly. However, while the experienter factor scores of high school graduates are the highest, the believer factor scores of graduates are the highest. In addition, the level of impulse purchasing behaviour of secondary school graduates was the

highest compared to other education levels. When the lifestyle and its subdimensions and impulse purchasing behavior of the individuals taking part in the study are examined as per their profession, the lifestyle score and the scores of the experiencers and believers' factors in the self-employed workers; strives and makers factors scores in unemployed; It was seen that the innovators factor score was higher in private sector employees and the innovators factor score was higher in students. However, the level of impulse purchasing behaviour is the highest among self-employed workers and the lowest among housewives. Finally, among the concepts that the person defines himself/herself, the scores of lifestyles and maker and innovators factors are; the experiencers factor score was found to be higher in innovative individuals.

4.6 *The relationship between the demographic characteristics of the individuals participating in the research and the status of preparing a need list before going shopping.* A cross-table (chi-square analysis) is conducted to determine if there was a relationship between demographic characteristics and whether the individuals participating in the research prepare a list of needs before they go shopping, since both variables are in a categorical structure. The results of the analysis are illustrated in Table 8.

**Table 8.** Results of Chi-square Analysis

		Do you prepare a list of needs before you go shopping?			p value
		Yes	No	Total	
Gender	Male	N	114	66	0.461
		%	63.3%	36.7%	
	Female	N	137	76	
		%	64.3%	35.7%	
Age	18-25	N	93	57	0.927
		%	62.0%	38.0%	
	26-35	N	74	43	
		%	63.2%	36.8%	
	36-45	N	56	28	
		%	66.7%	33.3%	
	46 – 55	N	18	10	
		%	64.3%	35.7%	
56 and above	N	10	4		
	%	71.4%	28.6%		
Educational status	Primary school	N	9	6	0.025
		%	60.0%	40.0%	
	Middle school	N	6	11th	
		%	35.3%	64.7%	
	High school	N	69	45	
		%	60.5%	39.5%	
	University	N	133	71	
		%	65.2%	34.8%	
Graduate	N	34	9		
	%	79.1%	20.9%		
Profession	Employee	N	8	15	0.001
		%	34.8%	65.2%	
	Public employee	N	72	30	
		%	70.6%	29.4%	
	Private Sector Employee	N	44	26	
		%	62.9%	37.1%	
	Housewife	N	25	4	
		%	86.2%	13.8%	
	Self-employment	N	10	15	
		%	40.0%	60.0%	
	Student	N	77	40	
		%	65.8%	34.2%	
Unemployed	N	12	10		
	%	54.5%	45.5%		
Retired	N	3	2		
	%	60.0%	40.0%		



**Continued Table 8**

		<b>Do you prepare a list of needs before you go shopping?</b>			<b>p value</b>
		Yes	No	Total	
Marital status	Married	N	118	43	161
		%	73.3%	26.7%	100.0%
	Single	N	131	99	230
		%	57.0%	43.0%	100.0%

Sources: developed by the authors.

When the p values obtained as a result of the cross-table (chi-square analysis) are examined, it can be said that there is a statistically significant relationship as per the variables less than 0.05. In this context, it can be stated that there was a statistically significant relationship between the state of preparing a need list before going shopping and education level. It is seen that the habit of preparing a need list before shopping increases as the education level increases. In other words, individuals with a high level of education prepare shopping lists at a higher rate than others before they go shopping. In addition, it is concluded that there is a significant relationship between the preparation of a needs list before shopping and the profession. It has been observed that the percentage of housewives preparing a list of needs before going for shopping is higher than in other professions. Furthermore, housewives were followed by public employees. Finally, it was concluded that there is a statistically significant relationship between the state of preparing a need list before shopping and marital status. The rate of preparing a list of needs before shopping is higher in married individuals than in single individuals.

*4.7 The relationship between the demographic characteristics of the individuals participating in the research and the purchase of unnecessary products during shopping.*

A cross-table (chi-square analysis) was conducted to determine whether there is a relationship between the demographic characteristics of the individuals taking part in the study and whether they purchase products out of necessity since both variables are in a categorical structure. The analysis results are illustrated in Table 9.

**Table 9. Chi-Square Analysis Results**

		<b>Are there any products you purchase other than your needs while shopping?</b>			<b>p value</b>
		Yes	No	Total	
Gender	Male	N	147	33	180
		%	81.7%	18.3%	100.0%
	Female	N	170	43	213
		%	79.8%	20.2%	100.0%
Age	18-25	N	133	17	150
		%	88.7%	11.3%	100.0%
	26-35	N	96	21	117
		%	82.1%	17.9%	100.0%
	36-45	N	61	23	84
		%	72.6%	27.4%	100.0%
	46-55	N	16	12	28
		%	57.1%	42.9%	100.0%
56 and above	N	11	3	14	
	%	78.6%	21.4%	100.0%	
Educational status	Primary school	N	8	7	15
		%	53.3%	46.7%	100.0%
	Middle school	N	7	10	17
		%	41.2%	58.8%	100.0%
	High school	N	86	28	114
		%	75.4%	24.6%	100.0%
	University	N	177	27	204
		%	86.8%	13.2%	100.0%
	Graduate	N	39	4	43
		%	90.7%	9.3%	100.0%

**Continued Table 9**

		Are there any products you purchase other than your needs while shopping			p value	
		Yes	No	Total		
Profession	Employee	N	8	15	23	0.000
		%	34.8%	65.2%	100.0%	
	Public employee	N	91	11th	102	
		%	89.2%	10.8%	100.0%	
	Private Sector Employee	N	61	9	70	
		%	87.1%	12.9%	100.0%	
	Housewife	N	23	6	29	
		%	79.3%	20.7%	100.0%	
	Self-employment	N	12	13	25	
		%	48.0%	52.0%	100.0%	
	Student	N	105	12	117	
		%	89.7%	10.3%	100.0%	
	Unemployed	N	15	7	22	
		%	68.2%	31.8%	100.0%	
Marital status	Retired	N	2	3	5	0.138
		%	40.0%	60.0%	100.0%	
	Married	N	125	36	161	
		%	77.6%	22.4%	100.0%	
	Single	N	190	40	230	
		%	82.6%	17.4%	100.0%	
Income	2500 TL and below	N	42	24	66	0.000
		%	63.6%	36.4%	100.0%	
	2501 – 5000 TL	N	134	34	168	
		%	79.8%	20.2%	100.0%	
	5001–7500 TL	N	77	12	89	
	%	86.5%	13.5%	100.0%		
	7501 and above	N	62	6	68	
		%	91.2%	8.8%	100.0%	
Total		N	249	142	391	
		%	63.7%	36.3%	100.0%	

Sources: developed by the authors.

When the p values obtained as a result of the cross-table (chi-square analysis see Table 10) are examined, it can be said that there was a statistically significant relationship as per the variables less than 0.05.

**Table 10. Chi-Square Analysis Results**

Which of the following statements describes you more?		Do you prepare a list of needs before you go shopping?			p value	Are there any products you purchase other than your needs while shopping?			p value
		Yes	No	Total		Yes	No	Total	
1		2	3	4	5	6	7	8	9
Innovator	N	40	23	63	0.071	52	11th	63	0.003
	%	63.5%	36.5%	100.0%		82.5%	17.5%	100.0%	
Insurgent	N	11	5	16		16	0	16	
	%	68.8%	31.3%	100.0%		100.0%	0.0%	100.0%	
In love	N	7	One	8		8	0	8	
	%	87.5%	12.5%	100.0%		100.0%	0.0%	100.0%	
Explorer	N	5	6	11		7	4	11th	
	%	45.5%	54.5%	100.0%		63.6%	36.4%	100.0%	
Wise	N	9	6	15		11th	4	15	
	%	60.0%	40.0%	100.0%		73.3%	26.7%	100.0%	
Pure (innocent)	N	16	9	25	23	2	25		
	%	64.0%	36.0%	100.0%	92.0%	8.0%	100.0%		
Hero	N	0	4	4	one	3	4		
	%	0.0%	100.0%	100.0%	25.0%	75.0%	100.0%		
Fictious	N	9	5	14	12	2	14		
	%	64.3%	35.7%	100.0%	85.7%	14.3%	100.0%		

Continued Table 10

	1	2	3	4	5	6	7	8	9
Magicians	N	one	2	3		one	2	3	
	%	33.3%	66.7%	100.0%		33.3%	66.7%	100.0%	
Organizer	N	82	30	112		95	17	112	
(controlling)	%	73.2%	26.8%	100.0%		84.8%	15.2%	100.0%	
Healer	N	25	16	41		28	13	41	
	%	61.0%	39.0%	100.0%		68.3%	31.7%	100.0%	
Citizen (all should be treated equally)	N	45	35	80		62	18	80	
	%	56.3%	43.8%	100.0%		77.5%	22.5%	100.0%	
Total	N	250	142	392		316	76	392	
	%	63.8%	36.2%	100.0%		80.6%	19.4%	100.0%	

Sources: developed by the authors.

In this context, there was a statistically significant relationship between age and purchasing unnecessary products during shopping. The rate of purchasing unnecessary products during shopping is higher for individuals aged 18-25 compared to other age groups, and the age group between 18-25 is followed by the age group of 26-35. In addition, there is a statistically significant relationship between the state of purchasing unnecessary products during shopping and the level of education. As the level of education increases, it is seen that the behaviour of purchasing products other than needs during shopping also increases. In other words, individuals with a high level of education purchase more unnecessary products during shopping than others. In addition, it has been concluded that there is a significant relationship between the situation of purchasing unnecessary products and the profession during shopping. In particular, it has been observed that the percentage of students purchasing unnecessary products during shopping was higher than in other professions, and the students are followed by public employees. Finally, it has been revealed that there is a significant relationship between purchasing unnecessary products during shopping and income level. As the income level rises, the rate of purchasing unnecessary products during shopping also increases; it has been observed that individuals with higher incomes make more unnecessary shopping.

**5. Conclusion and recommendations.** In this study, the relationships between lifestyle and impulse purchasing behaviour were tested. Currently, where competition and globalization are intense, communication studies give more emotional messages than rationality. In this case, consumers can be directed to purchase impulsively in the way they want at that instant. The results of this research clarify to some extent which lifestyle types of consumers, who are heavily influenced by the communication and sales activities carried out by businesses, are inclined to impulse purchasing behaviour. The lifestyle types can differ depending on time in regards to various societies and are also affected by economic, political and health developments. In this direction, this research provides important contributions to both the literature and practitioners. There are studies in Turkey in which lifestyle is associated with purchasing behaviour. However, there are limited studies on lifestyle and impulse purchasing behaviour. In this respect, this study is thought to make an important contribution to the literature. Furthermore, the change in lifestyle, culture, habits and values with globalization necessitates reconsidering consumer behaviour studies. Thus, it is thought that these studies would be beneficial from the perspective of giving direction to both the literature and practitioners.

In the analysis of the data collected within the scope of the study, first, the factor structure of the scales used in the study is examined. Then, correlation and regression analyses were conducted to see the relationship and effect level between impulse purchasing behaviour and lifestyle and its subdimensions. Finally, the differences in impulse purchasing behaviour and lifestyle in regards to the demographic variables are examined, parametric techniques were implemented for the variables with normal distribution, and nonparametric techniques were implemented for the variables that did not. Examining the results of other frequency distributions, it was seen that the participants mostly had prepared a needs list, but mostly they had made purchases unlisted needs. When the frequency analysis results are examined in more detail, it is seen that mostly females participated in this study. In addition, it was understood that young and middle-aged, middle-income, single, high-education, public employees, private sector and student-professional consumers have more participation. When the personality structures of the participants were examined, it was understood that the organizer, citizen and innovative personality types had more participation, but the magician, hero, lover and explorer personality types had less participation.

Regarding the results of factor analysis, the factor analysis on lifestyle revealed seven factors. In the study of Ercis et al. (2007), in which the scale was used, there were six factors and eight factors in VALS2. In this study, unlike the study of Ercis et al. (2007), the factor of those who survived emerged. There are eight factors

in VALS2. This is similar to the factors involved in VALS2 in this study. There is only one dimension related to impulse purchasing behaviour. Rook & Fisher's (1995) study, in which the scale was used, had given similar results. According to the results of the correlation analysis, it has been concluded that there is a positive correlation between impulse purchasing behaviour and lifestyle dimensions with those who strive the most, those who are survivors the most, and those who are experiencers. When these lifestyles are evaluated, it is seen that people who love innovation, act in fashion, desire to be liked by other people (trying), seek excitement (experiencers) or have limited interests (survivors) are more likely to engage in impulse purchasing behaviour. According to the results of the regression analysis, it was concluded that the factors with the highest order of relative importance on impulse purchasing behaviour from lifestyle dimensions are those who strive, survivors, and experiencers. When this result is evaluated, it can be said that people who love innovation, act in a fashion, want to be liked by other people (trying hard), seek excitement (experiencers) or have limited interests (survivors) are more likely to engage in impulse purchasing behaviour. The results of this study show similarities with those of Maulana et al. (2019), Gunawan & Chairani (2019), Bashir et al. (2013), Ahmed et al. (2015), Mayasari et al. (2019), Ittaqullah et al. (2020), Kose (2020), and Wahyuni et al. (2022). As Erdem & Yilmaz's (2021) study revealed that socially based people can engage in impulse purchasing behaviour, this study concluded that those who are survivors can engage in impulse purchasing behaviour. In other words, it can be stated that people who are not socially based can engage in impulse purchasing behaviour. According to the results of the difference analysis, lifestyle-oriented female compared to male, singles compared to married people, those who prepare a need list compared to those who do not prepare a need list, those with a high income compared to those with low income, those with a high income compared to other groups, those with a high level of education compared to those with a low level of employment, and those who are self-employed, unemployed-student and private sector employees. It has been revealed that they have a more positive perception than the groups by profession. In the dimension of impulse purchasing behaviour, it was concluded that secondary school graduates had a more positive perception than those who did not prepare a need list. Halimatussakdiyah et al. (2019) showed similar results. In their studies, it was concluded that those with low financial literacy and those who do not have a planned-programmed lifestyle will have a high impulse purchasing tendency. There are similarities with the studies of Karaca (2018) and Coley and Burgess (2003). According to Bayraktar (2010), there are differences. While there was no relationship between healthy lifestyle and gender, education and income in the study of Bayraktar (2010), there was a relationship in this study.

Regarding the results of the chi-square analysis, there is no significant relationship between personality structures and the behaviour of preparing a needs list before going shopping. However, there is a significant relationship between personality structures and the behaviour of purchasing products other than needs unlisted. Within the personality structures, it can be said that all groups except the hero and magician personality structure have a high impulse purchasing tendency. While the study of Sofi & Najar (2018) shows more similarity with this result, Badgaiyan et al. (2016) and Hendrawan & Nugroho's (2018) studies show partial similarity. This study has some limitations with respect to the budget, time and required effort. First, the study is limited to the scales used and the Duzce province. In fact, the lifestyle scale used is a scale that reflects the lifestyle of Americans. A scale reflecting the lifestyle of Turkish society can be developed or used if available. The study is limited to 2021.

Considering the results of this research, it is recommended to conduct the following studies in the future:

- Studies can be conducted on lifestyle and planned purchasing behaviour.
- The universe of study can be expanded or changed by gender, age, profession, region, etc., or narrowed by characteristics.

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#### **Визначення взаємозв'язку між способом життя споживачів та їх імпульсивними покупками**

Основна мета цього дослідження полягає у дослідженні характеру зв'язку між стилем життя споживачів та їх імпульсивною купівельною поведінкою. Враховуючи жорстку конкуренцію між підприємствами, низка маркетингових стратегій зосереджена на культивуванні імпульсивних рішень при купівлі товарів. Об'єктом дослідження є споживачі міста Дюздже (Туреччина), яке має розвинену промисловість. Використовуючи метод цілеспрямованої вибірки, було охоплено понад 500 респондентів, яким було надано коротку інформацію про дослідження, і в решті 394 було відібрано для дослідження. Для перевірки висунутих гіпотез дослідження авторами використано аналіз частотного розподілу, факторний та кореляційно-регресійний аналіз, а також t-тест та ANOVA-моделювання. За результатами частотного розподілу зроблено висновок, що 63% респондентів заздалегідь підготували перелік потреб перед походом за покупками, 80% – придбали непотрібні продукти і визначили свій стиль життя переважно як організатори та інноватори. За результатами факторного аналізу виділено сім факторів, пов'язаних зі стилем життя: досвідчений, прагне до нового, творець, віруючий, успішний, повстанці і борець. Відповідно до результатів кореляційного аналізу виявлено значущі та позитивні зв'язки між усіма під вимірами стилю життя споживачів та їх імпульсивною купівельною поведінкою. Найвищу кореляцію виявлено між борцями та повстанцями та їх імпульсивною купівельною поведінкою. Згідно з результатами регресійного аналізу виявлено, що для досвідчених, борців та повстанців параметри, що описують стиль життя мали значний позитивний вплив на імпульсивну купівельну поведінку споживачів. Відповідно до результатів виявлено, що жінки більше приділяють уваги стилю життя ніж чоловіки. Крім того, встановлено статистично значущу різницю у сприйнятті стилю життя між одруженими та неодруженими чоловіками. Обґрунтовано, що випускники середньої школи більш позитивно сприймають імпульсивну купівельну поведінку ніж інші, і ті, хто складає списки потреб.

**Ключові слова:** спосіб життя, миттєва купівельна поведінка, купівельна поведінка, список потреб.