

# The Relationship between Curiosity, Materialism and Impulse Buying: A Gender Based Study

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## CERTIFICATE

This is to certify that the thesis entitled, 'The Relationship between Curiosity, Materialism and Impulse Buying: A Gender Based Study' is being submitted in requirements for the award of the degree of **Master of Arts in Psychology**, presented in the **Thapar School of Liberal Arts & Sciences, Thapar Institute of Engineering and Technology, Patiala** is a work carried out under the supervision of Dr Sarika Alreja, Assistant Professor, Thapar School of Liberal Arts & Sciences, Thapar Institute of Engineering and Technology, Patiala, and that no part of this research has been submitted for the award of any other degree.

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This is to certify that the above statement made by the student concerned is correct and true to the best of my knowledge.

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## CANDIDATE'S DECLARATION

I hereby declare that the work presented in this thesis entitled, 'The Relationship between Curiosity, Materialism and Impulse Buying: A Gender Based Study' submitted in requirements for the degree of Master of Arts in Psychology, presented in the Thapar School of Liberal Arts & Sciences, Thapar Institute of Engineering and Technology, Patiala, is an authentic record of my work carried out under the supervision and guidance of Dr. Sarika Alreja, Assistant Professor, Thapar School of Liberal Arts & Sciences, Thapar Institute of Engineering and Technology, Patiala and refers to other researchers' work which is duly listed in the reference section.

The matter embodied in this thesis has not formed the basis for awarding any other degree at this or any other university.

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This is to certify that the above statement made by the student concerned is correct and true to the best of my knowledge.



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## **Abstract**

**Background and aim:** With the increase in prevalence of consumerism, it has become crucial to understand the psychological factors, such as curiosity and materialism, which have an influence on the impulsive buying habits. The purpose of this research is to examine the connection between these factors with a focus on gender differences.

**Methodology:** Participants (N=150) were taken from both genders (M=75, F=75). Tools: For studying the variable of curiosity, the Curiosity and Exploration-Inventory II (CE-II), for the variable of materialism, the Material Value Scale (MVS), and for the impulse Buying variable, the Buying Impulsiveness Scale (BIS) were used.

**Results and Conclusion:** Results show a strong relationship between materialism and impulse buying, while curiosity indicates a weaker association with impulse buying. There were no discernible gender differences in impulse buying behaviour. But gender differences were observed in the levels of curiosity and materialism. The findings showed materialism to be a stronger predictor of impulse buying behaviour than curiosity.

**Keywords:** curiosity; materialism; impulse Buying; gender;

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# Chapter 1

## Introduction

### 1.1. Curiosity and Materialism

In the present consumer driven society, targeted advertising and the rapid growth of digital market place, impulse buying is a behaviour that can be commonly observed. Rook (1987) in his study described impulse buying to be a spontaneous, unplanned purchasing action which has been associated with emotional influence and psychological characteristics. According to another study “Impulse buying is an unplanned and unintended purchase made rapidly, on the spot, without much reflection, preceded by exposure to a stimulus” (Redine et al., 2022c).

Curiosity and Materialism are two of the psychological characteristics that can have a significant impact on unplanned purchasing behaviour. Kashdan et al (2004) defined curiosity as “a positive emotional-motivational system that leads individuals to seek out novel, complex, and challenging interactions with the environment.” Litman (2005) defined curiosity as “a cognitive-affective mechanism that increases the probability of learning and exploratory behaviour by generating interest and reducing uncertainty.”

According to Richins & Dawson (1992) “Materialism is a value that emphasizes the importance of possessions and physical comfort as a central life goal.”

Kashdan and Silvia (2009) highlighted in their study that curiosity leads individuals to pursue novel and stimulating experiences, which can be enriching in nature but sometimes also result in impulsive behaviours in pursuit of exploring new consumer goods. This notion is supported by the study of Litman (2005), who differentiated between interest-type curiosity and deprivation-type

curiosity, where a deprivation-type was linked to discomfort that can temporarily be resolved through consumption of goods.

Richins and Dawson (1992) described materialism as a philosophy of values that views possessions as essential to life satisfaction and success. Materialistic individuals may resort to impulsive purchases as a way to reinforce their self-concept or social identity. Kasser and Ryan (1996) further argued that individuals who place more importance on external objectives like money and appearance typically have worse psychological health, which may prompt them to engage in compensatory consumption.

Podoshen and Andrzejewski (2012) extended these findings by revealing that materialism correlates positively with impulsive buying and conspicuous consumption. This reinforces the idea that materialistic tendencies are a significant predictor of consumer behaviours that lack planning and self-control.

## **1.2. Impulse Buying**

Rook and Fisher (1995) identified impulse buying as being impacted by external elements in addition to personal tendencies. Their findings showed that people with high impulsivity scores often make purchases without considering consequences. Verplanken and Herabadi (2001) contributed to this by identifying affective and cognitive components of impulse buying, emphasizing that emotional responses often precede impulsive purchases.

Gender differences in Buying behaviour have also been documented. Dittmar (2005) discovered that women are more prone to make impulsive purchases as a coping strategy for negative emotions. This finding was echoed by Garðarsdóttir and Dittmar (2012), who suggested that women may experience greater emotional rewards from shopping, leading to a higher tendency toward impulse purchases.

Sharma et al. (2010) proposed that traits such as variety-seeking and impulsivity mediate the connection between individual values and shopping patterns. Impulsive purchase behaviours are more common among those with strong variety-seeking traits, which are related to curiosity. But compared to materialism, the function of curiosity has not been as well examined.

## **Chapter 2**

### **Review of Literature**

#### **2.1. Curiosity**

Curiosity is a multifaceted trait that influences various aspects of behaviour, including consumer decision-making. Kashdan et al. (2004) developed the inventory of Curiosity and Exploration to assess individuals' drive to explore new experiences and information. Their research highlighted how curiosity fosters openness and engagement but may also result in exploratory Buying behaviours, especially in novel or uncertain purchasing contexts.

Litman (2005) expanded the understanding of curiosity by differentiating between two types—interest-type (driven by pleasure) and deprivation-type (driven by an aversive feeling of not knowing). The deprivation-type curiosity has been shown to prompt quicker decisions and potentially impulsive actions, suggesting that this form of curiosity could contribute to spontaneous consumer choices.

#### **2.2. Materialism.**

Richins and Dawson's (1992) Material Values Scale has become a cornerstone in studying the role of materialism in consumer behavior. Their work established that materialistic individuals place high importance on possessions and acquisition, which often leads to emotional dependencies on consumption. Podoshen and Andrzejewski (2012) corroborated this by linking materialism to not only impulsive buying but also to brand loyalty and conspicuous consumption.

Kasser and Ryan (1996) further connected materialism to poor psychological well-being, suggesting that materialistic individuals may use shopping as a means

to compensate for intrinsic deficiencies in self-worth or life satisfaction. These behaviours are often reactive and impulsive in nature.

### **2.3. Impulse Buying**

Impulse buying itself has been described as an intense, spontaneous desire to purchase something right now. (Rook, 1987). Rook and Fisher (1995) found that normative beliefs significantly influence impulse buying behaviour, especially when societal cues promote consumption. Verplanken and Herabadi (2001) emphasized the emotional aspect of impulse buying and developed a scale that identifies individuals' tendencies to engage in impulsive purchases based on affective responses.

Gender differences in consumer behaviour remain a prominent theme in impulse buying research. Dittmar (2005) found that women are more likely to purchase for emotional and identity-related reasons. Garðarsdóttir and Dittmar (2012) added that gender moderates the relationship between materialism and financial well-being, suggesting that interventions should consider these nuances.

Sharma et al. (2010) also noted that individuals who exhibit variety-seeking behaviours—a trait associated with curiosity—are more inclined to make impulsive purchases. However, few studies have examined how curiosity, in interaction with materialism, affects impulse Buying, particularly across genders.

## Chapter 3

### Research gaps, Objectives, Hypotheses

#### 3.1. Research gap

The existing research in the area has explored the connection between materialism and impulse buying, often highlighting how materialistic values lead to unplanned purchases. However, the role of curiosity as a potential predictor of impulse buying has not been examined as deeply. Since curiosity can drive us to seek new experiences, it's worth exploring if it plays a part in impulsive buying as materialism does. Additionally, studies indicate there are gender differences in shopping behaviours: where women tend to indulge more in fashion and beauty-related impulse purchases, men may impulsively purchase gadgets or seek out experiences. The purpose of this study to address the gap while examining how gender influences the co-relation between curiosity, materialism, and impulse buying.

#### 3.2. Objectives

The main objectives of the study are:

1. To examine the relationship-between curiosity, materialism, and impulse buying.
2. To determine whether gender moderates the relationship between these variables.

#### 3.3. Hypotheses

**H1:** There will be a significant positive correlation between curiosity and impulse buying behaviour.

**H2:** There will be a significant positive correlation between materialism and impulse buying behaviour.

**H3:** There will be a significant correlation between curiosity and materialism

#### Gender-Based Hypotheses

**H4:** The strength of the relationship between curiosity and impulse buying will differ significantly between males and females.

**H5:** The strength of the relationship between materialism and impulse buying will differ significantly between males and females.

**H6:** The strength of the relationship between curiosity and materialism will differ significantly between males and females

## **Chapter 4**

### **Methodology**

#### **4.1. Sample**

The total sample was 150 participants. It consisted of 75 female and 75 male participants between the ages of 18 to 25. The participants taken were young adults as they are highly targeted by marketing, are more active on social media, and are more prone to impulse buying because of large exposure to trends and peer influence.

#### **4.2. Research Design**

In this study, a correlational research design is employed..

Independent Variable: Curiosity and Materialism

Dependent Variable: Impulse Buying

#### **4.3. Statistical Analysis**

Microsoft Excel and SPSS were used for data analysis. A T-test was computed for the data.

#### **4.4. Tools Used**

##### **1. Curiosity & Exploration Inventory - II (CEI - II)**

The CE-II was introduced by Kashdan et al. (2009). It is a popular self-report survey used to evaluate individual variations in curiosity. It consists of 10 items, which are rated on a 5-point Likert scale ranging from “very slightly or not at all” to “extremely.” The questionnaire measures two main dimensions: Stretching (the motivation to seek out knowledge and new

experiences) and Embracing (a willingness to embrace the uncertain and unpredictable nature of everyday life). The scale has shown strong internal consistency (Cronbach's  $\alpha = .79$  to  $.83$ ) and construct validity, making it a suitable measure for understanding how curiosity influences consumer behaviour.

## 2. **Material Values Scale (MVS)**

The MVS questionnaire was developed by Richins and Dawson (1992). This scale assesses an individual's value orientation toward material possessions. It comprises 18 items distributed across three subscales: Happiness, Centrality, and Success. A 5-point Likert scale is used to grade the items, and higher scores reflect more materialistic inclinations. The MVS questionnaire has demonstrated high reliability (Cronbach's  $\alpha = .80$  to  $.88$ ). This scale has also been validated across various cultures and demographic groups. It is used in studies examining the psychology of consumerism with its strength of prediction for behaviours like compulsive buying and financial dissatisfaction.

## 3. **Buying Impulsiveness Scale (BIS)**

The Buying Impulsiveness Scale was developed by Rock & Fisher (1995). It was developed to assess impulsive buying behaviour. It is made up of 9 items, which are rated according to the 5-point Likert scale: 1 = strongly disagree; 5 = strongly agree. The BIS questionnaire has demonstrated high reliability (Cronbach's  $\alpha = .88$ ).

## **4.5. Procedure**

The study was conducted in Thapar Institute of Engineering and Technology, Patiala, Punjab. The data of the study was collected using an online questionnaire. The first part of the form included ethical guidelines to ensure privacy and

confidentiality. Following their agreement to take part in the study, participants were requested to fill out their demographic data. The participants were given the instructions to fill out the questionnaire- CE-II, MVS, and BIS. After the administration of the questionnaires, the responses were collected, and scoring was done. The results were then calculated using SPSS.

#### **4.6. Data Analysis**

The descriptive statistics were computed first. Pearson's Correlation is also computed for analysing the correlation between the three-variables, followed by Multiple Regression, which gives us the influence of curiosity and materialism on impulse-buying. Further to examine the gender differences in impulse Buying, an Independent t-test was computed.

## Chapter 5

### Results

The results of descriptive statistics were calculated to determine the Mean and SD.

**Table no.1** Descriptive Statistics

Descriptive Statistics			
	Mean.	Std. Deviation.	N
CE-II	33.85	6.928	150
Stretching	14.23	3.009	150
Embracing	16.13	3.862	150
MVS	52.83	9.921	150
Success	17.28	4.693	150
Centrality	19.90	4.364	150
Happiness	15.62	3.769	150
BIS	22.93	8.048	150

In table no.1 it can be seen that for the participants (N=150), the mean score for curiosity 33.85.

The standard deviation is 6.928. This suggests that participants have scored moderately high on curiosity with showing slightly less curiosity in the aspect of exploration and more curious in their willingness to embrace uncertainty as interpreted by the mean of 14.23 and standard deviation of 3.009 of Stretching with the mean of 16.13 and standard deviation of 3.862 of Embracing.

On the Material Value Scale (MVS), the mean score of materialism is 52.83 and the standard deviation is 9.921, which indicates moderate materialistic values. Further, the mean for Centrality is 19.90, which is higher in comparison to the mean score of success, i.e, 17.28, and the mean score of Happiness, i.e, 15.62.

The standard deviation for Success is 4.693, whereas the standard deviation for Centrality and Happiness is 4.364 and 3.769, respectively. On the Buying Impulsiveness Scale (BIS), the mean score for impulsive buying is 22.93 with a standard deviation of 8.048, which suggests a moderate level of impulse buying behaviour in participants.

**Table no.2** Pearson Correlation

	Pearson's Correlation							
	CE-I	Stretching	Embracing	MVS	Success	Centrality	Happiness	BIS
CE-II	-							
Stretching	.869**	-						
Embracing	.905**	.598**	-					
MVS	-.088	-.096	-.064	-				
Success	-.011	-.067	.028	.856**	-			
Centrality	-.139	-.086	-.151	.752**	.477**	-		
Happiness	-.057	-.070	-.028	.695**	.455**	.228**	-	
BIS	.073	-.077	.174*	.374**	.332**	.388**	.122	-

\*\* . Correlation is significant at the 0.01 level(2-tailed).

\* . Correlation is significant at the 0.05 level(2-tailed).

Pearson-correlation was computed to check the association among the variables. In Table-2, the results indicate a low positive and statistically significant correlation between Materialism & buying impulsiveness ( $r=.37, p<0.01$ ).

The subscale Success indicates a weak statistically significant and favorable association with impulsive purchases ( $r= 0.33, p<0.01$ ).

The subscale centrality indicates a weak statistically significant and favorable association with impulsive purchases ( $r= 0.38, p<0.01$ ).

The subscale Happiness indicates a very weak a statistically significant and favorable association with impulsive purchases ( $r= 0.122, p>0.01$ ).

The subscale Embracing indicates a positive and statistically significant correlation with impulse buying ( $r= 0.174, p<0.05$ ).

**Table no. 3 (a)-(c) Regression - Analysis**

Table 3a Model - Summary

Model.	R.	R Square.	Adjusted R Square.	Std. Error.
1	.294a	.086	.068	7.770

*a. Predictors: (Constant), Embracing, Stretching, CE-II*

In table no.3a the value of R is .294 which suggests a weak positive correlation between impulse buying and curiosity.

The value for R Square is 0.86 that indicates approximately 8.6% variance in impulse buying can be explained by the predictors. The sample size and model predictors are taken into consideration by the Adjusted R squared value, which is 0.068. The model explains about 6.8% of the variance in impulse buying.

Table - 3b Model - Summary

Model.	R.	R Square.	Adjusted R Square.	Std. Error.
1	.424a	.180	.163	7.363

*a. Predictors: (Constant), Happiness, centrality, Success*

Table 3c Model - Summary

Model.	R.	R Square.	Adjusted R Square.	Std. Error.
1	.424a	.180	.163	7.363

*a. Predictors: (Constant), MVS, Happiness, centrality*

In table 3b and 3c the value of R is .424 which suggests a moderate positive correlation between impulse buying and materialism.

The quantification of R Square is 0.180 that indicates approximately 18% variance in impulse buying can be explained by the predictors.

The Adjusted-R squared value is 0.163 which accounts for the predictors in the model and the sample size. The model explains about 16.3% of the variance in impulse buying.

**Table no.4** Independent T-test

Independent T - test						
	Gender.	N.	Mean.	Std. Deviation.	t.	Sig.(2 tailed).
CE-II	Male	75	35.21	6.282	2.444	.016
	Female	75	32.49	7.309	2.444	.016
Stretching	Male	75	14.41	2.904	.732	.466
	Female	75	14.05	3.119	.732	.466
Embracing	Male	75	17.17	3.418	3.437	.001
	Female	75	15.08	4.016	3.437	.001
MVS	Male	75	53.07	9.299	.295	.768
	Female	75	52.59	10.564	.295	.768
Success	Male	75	17.85	4.468	1.502	.135
	Female	75	16.71	4.871	1.502	.135
Centrality	Male	75	19.09	4.140	-2.296	.023
	Female	75	20.71	4.459	-2.296	.023
Happiness	Male	75	16.12	3.288	1.545	.124
	Female	75	15.17	4.163	1.545	.125
BIS	Male	75	23.85	8.537	1.415	.159
	Female	75	22.00	7.472	1.415	.159

To examine the gender differences across variables independent t-test was conducted.

Table no.4 gives the mean score for males as higher in curiosity (M=35.21, SD=6.28) and embracing (M=17.17, SD=3.42) compared to females. The mean score for curiosity in females is 32.49, with a standard deviation of 7.31, 7.31 while for embracing, the mean score is 15.08, with a Standard deviation of 4.02. For Centrality, the mean score for females is higher (M=20.71, SD=4.46) than the mean score of males (M=19.09, SD=4.14). The differences calculated are statistically significant. However, both men and women display comparable levels of impulsive purchase behaviour, as seen by the lack of gender differences in the impulse buying scores.

## **Chapter 6**

### **Discussion**

In the present study, a new relationship between curiosity, materialism, and impulse-buying is tried, while also focusing on the effect of gender differences on the variables.

The results obtained indicated that the overall curiosity measure (CE-II) did not show a positive association with impulse buying. One of the subcomponents of curiosity, “Stretching,” also did not show a positive association with impulse buying. However, the other subcomponent, “Embracing,” indicated a moderately positive significant correlation with impulse buying. These findings suggest that individuals who are more open to experiences and uncertainty can be slightly more prone to impulse buying behaviour. This aligns with the notion that emotional excitement and thrill associated with unplanned, spontaneous purchases can appeal to individuals who are comfortable with uncertainty. The results obtained are consistent with the previously done studies (Redine et al., 2022b).

When it comes to materialism, specifically the aspects of “success” and “Centrality,” the results indicated a moderate positive correlation with impulse-buying behaviour. This indicates that the individuals who give more importance to those who view goods as a sign of achievement and as the focal point of their lives are more inclined to engage in excessive impulsive purchasing.. This aligns with the previous research findings which indicated that materialistic values can compel individuals to indulge in impulse buying behaviour, as a way for them to achieve social recognition and emotional satisfaction (Ningtyas & Vania, 2022).

There is a third aspect of materialism “Happiness” which did not show a positive association with impulse buying suggesting that the belief in possessions as

source of happiness does not lead to impulsive behaviour. These findings are as per the study conducted through Açıkan et al., 2020.

Further the results indicated significant gender differences in the psychological constructs studied. Males indicated greater levels of overall curiosity (CE-II) and in the Embracing aspect, reflecting a higher openness to new experiences and uncertainty. In contrast, females had higher scores in the Centrality aspect of materialism, indicating a stronger focus on possessions as essential to their lives. However, there were no noteworthy gender differences found in impulsive buying behaviour, suggesting that while motivational traits and values may vary by gender, the likelihood of making impulsive purchases remains consistent.

The overall findings has offered partial support the hypotheses. While materialism and impulsive purchasing were significantly positively correlated, curiosity was only marginally correlated through the "Embracing" element, and there were no discernible gender-based variations in impulsive purchase.

## Chapter 7

### Conclusions, Implications, Limitations and Future Directions

#### 7.1. Conclusions

We found that materialism—particularly the aspects of success and centrality—had a positive association with impulsive buying, highlighting its significant impact. Curiosity however, had a weak association, with only the "Embracing" component relating to impulsive purchases, signifying a partial connection. Variations were seen in the levels of curiosity and materialism based on gender, but no differences were found in impulsive buying behaviour. These results conclude that material values are a stronger predictor of impulsive buying than curiosity.

#### 7.2. Implications

These findings add to the understanding of consumer behaviour as materialism has a strong effect on impulsive purchasing, initiatives that promote financial literacy and help redefine self-worth independent of material possessions could benefit. While curiosity had a minimal impact, the relationship between the "Embracing" aspect and impulse buying implies that individuals who seek experience and uncertainty might be more prone to unplanned purchases. The lack of differences in impulse buying between genders further suggests that intervention approaches should be broad and not rely on gender stereotypes. These findings can be insightful for future studies, consumer policies, and therapeutic methods aimed at promoting responsible Buying.

#### 7.3. Limitations

The limitation of this study are that the responses were collected with the help of self-report questionnaires which may have led to social desirability bias, influencing the participant's responses about buying behaviour. Also the sample

taken was limited to students and young adults that too from a small demographic which limits the results' applicability to various age groups and cultural situations.

#### **7.4. Future Directions**

Future research can be done by expanding the sample making it inclusive of different age groups and cultural settings that may improve the findings' generalizability. A qualitative study could provide deeper insight about the factors leading to impulse buying. By exploring the emotional and situational factors like stress levels, shopping situations can offer more comprehensive understanding about the motivation behind impulse buying behaviour.

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## Appendix

<b>Curiosity and Exploration Inventory (CEI-II)</b>						
<i>Instructions:</i> Rate the statements below for how accurately they reflect the way you generally feel and behave. Do not rate what you think you should do, or wish you do, or things you no longer do. Please be as honest as possible.		Very Slightly or Not At All	A Little	Moderately	Quite a Bit	Extremely
1.	I actively seek as much information as I can in new situations.	1	2	3	4	5
2.	I am the type of person who really enjoys the uncertainty of everyday life.	1	2	3	4	5
3.	I am at my best when doing something that is complex or challenging.	1	2	3	4	5
4.	Everywhere I go, I am out looking for new things or experiences.	1	2	3	4	5
5.	I view challenging situations as an opportunity to grow and learn.	1	2	3	4	5
6.	I like to do things that are a little frightening.	1	2	3	4	5
7.	I am always looking for experiences that challenge how I think about myself and the world.	1	2	3	4	5
8.	I prefer jobs that are excitingly unpredictable.	1	2	3	4	5
9.	I frequently seek out opportunities to challenge myself and grow as a person.	1	2	3	4	5
10.	I am the kind of person who embraces unfamiliar people, events, and places.	1	2	3	4	5
Stretching: 1,3,5,7 / Embracing: 2,4,6,8,10. <small>©2009 Kashdan, T. B., Gallagher, M. W., Silvia, P. J., Winterstein, B. P., Breen, W. E., Terhar, D., &amp; Steger, M. F. (2009). The Curiosity and Exploration Inventory-II. Development, factor structure, and psychometrics. <i>Journal of Research in Personality, 43</i>, 987-998.</small>						

## Materialism Scale

### Richins and Dawson, 1992

1. I admire people who own expensive homes, cars, and clothes.
2. Some of the most important achievements in life include acquiring material possessions.
3. I don't place much emphasis on the amount of material objects people own as a sign of success.\*
4. The things I own say a lot about how well I'm doing in life.
5. I like to own things that impress people.
6. I don't pay much attention to the material objects other people own.\*
7. I usually buy things I need.\*
8. I try to keep my life simple, as far as possessions are concerned.\*
9. The things I own aren't all that important to me.\*
10. I enjoy spending money on things that aren't practical.
11. Buying things gives me a lot of pleasure.
12. I like a lot of luxury in life.
13. I put less emphasis on material things than most people I know.\*
14. I have all the things I really need to enjoy life.\*
15. My life would be better if I owned certain things I don't have.
16. I wouldn't be any happier if I owned nicer things.\* [My life would be better if I owned nicer things.\*]
17. I'd be happier if I could afford to buy more things.
18. It sometimes bothers me quite a bit that I can't afford to buy all the things that I like.

\* reverse scored items

Success (alpha .71 to .75), Centrality (alpha .74 to .78), Happiness (alpha .73 to .83)

Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree

Success (items 1-6), Centrality (items 7-13), Happiness (items 14-18)

**BUYING IMPULSIVENESS SCALE: STUDY 1**

Item	Factor loading	Mean	SD
1. I often buy things spontaneously.	.81	3.08	1.18
2. "Just do it" describes the way I buy things.	.75	2.65	1.17
3. I often buy things without thinking.	.73	2.33	1.19
4. "I see it, I buy it" describes me.	.71	2.36	1.15
5. "Buy now, think about it later" describes me.	.65	2.25	1.20
6. Sometimes I feel like buying things on the spur-of-the-moment.	.64	3.40	1.04
7. I buy things according to how I feel at the moment.	.63	3.17	1.19
8. I carefully plan most of my purchases. <sup>a</sup>	.62	2.81	1.16
9. Sometimes I am a bit reckless about what I buy.	.60	2.99	1.08

NOTE.— $n = 212$ . Possible range for scale: 9–45; observed scale range: 9–43;  $\bar{X} = 25.1$ ;  $SD = 7.4$ ;  $\alpha = .88$ . Response format: 1 = strongly disagree; 5 = strongly agree.

<sup>a</sup>Reverse-coded item.