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# Impact of Impulsive Buying Behavior and Susceptibility to Interpersonal Influence on the relationship Between Emotional Intelligence and Consumer Satisfaction of Smartphone Buyers

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## ABSTRACT

This research studies the Impact of Impulsive Buying Behavior and Susceptibility to Interpersonal Influence on the relationship between Emotional Intelligence and Consumer Satisfaction of Smartphone buyers. Due to an increased usage of smartphones among the youth of India, it has become a challenge for today's marketers to find out the factors which affect, directly or indirectly, the sale of smartphones. Partial Least Square technique of Structural Equation Modeling was applied using SmartPLS 2.0.M3 to understand the proposed relationships. Both Impulsive Buying Behavior and Susceptibility to Interpersonal Influence were found to be significant mediators of the relationship between Emotional Intelligence and Consumer Satisfaction. Managerial implications have been discussed.

**Keywords:** Impulsive Buying Behavior and Susceptibility to Interpersonal Influence, Emotional Intelligence and Consumer Satisfaction

## 1. INTRODUCTION

The recent growth in the usage of smartphones in India has posed several challenges in front of the smartphone marketers. India has one of the fastest growing smartphone industry in the world, with commensurate level of consumers. Such challenges have made the consumer behaviors towards the smartphones an important area of marketing research. Consumer behaviors towards the purchase of smartphones is affected by several internal as well as external factors, such as psyche, attitudes, perception, lifestyle and motivation. External factors influencing the consumer behavior may be related to the demographics, network ties, status in society, cultural factors, and marketing factors, while internal factors may be related to personality,

attitudes, emotions, motivations, judgments, learning, and perceptions among others. Our study focuses on the certain internal factors, *i.e.* Emotional Intelligence, Impulsive buying behavior and Susceptibility to Interpersonal Influence, and Consumer Satisfaction, in order to better comprehend the consumer behavior of smartphone buyers.

One of the major challenges in consumer behavior literature is to understand the manner in which consumers formulate, and put into effect the strategies of decision-making (Moon, 2004). Consumer decision making is defined as “behavior patterns of consumers, which precede, determine and follow the decision process for the acquisition of need-satisfying products, ideas or services” (Du Plessis et al., 1991). Consumer behavior comprises of several decision making practices of the consumer related to purchase. Kotler (2009) defined consumer behavior as, “the study of how individuals or groups buy, use and dispose of goods, services, ideas or experience to satisfy their needs or wants”. In the past, consumer behavior was considered as a phenomenon involving processes and behaviors of consumers arising at the time of purchase. However, now the marketers identify consumer behavior as an constant process, which is deeply influenced by the psychological factors of the buyers such as emotions, assertiveness, curiosity etc(Solomon, 2014). Accordingly, our study investigates the mechanism through which Emotional Intelligence impacts consumer satisfaction through its interaction with consumers’Susceptibility to Interpersonal Influenceand Impulsive Buying Behavior.

### **1.1. Emotional intelligence and Susceptibility to Interpersonal Influence**

Mayer and Salovey, (2001) define Emotional Intelligence as ‘the ability to perceive emotions, to access and generate emotions so as to assist thoughts, to understand emotions and emotional knowledge, and to respectively regulate emotions so as to promote emotional and intellectual growth’.

Emotional intelligence has a huge contribution towards the success in professional and personal realms which has implications not only for managers and organizations, but also for academics and society in general (Mayer, Caruso and Salovey2000). According to Mayer, Salovey and Caruso (1999), emotional intelligence enables us to accurately “distinguish the people who truly understand their own emotions from those who get lost in them.”

Emotional intelligence has been found to influence supervisory and executive actions (Weisinger 1998). Emotional intelligence has also been found to augment the performance of individuals, be it at work or in social sphere, which is beyond the common cognitive ability (Matthews, Zeidner and Roberts 2003).

As emotional intelligence help form more robust interpersonal relations, it can be used to identify such individuals who have the potential to succeed in interface with other individuals using their opinions. Examples of such interface could be communications between a customer and a salesman.

When consumers are faced with unfamiliar and complicated situation regarding a purchase decision, they often seek advice and suggestions of others within their social network, who they believe are more knowledgeable on the subject. Such persons who others turn to while making a complex purchase decision are called opinion leaders. Opinion leaders are highly influential because of their engrossment, know-how and experience with the particular product in question (Myers – Robertson 1972).

Emotional intelligence has also been identified to result in better and more fertile consumer decisions. Since people high in emotional intelligence are better able to identify and control their own emotions and emotions of those around them, they are able to use such emotions and feelings to help them make wise

purchase decisions and come out to be prominent opinion leaders. They can improvise their feelings to wisely compare different product choices available to them and make a most informed decision without letting their emotions influence their choices, hence making the most judicious opinions.

Emotionally intelligent people are more likely to persuade others, at the same time less likely to be influenced by others regarding their purchase decision.

Based on their outstanding judgments and opinions, such people who are rated high on emotional intelligence are more likely to stand out for their opinions and be preferred by other individuals in their social network to reach their final purchase decisions.

### **1.3. Emotional Intelligence and Impulsive Buying Behavior**

Impulse buying is the buying tendency where the consumer makes prompt decisions regarding their purchase which are uncorroborated by any serious contemplation or any prior plan or intention regarding buying such product.

While making a purchase decision, an individual devotes his resources, time and puts effort, all of which require cognitive functioning, because of which purchase decisions are not immune from emotional interference. Once such resources and effort have been put by the potential buyer, he would be compelled to make the final decision of either buying or rejecting the product. During this gap is the role of emotions most prominent. Proper management and handling of emotions thus becomes imperative in order to avoid any prompt or impulsive decisions. This situation is however which marketers like to exploit and try to induce the potential customers into making impulsive decisions.

Psychologists and marketers have different perspectives regarding impulsive purchase behavior. According to Kotler & Bes, (2003), marketers believe that the external factors such as market conditions play a predominant role in explaining the impulsive purchase behavior. Psychologists on the other hand believe the role of internal factors such as personality, traits of individuals and emotional intelligence to be predominant in explaining the impulsive purchase behavior (Rook, 1987).

Bellenger & Korgaonkar, (1980) proposed that an impulsive buyer is most often a recreational purchaser whose purchase decisions depends heavily on his short term disposition and emotions and find emotional comfort in shopping. Such purchasers also end up purchasing more than initially desired (Rook & Hoch, 1985).

An impulsive purchase is triggered by a spontaneous stimulus and involves a variety of emotions acting upon the psyche of the individual such as feelings of exhilaration and desire or a dominant impulse to purchase (Rook 1987). According to Verplanken and Herabadi (2001), even though the external environment such as the market condition affect the impulsive buying behavior, more than that it is the internal factors such as inherent differences in psyche of individuals, which play a dominant role in making such purchase decisions. A key area on basis of which individual psyche may be differentiated is emotional intelligence.

Hence, the ability of the individuals to be aware and to be able to control their own emotions and the emotions of others, such as the salesman, help them to make more informed decisions which are less affected by their emotions.

#### **1.4. Impulsive Buying Behavior and Customer satisfaction**

According to Hoch and Loewenstein, (1991), impulsive buying behaviors obstruct the alternative and potentially the better purchase judgments an individual could make. This is the reason why most of such individuals would get negative feelings of guilt and the feeling for having wasted resources, including financial, on the purchase they made Rook (1987). According to Piron (1991) also, impulsive buying behaviors result in disappointment and remorse among individuals. In a study conducted by Liang (2007), the author found that the proportion of disappointed consumers after making an impulsive buying decision was over 60%.

According to Houston et al (1991), consumers would feel dissatisfied regarding their purchase decision if the product they forgo was found to be better than the one they chose impulsively. Inman, Dyer & Jia (1997) found consumer satisfaction to be defined by anticipations, disappointed and remorse or regret. It has been indicated that an impulsive buying behavior would result in either satisfaction or regret feelings, where satisfaction in itself has huge degrees of variations within itself- varying from highly satisfied to highly dissatisfied.

Evaluation of the pre-purchase decision is highly subjugated by emotions. Even the evaluation based on cognitive merit is highly affected by the emotions and many a times buyers would be unable to rationally and comprehensively analyze their actions. In such a situation they are likely to exaggerate the benefits of their purchase while undervaluing the costs associated with such a decision. This happens due to the cognitive dissonance. During pre-purchase period, consumers would compare the actual and expected performance of the products, and while doing so may end up overestimating the benefits of the products if they are unable to recognize and control their emotions. They would ultimately be able to comprehend and analyze their decision more rationally in long run and end up regretting and be dissatisfied with the decision taken under influence of emotions. According to Hoch & Loewenstein (1991), consumers' preference towards the products is different during pre-purchase and post-purchase. If their pre-purchase decision was influenced by their emotions, they are likely to have aversion towards the product, once they are able to either compare it with other similar and potentially better products, or if they realize that the cost involved in purchase outweighs the benefits.

It can also be pointed out that an impulsive decision influenced by the emotions is taken in a relatively short time duration which involved little to none serious evaluation if the purchase decision based on the merits. Hence, the consumer may ultimately end up regretting such decision once they make a proper value judgment post-purchase.

#### **1.5. Susceptibility to Interpersonal Influence and Customer satisfaction**

Personal judgment about the buying behavior is also influenced by the reviews of market experts, however they are different from opinion leaders in that they lack the specialized knowledge about a particular product, but possess a general knowledge regarding the market (Feick – Price 1987).

Opinion leaders have been recognized for their predominant role in consumer decision making through their effective marketing campaigns (Rogers 2003). In fact, opinion leaders usually themselves are prominent information seekers regarding their product of expertise due to a general longing to gain more knowledge regarding their expertise.

Theories related to measurement of satisfaction can be classified as objective or subjective. While the subjective theories calls for calculation of consumer satisfaction directly through customer perceptions, the objective approach calculates the measure indirectly through indicators such as share in the market etc (Hofmeister-Tóth et al. 2002). According to the “disconfirmation paradigm”, customer satisfaction is a consequence of performance of the opinion leaders (Hofmeister-Tóth et al. 2002). If customer satisfaction is seen as an outcome of the performance of the opinion provider, then the quality of the information so provided by the opinion leader can be seen as a precursor of customer satisfaction (Johnson – Fronell 1991).

## 2. HYPOTHESES

Based on the theoretical and empirical evidences presented above, we propose the following hypotheses:

**H1:** Impulsive buying behavior will mediate the relation between Emotional Intelligence and Customer satisfaction

**H2:** Susceptibility to Interpersonal Influence will mediate the relation between Emotional Intelligence and Customer satisfaction

The proposed relation may be displayed visually (Fig-1) using SmartPLS software (Ringle et al. 2005).

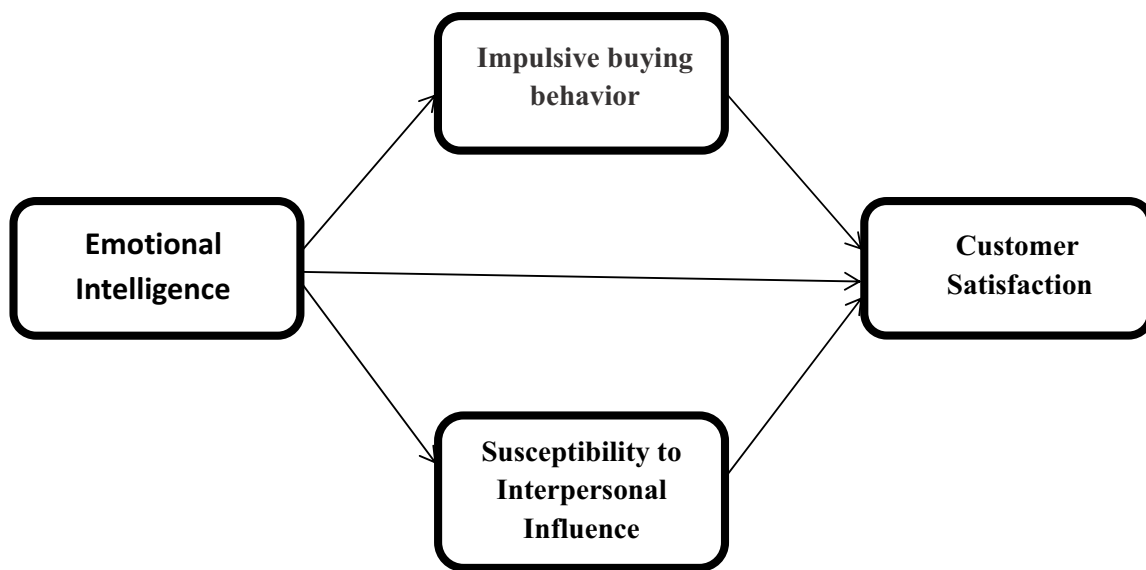


Figure 1

## 3. RESEARCH METHOD

### 3.1. Sample and data collection

As our research intends to analyze the aspects of behavior of consumers of smartphones in India, and considering that the majority of smartphone market is occupied by the youth, it was only logical to gather data from a population dominated by youngsters. For the same purpose, we chose the students from a college of University of Delhi for the purpose of sampling. In total 250 responses were collected using Google Docs platform.

**Table 1**  
**The descriptive profile of data collected is given in table 1**

<i>Demographic Characteristic</i>		<i>No. of responses</i>	<i>Percentage</i>
Gender	Male	175	70
	Female	75	30
Age	18-19 years	50	20
	19-20 years	70	28
	20-22 years	130	52

Table-1 (Demographic profile)

### 3.2. Instrumentation

In our study, the scales used to measure the variables were adapted from previous studies. Emotional intelligence was measured using 30-items Trait Emotional Intelligence Questionnaire (TEIQue) (Petrides, K. V. 2009) ranging from 1 = completely disagree to 7 = completely agree. This 30-item form includes two items from each of the 15 facets of the TEIQue such as Adaptability, Emotion perception (self and others), Emotion management (others) etc. Samples of the questions asked are “Expressing my emotions with words is not a problem for me”, “Many times, I can’t figure out what emotion I’m feeling” etc.

Susceptibility to Interpersonal Influence was measured using 6-items adopted from Bearden, Netemeyer, and Teel (1989) measured on 7-points ranging from strongly disagree to strongly agree. Examples of the items of scale are- “I often consult other people to help choose the best alternative available from a product class”, “It is important that others like the products and brands I buy.” Etc.

Impulsive buying behavior was measured using an adapted version of 5-point Likert-type Buying Impulsiveness Scale by Rook and Fisher (1995) ranging from 1=strongly disagree to 5=strongly agree. Examples of the items of scale are- “I often buy Smartphones spontaneously”, “I see it, I buy it” describes me” etc. For the purpose of analysis, inverse scoring of items of Impulsiveness Scale were considered. Hence a higher correlation between Impulsiveness Scale scoring with that of Consumer Satisfaction would mean that lesser impulsive buying decisions lead to higher consumer satisfaction.

Consumer Satisfaction was measured using a 5-item scale constructed for this research, based on the literature provided by Spreng, et al (1996). The examples of the items of the scale are- “Overall, I’m satisfied with my latest Smartphone purchase”, “I would recommend the Smartphone I bought to others” etc.

## 4. DATA ANALYSIS AND RESULTS

The relationships between the variables were assessed using structural equation modeling through partial least squares (PLS) approach. All the analyses in our study were conducted using SmartPLS 2.0.M3 (Ringle et al. 2005). According to Hulland (1999), assessment and interpreted of a PLS model is a two-step process. In the first step, reliability and validity analysis is conducted for the measurement model. In the second step, the predictability and significance of the paths between constructs in the structural model is evaluated.



#### 4.1. Evaluation of the SEM model requires following steps

Initially the Reflective models is analyzed wherein, internal consistency is calculated first, followed by calculating the reliability of the indicators proposed in the model, followed by testing for the convergent validity (AVE) and lastly testing the discriminant validity.

After the analysis of the reflective mode, we analyze the structural model on the basis relevance and significance of the relations between the variables. First, structural model is analyzed for any issues arising out of collinearity. Then relevance and significance of the relationships proposed in the structural model are analyzed. After this, R<sup>2</sup> (or coefficient of determination) value is calculated.

#### 4.2. Internal consistency (composite reliability) and indicator reliability

Cronbach (1951) devised a statistical method which divided the data in every possible 2 ways and relies on the average of the correlations of all such potential pairs. Such average is called Cronbach's alpha,  $\alpha$ , which is considered to be a good measure of the reliability of the scale concerned.

Cronbach's  $\alpha$  is:

$$\alpha = \frac{N^2 \overline{\text{Cov}}}{\sum s_{\text{item}}^2}$$

**Table 2**  
Shows the results of the Cronbach's  $\alpha$  calculated for each scale

<i>Variables</i>	<i>Cronbach's <math>\alpha</math></i>
EI	0.9813
Impulsive	0.8774
Satisfaction	0.8759
Susceptibility to Interpersonal Influence	0.8135

Table-2

The value of Cronbach's  $\alpha$  of each scale showing the overall reliability of the scale was found to be greater than 0.8. According to Kline (1999),  $\alpha$  greater than 0.8 indicates good reliability.

#### 4.3. Convergent validity (average variance extracted)

Convergent validity shows the magnitude to which a measure positively correlates with substitute measures of the same construct. In order to determine the convergent validity for a construct, Average variance extracted (AVE) is used.

**Table 3**  
The results of AVEs for different constructs and sub-constructs used in our model are presented in Table-3

<i>Variables</i>	<i>AVE</i>
EI	0.65
Impulsive	0.5092
Satisfaction	0.6711
Susceptibility to Interpersonal Influence	0.5199

Table-3

All of our constructs have AVEs >0.5, hence entire model meets the convergent validity requirement.

#### 4.4. Discriminant validity

Discriminant validity shows the uniqueness of a construct in comparison with other constructs on the basis experiential criteria. If discriminant validity for a construct is proven, that would mean that the construct is exclusive in the study concerned and measures the aspects not displayed by other variables in the model. Discriminant validity is widely evaluated using “Fornell-Larcker criterion” (Fornell and Larcker, 1981). “Fornell-Larcker criterion” relates the square root of each variable’s AVE, whereby in order to established discriminant validity, it must be higher when compared to the maximum correlation with any other variable. This would imply that the variable under study would derive more variation with its accompanying indicators than with other variables.

**Table 4**  
Shows the application of Fornell-Larcker criterion on our model

	<i>Fornell-Larcker Criterion</i>			
	<i>EI</i>	<i>Impulsive</i>	<i>Satisfaction</i>	<i>Susceptibility to Interpersonal Influence</i>
EI	0.806			
Impulsive	0.545	0.714		
Satisfaction	0.672	0.539	0.819	
Susceptibility to Interpersonal Influence	0.466	0.314	0.462	0.721

Table-4

The square roots of the reflective constructs’ AVE are on the diagonal and the correlations between the constructs in the lower left triangle. Accordingly, all of our constructs meet Fornell-Larcker criterion requirements and discriminant validity is established.

#### 4.5. Assessment of structural model for collinearity issues

If a large correlations are found among different variables studied in a structural model, that would mean that more than one variable is explaining the same phenomenon, hence such high correlation is not desired. “Tolerance” is used in order to compute the “collinearity” among the variables. “Tolerance” basically computes the extent of variance of one variable which is not explained by another variable. “Variance inflation factor or simply VIF is used to calculate the collinearity, which is the inverse of the “tolerance”.

The VIF is extracted from the square root of the VIF being the extent to which the “standard error” has been augmented due to the occurrence of collinearity. IBM SPSS Statistics software package. The tolerance and VIF are both provided in the regression analysis output of IBM SPSS Statistics software package. When it comes to the SEM using partial least square technique, a tolerance value of lesser or equal to 0.20 and a VIF value of greater or equal to 5 suggests a collinearity problem (Hair, Ringle, & Sarstedt, 2013). These values would suggest that an 80% or more variance in the indicator of the variable being studied is explained the remainder of the formative indicators related to the same variables.

We treat the values of tolerance which are greater than 0.2 or a VIF value of over 5.00 of a predictor variable to be suggestive of collinearity. If the values of VIF or tolerance suggest any collinearity issues, then the issue is addressed by either removing the problematic variables, or amalgamating the predictors into a single variable.



**Table-5**  
**In our model, none of the constructs as shown in Table-5 show collinearity problem**

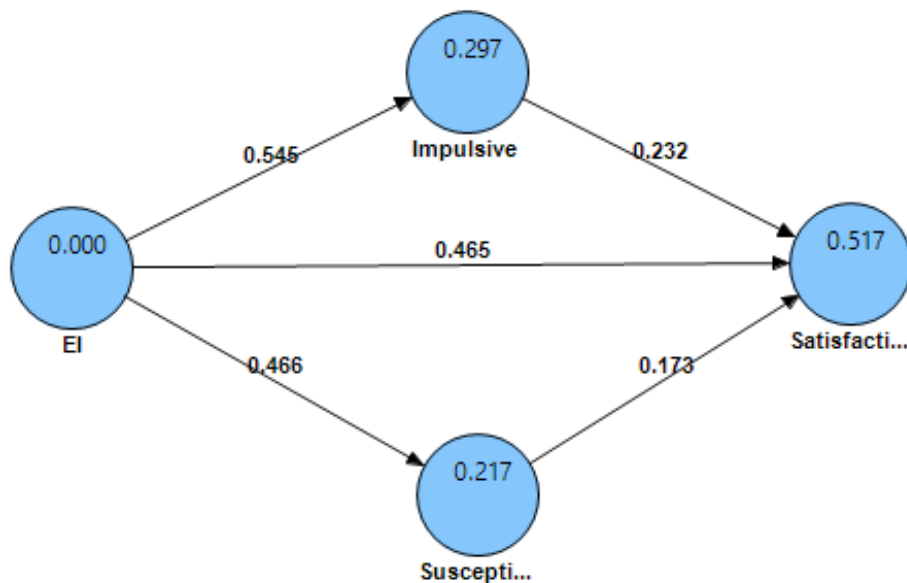
<i>Collinearity Assesment</i>	
<i>Const.</i>	<i>VIF</i>
EI	1.25
Impulsive Behavior	1.41
Susceptibility to Interpersonal Influence	1.63

**4.6. Valuation of the relevance and significance of the SEM relationships**

Using partial least square algorithm of SEM, path coefficients, or the approximations are generated for the relationships proposed in the structural model. The values of such path coefficients vary between +1 and -1. As the value approaches closer to +1, it signifies a significantly (most of the times) positive relationships between two variables observed. Vice-versa is true for negative values approaching -1. Weak relationships are usually associated with values closer to zero, which are in almost the cases, non-significant. The actual decision regarding the significance of the path coefficient is contingent upon its standard error which is generated using “bootstrapping”. Standard error values obtained using bootstrapping permits evaluating the empirical *t* value.

If the *t* value is greater than the threshold value, we can conclude that at certain probable error, the path coefficient is significant. Generally used threshold values for two tailed tests are 1.65 which reflects a level of significance at 10%, 1.96 which reflects a level of significance at 5%, and 2.57 which reflects a level of significance at 1%.

Fig- 2 shows the relevance of the structural model relationships, while Fig-3 shows the significance of such relationships by displaying the respective *t* values.



**Figure 2**

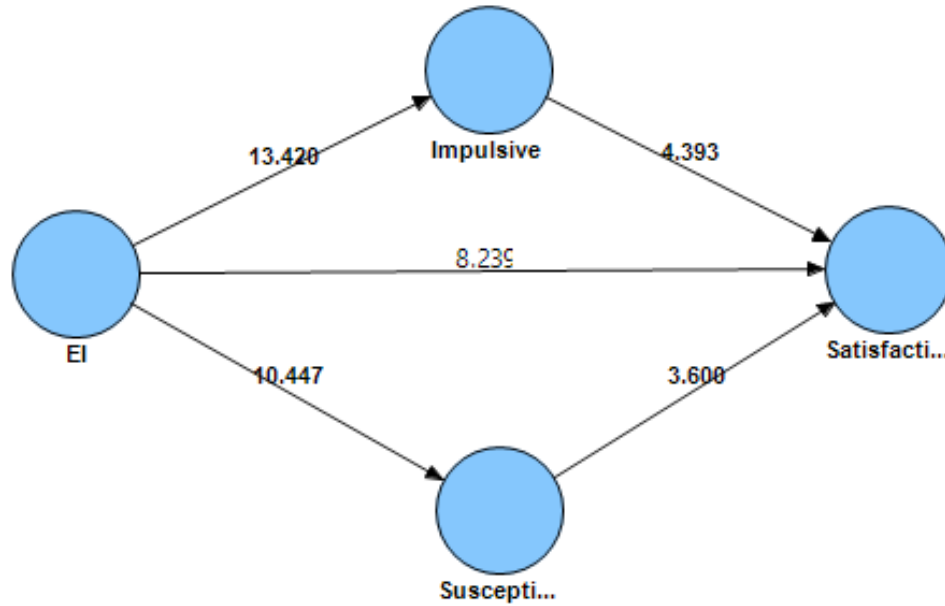


Figure 3

The results of relevance and significance of the path coefficients have been presented in Table-6. Many studies do not undertake this important step in their analyses but simply focus on the significance of effects. However, the path coefficients in the structural model may be significant, but their size may be so small that they do not warrant managerial attention. An analysis of the relative importance of relationships is crucial for interpreting the results and drawing conclusions. After examining the significance of relationships, it is important to assess the relevance of significant relationships.

Accordingly, all the path coefficients have been found to be significant. Emotional Intelligence was found to be a significantly relevant factor in explaining both Impulsive Buying Behavior, Susceptibility to Interpersonal Influence and Consumer Satisfaction. Impulsive Buying Behavior and Susceptibility to Interpersonal Influence were both found to be significantly relevant in explaining Consumer Satisfaction, however Impulsive Buying Behavior was found to be more relevant in explaining the Consumer Satisfaction.

Table 6

<i>Significance testing results of the structural model path coefficients</i>			
	<i>Path Coefficients</i>	<i>t values</i>	<i>Sig. Levels</i>
EI -> Impulsive	0.545	13.4197	***
EI -> Satisfaction	0.4648	8.2393	***
EI -> Susceptibility to Interpersonal Influence	0.4663	10.4471	***
Impulsive -> Satisfaction	0.2316	4.3932	***
Susceptibility to Interpersonal Influence -> Satisfaction	0.1729	3.5997	***

Note: NS= not significant  
\*\*p<0.05, \*\*\*p<0.01

#### 4.7. Examining the Total Effects

In a complex structural model like ours, an endogenous construct may be explained by several constructs indirectly. Hence, to get a complete understanding of the structural model, it is important to know the relevance and significance of the relationships between difference exogenous constructs and endogenous constructs, which is explained by the Total Effect of a particular exogenous construct on target endogenous construct. Total Effect is the aggregate of the “direct effect” and all “indirect effects” linking two constructs. PLS uses the bootstrapping methodology (Efron&Tibshirani, 1986) in order to assess the standard errors, which evaluates the significance of the structural coefficients.

**Table 7**  
**Displays the Total Effects and their significance (at 5% level) for each exogenous construct on each endogenous construct**

<i>Significance testing results of the total effects</i>			
	<i>Path Coefficients</i>	<i>t values</i>	<i>Sig. Levels</i>
EI -> Impulsive	0.545	13.4197	***
EI -> Satisfaction	0.6717	19.8699	***
EI -> Susceptibility to Interpersonal Influence	0.4663	10.4471	***
Impulsive -> Satisfaction	0.2316	4.3932	***
Susceptibility to Interpersonal Influence -> Satisfaction	0.1729	3.5997	***

Note: NS= not significant  
 \*\*p<0.05, \*\*\*p<0.01

Table-7

From Table-7 it is evident that Emotional Intelligence has the higher overall effect on Consumer Satisfaction, followed by Impulsive Buying Behavior and Susceptibility to Interpersonal Influence.

*Coefficients of determination (R<sup>2</sup>)* results, representing the “exogenous latent variables” collective impact on the “endogenous latent variable”, are presented in Table-9. R<sup>2</sup> is a measure which suggests the predictability of the constructs involved in a model. It is calculated as the squared correlation among the definite values and the projected values of a particular endogenous construct.

**Table 8**  
**(Coefficients of determination: R<sup>2</sup>)**

<i>Constructs</i>	<i>R Square</i>
Impulsive	0.2971
Satisfaction	0.517
Susceptibility to Interpersonal Influence	0.2175

Using the results of R<sup>2</sup> displayed in table-8, we can conclude that R<sup>2</sup> values of ‘Impulsive Buying Behavior’ and ‘Susceptibility to Interpersonal Influence’ is weak-to-moderate, while that of ‘Consumer Satisfaction’ is moderate-to-strong.

**4.8. Mediation analysis and Hypotheses Testing**

Mediation exemplifies a condition where a “mediator variable”, to a certain extent, absorbs the effect of an exogenous on an endogenous latent variable (Baron & Kenny, 1986). Mediation results are presented in Table-9, for those paths for which the condition of significant direct effect (without mediator) has been met.

**4.9. Significance analysis of path coefficients without mediator**

**Table 9**

<i>Significance analysis of path coefficients without mediator (Impulsive behavior)</i>			
	<i>Path Coefficient</i>	<i>t value</i>	<i>Sig.</i>
EI -> Satisfaction	0.5212	8.961	***
<i>Significance analysis of path coefficients without mediator (Susceptibility to Interpersonal Influence)</i>			
EI -> Satisfaction	0.5127	11.59	***

\* $p < .10$ . \*\* $p < .05$ . \*\*\* $p < 0.01$

After the preliminary conditions for mediation were met, the mediator was included in the analysis and assessment for indirect and direct effects, and their significance were performed.

**Table 10**

**Shows the values and relevance of mediating effect of Impulsive Buying Behavior and Susceptibility to Interpersonal Influence to explain the relation between Emotional Intelligence and Consumer Satisfaction**

<i>Path</i>	<i>Mediator: Impulsive behavior</i>					<i>SD</i>	<i>t value</i>	<i>Sig</i>	<i>VAF</i>
	<i>Path coefficient to Impulsive behavior</i>	<i>Path coefficient of Impulsive behavior to satisfaction</i>	<i>Indirect effect</i>	<i>Direct effect</i>	<i>Total effect</i>				
Emotional intelligence > Impulsive behavior > Satisfaction	0.5447	0.2353	0.128	0.5437	0.6717	0.03125	4.095962	***	0.19
<i>Mediator: Susceptibility to Interpersonal Influence</i>									
<i>Path</i>	<i>Path coefficient to Susceptibility to Interpersonal Influence</i>	<i>Path coefficient of Susceptibility to Interpersonal Influence to satisfaction</i>	<i>Indirect effect</i>	<i>Direct effect</i>	<i>Total effect</i>	<i>SD</i>	<i>t value</i>	<i>Sig</i>	<i>VAF</i>
Emotional intelligence > Susceptibility to Interpersonal Influence > Satisfaction	0.4663	0.1729	0.136493	0.53521	0.6717	0.024432	5.586597	***	0.203

\*\* $p < .05$ . \*\*\*  $p < 0.01$

Table-10 (Significance analysis of Mediation)

#### **4.10. Interpretation of mediation results (at 5% significance level)**

##### **4.10.1. Impulsive Buying Behavior as a mediator**

Impulsive Buying Behavior was found to have a moderate mediation for the relation between Emotional Intelligence and Consumer Satisfaction, which supports our first hypothesis H1. VAF of 0.19 or 19% means that 19% of variance in the relationship between Emotional Intelligence and Consumer Satisfaction is explained by Impulsive Buying Behavior.

##### **4.10.2. Opinion Leadership as a mediator**

Susceptibility to Interpersonal Influence was also found to have a moderate mediation for the relation between Emotional Intelligence and Consumer Satisfaction, which supports our second hypothesis H2.

VAF of 0.20 or 20% means that 20% of variance in the relationship between Emotional Intelligence and Consumer Satisfaction is explained by Susceptibility to Interpersonal Influence.

### **5. DISCUSSION**

Both Impulsive Buying Behavior and Susceptibility to Interpersonal Influence were found to be significant mediators of the relationship between Emotional Intelligence and Consumer Satisfaction. This suggests that emotional intelligence instead of entirely directly influencing the post-purchase satisfaction derived by the consumer, first impacts the impulsiveness faced during the purchase decision and weakens the Susceptibility to Interpersonal Influence attitudes of the purchaser.

When the buyers are better able to control their emotions, they will be less influenced by what others say and value their decision more on the logic. They can give more informed judgments to others, and can make such knowledgeable judgments for their own purchase, without letting the emotions cloud their judgment. After making such well-versed decisions, little scope is left for them to regret their choices later on after either comparing the choices with other alternatives present during the time of purchase or by speculating the usefulness of the product itself or its characteristics (Rogers 2003). Hence post-purchase, such consumers are more likely to be satisfied with their purchase decision in long run.

Similarly, emotionally intelligent buyers would be able to avoid the impulsive buying decisions due to the fact that their cognitive functioning would be far more efficient without emotional interference. Such consumers would contemplate carefully about the usefulness of the product and sensibly go through its features to decide on its worth, while making wise comparison with all its potential substitutes, hence arriving at the most informed purchase decision. Such consumers are not much influenced by the marketers' word, but rely on their own judgment, hence are not likely to be deceived into making impulsive purchase. Therefore, emotionally intelligent consumers are less likely to be dissatisfied with their purchase decision (Dyer & Jia, 1997).

These results have implications for the management in that marketers should focus on strategies while considering the emotional capabilities of their potential customers. Instead of focusing on strategies which exploit the emotions of individuals through external or internal factors, such as modifying advertisements on the basis of the environment, location etc, marketers should focus the key and distinguishing characteristics of their product which would prove their product superior among the competitors on certain parameters.

Opinion leaders must be integrated with the strategy and their suggestions and opinions should be duly considered while marketing the product. Ultimately, the goal of the marketers should be to satisfy the consumers in the long run, which can only be achieved only when the characteristics of the product prove to be factually superior to those of the competitors.

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