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EVALUATING THE EFFECTS OF LIFE SATISFACTION ON IMPULSE BUYING BEHAVIOR IN TERMS OF ONLINE BUYING

Abstract. Consumer behaviours have great importance for marketers. Impulse buying, which is an appearance of consumer behaviour, arises with a sudden stimulus. Different aspects affect impulse buying. Life satisfaction, which is one of these aspects, brings consumers about impulse buying behaviour by influencing them. Moreover, the rapid development of online shopping and the fact that online interaction occurs in virtual environments at all hours of the day affects people's quality of life. This study aimed to investigate how consumers' life satisfaction shapes consumers' impulse buying behaviour and whether there is a difference between the descriptive and main variables in line with this relationship according to consumers' online or offline purchasing behaviour. The methodological base is the questionnaire form as a data collection method in Duzce province (Turkey) between March and May 2018. Participation in the study was conducted by convenience sampling method. In the research purpose line, a model is comprised. In turn, a path diagram was performed according to the confirmatory factor analysis with a Structural Equation Model. The obtained results showed the negative relationship between life satisfaction and sub-dimensions of impulse buying (positive emotions, emotion conflict, unplanned behaviour, and mood management). The authors noted only a positive relationship between life satisfaction and rational behaviour in the study. Thus, that is another sub-dimensions of impulse buying. Besides, comparing the mean, there was a significant difference between positive emotions, unplanned behaviour, type and shopping channels. These findings could help future studies aimed at researching the effect of different variables on impulsive behaviours. This study was carried out in a short period due to time and cost constraints. One of the study's limitations is that the study data were obtained only from the participants in Duzce province (Turkey).

Keywords: life satisfaction, impulse buying, online shopping, offline shopping, shopping channels.

Introduction. Carpe diem refers to «enjoy the day», «enjoy the time» or, in the most popular sense, «seize the day» in a verse of Horatius, one of the most important Roman poets of the Augustus period and one of the famous names of Latin literature. The exact context of the word is Carpe diem, quam minimum credula postero. It could be literally translated as: gather today, trust tomorrow as little as possible. The most important message in this phrase is to enjoy and emphasize the present's value and the moment, rather than worrying about the future. It encourages people to postpone unnecessary things because every life eventually comes to an end (Bentley, 1995). Time is increasingly seen as a source of competitive advantage in business.

In that way, society constantly switching to a term in which people seek to engage are identical. Successful involvement in a changing society entails sustained communication techniques that depend on understanding their fundamental values and key drivers influenced by society (Johnson, 2011). The point that current society has reached is an environment where everybody does a certain amount of

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shopping to meet some of their needs. Sometimes, they could buy things they don't need at all, under the influence of different emotions as joy, sadness and anger. In other words, it is the reflection of instant emotions on actions. With the development of technology and the widespread use of communication tools, consumers' shopping preferences have evolved towards online shopping over the Internet. It is observed that a significant portion of the young population is increasingly eager to become online consumers, that they make their first shopping experiences online, and that a large part of the young people give priority to online shopping in their shopping preferences (Chen, 2009). At this point, Carpe Diem comes into play. Consumers have begun to buy not only because they need it, but also to change their daily mood, to spend time forgetting some bad experiences, to have fun or to express themselves. This hedonistic benefit replaces the basic benefit provided by the product, and technological changes have enabled it. When you walk or go somewhere, imagine that you are just a visitor there. Maybe you came from another country as a tourist and you are trying to explore your surroundings thoroughly. Maybe you even come from another planet and you are just noticing everything. Online shopping is exactly that. It is to instantly reach new channels and to capture the dominant thinking mechanism of the consumer with new and different product and service categories.

Arnold and Reynold (2003) explained such purchasing behaviour as follows. Adventure-based shopping, which means experiencing different environments that stimulate excitement, adventure and emotions, social-based shopping emphasizing the social benefits of shopping with friends and family, pleasure-based shopping to create a positive feeling such as feeling better or making someone else feel better shopping is thought-based shopping for the purpose of learning about new trends, fashion and products, role-based shopping for others and that brings out the happiness when the perfect gift is found, and value-based shopping that reflects the pleasure of pursuing bargains, catching discounts, and looking for special sales. In this way, carpe noctem refers similar to «carpe diem» meaning «to catch the night, not to miss the night». It is mostly said to contribute to the motivation of people working from the early hours of the morning to complete a job. It means making good use of the fun of the night after a hard day when the job is completed. In other words, it means leave whatever you lived with, wherever and with whom today (Vasseur, 2011). Apart from the reason why consumers need to purchase products and services, impulse buying (Gerlevik, 2012), which refers to the fact that consumers start to buy to change their bored mood, enjoy their time, have fun or reflect their own personality, and its determinants are physical, social, emotional In this study, both Latin concepts are comprehended as the reference of life satisfaction, which are mental health, psychological wellbeing, having the ability to communicate effectively and effectively, being able to initiate and maintain social relationships, and having social connections (Cruice et al., 2003) emphasis is placed on.

Literature Review. Living in a «happy» life is one of the premise goals of life for many individuals. Problems such as how to reach happiness, what happiness tried to reach is and whether it is affected or not are confronted as an important issue that has not been lost its currency for humanity (Çivitci, 2012). Happiness is one of research subject in the field of psychology, especially positive psychology. Positive psychology advocates an understanding that it is not enough to eliminate the negative situations (such as illnesses and disasters) that one faces in life and that it is also important to protect and develop positive gains and characteristics (love, responsibility, authenticity, morality) (Seligman, 2002). In the literature, the concept of happiness is generally expressed in terms of «subjective wellbeing». Subjective wellbeing involves three interrelated elements: positive affect, negative affect, and life satisfaction. While the positive and negative affect are composed of pleasant and unpleasant feelings, life satisfaction includes cognitive evaluations of the individual's life. Positive affect and perceived high level of life satisfaction indicate that subjective wellbeing is also high (Diener and Suh, 1997). Life satisfaction is the cognitive dimension of subjective wellbeing (Eid and Larsen, 2008) and is considered a happiness indicator (Myers and Diener, 1997). Life Satisfaction by Bearon (1989); is defined as the relationship between the desired situation and the actual situation or actual achievement. Shichman and Cooper (1984) define life satisfaction as having

a better life, enjoying life and having better quality of life in general. Life satisfaction is the result of comparing individuals with their desire in the life. Neugarten et al. (1961) stated that there are five measures to determine the level of life satisfaction of elderly individuals. In this context, elderly individuals with high level of life satisfaction; the pleasure of activities in everyday life, the existence of goals in life and the values of these goals, to preserve the belief in reaching the objectives for life, being self-confident and protecting the believes that are valuable even in aged time, and it is expected to have an optimistic view towards life.

Impulse buying is a widespread aspect of consumers' behaviour and a focal center for an important marketing activity (Rook, 1987). In the definition of this behavior, though early marketing researches define impulse buying solely as unplanned buying behaviour (Cobb and Hoyer, 1986). The consumer may have limited time, or the consumer may have come to the shop for the first time. Apart from these, consumer remembers that he/she should buy a product that he saw on the raft or in the shop window, and the unplanned purchase takes place. However, in today's marketing literature, researches mostly focus on the consumer's impulsive buying behaviour as the behaviour that occurs with «a sudden unbearable desire that a consumer cannot resist». It shows that in an early time, rather than its psychological aspects, remarkable side of the concept could be thought as being simple and comprehensible (Dhaundiyal and Coughlan, 2009). Psychological side of the concept begun to be studied after 1980's. Rook (1987) defines behaviour as the behaviour appearing in consideration of conflict between emotions which are triggering and this behaviour arises as a result of an abrupt, substantial and insistent spur to buy. Even Cobb and Hoyer (1986) have classified that consumers who intend to buy in a specific product category are planned ones, who intend to buy in a specific product category, however do not specified a certain brand are partially planned persons and who do not intend to buy in a certain product category and brand are impulse buyers. Piron (1993) in his research emphasizes four significant points that clarify the concept widen. Buying behaviour is precisely unplanned, it stands on decision making impulsively, it emerges as a result of exposing to a stimulus and it includes emotional reactions. Buying impulsively, as it seen, are not only depend on product and brand, but are also based on personal and psychological factors. Unplanned buying tendencies of consumers are determined as a factor of personality and therefore unplanned tendency to buy as an individual difference have been conceptualized (Verplanken and Herebadi, 2001).

In addition to obtaining physical satisfaction in the purchase of goods by consumers, gaining emotional satisfaction has led to take into consideration positive effects of impulse buying behavior. As well as basic benefits provided by goods, consumers buy goods on account of emotional benefits. These benefits could be hedonic reasons such as entertainment, feeling oneself special and astonishment, surprise and etc. (Hausmann, 2000).

It is possible to list some factors that affect impulsive buying in the following way: (Virvilaitė et.al. 2011). Consumers who show sudden purchasing behaviour when compared to planned purchases show more dominant feelings and emotions such as enthusiasm, fun, happiness, joy and excitement (Weinberg and Gottwald, 1982). Beatty and Ferrel (1998) suggest that there is a relationship between consumer buying moods and impulse buying behavior. Youn and Faber (2000) also stated that one's feelings and mood are internal triggers that affect impulse buying. Verplanken and Herabadi (2001) found similar results in their studies. The impulse buying behaviour is related to individuals who want to escape from psychological emotions, such as negative mood and low self-esteem. Yu and Bastin (2010) stated that hedonic reasons and individual factors are related to each other and cause impulse buying behaviour together. Park et al. (2006) studied the relationship between hedonic and fashion aspect and impulse buying behavior. Fashion oriented impulse buying is effected indirectly by hedonic consumption since people who are fashion oriented always looks for fun and enjoyments. Piron (1991) emphasized that consumer could encounter some stimulus such as promotional stimuli and visual stimulus and impulse buying could be induce by these stimulus. It is explicitly seen that marketing activities effectively influence on impulse buying behavior. In recent studies Store, sale atmosphere such as, views, sound and promotion activities and

visual aspects are significant stimulants which may trigger and bring about emerging of impulse buying behaviour (Graa et al., 2014). Influence of gender on impulse buying behaviour could be predictable. Cobb and Hoyer (1986) stated that women make less impulse buying than men since men do not know where product could be bought and it could be cheaper, nevertheless, women make a shopping list and they are usually familiar with stores and product. However, there are studies in the literature that show ladies have more impulse buying behaviors than men. Alagöz and Ekici (2011) in their study, have determined that women make more impulse buying purchases than men. Age is one of the other significant determinants that affect impulse buying behavior. Wood (1998) stated that when spending money, rather than older people, youngsters are willing to take risk and it shows that when compared other age ranks, impulse buying behaviour is at higher level between ages 18 to 39. In the literature, it is seen that buying behaviors are divided into two as planned and unplanned purchases. According to the definition of Stern (1962): «Behaviour that is put forward in a way that will take time to search for information to show rational buying behavior» is called planned buying behavior. Unplanned buying behaviour is defined as instantaneous (impulsive) purchasing behaviour without such planning. On the basis of this definition, researchers claim that the most important feature that separates planned and impulse purchase behaviour is the relative speed of purchase.

Today's technological developments have influenced the development of electronic retailing and electronic shopping (Izgi and Şahin, 2013), due to the increasing use of the Internet and the increasing time constraints associated with changing living conditions. The growing popularity of the Internet makes traditional retailing an electronic environment and allows businesses to market their products over the Internet. Thanks to new computer and communication technologies, consumers are able to shop all over the world without leaving their homes. Electronic retailing is a type of retailing where retailers and customers interact with each other through an interactive electronic network. Electronic shopping allows new opportunities in the market to enter new markets easily and at low cost (Enginkaya, 2006).

Another important development that has emerged in recent years is the appearance and rapid spread of the digital platform called social media with the increasing platforms on the Internet. Social sharing platforms have added value in the field of electronic commerce as well as in all areas of the Internet. Findings that these additional platforms which social life and shopping could be shared in the social environment have an impact on electronic commerce, have been influenced by emergence of another subcategory called social commerce (S-Commerce), which provides social meaningful, person-specific products and opportunities by taking data from social networks (Erkan, 2012).

The concept of hedonic consumption and impulsive buying take part in the literature with the realization that the consumer does not show rational behaviour in the decision making process. The unplanned and over-the-run attitudes of individuals towards shopping are causing these concepts to be discussed in academic and professional contexts. The loss of control in shopping is a matter of economic, social and psychological consequences for consumers. In this context, shopping frenzy, over consumption, consumption addiction, oniomania and compulsive buying concepts have started to take place in marketing literature in recent years. (Altunışık et al., 2010).

Impulse buying behaviour is a disturbance that occurs as a result of the impulse of the individual and the inability to control it, resulting in financial difficulties. People with impulsive purchasing inconveniences become obsessed with shopping due to cultural, social and psychological factors such as social status, moderation, imitation, interest. Impulsive buying tendencies could be terminated by different forms of behaviour, short term and long term. These are re-shopping, feeling bad, post-shop regret, guilt, debt, depression, social isolation and low self-esteem (Korur and Kimzan, 2016). It is necessary to clarify why impulse buying behaviour is related to positive and negative emotions. Understanding why consumers are in a pleasant or unpleasant mood after shopping could be based on self-regulation theory. The self-regulating theory is based on the idea that individuals are motivated to manage multiple standards, goals and ideals that could be complemented or competed at any point in time and withdrawn from a feedback

cycle. According to the theory of self-regulation, there are four categories of self-directedness goals. Individuals try to control their thoughts, feelings, impulses and performances (Baumeister and Heatherton, 1996; Baumeister and Vohs, 2004). It may imply a regulator that is beneficial to alter emotional states or monitoring the mood. According to Tice et al. (2001), individuals with emotional distress (e.g., anger, fear, loneliness) focus more on short-term goals to get rid of sadness, including being in more impulsive behaviours, the individual could be found in behaviours that are impulsive behaviour-oriented, risk-oriented and, impulsive behaviour including busyness.

On the other hand, this theory recommends two diverse basic drives, each accompanying a different self-regulation strategy. The first drive is subjected to the desire to reach out for good things. This motive focuses on activities, growth, hopes, wishes, aspirations. It is an attribute to focus on promotion. A promotion focus prompts a state of willingness to accomplish progress and gains and consequently standardizes the occurrence or nonappearance of rewards and positive consequences. The second motive depends on the need to evade bad things. This motive makes us focus on duties, compulsions, or responsibilities. Thus, it is referred to as a prevention focus (Verplanken and Sato, 2011).

Internet suitability is a factor that could increase impulse buying by product variety and price advantages. In a technological environment, shopping is the first step of a web browsing process where consumers browse for information and make choices on the Internet. Many consumers pay great attention to browsing the web and collecting information while shopping online. There is a long stream of browsing behaviour that allows consumers to remove or reduce risks associated with their shopping duties. Web browsing is divided into two different categories as utility and hedonist. Utilizing screening intentions, it tries to achieve products with goal-oriented behaviour and risk-reducing strategies.

On the other hand, hedonic scanning is more interested in the fun and enjoyable aspects of shopping, whether it is a purchase or not. The main concern of web browsers is to buy products in a timely and efficient manner, with minimal effort and ease. But the fun and engaging opportunities of web browsing play an important role in enhancing the joyful shopping experience. Whether making a purchase or not doing a search in the technological environment, consumers are looking for information on a wide range of products and taking pleasure (Park et al., 2012).

Intensive and active using the Internet in daily life, development in devices giving access to the Internet and connection, affects consumers' buying behaviour to a great extent by putting into practice smart mobile phones connected to the Internet. With smart mobile devices, the concept of mobile retailing has emerged to express purchasing made via the Internet. Almost every sector, especially the communication and retail sector, has been affected by the emergence and widespread use of mobile phones and mobile devices. Mobile tools offer different opportunities by moving beyond e-shopping mediated by trade and shopping computers (Tatlidil et al., 2012). Internet and the rapid growth of multichannel retailing, consumers are now exposed to marketing stimuli that encourage continuous uncontrolled purchases. The Internet plays a role as an alternative uncontrolled purchasing channel, enabling consumers to shop 7/24 a week in the comfort of their homes in their spare time (Dawson and Kim, 2009).

Methodology and research methods. The purpose of this research is to reveal to what extent the life satisfaction of individuals has an effect on impulsive buying behaviours based on the self-regulation theory. Moreover, it aims to research whether participants' impulsive buying behaviour and life satisfaction differ in online/offline shopping behaviour.

The population of the research consists of consumers who shop offline or online. The study sample consists of 212 consumers who reside in Duzce. They were selected by a random method. In the research, the survey technique, one of the quantitative research methods, was chosen as the data collection method. The questionnaire form was applied in Duzce province and via e-mail between March and May, 2018. The convenience sampling method was used in the selection of the people to participate in the study. It stands to mention that the study limited by doing research only in Duzce. The analysis only represents the sample. Thus, the obtained results couldn't be generalized.

Table 1. Distribution regarding the demographic characteristics of the participants

Gender	Frequency	%
Female	136	64,2
Male	76	35,8
<i>Tota</i>	212	100
Do you shop as online?	Frequency	%
Yes	161	75,5
No	51	24,5
Online Shopping Channels	Frequency	%
Social Media	22	10,4
Shopping Websites	139	65,5
None	51	24,1
<i>Total</i>	212	100

Sources: developed by the authors.

As seen in Table 1, approximately 65% of the participants are women, and 35% are men. Considering whether the participants do online shopping or not, it is seen that about 75% of them shop online, while 25% do not shop online. Analysis of the channel selection used for online shopping shows that most participants use shopping sites.

Table 2. Crosstab for gender and online/offline shopping

Crosstab	Online Shopping Channels		Offline Shopping	Total
	Social Media	Shopping Websites		
Gender				
Female	18	86	32	138
Male	4	53	19	76
Total	22	139	51	212

Sources: developed by the authors.

Table 2 consists of gender distribution and type of shopping (as channels), and online/offline status. Females who overwhelmingly prefer online shopping (76 %) use mostly shopping websites (63%), subsequently social media (13 %) and offline shopping (24 %). Accounts for males are subsequently shopping websites (69%), social media (5%) and offline shopping (25 %). The research conducted is a quantitative study in terms of the perspective on which it based. Although it is an empirical study according to the data collection technique, it evaluates the primary data according to the characteristics of the research's data. These data are in the form of instant data. Due to the nature of the research and time constraints, a questionnaire was used as a data collection technique. In general, the questionnaire is defined as «the method of obtaining data by responding to a set of questions formed in a predetermined order and structure» (Altunışık et al., 2007). Impulse buying scale and life satisfaction scale were used in this study, which was conducted to determine the effect of individuals' impulse buying behaviours on their life satisfaction. Exploratory and confirmatory factor analyzes were applied to the scales, and analysis results were also included. Exploratory factor analysis is a statistical analysis method that aims to determine the factors that are less than the relevant variables. There is no correlation between them by using the relationships between variables in a data set (Özdamar, 2013). On the other hand, Confirmatory factor analysis is a process of creating latent variables based on observed variables through a previously developed model. It is a method generally used to develop scales, to conduct validity analyses or verify a predetermined structure (Aytaç and Öngen, 2012). In the questionnaire form, two scales consist of thirty-three items to measure impulse buying behaviour and five items – life satisfaction and questions about demographic characteristics. The relevant scales are intended to determine the respondents' level of

participation (1: strongly disagree ... 5: strongly agree) to the scale's expressions. To measure impulse buying behaviour, 33 questions and 6 sub-dimensions in the form designed by Youn and Faber (2000) and adapted for Turkish consumers by Dursun and Yener (2014) were used. Another scale accepted and frequently used in the literature is Weun et al. (1998). However, comparing the scale of Weun et al. (1998) and Youn (2000) according to the reliability coefficient showed that Youn's (2000) scale was more reliable for Turkish consumers (Dursun and Yener, 2014). It was evaluated with a 5-point Likert scale in two scales in the questionnaire.

To reveal items and dimensions, exploratory factor analysis was conducted. Kaiser-Meyer-Olkin (KMO) sampling adequacy coefficient was found to be 0.885, and Bartlett's test of sphericity was significant at the 0.00 level. Table 3 demonstrates the exploratory factor analysis and reliability analysis results for impulse buying behaviour.

Table 3. Exploratory factor analysis and reliability analysis findings

Unplanned Purchasing			
Items	Factor Loadings	Items	Factor Loadings
▪ UB6	0.671	▪ UB32	0.568
▪ UB7	0.664	▪ UB8	0.539
▪ UB 4	0.621	▪ UB3	0.530
▪ UB31	0.582	▪ UB33	0.437
Explained Variance	0.05	Reliability Score	0.819
Emotion Conflict			
▪ EC11	0.807	▪ EC9	0.722
▪ EC10	0.802	▪ EC12	0.719
▪ EC13	0.748		
Explained Variance	0.06	Reliability Score	0.836
Rational Behavior			
▪ RB27	0.840	▪ RB25	0.682
▪ RB28	0.828	▪ RB24	0.502
▪ RB26	0.825		
Explained Variance	0.10	Reliability Score	0.831
Positive Emotions			
▪ PE17	0.794	▪ PE 15	0.709
▪ PE 14	0.784	▪ PE 16	0.652
▪ PE 18	0.766		
Explained Variance	0.12	Reliability Score	0.897
Mood Management			
▪ MM22	0.798	▪ MM20	0.727
▪ MM21	0.780	▪ MM19	0.667
▪ MM23	0.769		
Explained Variance	0.30	Reliability Score	0.907
Extraction Method: Principal Component Analysis; Rotation Method: Varimax; Total Explained Variance: .63; KMO Sampling Adequacy: .885; p=0,000<0.001			

Sources: developed by the authors.

Result of the factor analysis made for the impulse buying behaviour variable «Sometimes I suddenly feel the desire to buy and buy something» on the grounds that they have low factor loadings and have cross-factor loading. Expressions such as «When I feel a desire to buy something, I buy it as quickly as possible so as not to worry about not having bought it. «When I see a product that attracts me in a store, I feel helpless», «I also buy some clothing items that I do not intend to buy when I go shopping», «When I go shopping, I buy things I didn't plan to buy before» were removed. Then discovery factor analysis was repeated.

As a result of the analysis, expressions related to the dimensions of «not being able to resist purchasing» and «not thinking about the future – acting unplanned» were gathered under one dimension and named as «unplanned purchasing behaviour». As a result, a five-dimensional structure with a total variance of 63 was obtained.

Özdamar (2013) states the criterion values for the reliability coefficient as follows: 1) if the scale is not reliable in the range $0.00 < \alpha < 0.40$, it is low reliable in the range of $0.41 < \alpha < 0.60$, average reliable in the range of $0.61 < \alpha < 0.80$; 2) if it is in the range of $0.81 < \alpha < 1.00$ it is highly reliable. The reliability analysis results for the sub-dimensions of impulse buying behaviour are shown in the table from top to bottom, respectively, 819; 836; 831; 897; It was determined as 907. The given value ranges indicated that the reliability analysis results for all dimensions are highly reliable.

Table 4. Confirmatory factor analysis findings

Fit Indices	Acceptable Values	Perfect Values	Actual Values
χ^2/df	$2 \leq \chi^2/df \leq 5$	$0 \leq \chi^2/df \leq 2$	1.686
GFI	$0.80 \leq GFI \leq 0.95$	$0.95 \leq GFI \leq 1.00$	0.859
CFI	$0.80 \leq CFI \leq 0.95$	$0.95 \leq CFI \leq 1.00$	0.932
TLI	$0.80 \leq TLI \leq 0.95$	$0.95 \leq TLI \leq 1.00$	0.923
RMSEA	$0.05 \leq RMSEA \leq 0.10$	$0.00 \leq RMSEA \leq 0.05$	0.057

Sources: developed by the authors based on (Schermelleh-Engel et al., 2003; Hooper et al., 2008; Simon et al., 2010; Marsh et al., 2012; Kline, 2011).

As a result of the confirmatory factor analysis, the error terms of the UPB8 coded expression (the Unplanned Behaviour dimension) and the PE15 coded expression (the Positive Emotions dimension) were excluded from the measurement model because they were correlated with many expressions (Byrne, 2010). On the other hand, the standardized factor load of the RB24 coded expression belonging to the Rational Behaviour dimension was removed from the measurement model because it was lower than 40 (Byrne, 2010). Herewith, the current model was used in other analyses to be conducted within the study's scope. The confirmatory factor analysis result of the impulse buying variable showed that the value of χ^2/df from the goodness of fit values was in the perfect value range. In turn, the other fit values were in the acceptable value range. Table 3 shows the actual values resulting from the analysis and the acceptable values and perfect values. Figure 1 demonstrates the model diagram.

Individuals' general life satisfaction levels were measured using the Life Satisfaction Scale developed by Diener et al. (1985) and adapted to Turkish validity. Reliability analysis was made by Köker (1991). Under reflecting how the individual evaluates his/her life in general, the scale aimed at measuring the perceived general life satisfaction. Increasing the scores obtained from the scale consisting of five items indicate that the perceived general life satisfaction level increased. An example of the scale items is «I have achieved the important things I wanted in life so far». In the relevant study conducted by Köker, it was observed that the reliability coefficient of the scale was $\alpha = 0.852$. Considering the value ranges given by Özdamar (2013), it is highly reliable.

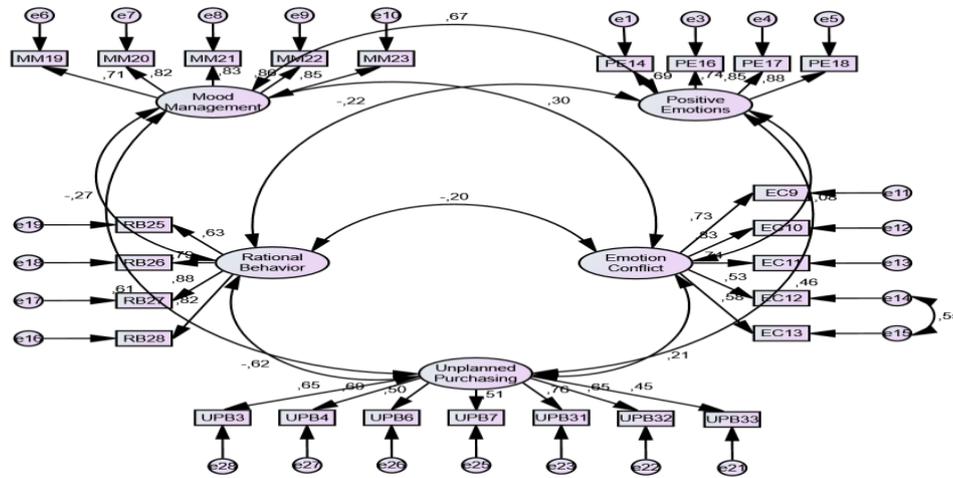


Figure 1. Impulse buying confirmatory factor analysis diagram
Sources: developed by the authors.

Table 5 shows that factor loads and explained variance are adequate to process the study and findings. To confirm in line with the structure, it is finalized that confirmatory factor analysis is conducted.

Table 5. Exploratory factor analysis and reliability analysis findings

Variables	Factor Loadings	Variables	Factor Loadings
▪ LS5	0.848	▪ LS2	0.752
▪ LS1	0.812	▪ LS3	0.746
▪ LS4	0.801	Extraction Method: Principal Component Analysis;	
Reliability Score	0.852	Rotation Method: Varimax; Total Explained Variance:	
Explained Variance	0.63	.63; KMO Sampling Adequacy: .85; p=0,000<0.001;	
		Cronbach Alfa: .85,2	

Sources: developed by the authors.

Table 6. Confirmatory Factor Analysis Findings

Fit Indices	Acceptable Values	Perfect Values	Actual Values
χ^2/df	$2 \leq \chi^2/df \leq 5$	$0 \leq \chi^2/df \leq 2$	1.706
GFI	$0.80 \leq GFI \leq 0.95$	$0.95 \leq GFI \leq 1.00$	0.984
CFI	$0.80 \leq CFI \leq 0.95$	$0.95 \leq CFI \leq 1.00$	0.992
TLI	$0.80 \leq TLI \leq 0.95$	$0.95 \leq TLI \leq 1.00$	0.983
RMSEA	$0.05 \leq RMSEA \leq 0.10$	$0.00 \leq RMSEA \leq 0.05$	0.058

Sources: developed by the authors on the basis of (Schermelleh-Engel et al., 2003; Hooper et al., 2008; Simon et al., 2010; Marsh et al., 2012; Kline, 2011).

As a result of the confirmatory factor analysis for the life satisfaction variable, the goodness of fit values χ^2/df , GFI, CFI and TLI were in the perfect value range, while the other fit values RMSEA were in the acceptable value range. Table 6 shows the results for the actual values resulting from the analysis and the acceptable values and perfect values. Figure 2 demonstrates the model diagram.

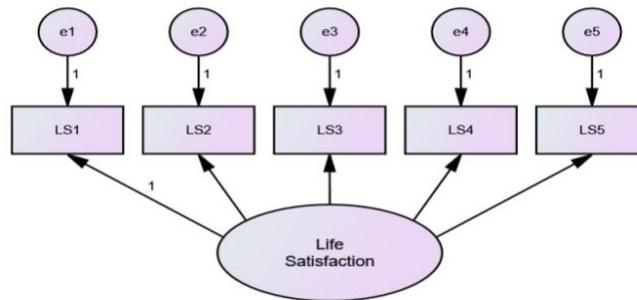


Figure 2. Life satisfaction confirmatory factor analysis diagram

Sources: developed by the authors.

This study refers prediction model, which is one of the relational research methods. Simple regression and multiple regression analysis methods could be used and correlation calculated in predictive models (Metin, 2015). Regression analysis refers to the process of explaining the relationship between two or more variables (as dependent variables) and the others (as independent variables) and the relationship between them with a mathematical equation (Gamgam and Ünver, 1986; Howell, 1987). In this direction, Figure 3 shows the model developed to determine the effect of individuals' life satisfaction on impulse buying behaviour.

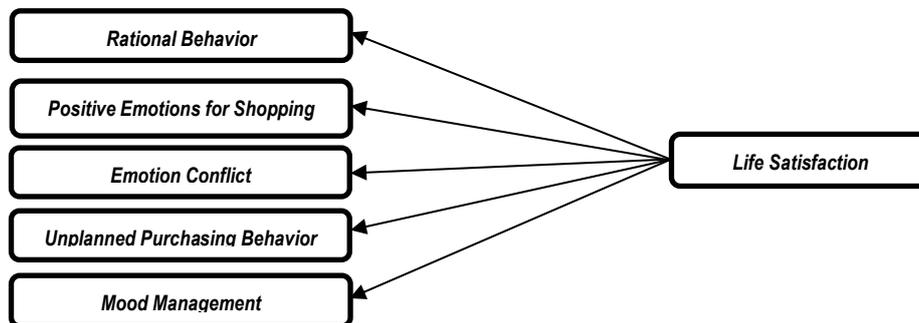


Figure 3. Research model

Sources: developed by the authors.

Under the study (Silvera et al., 2008) containing 277 participants who are students and English-speaking in Canadian University, the subjective wellbeing, as a wider structure that shows individual's positive and negative responses to their specific aspect of satisfaction, relates to buying impulse including a lack of planning in the purchasing process. However in the same study, excitement with positive feelings in shopping is effected by the interpersonal influence of wellbeing. The consumer decision process of purchasing could be affected by how they satisfy with life.

Aslan and Şener (2019) found that 65-aged and over consumers' life satisfaction may change according to age. Thus, that age is effective in purchasing decisions. The authors concluded that the relationship between insecurity (the sub-factor of money attitude) and life satisfaction mediated the purchase decision. It was evident that dissatisfaction with life could push the individual to momentary dysfunctional behaviours and may later remorse. Bozdağ Türker (2019) examined variables related to

compulsive online buying behaviour. The authors found a negative relationship between life satisfaction variable and loneliness, impulsivity, and depression-anxiety-stress, which express the person's mood.

Emotional conflicts reflect sadness, regret, and tension etc., after purchasing. Miao (2011), having studied 278 participants in Pennsylvania in 3 days, found that affective ambivalences trigger impulsive behaviour, and affective ambivalence reveals itself in two delicately but qualitatively changed affective states: «guilty pleasure» and «pleasurable guilt».

This study emphasizes a clear negative relationship between satisfied people and impulsive buying decision related to confliction in emotions. Korur and Kimzan (2016) revealed that compulsive purchasing behaviour had a positive and significant relationship with credit card abuse and post-shopping regret. While shopping in this way, the consumers feel that they are not spending money and only for show or satisfaction. As a result, they enter a period where they may have difficulty paying their debts. Thus, emotional conflicts could occur (Smith et al.,2015). In light of all this information, the following hypotheses have been developed:

H1: The life satisfaction of individuals has a statistically significant effect on impulse buying behaviour.

H1a: Individuals' life satisfaction has a statistically significant negative effect on positive emotions for shopping.

H1b: Individuals' life satisfaction has a statistically significant negative effect on emotion conflict.

H1c: Individuals' life satisfaction has a statistically significant negative effect on unplanned behaviour.

H1d: Individuals' life satisfaction has a statistically significant positive effect on rational behaviour.

H1e: Individuals' life satisfaction has a statistically significant negative effect on mood management.

Results. In this part, to determine some differences regarding participants' descriptive features, T-tests are used to determine these differences in terms of means of all dimensions of variables.

Table 7. Comparing means in terms of gender

Dimension	Type of Shopping	N	Mean	S.D	T	p
Positive Emotions	Male	76	2,55	0,98	0,765	0,446
	Female	136	2,66	0,94		
Emotion Conflict	Male	76	2,63	0,93	3,41	0,001**
	Female	136	3,06	0,85		
Unplanned Behavior	Male	76	2,13	0,79	0,833	0,406
	Female	136	2,22	0,71		
Rational Behavior	Male	76	3,87	0,92	0,371	0,712
	Female	136	3,49	0,94		
Mood Management	Male	76	2,31	0,95	5,62	0,000**
	Female	136	3,10	1,02		
Life Satisfaction	Male	76	3,29	0,80	0,101	0,920
	Female	136	3,30	0,77		

** significant at % ,1 error level * significant at % ,5 error level

Sources: developed by the authors.

As a result of independent sample T-test, the difference between emotion conflict ($X_{male}=2,63$; $X_{female}=3,06$), ($t=3,41$; $p<0,01$), mood management ($X_{male}=2,31$; $X_{female}=3,10$), ($t=5,62$; $p<0,01$) and group means were found to be statistically significant.

Another independent sample T-test was conducted to determine whether the participants' impulse buying and life satisfaction behaviours differ significantly or not according to their online or offline shopping status.

Table 8. Comparing means in terms of the shopping type

Dimension	Type of Shopping	N	Mean	S.D	T	p
Positive Emotions	Online	158	2,73	0,98	2,86	0,001**
	Offline	54	2,31	0,79		
Emotion Conflict	Online	158	2,94	0,93	1,04	0,334
	Offline	54	2,81	0,80		
Unplanned Behavior	Online	158	2,25	0,74	2,03	0,045*
	Offline	54	2,01	0,73		
Rational Behavior	Online	158	3,64	0,96	0,371	0,712
	Offline	54	3,59	0,92		
Mood Management	Online	158	2,88	1,08	1,51	0,132
	Offline	54	2,64	1,00		
Life Satisfaction	Online	158	3,34	0,75	1,18	0,239
	Offline	54	3,19	0,86		

** significant at % ,1 error level * significant at % ,5 error level

Sources: developed by the authors.

As a result of this test, the difference between positive emotions ($X_{online}=2,73$; $X_{offline}=2,31$), ($t=2,86$; $p<0,01$) and unplanned behaviour ($X_{online}=2,25$; $X_{offline}=2,01$), ($t=2,03$; $p<0,05$) and group means were found to be statistically significant.

Table 9. Comparing means in terms of shopping channels

Dimension	Shopping Channels	N	X	S.D	F	p	Sig. Dif.
Positive Emotions	Social Media	22	2,63	1,08	5,303	0,944	1>2
	Shopping site	139	2,76	0,987		0,375	1>3
	Offline	51	2,25	0,714		0,001**	2>3**
Emotion Conflict	Social Media	22	3,16	0,882	1,275	0,559	1>2
	Shopping site	139	2,91	0,934		0,281	1>3
	Offline	51	2,79	0,822		0,768	2>3
Unplanned Behavior	Social Media	22	2,50	0,817	4,531	0,398	1>2
	Shopping site	139	2,22	0,741		0,032*	1>3*
	Offline	51	1,96	0,669		0,650	2>3
Rational Behavior	Social Media	22	3,39	0,996	0,795	0,557	1>2
	Shopping site	139	3,67	0,970		0,732	1>3
	Offline	51	3,62	0,873		0,986	2>3
Mood Management	Social Media	22	2,98	1,28	2,115	0,988	1>2
	Shopping site	139	2,89	1,06		0,445	1>3
	Offline	51	2,56	0,965		0,120	2>3
Life Satisfaction	Social Media	22	3,50	0,557	1,331	0,412	1>2
	Shopping site	139	3,31	0,774		0,183	1>3
	Offline	51	3,18	0,875		0,743	2>3

Sources: developed by the authors.

There is a significant difference between shopping sites and offline shopping according to positive emotions ($F = 5.303$; $p = 0,001 < 0,01$). Another significant difference found is between social media and offline according to unplanned behaviour ($F = 4,531$; $p = 0,032 < 0,05$).

At this stage, the dimensions obtained from exploratory and confirmatory factor analyses and the research hypotheses developed within the scope of the research were tested with the structural equation model. Table 10 shows the analysis results. Figure 4 demonstrates the effect model diagram.

Table 10. The goodness of fit of the model

Fit Indices	Acceptable Values	Perfect Values	Actual Values
χ^2/df	$2 \leq \chi^2/df \leq 5$	$0 \leq \chi^2/df \leq 2$	2.017
GFI	$0.80 \leq GFI \leq 0.95$	$0.95 \leq GFI \leq 1.00$	0.802
CFI	$0.80 \leq CFI \leq 0.95$	$0.95 \leq CFI \leq 1.00$	0.871
TLI	$0.80 \leq TLI \leq 0.95$	$0.95 \leq TLI \leq 1.00$	0.858
RMSEA	$0.05 \leq RMSEA \leq 0.10$	$0.00 \leq RMSEA \leq 0.05$	0.069

Sources: developed by the authors on the basis of (Schermelell-Engel et al., 2003; Hooper et al., 2008; Simon et al., 2010; Marsh et al., 2012; Kline, 2011).

Figure 3 gives the path analysis of the proposed structural equation model. The effect model analysis results showed that all goodness of fit values are within the acceptable values range. Table 11 shows parameter estimates of the structural model that provides the goodness of fit values.

Table 11. Standardized regression coefficients and parameter estimates for the model

Exogenous Variable	Endogenous Variable	Std. Reg. Coefficient	Std. Error	P-Value
Life Satisfaction	Positive Emotions	-0.242	0.088	0.003**
Life Satisfaction	Emotion Conflict	-0.218	0.093	0.008**
Life Satisfaction	Unplanned Behavior	-0.250	0.065	0.005**
Life Satisfaction	Rational Behavior	0.184	0.100	0.019*
Life Satisfaction	Mood Management	-0.157	0.094	0.042*

** significant at % ,1 error level * significant at % ,5 error level

Sources: developed by the authors.

Table 11 shows that life satisfaction has significant ($p < 0.001$) and negative effects on unplanned behaviour, positive emotions, emotion conflict dimensions (-0.250; -0.242; -218 respectively), which are the sub-dimensions of impulse buying. Moreover, life satisfaction has a significant ($p < 0.05$) and a negative effect on mood management (-0.157). Besides, life satisfaction has a significant ($p < 0.05$) positive impact on the rational behaviour dimension. In other words, H1a, H1b, H1c, H1d, and H1e are accepted.

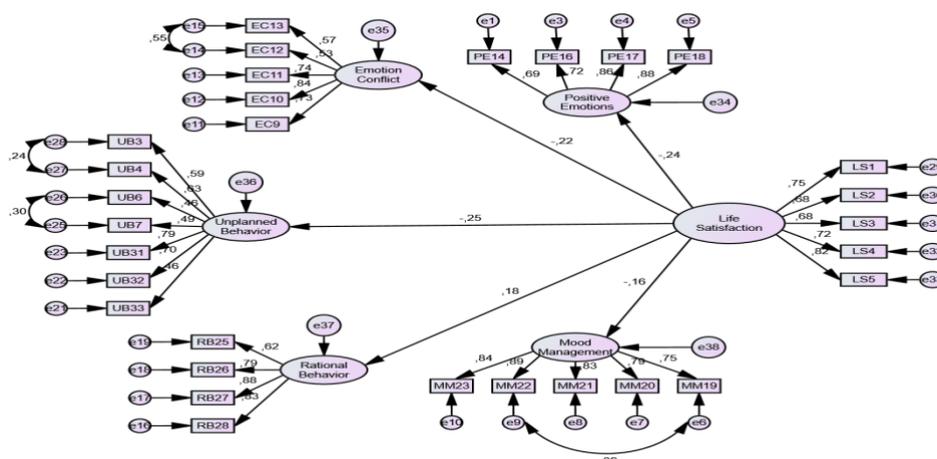


Figure 4. The path analysis of the model

Sources: developed by the authors.

Conclusions. It is quite natural nowadays that people tend to buy things to make a difference in their lives and increase their happiness because they get bored, tired after an extremely busy and stressful day, and want to reward themselves. Thus, consumption has become a means of satisfaction for people who want to meet their psychological needs and enjoy. That is why it is referred to *carpe diem* and *carpe noctem* to identify life satisfaction effects on impulse buying behaviour. Consumers could get away from their usual problems by shopping from the perspective of these concepts.

This study aimed to determine whether impulse buying behavior, which could be a source of inspiration for happiness and satisfaction in people's lives, really takes shape based on life satisfaction. This aim was explained in a theoretical framework with the self-regulation theory (Baumeister and Heatherton, 1996; Baumeister and Vohs, 2004; Tice et al., 2001). It emphasizes that individuals avoid situations and activities that may make them feel worse, such as receiving negative feedback about themselves and dealing with a boring job when they are in a positive mood. Moreover, this study tried to be clarified such questions «do people behave more rationally if they suddenly feel the desire to buy at the point where they are really satisfied with their lives, do they remain in the conflict in emotional terms, or when they encounter tension and stress, do they attempt to buy without thinking or planning». The other point is whether shopping is online or offline. There is an attempt to explain whether all these behaviors are shaped by online or in-store shopping and if it is from the Internet, according to which online channels. Exploratory factor analysis was carried out to determine the dimension of the impulse buying variables. According to the result, a structure with 5 factors (Positive Emotions, Emotion Conflict, Unplanned Behavior, Rational Behavior, Mood Management) was obtained. The scale's original is a 6-factor structure, but the inability to resist purchasing and overlooking to future is combined under the unplanned behaviour dimension in this study. Logically, the inability to resist purchasing and disregarding the future could be considered equivalent to purchasing behaviors made by ignoring many factors without planning. Afterwards, confirmatory factor analysis was performed to test the structural validity of the dimensions obtained. The structural equation model was established with the variables under provided structural validity. Thus, the model was analyzed. According to the analysis results, the statistically significant negative effect of individuals' life satisfaction on unplanned purchasing behaviour, positive emotions for shopping, emotion conflict and mood management dimensions. The obtained results showed the statistically significant negative effect on the rational behaviour dimension. In other words, while life satisfaction of individuals has a positive effect on the rational behaviour dimension of impulse buying behaviour, it has a negative effect on all other dimensions that could be expressed as irrational behaviour. In short, happy individuals with a high level of life satisfaction have more rational purchasing behaviour. In the section that the researcher divides the concept as Happiness-as-connection-to-objective-preexisting-good, objectivity is to reach more extreme points for the individual and is directly proportional to the objectivity and logic of the individual. It could be in the same direction for buying decision process. Virvilaitė et al. (2011) stated that impulse buying is affected by emotions and hedonic reasons. Besides, Beatty and Ferrel (1998) found a relationship between consumers' positive emotions and their impulse buying desire. Youn and Faber (2000) also stated that a person's emotions and moods affect impulse buying. Willis (1991) emphasizes that «No product fully responds to the consumer's desires and expectations and puts the consumer in the expectation of the following goods». Furthermore, human beings relate happiness to consumption, while hedonism's seductive effect forms the basis of consumption addiction. Generally, the happiness of the behaviour leading to addiction takes a short time, and then the person feels great regret or guilt (Solomon, 2003). Therefore, consuming as a search for happiness results in unhappiness. Considering that making impulse buying behaviour is a tool to get rid of unhappiness, it could be thought that happy individuals would not tend to buy this tool instantly. Therefore, individuals who tend to exhibit impulse buying behaviour would be affected by their level of life satisfaction, that is, their happiness state, and would act in purchasing. The study results were reached and supported in line with the mentioned studies. Besides, according to the T-test and Anova test conducted to analyze the differences, emotion conflict and mood management,

which are among the impulsive buying sub-dimensions, differ according to the gender of the individuals. At this point, women tend to prefer more impulse buying behaviours to get rid of emotional conflict and negative mood compared to men. Coley and Burgess (2003) found that women consumers make unplanned purchases. Men have a shopping list with them while going to their shopping and buying nothing more. When women see the product in the market, they remember the need for that product. Sometimes, they are attracted to the discount and promotion on the product and make purchases even if they are not needed. In another difference analysis, the dimensions of variables used in the study were examined according to the type of purchase. It was determined that there was a difference in the dimensions of impulsive buying, positive emotions for shopping, and unplanned behavior, according to online and offline purchasing types. It was concluded that individuals with online purchasing behaviour have more unplanned instant purchasing behaviour than offline purchasing behaviour. They shop because they have positive feelings about shopping. Erdem et al. (2015) noted that consumers' impulsive motivations affect impulsive online purchasing, whether in cognitive or emotional dimensions. In this context, all the impulsive motivations (social, role/idea, adventure, pleasure-based shopping motivations, stress, emotions, etc.) affect consumers' online impulsive buying tendencies. Finally, in another analysis of differences, it was concluded that there was a difference in the means of the dimensions of positive emotions for shopping and unplanned behaviour according to the purchasing channels of individuals. According to this result, it is seen that individuals who use social media as a purchasing channel have more unplanned purchasing behaviour compared to individuals using offline channels. Besides, individuals who buy from shopping sites have more positive feelings about shopping than those who buy from offline channels.

If looking at the analysis results in terms of meaning, it is seen that in today's world, where materialism is increasing, materialism causes individuals to exhibit certain behaviours such as acquiring assets, losing wealth and buying unconsciously. It is stated that the concept of impulse buying is an unconscious consumption behaviour that results in negative feelings and thoughts such as unhappiness, dissatisfaction and regret. In this context, the impulse buying behaviour resulting in negative emotions is the result of negative emotions and unhappiness. On the other hand, there is a necessity to act under ethical and social responsibility principles regarding the purchasing actions and results of the consumers who make purchasing decisions with marketing activities (Torlak, 2007). While 4.5 billion tons of food is produced annually for the world population, which is about 8 billion (Climate Related Transboundary, 2008) and this production amount is expected to be enough to feed 10 billion people, about 1 person out of every 9 in the world cannot be fed enough and is hungry instantly. It raises an ethical problem that individuals who engage in irrational behaviour with their behaviours need to reconsider. There is a need to be regarded by marketers to improve new and contemporary approaches for consumers. In this context, thinking of these individuals who are unhappy because they couldn't meet their physical needs could be expressed as a suggestion to solve this ethical problem while making an irrational, impulsive behaviour to be happy when they feel psychologically unhappy.

This study was carried out in a short period due to time and cost constraints. One of the study's limitations is that the study data were obtained only from the participants in Duzce province. Those who want to study the subject further could develop a research model that includes other factors in the literature that cause individuals' impulse buying behaviours.

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Оцінювання впливу рівня задоволеності життям споживачів на здійснення ними імпульсних онлайн-купівель

Статтю присвячено аналізу поведінки споживачів з точки зору їх імпульсних покупок. Авторами зазначено, що серед низки факторів, які впливають на здійснення імпульсних покупок, особливе місце займає рівень задоволеності життям споживачів. Стрімкий розвиток онлайн-купівель, постійна взаємодія зі споживачем у віртуальному середовищі має значний вплив на якість життя споживачів. Зважаючи на це, головною метою дослідження стало визначення сили впливу рівня задоволеності життям споживачів на здійснення ними імпульсивних покупок. У рамках статті авторами проаналізовано силу впливу основних факторів, що впливають на прийняття рішень споживачів при здійсненні онлайн та офлайн покупок. Підґрунтям дослідження стали результати анкетування, проведеного у провінції Дюздже (Туреччина) з березня по травень 2018 року. Для досягнення поставленої мети використано факторний аналіз із використанням моделі структурних рівнянь. За отриманими результатами встановлено негативний взаємозв'язок між рівнем задоволеністю життям та змінними імпульсної покупки (позитивні емоції, конфлікт емоцій, спонтанна поведінка та управління настроєм). Емпіричні розрахунки засвідчили наявність позитивного взаємозв'язку між рівнем задоволеності життям та раціональною поведінкою споживачів, яка розглядається як додаткова змінна імпульсної покупки. Враховуючи отримані результати, авторами обґрунтовано статистично значущий диференційований вплив на поведінку споживачів таких факторів як: позитивні емоції, спонтанна поведінка, виду покупок та комерційні канали. Отримані результати мають практичне значення та можуть бути основою для подальших досліджень щодо визначення впливу інших змінних на імпульсну поведінку. Авторами зазначено, що основними обмеженнями даного дослідження є відносно короткий період анкетування (березень-травень), а також вибірка респондентів сформовано лише зі споживачів провінції Дюздже (Туреччина).

Ключові слова: задоволення життям, імпульсивні купівлі, онлайн-шопінг, офлайн-шопінг, комерційні канали.