

IMPULSE PURCHASE IN VIRTUAL ENVIRONMENT AND PRICE SENSITIVITY OF YOUNG CONSUMERS: RESULTS OF EMPIRICAL RESEARCH

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Abstract: *Dynamic development of e-commerce and m-commerce makes the demand on knowledge about attitudes, preferences and buying behaviours on the Internet grow. It is especially interesting to recognise the models of behaviours referring to consumers and generation Y – the generation preceding the so-called digital natives, i.e. people born after 2000. Conducted research fit well into the studies on buyers' behaviours in virtual environment and are important because of the fact that virtual environment creates determinants of making buying decisions that are different from the traditional ones. Therefore there is a need to verify the existing knowledge and define how much the mechanisms of actions of offline and online buyers are convergent. Growing commonness of smart phones and mobile applications raises the question of characteristics patterns of m-commerce buying process. One of the important area of these research is impulse buying. In this paper we try to answer the question about relationships between tendency to purchase on impulse, price sensitivity and perceived apps utility. The results of research conducted in Poland on the sample of 500 university students are analysed. They show that females are more price sensitive and more prone to buy impulsively than men who use apps to get more information and compare offers.*

Key words: *mobile applications, impulsive buying, price sensitivity, benefits from mobile applications, millennials.*

The JEL classification: L81, M31, D12.

INTRODUCTION

The pace of development of e-commerce all over the world and its share in turnover of retailing encourage to start deliberations about determinants that affect online buying behaviours, the intensity of their impact and the relationships between them. It is estimated that in 2022 Walmart will not be the largest retailer in the world. It will be left behind by Alibaba, the largest global player in e-commerce sector, whose annual turnover is to grow in the next five years from 342 to almost \$700 billion. China, the USA and India are the countries in which e-commerce markets are developing the fastest (*Rynek e-commerce...*, 2018). Poland also belongs to the group of countries of the highest dynamics of growth of online trade. Online retailing in Poland has been developing in Poland at the rate of 23% and in 2018 it reached PLN 50 billion. It is estimated that by 2020 it will have reached the value of PLN 70 billion (*Raport Interaktywnie.com...*, 2019). Although sales via the Internet is still low as comparing to overall sales, it has been growing very fast. Global companies like AliExpress, which in a very short time were able to beat the biggest Polish auctioneer Allegro, significantly contribute to this growth (*Kupujemy...*, 2018).

M-commerce has increasingly larger share in them which is associated with popularisation of communication technologies on mobile apps. In 2018, Poland, with more than 24 371 000 users of smart phones, was ranged in the middle of 50 countries with the biggest number of users; three first places are occupied by China, India and US. So more than 64% of population in Poland uses smart phones which gives a big potential market for m-commerce companies. Although m-commerce is seen as natural development of e-commerce related to the technological progress and part of it should be stressed that consumer expectations differs what means that their buying behaviour should be search separately. One important aspect of it is impulse buying.

SHOPPING ONLINE BY MOBILE APPLICATIONS

Technology development and growing popularity of smartphones and tablets has become a stimulus to develop e-commerce understood as “electronic transactions and communications conducted by means of mobile devices, such as laptops, PDAs and mobile phones, typically with a wireless connection” (Chaffey, 2009, p. 177). Mobile devices facilitate purchasing process by giving access to the information and opinions about the products, possibilities to compare them, choose the payment method and form of delivery (Knežević et. al., 2015). Some

authors such as Yuan and Cheng (2004), and Zhang et al. (2012) emphasize that m-commerce is the logical extension and a new stage of e-commerce development. Growing importance of m-commerce has encouraged retailers to develop mobile application which have made access to all sorts of information, entertainment, or services easier and quicker and the knowledge acquired in this way is up-to-date and related to the actual situation. Turban et al. (2015, p. 262) describe four key value-added attributes of m-commerce: ubiquity, convenience, interactivity and personalization.

Access to the Internet via mobile devices and applications contributed to the growth of importance of this communication and sales channels in the process of making decisions by customers. As the research shows, thanks to them consumers gain a lot of benefits – they can obtain information, compare offers, find opinions about offers, choose the payment form and the place of product purchase or collection in a short time and without additional costs. It should be stated here that among the reasons for online shopping via mobile applications, the respondents also indicate the access to offers and promotions that are not available at all or in a specific time in offline stores. As a result, many variables are analysed in the research concerning consumer behaviour on the Internet, whereas existing results allow to notice that for example while identifying attitudes towards computers and modern technologies gender matters (Li & Kirkup, 2007), and consumers behaviour depends on the intensity of using the Internet (Gefena & Straub, 1997), preferred Internet applications, or the manner of using these applications on mobile devices (Economides & Grousopoulou, 2008), shopping online orientation (Seock & Bailey, 2008) or perceived benefits (Stefańska & Wanat, 2017).

This research pays attention to two features of consumer attitudes – price sensitivity and propensity to make purchase decisions under the impact of impulse. Consequently, the following structure is assumed in further part of the paper: firstly, existing knowledge about impulse buying is shown, and next distinctive features of virtual environment are presented while emphasising the benefits that mobile applications provide to users. Then, another variable, respondents' sensitivity to the level of prices is discussed, the concept model is presented, and research hypotheses are formulated. In further part, results of research are analysed, and conclusions are formulated.

THEORETICAL BACKGROUND

The notion of impulse purchase became the subject of researchers' interest in the middle of 20th century. Pioneer research in this sphere was conducted by DuPont – DuPont Consumer Buying Habits Studies and other studies which were sponsored by Point-of-Purchase Advertising Institute (Stern, 1962) were performed. Rook (1987, p. 191) defines this notion as occurring when “a consumer experiences a sudden, often powerful and persistent urge to buy something immediately”. He describes impulse buying as exhibiting a number of characteristics: the feeling of an overwhelming force from the product; an intense feeling of having to buy the product immediately; ignoring of any negative consequences from the purchase; feelings of excitement, even euphoria; the conflict between control and indulgence. As Piron (1991) notices this type of purchase was initially identified with unplanned buying and described as the differences between planned purchase and what was actually bought. Nowadays it is said that impulse buying takes place when individual immediately purchases a product unplanned and without thinking. It is unintentional because the individual has not been looking for a particular product and did not have the slightest intention of buying. The characteristics of impulse buying include being unintentional, unplanned and taking no consequences of the buying act into consideration (Dawson & Kim, 2009; Khorrami et al., 2015). Impulse to buy occurs at the point of sales and could last for several seconds (Settle & Alreck, 1986, p. 335). It is related to positive emotions like hedonism or reward, or rather negative like bad mood or stress. It could be also linked to a deficit of self-control and low self-esteem (Pandaya & Pandya, 2018).

Finally, impulse buying can be defined as a buy products which the customer had not planned to buy and has bought without deep contemplation (Rook & Fisher, 1995, p. 306). It emerged as a research field with the grow of self-service stores and observation that a lot of buying decisions are taken when visiting the store (Neff, 2008; Strack et al., 2006; Parsad et al., 2017). They are accompanied by excitement, pleasure and powerful urge to buy. The influence of such characteristics as store attractiveness, display and collection of products on the shelves, friendliness of sales staff on buying behaviour, including very specific factors like lighting, aroma or music have been searched (Khorrami et al., 2015). Research on online impulse buying showed that online shoppers are even more impulsive than offline (Jeffrey & Hodge, 2007; Dolliver, 2009). It raises the question about the characteristics of impulse buying which takes place when shopping online, especially via mobile devices which become more and more popular. To answer

it several research has been conducted; mostly they fit to the framework S-O-R developed by Chan et al. (2017).

Factors determining impulse purchase were the subject of further research. Already in the middle of 20th century Applebaum (1951) drew attention to external determinants that caused the rise of an impulse. Stern (1962) identified nine product-related factors that might be influential: low price; marginal need for the product/brand; mass distribution; self-service; mass advertising; prominent store display; short product life; small size and finally ease of storage. In the first research in this area such issues as the impact of time pressure in decision-making were discussed (Iyera, 1989) by Philips and Brashaw, i.e. the impact of the store environment on buying decision made under the influence of an impulse (1993), types of impulse purchase by Bayley and Nancarrow (1998) or the role of individual predispositions to make such decisions (2001). Among the factors rising interest, emotions can also be indicated (Gerrit & van Raaij, 2003) and according to researchers the type of emotions, positive and negative is essential for emergence of an impulse (Beatty & Ferrell, 1998).

Nowadays the problem of impulse buying still seems to be hot. Survey conveyed in US in 2014 by phone on 1000 adult respondents showed that they spend quite a lot of money on impulse purchase. It took place because they were excited (49 percent), bored (30 percent), sad (22 percent), angry (9 percent) or intoxicated (9 percent). Gender influenced the character of purchases: men tended to buy bigger and be less sober whereas women spent less and were sadder. Also, in less developed countries like Turkey 70-80% of respondents declared impulse buying (Unsalan, 2016). Attention was also drawn in the research to the consumers' age while showing their high rates in 18-29 and 30-39 age groups (Dąbrowska & Janoś-Kresło, 2014).

Analysis of research on impulse buying in stores made by Unsalan (2016) has shown that they could be classified into three categories searching:

1. Internal (shopper related) factors like consumer characteristics (age, gender, mood, perceived risks, materialism, shopping enjoyment, impulse buying tendency) and culture
2. External: store environment (layout, atmospheric, store type, salesperson) product characteristics (product category, brand, packaging, price), promotional activities (e.g. discounts)
3. Situational dependent stimuli: time, money, the presence of the others, store browsing

For managers of the stores the most interesting are factors which they could influence related to the store environment and store browsing. As far as shopper related factors they might be interesting who is buying in impulsive way to target well this consumers by appropriate impulse.

Development of online selling has drawn the attention of researches to the problem of impulse buying when the purchase is made via internet. They indicated some factors encouraging impulse buying like lack of self-regulation (Sun & Wu, 2011), convenience and anonymity (Chih et al., 2012) feeling of freedom and control (Wolfenbarger & Gilly, 2011). Dawson and Kim (2009) argue that impulse buying is a global phenomenon. Its development is stimulated by the growth of online sales as well as its characteristics including (24/7). These stimuli foster the research on online impulse buying, which number grows.

As far as Authors know, although the price and price related factors has been indicated as important triggers (Stern, 1962; Jeffrey & Hodge, 2007; Xu & Huang, 2014; Park et al., 2012; Wolfenbarger & Gilly 2001) there are a little research on relationship between price sensitiveness and impulse buying (Park et al., 2012; Muratore, 2016; Zhou & Gu, 2015). We try to fill this gap by presenting the results of the research which took place in Polish universities and focused on using mobile application by the students. Choice of students has been justified by the fact that young consumers are more inclined to access online media and more keen on shopping product online (Kim & Eastin, 2011). Chan et al. (2017) presented meta-analysis of the 33 papers with the empirical results of the research related to this topic. In Stimulus-Organism-Response framework developed by them online impulse buying stimulus include (similarly to shopping in stores) external and internal triggers although their character in many cases differ. For example, factors related to store are replaced by website stimuli which cause cognitive or affective reaction (called online impulse buying organism). The direct effect on this stimuli and indirect of others is buying response which involves feeling urgency to buy and finally impulse buying behaviour. Impulsive buyers' characteristics, including age, have moderating effect on the website triggers as well as on buying behaviour. In this context it is not surprising that most of the research focus on the website design (e.g. Dawson & Kim, 2010; Wells et al., 2011; Liu et al., 2013), including atmospheric cues (Floh & Madlberger, 2013). Much less could be found in the group of marketing factors; Koski (2004) search generally retailers marketing activities, whereas Jones et al. (2003) product category specific. Product' price influence of impulse online shopping and related to it factors like bonus discounts were search rather rarely inter alia by

Jeffrey and Hodge (2007), Xu et al. (2014), or Park and Kim (2012). Promotion factors has been related to website design, price promotion; separately it has been analysed as importance of customer recommendation (Dawson & Kim, 2009; Chen et al., 2019). Some of the publications also tackled issue of the role of internal factors namely gender, subjective norms, consumer impulsivity, purchase intention, and actual purchase behaviour. Among them to role of psychological factors should be indicated. For example, Habib and Qayyum (2018) showed how personality characteristics: promotional focus and prevention focus effect consumer's impulse buying.

According to the analysis made Chan et al. (2017) research methods evolved from experiments which were used more at the at beginning of XXI to surveys used more last time. In most of the studies (21 out of 33) students we indicated as respondents which is justified by the fact that they are the main users of web technologies (Parboteeah et al., 2009).

PRICE SENSITIVITY

Price sensitivity is related to the price consciousness. Price consciousness is defined as the degree to which the consumer focuses exclusively on paying a low price (Lichtenstein et al., 1993). Remembering prices by consumers was the subject of research by Vanhuele and Drèze (2002) among others. The authors show that the combination of price recall, price recognition, and deal recognition provides a much richer understanding of consumers' knowledge of prices. They also find, that, frequent promotions increase consumers' ability to remember regular prices and that store switchers do not possess better price knowledge than other shoppers. Other researchers found, that less price conscious consumers are not very involved with the price aspect of the purchase (Lichtenstein et al., 1988) and wish to engage in little price search (Lichtenstein et al., 1993). High price conscious consumers, given their focus on prices (Lichtenstein et al., 1988), are cognitively very involved with price and consequently more deeply process any price related information. Another research, made by Manning et al. (2003) show that consumers who are relatively vigilant in paying low prices would be motivated to process unit pricing information, and thus be more likely to develop unit price usage knowledge.

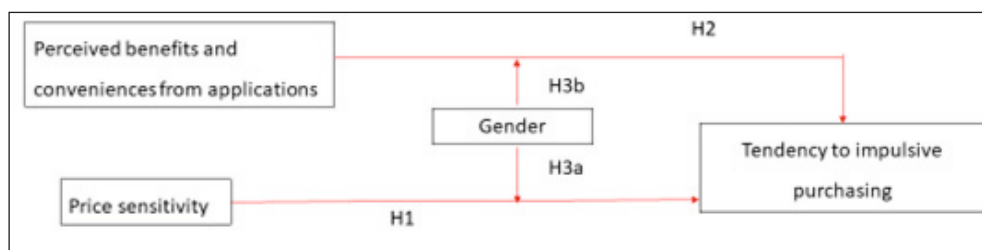
To determine the level of price sensitivity, a scale of proposed by Lichtenstein et al., (1993) was used. The scale consisted of nine items measured in a 7-point scale from 1 ("I totally disagree") to 7 ("I totally agree"). The value of 4 indicated

a level of “I neither agree nor disagree”.

- I am not willing to make an extra effort to buy a cheaper product.
- The money saved by finding cheaper products is usually not worth the effort and the time spent on finding them.
- I do not usually buy products in more than one shop in order to find the cheapest ones.
- The time necessary to find a low-price product is usually not worth the effort.

Relationships occurring between indicated variables are included in the conceptual model (Fig. 1).

Figure 1: Conceptual model



Source: authors

The paper formulates the following hypotheses:

H1: there is a relationship between price sensitivity and tendency to purchase on impulse:

- H_{1a} –lower price sensitivity shows low propensity to purchase on impulse,
- H_{1b} – higher price sensitivity shows high propensity to impulse buying.

In further part, hypotheses that concern moderating impact of applications on mobile devices are formulated while taking into consideration the benefits resulting from them and broadly perceived convenience. They include the following:

H2: There is a relationship between perceived benefits resulting from applications on mobile devices and tendency to impulse buying, as well as price sensitivity:

- H_{2a} –low propensity to purchase on impulse results from appreciation of informative character of mobile applications more than their utility
- H_{2b} –high propensity to purchase on impulse results from appreciation the utility of applications more than from their informative character.

H3: Gender is a factor influencing the relationship between price sensitivity, perceived benefits of applications on mobile devices and tendency to purchase on impulse

H_{3a} – gender is a determinant affecting the relationships between price sensitivity and tendency to purchase on impulse, considering the respondents' gender.

H_{3b} – gender is a determinant affecting the relationship between perceived benefits of applications on mobile devices and propensity to purchase on impulse and price sensitivity, considering the respondents' gender.

METHODOLOGY OF RESEARCH AND CHARACTERISTICS OF THE SAMPLE

To measure the buying attitudes characterised by impulsiveness, the instruments developed by Piron (1991) and Rook (1987) are usually applied. Based on this Ling et al. and Chai and Piew (2010) used the scale consisting of three opinions whose reliability coefficient in their research was 0.798:

- I am impulsive when purchasing products/services through web-retailer
- When my intentions is to merely browse through the web site, I sometimes make a purchase
- When I purchase products/services spontaneously from the web-retailer, I feel released.

To verify the formulated hypotheses, empirical studies were conducted at the turn of 2015 and 2016. The sample selection was non-random – a convenient method of sample selection was applied. Students of three higher education institutions in Poland of economic profile, including Universities of Economics in Poznań, Krakow and Katowice took part in the research. The study also comprised students staying in Poland within Erasmus international students' exchange program.

The study is a part of research conducted parallelly in Serbia and Croatia. The research tool was partly developed by a team of researchers from that countries (Knežević et al., 2017). The study applies a 7-level Likert scale, where 1 represents I totally disagree with presented opinion and 7 – I totally agree. This measure was used in the case of opinions included in table 1. The variables are included in the conceptual model.

The structure of respondents is shown in table 1. In total 525 filled in questionnaires were collected, however, only 503 were used for the analyses because 22

respondents did not use smartphones. The sample selection was purposeful, i.e. the criterion of belonging to the segment of Millennials and the use of smartphones by them was applied. Empirical material was collected with the use of both auditory survey and online method, therefore comparative analysis of results depending on the method of data collection for the purpose of identification of possible differences in averages obtained in both studied groups was conducted. Obtained results of tests show that there are no statistically significant differences in the distribution of responses to questions applied for the analysis in this study.

Table 1: Respondents' description

	Number of responses	Percentage
Level of university program		
First-cycle program	314	63
Second-cycle program	188	37
No response	1	0.2
Respondents' gender		
Females	220	44
Males	283	56
Assessment of economic situation by respondent		
Very bad	3	1
Bad	18	4
Average	232	46
Good	213	42
Very good	37	7

Source: authors

The analysis of collected empirical material was conducted in several stages. The variables, i.e. impulse purchase and price sensitivity were identified in the first stage. The next step was to determine whether there is a relationship between these variables.

RESULTS OF RESEARCH

In the first stage the determinants describing respondents' price sensitivity, their propensity to make decisions under the impact of impulse and the perception of

benefits from using mobile applications were distinguished. The scales developed by Lichtenstein et al. (1993), Piron (1991) and Rook (1987), modified by Ling et al (2010) and used by Stefańska et al. (2016) were applied to identify mobile apps utility. Variables adopted for the analysis explain 70% variances, KMO is 0.83 and Alpha Cronbach 0.85. As a result of Varimax rotation with Kaiser standardisation, 4 factors were extracted.

Table 2: Variables used in model

Items		loadings
Utility of mobile apps _informational	Apps providing wide range of information help me to make better purchase decision (i.e. product details & promotion)	.890
	Apps providing real-time and updated information help me to make better purchase decision	.870
	Apps making products recommendation based on my browsing / shopping history is useful to me	.541
	Apps making products recommendation based on my browsing / shopping history is useful to me	
Utility of mobile apps _convenient	I prefer advance availability or exclusiveness of products in Apps	.652
	The Apps channel is more convenient for shopping than other channels. (E.g. Internet, physical store)	.879
	Using Apps for purchasing products enable me to finish my task of shopping efficiently	.848
	In general, I believe the use of Apps channel for purchasing products is useful to me	.788
Items		
Shopping online impulsiveness	I am impulsive when purchasing products/services through web-retailer	.789
	When my intentions is to merely browse through the web site, I sometimes make a purchase	.847
	When I purchase products/services spontaneously from the web-retailer, I feel released.	.803
	When I purchase products/services spontaneously from the web-retailer, I feel released.	
Items		
Price sensitivity	I am not willing to make an extra effort to buy a cheaper product.	.668
	The money saved by finding cheaper products is usually not worth the effort and the time spent on finding them.	.717
	I do not usually buy products in more than one shop in order to find the cheapest ones.	.779
	The time necessary to find a low price product is usually not worth the effort.	.831

Source: authors

There are statistically significant differences between the variables. However correlation coefficient takes relatively low values.

Table 3: Correlation matrix of variables

	impulsiveness	price_sensit	usefull_app_informational	usefull_app_convenient
Impulsiveness	1			
price_sensit	.277**	1		
usefull_app_informational	.247**	.182**	1	
usefull_app_convenient	.377**	.222**	.627**	1

** . Correlation significant on the level of 0.01 (bilaterally).

Source: authors

Depending on the respondents' gender differences in the values of correlation coefficient were observed (table 4). In the case of women, higher values of correlation coefficient between impulsiveness and other variables were reported. This shows greater propensity of women to purchase without preparation. At the same time, in this group of respondents, lower values for relationships between price sensitivity and perceived benefits from using mobile applications were observed. This may result from women's conviction about better knowledge about offers of bricks-and-mortar stores and noticing clear benefits in the offers of virtual stores.

Table 4: Correlation matrix – results for women/men

Women	Impulsiveness	price_sensit	usefull_app_inform	usefull_app_convenient
Impulsiveness	1			
price_sensit	.308**	1		
usefull_app_inform	.321**	.126*	1	
usefull_app_convenient	.416**	.206**	.650**	1
Men	Impulsiveness	price_sensit	usefull_app_inform	usefull_app_convenient
Impulsiveness	1			
price_sensit	.235**	1		
usefull_app_inform	.135*	.262**	1	
usefull_app_convenient	.335**	.241**	.598**	1

* Correlation significant on the level of 0.01(bilaterally).

**Correlation significant on the level of 0.05 (bilaterally).

Source: authors

Then, on the basis of arithmetic mean estimated for every respondent, referring to online impulse buying, three segments were identified: the first consists of people of high level of orientation on impulse purchase (1-3), the second – of medium level (3.1-5) and the third – represented by people of the highest level of the mean (5.1-7). The means for the price sensitivity were estimated for each of the segments (table 5). The differences between segments are statistically significant at $p < 0.05$. Low propensity to purchase on impulse is accompanied by lower price sensitivity. It is logical, considering the fact that recognition that the price of a given product seems very attractive in comparison with another known offer, or is low enough not to cause discomfort is one of the factors stimulating impulse.

Table 5: Price sensitivity in segments of various intensity of the quality of impulsiveness – mean values for all the respondents, considering gender

Propensity to purchase on impulse									
	High			Moderate			Low		
Price sensitivity	Mean	St.dev.	N	Mean	St.dev.	N	Mean	St.dev.	N
Total	3.51	1.05	164	3.91	1.07	274	4.42	1.16	87
Women	3.53	1.03	91	3.86	1.00	144	4.40	1.23	61
Men	3.49	1.09	73	3.95	1.14	130	4.46	1.02	26

Source: authors

People declaring the highest level of readiness to buy on impulse obtained lower means in the estimation of relevance to invest time in searching for an offer that is better in terms of price. Presented results of research allow to formulate the following conclusions. The first and second hypotheses are verified. It can be stated that there is a relationship between the tendency to make decisions concerning impulse purchase and sensitivity to prices, whereas low propensity to make impulse purchase decision is accompanied by low price sensitivity. Furthermore, people who are not affected by impulse appreciate benefits from applications more than people acting under the impulse. Gender is a determinant that affects the power of relationship between price sensitivity and tendency to impulse buying and on the perception of benefits from mobile applications and buying behaviours. Comparison of results is shown in table 6.

Table 6: Results of analysis

Hypothesis	verification
H1a –lower price sensitivity shows low propensity to purchase on impulse	positive
H1b – higher price sensitivity shows high propensity to impulse buying	positive
H2a –low propensity to purchase on impulse results from appreciation of informative character of mobile applications more than their utility	positive
H2b –high propensity to purchase on impulse results from appreciation the utility of applications more than from their informative character.	positive
H3a – gender is a determinant affecting the relationships between price sensitivity and tendency to purchase on impulse, considering the respondents' gender	positive
H3b – gender is a determinant affecting the relationship between perceived benefits of applications on mobile devices and propensity to purchase on impulse and price sensitivity, considering the respondents' gender	positive

Source: authors

MANAGERIAL IMPLICATIONS AND RESEARCH LIMITATIONS

Donthu and Garcia (1999) assert that online shoppers were more likely to be impulse oriented. Conducted research provided a series of conclusions that are cognitively interesting. Firstly, it is confirmed that in the case of online buying via mobile devices, women are characterized by greater propensity to impulse decisions. Presented results of research show larger impact of this determinant in the case of women. Secondly, price sensitivity and impulsiveness are related with each other. Lower impulsiveness is accompanied by lower price sensitivity.

Presented results of research also lead to some conclusions related to application. Firstly, women can be more susceptible to actions in the sphere of price promotions in sales. Secondly, the respondents appreciate informative benefits from applications more than convenience. Therefore, to build relationships with customers and create added value, the possibilities to provide greater convenience to people ready to make impulse purchase decision should be focused on because nowadays, some aspects of buying process can operate in a restrictive way.

Just like in many studies conducted on the Internet some limitations should be recognised. Firstly, the sample was not random, but it was determined by respondents' availability and the fact that the representatives of the studied age group are constantly online.

CONCLUSIONS

Research on impulse buying emerged with the development of self-service. In the case of stores first they focused on store factors like store display or low price. Nowadays researchers also try to find out how consumer related factors like age, gender and situational factors like presence of the others influence consumers' propensity to buy impulsively.

No surprisingly impulse buying takes also place when consumers shop online. In e-commerce website stimuli which cause cognitive or affective reaction as well as impulsive buyers characteristics have been mostly search.

Growing popularity of m-commerce and its distinctive characteristics makes researchers interested in the issue of buyers' behaviour. One of them is necessity of fast reaction to the offer. This has made us interesting in the problem how smart phone users characteristic – price sensitivity influences the propensity to purchase on impulse if any differences between women and men could be identified. Research were conducted in Polish universities targeting heavy users of smartphones, inclined to impulse buying, and with growing income. Their results make contribution to the theory as well have practical implication. They show that young, well educated women are more sensitive to prices and also more prone to buy impulsively than men from the same population. The research contributes to the theory because it draws attention to the important consumer characteristics – price sensitivity, which to the Authors knowledge, has never been search. Practical implication includes addressing price promotions to the women who would react very fast if they found it attractive. If the price promotion is addressed to the men, they would rather first use mobile application to search for additional information and their decision process would probably last longer.

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