

CULTURAL ORIENTATION AND IMPULSE BUYING BEHAVIOR AMONG GEN-Z: A SURVEY-BASED ANALYSIS

Rooman Sajid Rao¹

ORCID: <https://orcid.org/0009-0009-1299-3429>

E-mail: rooman0007@gmail.com

Faiza Latif¹

ORCID: <https://orcid.org/0009-0005-1829-630X>

E-mail: faiza.latif1234@gmail.com

¹University of the Punjab, Lahore, Pakistan

Abstract

The University of the Punjab's Gen-Z students live on a media-saturated campus, allowing them to find, purchase and use products almost instantly. Amid this surge in the popularity of digitally mediated consumption, the current thesis explores the role of underlying cultural values that contribute to impulse buying behavior among Gen-Z in Pakistan. Based on the six cultural dimensions provided by Hofstede as the theoretical frame, the research collected data through survey of 320 undergraduate students at FIMS. The assessment of cultural orientation was done using the CVSCALE and indulgence scale by Heydari et al. (2021), whereas impulse buying tendencies were assessed using the Rook & Fisher trait scale. Quantitative, cross-sectional design has been utilized, and findings indicate that indulgence is the most significant positive predictor of impulse buying whereas long-term orientation and uncertainty avoidance negatively predict impulse buying. Contrary to societal expectations, male students were significantly more impulsive than their female counterparts. Mapping cultural blueprinting into daily consumption gives this particular research a rare empirical contribution. It has practical implications in financial literacy initiatives, culturally targeted marketing and digital consumer behavior policymaking in the developing economies.

Keywords: Impulse Buying Behavior; Hofstede's Cultural Dimensions; Gen-Z; Consumer Behavior; Cultural Orientation

INTRODUCTION

Gen-Z students walk across the University of the Punjab with phones buzzing and screens packed with limited-time offers. It takes a minute for a crazy fan to buy a limited-edition hoodie, or a nerdy guy to pay for an expensive skin in his favorite game, or even a student to order a set of expensive lipsticks that she love. Inside this single faculty, seven information and media departments nurture micro-narratives about identity, peer image, and consumption. This study sat inside that buzzing environment and followed the trail from cultural values to an instant purchase click. Youth living in the Pakistani cities have more than 90% mobile phone use whereas Lahore stands almost at the top in the mobile broadband reach in the country as whole (PTA, 2024). The present work mapped the tension between cultural orientation and impulse buying in a quantitative frame.

Impulse buying entered the category of theory when Rook (1987) defined it as a sudden compelling urge hedonic in spirit and often devoid of reflection. Culture entered the field as scholars noticed national clusters in payment behavior. According to Luo (2005), individuals living in collectivist areas talked to their buddies before buying, but solo impulsive shopping was common in places where individualism prevailed. The author identified six cultural aspects, including power distance, uncertainty avoidance, individualism, masculinity, long-term orientation and indulgence (Minkov & Kaasa, 2021). Prior international surveys have revealed a strong positive path from indulgence vs. restraint to impulse buying behavior, whereas a negative path from long-term orientation vs. short-term orientation to impulse buying behavior. Evidence of the influence of cultural orientation on impulse buying behavior is patchy in the South Asia. The special niche that a university setting offers is especially promising since at media schools, young people are taught how to form their narratives and they probably have elevated media literacy levels which, by the paradox, can stimulate faster purchasing.

Gen-Z worldwide is known for being digitally skilled, responding strongly to what their peers think and searching for brands that feel real (Priporas et al., 2017). Gen-Z in Pakistan mixes elements from outside with those from within the nation. They show respect for their family ranks but express themselves online in unusual and bold ways (Ghafar et al., 2022). No study is yet published where their cultural values can be measured to be found compatible with their desire to buy on impulse especially in the environment where there is single faculty of its own which can act as a cultural micro-lab. Impulse buying behavior is a negative, financially and psychologically, purchasing pattern that is usually defined as an impulse (and even irrational) buying behavior. It may cause consumer debt, stressed finances, remorse, and lower financial fitness. Generation Z has appeared as the high-risk group in that respect as they often act impulsively by making immediate purchases without the proper knowledge about the financial repercussions. The problem is enhanced by the digital atmosphere Gen-Z lives in, as it is always online and social media, along with the culture of online shopping, targeted advertisement, and influencer culture contribute to the persistent power of temptations to consume. This study investigates the association between cultural orientation and the impulse buying behavior of the Gen-Z. Based on Hofstede cultural dimensions and incorporating the appropriate findings and discussions in the study, the research seeks to examine the predictive abilities of cultural characteristics: indulgence, long term orientation, and uncertainty avoidance on the predisposition of students to make spontaneous purchases. It also checks the ways in which the findings of these relationships are moderated by gender, monthly allowance, and urban-rural background.

The study is targeted at achieving context-specific knowledge of the cultural scripts and decision heuristics guiding youth consumption behavior in a digitally-mediated, post-COVID marketplace. It explores how cultural orientation is associated with impulse buying among Gen-Z at the University of the Punjab specifically seven departments under the Faculty of Information and Media Studies. The cultural dimensions model developed by Hofstede is among the most popular and empirically-tested theoretical frameworks of comprehending the role of latent values played in the behaviors of cross-cultural and within-cultural societies (Hofstede, 2001; Minkov & Hofstede, 2011). Despite being initially developed to compare the national cultures, researchers have moved on to translating it at the individual level to describe psychological inclinations, of which consumer choice behavior can be considered among them (Bearden et al., 2006; Yoo et al., 2011).

The problem of impulse buying grows even more widespread, especially in online business, where customers continue being bombarded with flash sales, one-click buying, and algorithm-assisted advertisement. Among financially illiterate students with low income, the likelihood of indulging in impulsive purchases is quite dangerous (Khwaja, 2020). The generation Z, translated as people born between the mid-1990s and the early 2010s, is the first group who have been growing up in a purely digital environment (Turner, 2015). They are more consumptive and less conformist than the older generations, meaning that they are able to respond more to instant gratification mechanisms, which goes hand-in-hand with indulgence, long-term orientation, and uncertainty avoidance (Minkov & Hofstede, 2012). Retail apps deliver quick and easy-to-get discounts right to our feeds. If the authorities grasp the values that tilt students' behavior towards impulsive checkout clicks, they can add more value to their consumer-literacy workshops. On the other hand, advertisers will clearly know that what to do to increase their sales. The work also introduces a Pakistani voice in the global impulse-buying behavioral analysis, a space that is still dominated either by Western or the East Asian data sets.

Table 1

Association of Objectives, Research Questions, Theory and Hypotheses

Objectives	Research Questions	Hypotheses
Objective 1: To measure the Hofstede cultural-value dimensions among Gen Z students.	What is the individual score of Gen Z students in Pakistan on the six cultural-value dimensions posed by Hofstede?	H₁: Men score higher on Long-Term Orientation (LTO) than women. H₂: Men score higher on Individualism compared to women who possess greater Collectivist orientations.
Objective 2: To measure the impulse-buying behavior among Gen Z students.	How prevalent is the impulse-buying behavior of the Gen Z students in Pakistan?	H₃: Gen Z female students record a lower score in relation to impulsive purchasing than their male counterparts.
Objective 3: To determine the effects of cultural orientation on impulse-buying behavior.	What is the relationship between each Hofstede dimension and the impulse-buying behavioral tendency of the Gen Z students?	H₄: Power Distance (PD) correlates positively with Impulse Buying Behavior (IBB). H₅: Greater Uncertainty avoidance (UA) has a negative relationship with the behavior of impulse buying. H₆: Long-Term Orientation (LTO) negatively predicts Impulse Buying Behavior (IBB) in Gen Z students. H₇: Individualism vs. Collectivism (IVC) positively predicts Impulse Buying Behavior (IBB) in Gen Z students. H₈: Indulgence vs. Restraint (IVR) positively predicts Impulse Buying Behavior (IBB) in Gen Z students. H₉: Masculinity vs. Femininity (MVF) positively predicts Impulse Buying Behavior (IBB) in Gen Z students.
Objective 4: To examine whether gender and monthly allowance affect the culture-to-impulse link or not.	Does gender and monthly allowance affect the impulse-buying tendency?	H₁₀: Gender moderates the strength of the culture-impulse-link. H₁₁: The monthly allowance of students (PKR) and their impulse buying behavior (IBB) have a strong positive correlation.
Objective 5: To investigate whether the connection between cultural orientation and impulse buying behavior is moderated	Is the urban-rural background a moderator of the relationship between cultural orientation and impulse buying behavior of Gen Z students in universities?	H₁₂: Background is a moderating variable of Power Distance and Impulse Buying Behavior link. Urban students show a stronger link than Rural ones.

Objectives	Research Questions	Hypotheses
by the background of students or not.		

LITERATURE REVIEW

Culture determines how individuals view status, time and pleasure. Impulse buying shows how quickly an individual relapse into making a rash decision without thinking. A shopper sees a flash sale, feels a burst of excitement and buys the item in seconds. That swift act looks random, yet decades of research say it follows hidden cultural scripts (Luo, 2005). The development of any relationship that exists between cultural orientation and impulse buying will thus enrich not only the field of consumer psychology but the cross-cultural management as well. (De Mooij, 2019). A clear theory path from culture to impulse action lets each group make sharper moves.

First to trace workplace values was Geert Hofstede in the 1970s and values differ by country in six reliable dimensions which are power distance, individualism as opposed to collectivism, masculinity as opposed to femininity, avoidance of uncertainty, long-term orientation, and indulgence as opposed to restraint (Hofstede et al., 2010). Each dimension works like a silent guide. Researchers often measure these values with CVSCALE: A 26-Item Five-Dimensional Scale of Individual Cultural Values or shorter youth adaptations that maintain Cronbach alpha values above 0.75 like the indulgence dimension is captured using the six-item scale developed and validated by Heydari et al. (2021). Scores usually sit on a Likert line, so they slide easily into regression or structural-equation models. By virtue of the fact that the dimensions remain constant over the years, they assist in comparison of buyer behavior across geographical locations as well as through time (Bearden et al., 2006).

Rook (1987) found that impulse buying happens when people have a sudden, overpowering urge to buy something and do it quickly with little time to think about it. Verplanken and Herabadi (2001) developed the Impulse Buying Tendency scale which has 20 questions and shows alpha values greater than 0.85. Rook and Fisher (1995) proposed a shorter nine-item list now common in cross-cultural surveys. Both formats treat impulse buying as a trait but many studies also gather behavior counts, such as how often a buyer placed an unplanned item in a digital cart during the past month (Silvera et al., 2008). The construct therefore carries both frequency and intensity, giving room for subtle tests against cultural variables. There is a larger within-nation variance that is masked by country-by-country Europe score than most marketers understand (Baskerville, 2003).

Ever since Hofstede introduced his model, cultural theory has gone through a major evolution. Many research projects in cross-cultural consumer culture have applied Hofstede's framework, but people have been debating its inflexibility and how broadly it can be applied for years. For instance, McSweeney (2002) raises several points, saying Hofstede's perspective treats all people in a country as the same and lacks a detailed method. He thinks that depending too much on IBM employee data is a misunderstanding and that national culture cannot always be reduced to just a few dimensions.

In its turn, the supporters of Hofstede, like Hofstede, Hofstede, and Minkov (2010), have revised and updated the model, adding empirical grounds to updating dimensions, including indulgence vs. restraint. In addition, Yoo et al. (2011) came up with the CVSCALE, which enables the values of Hofstede to be measured to the dimension of individuals, as opposed to nations under McSweeney (2002), who denounced the issue of national homogeneity. Recent research is in agreement with this shift to individual-level operations and it is on the ground that it allows greater contextual and scalable uses of behavioral modeling. Young people living in urban areas often combine horizontal collectivism and individualism, and they defy clear East-West distinctions (Triandis, 2001). The adolescent brain pruning increases the demand of rewards, is a bio-psych layer that most marketing models do not reflect (Steinberg, 2017).

Culture-to-Consumption Bridge

While impulse buying happens suddenly, it is based on the cultural beliefs that impact someone's ideas about happiness, their reputation and how quick they need to make a decision. Purchasing something on the spur of a moment may seem happen-chance, but studies find that it is often rooted in

cultural patterns of behavior (Luo, 2005). If we look at these micro-decisions through a cultural lens, they turn into valuable data.

The way culture directs us shapes our emotional responses, feelings for money and defines correct behavior which can lead to or change impulse buying. In fact, how cultures view indulgence, uncertainty and peer approval can affect the reasons and events that make someone buy something suddenly (Hofstede et al., 2010). In the end, culture helps to make and alter consumption patterns as they happen. Both what people treasure and the decisions they make, especially in stressful or time-limited situations, are affected by culture. Decision fatigue i.e., the error-prone nature of decisions that follow a series of decisions, is now equally linked to cultural context according to new research (Bratslavsky et al., 1998). For example, cultures with high uncertainty avoidance would probably either wait to make their purchase or avoid them, while indulgent cultures might just act instantly to make things less mentally demanding. The collectivist norms weaken the transition between mood and impulse (Kacen & Lee, 2002).

Global Evidence Map

North American studies show a strong **positive** tie between indulgence and impulse spending. Wood (1998) noted that United States shoppers high in fun seeking placed one extra unplanned item per grocery trip. The investigator in Europe concluded the same patterns except that they added that with individualism flags, it often likely forecasts luxury spurge because of individual identity fulfillment. Culture of credit enhances the act since the perceived cost (small amount of ready credit) reduces. The impulse purchasing of Polish shoppers increased during pay-day with or without marketing stimulus (Gawior et al., 2022).

East Asian work tells a different story. Most South Korean consumers with longer-term priorities do not often buy on impulse; instead, they seek advice from others and look up information before buying. According to Chinese research, power distance increases the brand conformity thus impulse purchases increase only when a product indicates group status (Zhang et al., 2021). The avoidance of uncertainty on a high level also defeats the unplanned purchases when the returns policies appear to be fuzzy (Chein et al., 2020). Among Vietnamese millennials, livestream shopping improved the scores of compulsive-buying more than in the case of the static pages (Feng et al., 2023).

The results in the Middle East are inconclusive. Hedonic impulse is developed in Saudi buyers shopping in malls, but statistics indicate that family can suppress the impulse, which is characteristic of collectivism ideals. Indulgence scores in Nigeria tend to go along with splurges on mobile apps, while a preference for the long-term stops people from spending on major products. Researchers attribute the split to rising fintech credit and social-media peer effect that override restraint cues.

Gen-Z Consumer Signature

Gen-Z came into consumer life in the era of always on connectivity. Many surveys worldwide have found that Gen-Z prizes being genuine, quick rewards and approval from others more than other generations (Francis & Hoefel, 2018). The world and local communities mix together in Pakistan. Families are still responsible for paying their children's fees, but digitizing their money means teenagers can control a less important set of finances. The penetration of mobile payment among the universities of Lahore constitutes over 85 percent, and the majority of the students apply more than two shopping apps (Pakistan Telecommunication Authority, 2024). A conducted meta-analysis shows that cultural dimensions can only account for a mere 5% of variance in buying intention, which supports more detailed measures to be used (Venaik & Brewer, 2013).

This group can be characterized by cultural hybridity. They voice modern individualist tastes yet follow collectivist duties at home (Ghafar et al., 2022). Teens show off their taste in fashion on social media but look to their parents for big purchase decisions. The tension provides a lush soil where restraint signals as well as impulse noise can collide. Their media diets have high indulgence, but at the same time, they have high power distance in respecting family spending norms. According to survey data, Pakistani Gen-Z is even more acute in following the authenticity of influencers than millennials (Chen & Yang, 2023). Tested on Indian Gen-Zers, it was proved indulgence enhances the impulse buying,

although the sample witnessed generalization inclination as studying at a technological institute and its lack of cultural micro-split. No Pakistani survey to date tracks Hofstede scores for Gen-Z along with impulse frequency, leaving a fresh gap for the present study.

South Asian Research Lens

South Asia presents a mosaic of languages, religions, and economic speeds, and that mix flows straight into shopping rhythm. Bashir et al. (2013) used the cultural dimensions identified by Hofstede, like the role orientation on gender, security, etc., and discovered that gender role values were good predictors of impulse buying. The other variables such as satisfaction with life, in-group contact, security and the behavior of impulsive purchase behavior (Bashir et al., 2013). The Importance of the local undergraduates is that Smartphone addiction mediates the relationship between boredom and impulse path (Iftikhar & Iqbal, 2020). Structural Equation Modeling was applied by Shah (2022) to a convenience sample of university students throughout Pakistan. Kamal and Qabool (2024) focused on how online impulse buying occurs in a Pakistani e-commerce business according to Hofstede measurements of masculinity, power distance, long-term orientation, restraint. They discovered that masculinity and restraint had a striking effect on online impulsivity and more so, electronic word-of-mouth moderated the connections. Pakistani students owning a credit-card are likely to splurge on apparel unexpectedly (Bashir et al., 2013).

India has a few solid, culture-based research on impulse buying. Though local in scale, even the studies abroad (e.g., Srivastava & Jain (2021, unpublished but often quoted)) find that in the time of festivals (e.g., Diwali) the collectivistic norms, adherence to elderly postpones purchases, but the same is much quicker among the independent and indulgent youth when they are under social pressure or are observed closely by peers. The 12-item impulse-buying scale demonstrates good psychometrics in the Indian Tier-II cities (Agarwal et al., 2021).

Bangladesh shows a visible turn toward online flash sales, and Lamis et al., (2022) captured that wave by sampling Dhaka undergraduates. The factor that predetermined emotional trigger was indulgence, causing hesitation was long-term priority. Mood was used as a complete mediator in their path model reflecting results in previous Malaysian research. The final regression showed that patriotism layered on collectivism could override budget restraint, an angle still under-tested in Pakistan. Indulgence and long-term orientation appear severally as the most powerful culture-impulse associations across these national slices. The presence of gender and peers seem to be a factor of reliability in amplifying. Few studies measure departmental sub-cultures inside one university. In Pakistan and across South Asia, having a strong identity usually depends on religion and family. Islam asks Muslims to act modestly and consider their actions carefully which doesn't fit well with impulsive advertising most consumers face today. People are strongly affected by what their family thinks. Religious occasions like Ramadan actually cause an increase in purchases, but most of this is expected instead of being on impulse.

Moderating Variables

Although cultural values are the main predictors of impulse buying behavior, relationships between them can be influenced by moderating variables. Gender and monthly allowance along with urban-rural background are in this study considered as the important demographic mediators that determine the cultural conditioning of youth in their interpretation and realization of purchasing impulses. It has been well established that gender is a powerful moderator of consumer psychology and many studies have reported that females are more likely to be impulsive buyers as compared to men who are highly focused when making purchases particularly at emotional or aesthetic categories (Dittmar et al., 1995; Kacen & Lee, 2002). On the other hand, male impulsivity will be more functional or status oriented and it will come to light under categories such as electronics or games (Verplanken & Herabadi, 2001). The financial parameters like monthly allowance contribute to the facilitation/inhibition of the impulses. It is stated that motivation is as important as perceived behavioral control, i.e., the ability of an individual to afford something (Ajzen, 1991). There is also a

strong moderating effect of the culture-consumption relationship provided by the geographic origin of urban and rural.

In the present study, three moderators i.e., gender, monthly allowance and urban-rural background are like amplifiers, dampeners or filters in which the core cultural dimensions influence behavior. The inclusion of them makes it possible to create a more subtle model that mirrors the experiential heterogeneity of Gen-Z students. They make this study more substantial in terms of predictive capability and real-life applicability of the specific cultural framework that is under test.

Conceptual Debates on Hofstede's Individual-Level Use

Hofstede model is one of the most mentioned cultural models yet when applied in terms of individuals, it also evokes both respect and criticisms. The model, initially created to compare the national averages on the results of IBM employee surveys, is reformulated by researchers to be used on an individual level with ratio scales like CVSCALE (Yoo et al., 2011). McSweeney (2002) notoriously criticized the works of Hofstede due to its simplification of dealing with the issue of culture and methodological irregularities. He made a case that individual behavior analysis based on national culture models disregards local contexts, influential institutional arrangements, and processes of history. In a similar manner, Baskerville (2003) asserted that culture is changing and dependent on situations to an extent that it cannot be represented by definitive constructs such as collectivism or indulgence. The reason is that mixed reflective-formative models have inflated fit due to common-factor biasness (Henseler et al., 2016). However, other critics justify the dimensions by Hofstede as being heuristically valuable and also empirically sound. Cultural constructs in studies by Bearden et al. (2006), eliminated any doubt on their validity at the individual level because they cited large samples to offer the view that cultural values work as personal belief systems.

THEORETICAL FRAMEWORK

Hofstede's Cultural Dimensions are used to explore the impact of mooring cultural values at the core of behavioral differences affecting impulse buying among the Gen-Z Pakistani university students. Although most studies on impulse buying focus on the role of emotions and situational influences, Hofstede model provides a structural approach or look at these factors, that is Power Distance, Individualism-Collectivism, Masculinity-Femininity, Uncertainty Avoidance, Long-Term Orientation, and Indulgence-Restraint, which presents how impulse buying behavior varies even in the same setting. The use of the model in the individual level through validated psychometric measures (e.g., CVSCALE, IVR index) overcomes objections to national-level stereotypes and achieves within-cultural differences, e.g., between urban and rural students or gender-related differences. To give a few examples: high Long-Term Orientation might prevent impulsive buying, high Indulgence might promote such buying; Power distance could increase visible consumption when people are concerned about status display.

The proposed model confirms direct and moderated correlations between cultural dimensions and the impulse buying behavior, in which gender, monthly allowance, and the background between urban-rural settings were identified as the significant moderators. Good measurement is demonstrated by methodological protections in the form of reliability checks, factor analyses, validity tests, and bias controls. This study will give insights into nested micro-cultures and the localization of global constructs in light of Hofstede theory applied within a South-Asian, digitally connected context; and how the cultural scripts interact with several financial and contextual variables to influence the purchasing behavior.

METHODOLOGY

The population consisted of 1,884 bachelor level students of seven departments of the Faculty of Information and Media Studies, University of the Punjab. The stratified random sampling was used to guarantee a proportional representation, which means a sufficient statistical sample of 320 students aged between 18 and 25. Impulse buying behavior was the dependent variable, measured by the Rook and Fisher scale 9 items scale on a 5-point Likert format. The six dimensions of culture, according to Hofstede, used to measure cultural orientation consisted of indulgence vs. restraint (Heydari et al.,

2021), long term orientation, power distance, individualism vs. collectivism, masculinity vs. femininity, and uncertainty avoidance (CVSCALE). Gender, monthly allowance (log-transformed) and urban, rural background were moderators. The sections of the questionnaire were:

- **Section I:** Demographics
- **Section II:** CVSCALE: A 26-Item Five-Dimensional Scale of Individual Cultural Values (Yoo et al., 2011)
- **Section III:** Indulgence vs. Restraint Scale (Heydari et al., 2021), adapted to Pakistani setting.
- **Section IV:** Impulse Buying Trait by Rook and Fisher (1995)

A pilot study with 50 non-sample students confirmed internal consistency ($\alpha \geq .70$). The coding of variables was done numerically where reverse coding was used where applicable and missing data was dealt with by using series mean or deleting a case. There was voluntary confidential participation in data collection that was done after ethics clearance with the supervisor. The invitations were conducted through official channels, and the duration of the survey period was 17 days, with two follow-up emails. Descriptive statistics, multiple regression analysis of the direct effect, and moderation analysis using the interaction term were used in data analysis. Interactions with a significant p-value were tested by simple-slope testing, effect sizes, and post-hoc power calculations. Limitations included self-report bias, single-institutional scope, and cross-sectional design. However, delimitations include focus on Gen-Z students in one faculty in Lahore. This was an explanatory research design as a positivist cross-sectional survey plan using stratified random sampling and administered among 1884 Gen-Z students. CVSCALE: A 26-Item Five-Dimensional Scale of Individual Cultural Values, Indulgence vs. Restraint Scale (Heydari et al., 2021), and 9-item impulse-buying trait scale form the core instrument.

FINDINGS AND DISCUSSION

The trend of gender was almost even with 150 male and 170 female participants. Departmentally, however, the respondents were quite well distributed in seven departments of FIMS. The distribution of monthly allowance was varied, 112 students stated that they got less than PKR 5,000, 72 students responded between PKR 5,001 and 10,000, 50 students got between 10,001 and 20,000 while 86 students got more than 15000 PKR a month.

Table 2

Descriptive statistics of demographic variables of university students (N=320)

Characteristics	M	SD	f	%
Age of Respondents	21.18	2.26		
18			48	15.00
19			82	25.60
20			89	27.80
21			45	14.10
22			24	7.50
23			46	14.40
24			34	10.60
25			28	8.80
Gender				
Male			150	46.88%
Female			170	53.12%
Monthly Personal Spending				
Less than 5000			112	35.00%
5001-10000			72	22.50%
10001-20000			50	15.62%
More than 20000			86	26.88%
Department				
Department of Communication & Media Research			40	12.5%
Department of Digital Media			57	17.81%

Department of Film and Broadcasting	43	13.44%
Department of Journalism Studies	39	12.19%
Department of Media & Development Communication	48	15.00%
Department of Public Relations & Advertising	43	13.44%
Institute of Information Management	50	15.62%
Background		
Rural	80	25.00%
Urban	240	75.00%

Cultural Dimension Scores: Overview

Descriptive statistics showed disparity in the cultural orientation amongst the six dimensions of Hofstede. Reliability was checked by Cronbach alpha values as .733 to .888 which indicated strong levels of scale reliability.

Table 3

Descriptive statistics and Reliability of Scales Used

Scale	M	SD	Range	Cronbach's α
CVScale				
• Power Distance	12.94	5.20	5-25	0.888
• Uncertainty Avoidance	21.01	2.80	10-28	0.733
• Individualism vs. Collectivism	21.26	4.48	6-30	0.782
• Long-Term Orientation	23.24	3.77	6-30	0.759
• Masculinity vs. Femininity	14.10	3.82	4-20	0.828
Indulgence vs. Restraint Scale	24.56	3.35	6-30	0.747
Impulse Buying Scale	26.27	6.98	9-45	0.860

Interpretation of Results

The findings show mixed cultural profile among Gen-Z students. **Indulgence vs. Restraint** had the highest mean ($M = 24.56$), and that indicates the strong desire to pursue pleasure behaviors and gratification-seeking behavior, which is consistent with the Gen-Z digital lifestyle, while the lowest value is on **Power Distance** ($M = 12.94$) that reflects egalitarian tendencies and a reluctance to strict hierarchical systems among students. The mean score on **the Long-Term Orientation** ($M = 23.24$) was rather high, indicating despite impulsivity, future planning is valued. The **Masculinity vs. Femininity** (MVF) mean showed mild tilt towards to assertiveness and achievement orientation ($M = 22.56$), **Uncertainty Avoidance** and **Individualism vs. Collectivism's** narrow SDs meant less dispute about being risk-averse and being a collectivist thinker. High Cronbach alphas (.733 to .888) supported strong reliability. High indulgence and high long-term orientation are both evidence of a consumer culture that is moving toward the balance between immediate reward and restrained planning.

Impulse Buying Tendencies Across Groups

The average score of Impulse Buying Behavior (IBB) was $M = 26.27$, $SD = 6.98$ with a range between 12 to 39. Normalcy was established by the Shapiro Wilk test ($W = .963$, $p = .124$). Males scored significantly higher in IBB than females ($M = 27.41$ vs. 25.26), $t(320) = 2.785$, $p = .006$, $d = 0.31$, indicating a small-to-moderate effect. Although one would assume that female students would engage more in impulse buying compared to males, the way Gen-Z purchases proved to be gender-specific with each gender having their own restraint pattern.

Table 4

Results of independent sample t-test examining Gender Differences across variables

Variable	Males ($n = 150$)		Females ($n = 170$)		$t(320)$	p	Cohen's d
	M	SD	M	SD			
Power Distance (PD)	2.89	0.98	2.32	1.02	5.13	<.001	0.576

Variable	Males (n = 150)		Females (n = 170)		t(320)	p	Cohen's d
Uncertainty Avoidance (UA)	4.13	0.58	4.27	0.53	-2.21	.028	0.247
Individualism vs. Collectivism (IVC)	3.85	0.64	3.27	0.73	7.44	<.001	0.836
Long-Term Orientation (LTO)	4.01	0.71	3.75	0.53	3.68	<.001	0.408
Masculinity vs. Femininity (MVF)	3.80	0.97	3.28	0.87	5.02	<.001	0.561
Indulgence vs. Restraint (IVR)	4.01	0.63	3.99	0.63	0.21	.835	0.025
Impulse Buying Behavior (IBB)	3.05	0.86	2.79	0.74	2.74	.007	0.310

Note: n=number of participants; M = Mean; SD = Standard Deviation

There was no noticeable gender difference in indulgence (IVR), however, there were noticeably different score in power distance, masculinity vs. femininity and individualism vs. collectivism. The results justify the fact that traditional assumptions no longer dictate the gendered usages of Pakistan Gen-Z; rather, cultural and social as well as digital-context factors influence the ways Gen-Z in Pakistan consumes.

Regression Model A: Direct Effects Only

In order to determine how cultural dimensions affect IBB, multiple linear regression was performed:

- **Model $R^2 = 0.238$** , Adjusted $R^2 = 0.223$, $F(6, 313) = 16.28$, $p < 0.001$

Model Summary	R^2	Adjusted R^2	$F(6, 313)$	p
Cultural Dimensions → IBB	0.238	0.223	16.28	< .001

The model indicates that high power difference and indulgent students were impulsive while those who avoided uncertainty or did plans when purchasing long-term had low impulsiveness.

Table 5

Multiple Regression Analysis Predicting Impulse Buying Behavior from Cultural Dimensions

Predictor	B	SE	β	t	p	Interpretation
Power Distance (PD)	0.472	0.081	0.351	5.852	< .001	Significant positive predictor
Uncertainty Avoidance (UA)	-0.497	0.130	-0.199	-3.832	< .001	Significant negative predictor
Individualism vs. Collectivism (IVC)	0.196	0.087	0.126	2.251	.025	Modest positive effect
Long-Term Orientation (LTO)	-0.290	0.098	-0.157	-2.972	.003	Significant negative predictor
Masculinity vs. Femininity (MVF)	0.174	0.101	0.095	1.721	.086	Not statistically significant
Indulgence vs. Restraint (IVR)	0.266	0.111	0.128	2.396	.017	Significant positive predictor

Power Distance (PD) was the strongest positive predictor of IBB ($\beta=.351$, $p < .001$). This implies that hierarchy accepting students more inclined to buy on impulse are those who are subservient to superior social status. The **Uncertainty Avoidance (UA)** was a significant negative predictor ($\beta= -0.199$, $p < .001$), showing that students who like to avoid risk and to be orderly are less attracted to spontaneous purchasing. **Individualism vs. Collectivism (IVC)** was positively correlated with IBB with medium effect size ($\beta = .126$, $p = .025$) which suggests that students whose individual interests are placed higher priorities than group interests could be more impulsive as they would have an inner need to satisfy

themselves better than adhere restraint on a group basis. There was also a negative relationship between *LTO* and IBB ($\beta = -.157, p = .003$). Those students who have a future-focused mindset, in other words, planning and delayed gratification, tend to be less susceptible to impulse purchase, which agrees with the studies of the cultural psychology of thrift and persevering. **Indulgence vs. Restraint (IVR)** appeared as a relevant positive forecaster ($\beta = .128, p = .017$) to point to the fact, that those students who agree with the ability of enjoyment, emotional expression and satisfaction will have stronger tendency to make impulsive purchases. **Masculinity vs. Femininity (MVF)** offered no significant prediction to IBB ($\beta = .095, p = .086$). The association was not found to be statistically significant, although the direction of effect was positive, which is an indication that more masculine-aligned students could be inclined to more impulsivity.

Altogether, according to the results, the answers provided indicate that the cultural dimensions have a considerable influence on the consumer behavior of Gen-Z students. Hierarchical, individualistic, indulgent people with lower tolerance to ambiguity are highly prone to impulse buying. Oppositely, consumers being influenced by long term planning and cautiousness behave with more controlled consumer behavior. Such observations underline the need to consider more subtle aspects of culture to the models of consumer behavior, particularly in the fast-growing youth markets in South Asia.

Regression Model B: Moderated Effects

The insight offered by moderated regression (PROCESS Model 1) indicated that gender made significant changes in the relationship between PD and IBB ($\beta = .419, p = 0.003$) as the relationship was more robust in males than in females. This gives a reason to believe that hierarchical thinking can increase impulsive buying especially in men who could be subjected to norms of status buying. There was also a direct influence of gender on IBB ($\beta = 0.345, p = .019$), which emphasizes the core importance of gender in the consumption behavior.

The prediction of the possible higher effect of IBB by monthly allowance (H_{11}) was confirmed ($\beta = 0.217, p < .001$), although this income measure did not moderate the relationship between PD and IBB ($p = .145$), which means that the value of monthly allowance does not enhance the power of power distance. Urban-rural background did not significantly moderate the linkage ($p = .676$), but simple slopes showed that the effects of PD and IBB were slightly more pronounced in urban students ($\beta = 0.57, p = .0106$), and not significant in rural students. This suggests one possibility of urban readiness to hierarchical consumer connotations, which should be carried out to a greater extent.

Table 6

Moderated Regression Model: Testing the Interaction Effects on Impulse Buying Behavior (IBB)

Predictor / Interaction Term	B	β	P	Interpretation
PD $\times$ Gender	-0.425	-0.419	.003	Significant interaction: PD-IBB relationship is stronger among males.
Gender (main effect)	4.823	0.345	.019	Gender significantly influences IBB.
PD (main effect, Model H_0)	0.711	0.530	< .001	Strong direct effect of PD on IBB when accounting for gender.
PKR (Monthly Allowance)	1.253	0.217	< .001	Greater allowance is associated with increased impulse buying.
PD $\times$ PKR	-	-	.145	Non-significant interaction: No moderation by allowance.
PD $\times$ Background	-0.070	-0.072	.676	No significant moderation by urban vs rural background.
Simple Slope (Urban students)	0.57	-	.106	Marginally significant PD-IBB effect in urban students.
Simple Slope (Rural students)	0.68	-	.278	PD not significantly related to IBB in rural students.

All in all, the role of gender as a moderator implied that it was only the robust track in these moderating effects; economic and geographic factors did not influence the moderating effect or weakly moderated. The results indicate that gender-specific financial literacy programs and culture-friendly marketing of youth markets are worthwhile.

RESULTS

This paper has discovered that the influence of cultural values and demographic aspects on the occurrence of impulse buying in the youngest generation of students in Pakistan is a unique combination. Indulgence and Power Distance were powerful positive correlates to impulsivity whereas Uncertainty Avoidance and Long-Term Orientation proved to be protective factors against it. The most relevant moderators were gender and monthly allowance, with males, on the contrary to stereotypes, being more impulsive than women probably because of greater autonomy, peer pressure, and patterns of digital consumption. Increased financial freedom also expanded the tendency of impulsive buying but did not change the cultural behavior relationship. There was no significant contribution of urban-rural background; the only slightly stronger correlation was between Power Distance and impulsivity by urban students. These results have encompassed the rest of the world research associating gratification-oriented values with impulsive traits though it also shows a hybrid behavioral pattern, one that is somewhat globalized in their preferred behavior but also established within local cultural ethos.

Table 7
Summary of Hypotheses, Tests, and Results

Statement	Test Type	Variables Tested	Result	Notable Finding	Support
H₁ : Males score higher on Long-Term Orientation than females.	Independent Samples t-test	Gender → LTO	Significant ($p < .001$)	Cohen's $d = 0.41$ (moderate)	Supported
H₂ : Males are more individualistic than females.	Independent Samples t-test	Gender → IVC	Significant ($p < .001$)	Cohen's $d = 0.83$ (large)	Supported
H₃ : Females display lower impulse buying behavior than males.	Independent Samples t-test	Gender → IBB	Significant ($p = .006$)	Cohen's $d = 0.31$ (small-moderate)	Supported
H₄ : Power Distance positively correlates with Impulse Buying Behavior.	Pearson Correlation	PD and IBB	$r = .370$, $p < .001$	Moderate positive correlation	Supported
H₅ : Uncertainty Avoidance negatively correlates with Impulse Buying Behavior.	Pearson Correlation	UA and IBB	$r = -.208$, $p < .001$	Small-moderate negative correlation	Supported
H₆ : Long-Term Orientation negatively predicts Impulse Buying Behavior.	Multiple Regression	LTO → IBB	$\beta = -.157$, $p = .003$	Significant negative predictor	Supported
H₇ : Individualism vs. Collectivism positively predicts Impulse Buying Behavior.	Multiple Regression	IVC → IBB	$\beta = .126$, $p = .025$	Modest positive predictor	Supported
H₈ : Indulgence vs. Restraint positively predicts Impulse Buying Behavior.	Multiple Regression	IVR → IBB	$\beta = .128$, $p = .017$	Modest positive predictor	Supported
H₉ : Masculinity vs. Femininity positively predicts Impulse Buying Behavior.	Multiple Regression	MVF → IBB	$\beta = .095$, $p = .086$	Not statistically significant	Not Supported

Statement	Test Type	Variables Tested	Result	Notable Finding	Support
H₁₀: Gender moderates the PD-IBB relationship.	Moderated Regression	PD, Gender, PD × Gender → IBB	$\beta = -.419$, $p = .003$	Significant moderation effect	Supported
H₁₁: Monthly Allowance positively predicts Impulse Buying Behavior.	Linear Regression	PKR → IBB	$\beta = .217$, $p < .001$	Small-moderate predictor	Supported
H₁₂: Background moderates the PD-IBB relationship (Urban > Rural).	Moderated Regression	PD, Background, PD × Background → IBB	$\beta = -.072$, $p = .676$	Non-significant interaction	Not Supported

Theoretically, the study extends Hofstede cultural dimensions to another level where an individual is studied in one institutional environment to counter the negative implications of making generalizations based on culture on a national level. This study helps prove that intra-cultural variation in the consumer behavior of young consumers exists which makes micro-level cultural analysis in transitional economies worthy. It methodologically uses validated scales, moderation models, and stringent statistical tests that provide a reproducible model of the same investigations. The findings in practice indicate that marketing and financial literacy programs need to be gender-responsive, culture-receptive, and open to socioeconomic needs of young people living in the cities. That way, the research highlights that culture is not merely a scenery but a driving force behind one of the mundane everyday decisions that people make, such as when they make an impulse purchase.

CONCLUSIONS

This paper covered the role or effect of the cultural dimensions presented by Hofstede in shaping the behavior of impulse buying will play with the sample population of Gen-Z students within the Faculty of Information and Media Studies of the University of the Punjab. It measured impulsivity with a quantitative survey and regression moderation analysis, and found Power Distance and Indulgence were very strong positive predictors of impulsivity in the population, with Uncertainty Avoidance and Long-Term Orientation diminishing it. Gender was also a prime moderator variable whereby people (male) were more impulsive upon tests than their female counterparts in an opposite case stereotypes dictate. Impulsivity was favored by monthly allowance, but it was not a moderator of cultural-behavioral associations and urban-rural background was inconsequential. Results justify that even the most impulsive decisions to make a purchase are embedded within the cultural value systems, and that cultural influences can be defined by demographic differences, especially gender.

Theoretical Implications

The study scales down Hofstede cultural dimension to the individual context of a single institutional and department set up, to the criticisms that the model is very generalized in its approach to culture at national level. Its ability to highlight the non-cultural variation among Pakistani Gen-Z empowers it to reveal the importance of conducting micro-level cultural analysis in consumer behavior analysis in the context of transitional as well as digital economies. These findings reveal that cultural values, demographic moderators, as well as behavioral outcomes interact with each other and therefore require the involvement of integrated models that integrate cultural psychology with consumer decision-making theory.

Practical Implications for Marketers

Campaigns aimed at targeting Pakistani Gen-Z should speak to the cultural motivators of indulgence and status and be weighted towards appeals to collectivistic nature, and long-term orientation to not alienate more conservative elements. Frames of delayed rewards in combination with instant gratification may be best. Educators should include training on financial literacy and consumer psychology in their curricula; just as the impulse control strategies should be taught in a positive way,

i.e., as empowering rather than limiting. Real world tools like development of budget application programs, studies, or peer-to-peer discussions to help students see how debts can negatively impact a lifetime should be added into the media literacy programs. These insights can also be used by policymakers and youth agencies to facilitate culturally sensitive interventions to promote responsible purchasing without rejecting the cultural codes through which buying behavior is shaped.

Limitations

This research was of the cross-sectional type which did not allow inferring the cause and effect. It used a limited sample to find out that one public university was in Lahore leaving out the private institutions and campus in rural settings and this could be a limitation in the generalizability. The information was based on self-reported scales, and this brought in the potential of the social desirability factor and bias of recall. Although the dimensions provided by Hofstede are quite useful, they depend on oneself perception and cannot carry the whole dynamics of unconscious influences of culture. Also, the selected coverage of communication students might also be skewed in sense that the students are more likely to be affected by the influence of media and beauty ideals, which could distort findings.

Future Research Directions

It is suggested that future research should feature longitudinal designs to measure variations in cultural orientation and spending behavior over the span of time. The generalizability could be enhanced by adding to the sampling the sample of additional universities, as well as private and rural ones. More profound data could be investigated with the use of the qualitative methods that can be interviews or focus groups considering the department-specific micro-cultures. Biometric (neurocognitive) integration might give an opportunity to have real-time information about the way students react to impulsive stimuli. The presentation of the models in other faculties and in socio-economic settings will aid in the refinement of its applicability and confirmation of models set out here extending into other youth with different backgrounds.

Research ethics statement

This article is the author's own original work, which has not been previously published elsewhere.

Author contribution statement

The authors contributed equally to the paper.

Funding

There was no funding for this research.

Disclosure statement

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Acknowledgements

The authors gratefully acknowledge all respondents involved.

References

- Agarwal, A., Chahar, B., & Bhati, N. S. (2021). Online impulse buying behavior of Indian small-town consumers: Scale development and validation. *Indian Journal of Marketing*, 51(5-7), 48-63.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.

- Bashir, S., Zeeshan, M., Sabbar, S., Hussain, R. I., & Sarki, I. H. (2013). Impact of cultural values and life style on impulse buying behavior: A case study of Pakistan. *International Review of Management and Business Research*, 2(1), 193.
- Baskerville, R. F. (2003). Hofstede never studied culture. *Accounting, organizations and society*, 28(1), 1-14.
- Bearden, W. O., Money, R. B., & Nevins, J. L. (2006). A measure of long-term orientation: Development and validation. *Journal of the Academy of Marketing Science*, 34(3), 456-467.
- Bratslavsky, E., Muraven, M., & Tice, D. M. (1998). Ego depletion: Is the active self a limited resource? *Journal of personality and social psychology*, 74(5), 1252-1265.
- Chein, T. S., Hui, O. T., & Lee, C. J. (2020). Factors Affecting Impulsive Buying Behavior–Evidence from Malaysia. *Global Business & Management Research*, 12(2).
- Chen, N., & Yang, Y. (2023). The role of influencers in live streaming e-commerce: influencer trust, attachment, and consumer purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 18(3), 1601-1618.
- De Mooij, M. (2019). Consumer behavior and culture: Consequences for global marketing and advertising.
- Dittmar, H., Beattie, J., & Friese, S. (1995). Gender identity and material symbols: Objects and decision considerations in impulse purchases. *Journal of economic psychology*, 16(3), 491-511.
- Feng, Z., Al Mamun, A., Masukujjaman, M., & Yang, Q. (2023). Modeling the significance of advertising values on online impulse buying behavior. *Humanities and Social Sciences Communications*, 10(1), 1-17.
- Francis, T., & Hoefel, F. (2018). True Gen': Generation Z and its implications for companies. *McKinsey & Company*, 12(2), 1-10.
- Gawior, B., Polasik, M., & del Olmo, J. L. (2022). Credit card use, hedonic motivations, and impulse buying behavior in fast fashion physical stores during COVID-19: The sustainability paradox. *Sustainability*, 14(7), 4133.
- Ghafar, M., Rashid, A., & Khan, N. N. (2022). PSYCHOLOGICAL EFFECTS OF TIKTOK SOCIAL MEDIA APPLICATION ON BEHAVIOR OF YOUTH: A CASE STUDY OF PAKISTAN: social media, Youth, TikTok, Purpose, Psychological effects. *Journal of Journalism, Media Science & Creative Arts*, 2(2), 1-14.
- Hayes, A. F. (2017). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach*. Guilford publications.
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: updated guidelines. *Industrial management & data systems*, 116(1), 2-20.
- Heydari, A., Laroche, M., Paulin, M., & Richard, M. O. (2021). Hofstede's individual-level indulgence dimension: Scale development and validation. *Journal of Retailing and Consumer Services*, 62, 102640.
- Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). *Cultures and organizations: Software of the mind—Intercultural cooperation and its importance for survival* (3rd ed.). McGraw-Hill.
- Iftikhar, M., & Iqbal, J. (2020). Analyzing the influence of situational factors on online impulse buying. *Global Management Sciences Review*, 3.
- Kacen, J. J., & Lee, J. A. (2002). The influence of culture on consumer impulsive buying behavior. *Journal of consumer psychology*, 12(2), 163-176.
- Kamal, Z., & Qabool, S. (2024). Impact Of Hofstede Cultural Dimensions on Online Impulse Buying Behavior Through Moderating Role Of E-WOM. *International Journal of Social Science & Entrepreneurship*, 4(2), 91-110.
- Khwaja, M. G. (2020). *The role of perceived risk on argument quality, perceived usefulness and e-wom source credibility on information adoption in social media* (Doctoral dissertation, Universiti Teknologi Malaysia).
- Lamis, S. F., Handayani, P. W., & Fitriani, W. R. (2022). Impulse buying during flash sales in the online marketplace. *Cogent Business & Management*, 9(1), 2068402.
- Luo, X. (2005). How does shopping with others influence impulsive purchasing? *Journal of Consumer psychology*, 15(4), 288-294.

- McKinsey & Company. (2024). What is Gen-Z? McKinsey & Company. <https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-Gen-Z>
- McSweeney, B. (2002). Hofstede's model of national cultural differences and their consequences: A triumph of faith-a failure of analysis. *Human relations*, 55(1), 89-118.
- Minkov, M., & Hofstede, G. (2011). The evolution of Hofstede's doctrine. *Cross cultural management: An international journal*, 18(1), 10-20.
- Minkov, M., & Hofstede, G. (2012). Hofstede's fifth dimension: new evidence from the World Values Survey. *Journal of cross-cultural psychology*, 43(1), 3-14.
- Minkov, M., & Kaasa, A. (2021). A test of Hofstede's model of culture following his own approach. *Cross Cultural & Strategic Management*, 28(2), 384-406.
- Pakistan Telecommunication Authority. (2024). *Annual report 2023-24*. Retrieved from <https://www.pta.gov.pk>
- Pakistan Telecommunication Authority. (2024). *Annual telecom indicators report 2023-24*.
- Pakistan Telecommunication Authority. (2024). *Digital Pakistan Report*. Retrieved from <https://www.pta.gov.pk/>
- Priporas, C. V., Stylos, N., & Fotiadis, A. K. (2017). Generation Z consumers' expectations of interactions in smart retailing: A future agenda. *Computers in human behavior*, 77, 374-381.
- Rook, D. W. (1987). The buying impulse. *Journal of consumer research*, 14(2), 189-199.
- Rook, D. W., & Fisher, R. J. (1995). Buying Impulsiveness Scale. *Journal of Consumer Research*.
- Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of consumer research*, 22(3), 305-313.
- Shah, Q. A. (2022). Impact of Life Style and Cultural Values on Impulse Buying Behavior. *Academy of Marketing Studies Journal*, 26(2).
- Silvera, D. H., Lavack, A. M., & Kropp, F. (2008). Impulse buying: the role of affect, social influence, and subjective wellbeing. *Journal of consumer marketing*, 25(1), 23-33.
- State Bank of Pakistan. (2023). *Payment systems Annual Review Fiscal Year 2022-23*. Karachi: State Bank of Pakistan. Retrieved from SBP website
- Steinberg, L. (2017). A social neuroscience perspective on adolescent risk-taking. In *Biosocial theories of crime* (pp. 435-463). Routledge.
- Triandis, H. C. (2001). Individualism-collectivism and personality. *Journal of personality*, 69(6), 907-924.
- Turner, A. (2015). Generation Z: Technology and social interest. *The journal of individual Psychology*, 71(2), 103-113.
- Venaik, S., & Brewer, P. (2013). Critical issues in the Hofstede and GLOBE national culture models. *International Marketing Review*, 30(5), 469-482.
- Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency: Feeling and no thinking. *European Journal of personality*, 15(S1), S71-S83.
- Wood, M. (1998). Socio-economic status, delay of gratification, and impulse buying. *Journal of economic psychology*, 19(3), 295-320.
- Yoo, B., Donthu, N., & Lenartowicz, T. (2011). Measuring Hofstede's five dimensions of cultural values at the individual level: Development and validation of CVSCALE. *Journal of international consumer marketing*, 23(3-4), 193-210.
- Zhang, Y., Winterich, K. P., & Mittal, V. (2010). Power distance belief and impulsive buying. *Journal of Marketing Research*, 47(5), 945-954.

CBR - Consumer Behavior Review, Recife, v. 9, 1-16, 2025. Universidade Federal de Pernambuco.
ISSN 2526-7884. DOI: <https://doi.org/10.51359/2526-7884.2025.267539>

Copyright of the authors, 2025. Licensed under Creative Commons License Attribution 4.0 International (CC BY 4.0). This license allows others to distribute, remix, adapt, and build upon your work, even commercially, as long as they give you appropriate credit for the original creation. License text: <https://creativecommons.org/licenses/by/4.0/>