

“Gender Differences in Impulsive Spending: Who is More Likely to Save or Spend?”

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HYPOTHESES

1. This study hypothesizes that women are more likely to engage in emotionally driven impulse purchases, driven by situational factors or as a form of self-reward.
2. Women are more likely to make impulse purchases, while men are inclined to save.



RESULTS

- The results of the study were analyzed using an independent samples t-test to determine whether there was a statistically significant difference between men and women in impulsive spending.
- Descriptive statistics showed that women had a slightly higher mean impulsive spending score
 - Women: (M= 11.89, SD 2.771)
 - Men: (M= 11.87, SD= 2.503)
- The t-test revealed that this difference was not statistically significant
 - $T(72)=-0.090, p= .929$

As a result, the null hypothesis could not be rejected. This indicates that, within this sample, men and women reported engaging in impulsive spending at nearly the same rate, with no meaningful difference between genders.

PARTICIPANTS

- ❖ 78 Students
- ❖ 59 Women/15 Men
- ❖ Average Age = 24
- ❖ Race
 - ❖ African American (N =65),
 - ❖ German (N= 1),
 - ❖ Ethiopian (N =1),
 - ❖ Nigerian (N =2),
 - ❖ Sierra Leonean (N=1), El Salvadorian (N = 2) and
 - ❖ Six participants did not answer.



MEASURES

We composed a survey of 11 questions, which included demographics, spending behaviors, and financial management.

Analyzing spending on impulse, we asked questions on items purchased impulsively and assessed their confidence on a scale of 1 to 5.



DISCUSSION

The results of this study suggest the following:

- ❖ This study used a t-test to determine if there was a significant difference between women and men in their impulse spending.
- ❖ The test indicated no significant difference.
- ❖ We can't reject the null hypothesis – both men and women appear to engage in impulsive buying to the same extent in this sample

This study aimed to determine if gender predicts total spending.

Existing literature notes gender differences, with some scholars finding women spend more in categories like fashion, personal care, technology, and entertainment. However, this research does not suggest significant total spending differences between males and females.