

IMPACT OF COGNITIVE AND AFFECTIVE PROCESS OF DECISION MAKING ON IMPULSE PURCHASE

Ali Abbas and Bushra Bashir

Institute of Business and Management, University of Engineering and Technology, Lahore, Pakistan

Corresponding author e-mail: ali.aoulakh@gmail.com

bushra_gill@yahoo.com

ABSTRACT: Based upon the consumer behavior and decision making process, this study was employing Regression analysis to investigate the relationship between Cognitive and Affective decisions making on Impulse Purchase of Casual Wears in Pakistan. There were 207 actual responses recorded in this study by using Convenience sampling technique. Research findings of this study revealed that both Cognitive and Affective process of decision making impact the impulse purchase of casual wears and affective process impact was more than that of cognitive impact. This study is significant for all the marketers and retailers to know the impact of both these decision making process and they can affectively use different marketing techniques to foster the impulse purchase in casual wears category.

Keywords: Impulse Buying, Cognitive, Affective, Casual Wears

1. INTRODUCTION

Behavior is the mirror of an individual which tells his image [1]. Human nature is one of those realities that are unpredictable. People show different responses on similar situation. On the basis of reflection of individual behavior marketers can predict the future behavior of individuals. On the basis of this consumption pattern, consumer decision making can be broadly categorized in two terms; conventional decision making and impulse decision making [2]. In conventional decision making, consumer passes through a series of process to come at the purchase decision [3].

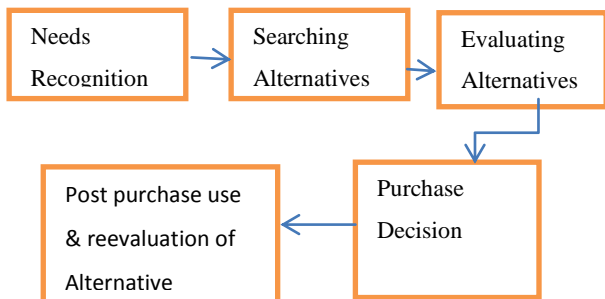


Figure 1.1 showing Engel and Blackwell (1982) Model of Consumer Decision Making

Their model explicitly conveys that consumer will adopt rational decision making while purchasing something. However, if consumers do not follow this process and purchase something without going through the whole process on sudden desire then this model will no longer applicable. To address this issue a modification in this model has been made by the Coley and Burgess [4]. According to this model, a consumer may reach to final decision upon sudden desire or exposure to certain external stimuli thus violating the normative decision making process [5]. Due to this desire he performs the purchase upon seeing the product. This process is followed by impulsive reaction and hence it is called impulse buying or unplanned purchase [6]. As per the model proposed by Coley and Burgess [4], impulse buying can be defined as a purchase made by the consumer upon exposure to certain stimuli and this purchase is made without future consequences.

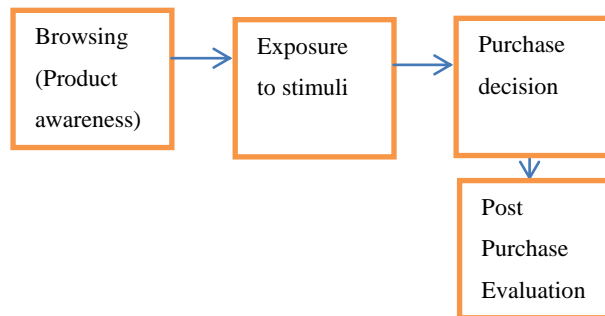


Fig 1.2 showing Impulse Buying Process

Different studies have been conducted to know the process of impulse buying. In these studies emphasis has been made to explore the effect of personality of consumer on impulse buying [7], different factors triggering the impulse buying process [2], effect of emotions and presence of other on impulse buying process [6] and so on. Youn and Faber [8] have described that both cognitive and affective processes of behavior effect the decision making process of consumers. However whether these processes are happened to impact the impulse buying is still requiring explanation, though Coley and Burgess [4] have given explanation on the effect of these processes in impulse buying but both have discussed it with reference to gender. This study extends the working of these two processes in impulse purchase of casual wears and investigates which process has more impact on impulse buying and which process has less effect.

1.2 Research Objectives

Following are the research objectives of study:

1. To know the effect of both the cognitive and affective aspects on impulse buying with reference to purchase of casual wearing
2. To measure which aspect greatly effects the impulse buying of casual wears

2. LITERATURE REVIEW

2.1 Impulse Buying

Consumer decision making has always been interesting topic for the researchers as it shows the consumption pattern of individuals. In consumer decision making impulse buying is

one of the most notified concepts. It was firstly studied by Clover [9] as unplanned purchase decision. Stern [10] extended this concept and classified this concept into four distinct types of impulse buying: (1) pure impulse buying, (2) reminder impulse buying, (3) suggestion impulse buying,

(4)planned impulse buying. After the work of Stern [10] different researches have given different definitions to this concept. Below table shows the different definitions of impulse buying:

Table 2.1 showing Definition of Impulse Buying in chronological order

| Authors | Definition of Impulse Buying |
|---|---|
| Clover [9] Stern [10] Kollat and Willet [11] D'Antoni and Shenson [12] Bellenger et al [13] | Unplanned act of buying without too much consideration Sudden urge to buy Consumers buy things without the involvement of planning Rapid decision making or on the spot decision making Consumers have not buying intention before purchasing the product |
| Weinberg and Gottwald [14] | Emotions are attached regarding impulse buying activity and it carries less control of cognition |
| Hoch and Loewenstein [15] | An inconsistent buying which will not be completed if the person is not passionate. |
| Rook [16], Rook and Fisher [7] | Unplanned act of buying backed by sudden urge to buy something |
| Beatty and Ferrell [17] Kacen and Lee [6] Adelaar et al [18], Crawford and Melewar [19] | A powerful and persistent urge to buy something immediately A subjective bias leads to the possession of something An unplanned purchasing within the store, Store environment is a major contributor to this unplanned buying decision |
| Zhou and Wang [20] | When a consumer feels a sudden desire to buy something. This desire is persistent and consumer wants to buy immediately. |
| Vohs and Faber [21] | A buying choice which is not consistent and is made by sudden urge that is initiated by emotions |
| Xiao and Nicholson [22] | An unplanned and sudden act of buying due to external stimuli that leads to the feeling of regret or happiness. |

Above table shows the different definitions of impulse buying in chronological order. It contains only those definitions that are extracted through research and contributed to existing literature. By seeing the different definitions a unified definition can be extracted as follows:

A sudden act of purchase in the presence of external stimuli that is backed by persistent urge to buy , after the purchase consumer feels excitement or regret that results to repurchase the product in future.

2.2 Cognitive Aspect

Consumers show different attitudes in different situations and also show different consumption pattern with respect to the involvement of products. Low involvement products have different effect on consumption pattern of individuals than the high involvement of products [23]. Purchasing involved in low involvement of products lead to formulation of attitude after a limited number of beliefs while attitude played a role in influencing behavior but not to a great extent [7]. Thus low involvement products are more prone to be selected in impulse purchases [7]. As low involvement products require very little purchasing time so cognitive aspect is an important dimension need to be considered while studying impulse buying. According to Verplanken and Herabadi [24] individual personality sometimes guided him towards purchasing things without thinking too much. According to them, some individuals involved in impulse purchase more than the others so they gave great emphasis on both cognitive and affective aspects of decision making. As per the thoughts of Youn and Faber [8], both are important to consider while performing any research on consumption pattern of individual. Later on Coley and Burgess [4] discussed these aspects with reference to gender.

Coley and Burgess [4] have extracted from the work of Youn and Faber [8] that both these aspects have different dimensions and both have effect over each other and has also on impulse buying. They have argued that affect dimension of decision making refers to the feelings of individual while cognition relate to the thinking and reasoning process of individual. Both these processes remained active in environment in which consumer involved in shopping but their effectiveness may change in different circumstances. Peter and Oslon [25] described the same process arguing that both cognitive and affective processes remained active in every environment and found little proportion guided through conscious activity while major proportion of shopping done without much awareness. With reference to cognitive aspect, this is further subdivided in three other dimensions; cognitive deliberation, unplanned buying and disregard of future [8]. Cognitive deliberation means to perform some activity without thinking too much or without involving the conscious activity in greater extent [8]. While, unplanned buying as the name shows the act of buying without considering the alternative available and perform the purchasing on sudden act [8]. Disregard of future means the act of purchasing without considering the future consequences [8]. Bayley and Nancarrow [26] demonstrated that a consumer after making purchase left the store with a feeling of breakdown in self-control and he became aware of the impact of impulse buying whether negative or positive on his financial or social aspects of his life. Thus this cognition phase gave him a clue that impulse buying distracted him on having the more suitable option in term of purchase thus feeling of a tradeoff between two products. These feelings sometime lead to regret and sometime lead to happiness

regarding the purchase experience [27]. However, Dholakia [28] argued that cognitive process helped the impulse buyers to give rational to their purchase behaviors. For instance, Bayley and Nancarrow [26] argued that when a consumer made enough purchases due to impulse buying and when he came back home then the feelings of dissonance may high on asking different questions with him that whether he did need those things despite of their presence in home already. Therefore he took the help of cognitive process in impulse buying. Dholakia [28] suggested that the occurrence of impulse buying would be less in those conditions when a consumer felt negative cognitive evaluation condition and impulse buying would be increase in those conditions when he felt positive cognitive evaluation of product. These types of conditions were also well explained through cognitive information processing theory [29] [30]

2.3 Affective Aspect

Affective aspects are related to emotions, feelings and moods [4]. Consumption initiated when a consumer felt difference in his actual state of being and desired state of being. This difference created arouses which led to need and that need produced drive state. During this drive state a consumer felt arousal in his emotions [4]. Intensity of this drive state led to the individual’s level of involvement and affective state. As the intensity of these drive state increased, feelings and emotions of individual multiplied resulting into the high involvement and information processing [4]. Thus drive state initiated urges that motivate an individual towards achieving his desired behavior. This desired behavior is in the form of purchasing the product because consumers felt a difference between their actual state of being and desired state of being [25]. Whenever a consumer involved in shopping, he always in search of incentives to bridge the gap between actual and desire state of being and these incentives came in the form of better products or services within store environment [25]. Need is that thing which motivated a person or giving arouse to his emotions to satisfy his physiological states where he could meet the desired satisfaction level. These emotions served as building blocks for affective aspect of behavior [31]. This affective aspect led to the hedonic experiences which referred to initiate the needs that led him towards stimulation, sensational feelings, and an arouse in emotions [31]. Affect can be classified into emotions and moods. Both emotions and moods define the feelings of a person. However, moods are shorter and temporary in nature and they occur in some special circumstances [4]. Moods have low intensity then the emotions because emotions led to greater urgency and have long lasting effect. However moods served as a best recalling tool then that of emotions [4]. This moods and emotions relationship leads to the affective processes that dominate the rational decision making process [4]. Therefor researchers also argued that affective processes played dominate role in purchasing high involvement products too [4]. As per the view of Lee and Kacen [6] consumers often experience the feelings of fun and pleasure when they experienced that product or services. As per the work of Youn and Faber [8], affective aspects of decision making are

related to feelings, moods and emotions of individuals. They have divided affective process into three categories or components; irresistible urge to buy, positive buying emotions and mood management. In irresistible urge to buy, customer got a sudden layer comes through his mind that compelled him to buy things even without confronting visually [32]. This sudden urge often comes due to the gap between individual’s desire state of need and actual state of need defined as self-discrepancy and this discrepancy leads to impulse buying [33]. As per the view of Hoch and Loewenstein [15], impulse buying is a reactive process that originates in response to something and this produces a strong stimulation to consumer and motivates him to buy. This reactive nature of impulse buying opens new exploration in finding out the other motivators and gives researcher thoughts to make contribution in understanding the phenomenon [34]. Both types of emotions i.e. negative and positive emotions elicit the impulse buying behavior. In this context, Rook and Gardner [35] has reported that negative moods provoke the impulse buying and consumers did spend more in order to counter their negative moods. Verplanken and Herabadi [24] stated that negative feelings motivate an individual more towards impulse buying than the positive feelings. Their study showed that negative feelings are partially correlated with the cognition and positive feelings are correlated with the affective impulse buying tendency. They also found the correlation between negative mood low self-esteem, unhealthy snacking and eating disorder with impulse buying. This study stated that people are engaged in unhealthy eating due to the fact of impulse buying as they consumed more to satisfy the low self-worth. Relationship between low self-esteem and impulse buying is also studied by the Xia and Lin [34].

:

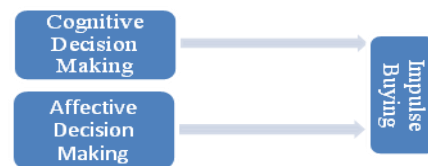


Fig 2.1 showing relationship among independent and dependent variables

2.4 Theoretical Framework

This research study consists of three variables and their relationship is shown in the below fig

On the basis of relationship following three hypotheses can be made:

- H1: Affective elements of customer’s buying decision process play significant role in impulsive purchase of casual wears
- H2: Cognitive elements of customer’s buying decision process play significant role in impulsive purchase of casual wears
- H3: Both Affective and Cognitive elements have strong relationship with impulse purchase of casual wears

3. MATERIAL AND METHODS

Survey in the form of close ended questionnaire was used as instrument for this research. There were total 32 questions used to measure the responses of respondents. Questionnaire has four parts that were adopted from various researches [7] [8] [24]. Data has been gathered from 207 respondents in Lahore through convenience sampling technique. This is a form of non-probability sampling technique and is used in those situations when there is a need to know the perception of respondents over their behavior, and conducted when the respondents are conveniently available [36].

Purpose behind selecting Lahore was that it contained a large number of retail stores in different vicinity of city like in Johar town, Defence area, Model Town, Wapda town and Green town etc. People used to visit these retail stores often in a month to purchase the grocery items, apparels and different type of households.

This city has also seen the different trends in fashion and people seemed to be prayed by the different fashion settings. People used to have had different wears as per the fashion and this thing also seen in selecting the casual wears like casual shirts, t-shirts, trousers and jeans. Both males and females are happy in selecting these wears to show that they are trendy. Such type of research therefore demands that data should be taken from those people who are well aware regarding different trends in casual wearing and used to involve purchasing these casual wearing very often. For this

purpose respondents from different shopping malls of Lahore have been taken to collect the data.

Table 4.1 shows the Mean, standard deviation and correlation among the variables of study. As per the table, mean of impulse buying is 2.75 which is approaching to neutral value while cognitive has 3.21 and affective has 3.25 mean which show that both the aspects has tendency to approach to agree regarding impulse buying attitude but affective components have more inclination towards agree than the cognitive components. With reference to correlation both are positively correlated with impulse buying as the value of $r=.643$ of affective components show that it is strongly positively correlated with impulse buying while cognitive components ($r=.347$) show that it is also positively correlated with the impulse buying but not with too much extent than the affective components. Both affective and cognitive components are positively correlated with each other but its value is less than the value of multicollinearity as explained in the regression table later on.

4.2Hypothesis Testing Hypothesis 1:

Cognitive elements of customer’s buying decision process play significant role in impulsive purchase of casual wears The hypotheses indicated the positive relationship between cognitive elements and impulse buying of casual wears. Regression analysis was conducted to test if the cognitive elements significantly predicted impulse buying. Regression

4. DATA ANALYSIS

4.1 Correlation Analysis

Table 4.1 showing Correlation, Means & SD

| Sr. # | | M | SD | 1 | 2 | 3 |
|-------|------------------|------|------|--------|--------|---|
| 1 | Impulse Buying | 2.75 | .572 | - | | |
| 2 | Cognitive aspect | 3.21 | .455 | .374** | - | |
| 3 | Affective aspect | 3.25 | .569 | .643** | .257** | - |

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.2 showing the Model Summary of Cognitive Elements & Impulse Buying

| Model | R | R Square | Adjusted Square | t- test R Sig. | Un-standardized Coefficients B Constant Cog. | Durbin Watson | Decision |
|-------|-------------------|----------|-----------------|----------------|--|---------------|----------|
| 1 | .374 ^a | .140 | .136 | .000 | 1.274 .474 | 1.923 | .000<.05 |

a. Predictors: (Constant), cognitive_elem
 b. Dependent Variable: impulse_buying

Table 4.3 showing Model Summary of Affective Elements & Impulse Buying

| Model | R | R Square | Adjusted R Square | t- test Sig. | Un-standardized Coefficients B | | Durbin Watson | Decision |
|-------|-------------------|----------|-------------------|--------------|--------------------------------|------|---------------|----------|
| | | | | | Constant | Aff. | | |
| 1 | .643 ^a | .414 | .411 | .000 | 1.052 | .613 | 2.005 | .000<.05 |

a. Predictors: (Constant), affective_elem

b. Dependent Variable: impulse_buying

Table 4.4 showing Model Summary of Affective Elements Cognitive Elements & Impulse Buying

| Model | R | R Square | Adjusted R Square | t- test Sig. | Collinearity Statistics | | Un-standardized Coefficients B | | Durbin Watson |
|-------|-------------------|----------|-------------------|--------------|-------------------------|-------|--------------------------------|------|---------------|
| | | | | | Tolerance | VIF | Cog. | Aff. | |
| 1 | .674 ^a | .455 | .450 | .000 | .923 | 1.084 | 0.188 | .767 | 2.001 |

a. Predictors: (Constant), affective_elem, cognitive_elem

b. Dependent Variable: impulse_buying

analysis results indicated that the predictor explained 14% of the variance ($R^2 = .140$, $F = 33.35$, $p < .01$) therefore model was valid and the overall regression was statistically significant. It was found that cognitive element ($\beta = .474$, $t = 5.791$, $p < .01$) significantly predicted impulse buying. The value ($r = .374$) indicates that as cognitive elements has a positive relationship with impulse buying but it is not strong. The hypotheses indicated the positive relationship between affective elements and impulse buying of casual wears. Regression analysis was conducted to test if the affective elements significantly predicted impulse buying. Regression analysis results indicated that the predictor explained 41% of the variance ($R^2 = .414$, $F = 145.28$, $p < .01$) therefore model was valid and the overall regression was statistically significant. It was found that affective element ($\beta = .613$, $t = 12.053$, $p < .01$) significantly predicted impulse buying. The value ($r = .643$) indicates that as affective elements has a positive relationship with impulse buying. This shows that affective elements are strongly positively correlated with the impulse buying. Durbin Watson = 2.005 which indicated that there was no problem of autocorrelation as its values lies in between the 1.5-2.25 [37]

Hypothesis 3:

Both Affective and Cognitive elements have strong relationship with impulse purchase of casual wears. The hypotheses indicated the combined positive relationship between affective elements, cognitive elements and impulse buying of casual wears. Regression analysis was conducted to test if the both affective and cognitive elements significantly predicted impulse buying. Regression analysis results indicated that the predictor explained 45.5% of the variance ($R^2 = .455$, $F = 145.28$, $p < .01$) therefore model was valid and the overall regression was statistically significant. It was found that affective element ($\beta = .613$, $t = 12.053$, $p < .01$)

enough as per the comparison with the affective components. Durbin Watson = 1.92 which indicated that there was no problem of autocorrelation as its values lies in between the 1.5-2.25 [37]

Hypothesis 2:

Affective elements of customer’s buying decision process plays significant role in impulsive purchase of casual wears significantly predicted impulse buying. The value ($r = .674$) indicates that both affective and cognitive elements has a combined positive relationship with impulse buying. Multicollinearity was measured by using a statistical tool called Tolerance and VIF (*variance inflation factor*). As a rule of thumb, if a variable VIF value is greater than 10 it may impede further investigation. If the tolerance index value is close to 0, then there is a problem of multicollinearity or if tolerance value $< (1 - R^2)$. In this case there was no issue of multicollinearity ($VIF = 1.084$, $Tolerance = 0.923$) Durbin Watson = 2.001 which indicated that there was no problem of autocorrelation [37]. β value of both the elements shows that affective elements have significantly affected the impulse buying of casual wears than the cognitive elements. i.e. (β (AI) = .767, β (CI) = .188)

5. DISCUSSION AND CONCLUSION

First hypothesis of study is related to significance relationship between cognitive elements of buyer decision process and impulse buying of casual wears. Impulse buying is the most interesting area of study for researchers and it also helps the retailers to know the consumption pattern of shoppers. In our society people like casual wears and they used to wear them off and on. Thus casual wears industry receives much attention and this industry is flourishing. In this scenario it is utmost important to know the consumption pattern of casual wears. Current study reveals that cognitive elements of

decision making process effects the purchasing of casual wears impulsively but not with too much extent. It only accounts for affecting 14% in decision making. There are three types of cognitive elements as per the study of Youn and Faber [8] and these collectively effect the decision making of individual while purchasing something impulsively. If we see the components of cognitive individually, then it reveals that unplanned buying component and disregard of future component are very much related to impulse buying and cognitive deliberation component is related with the planning of purchase in which careful planning is involved in purchasing different items. Second hypothesis of study is related to significance relationship between affective elements of buyer decision process and impulse buying of casual wears. Current study reveals that affective elements of decision making process effects the purchasing of casual wears impulsively with great extent. It accounts for affecting 41% in decision making. There are three types of affective elements as per the study of Youn and Faber [8] and these collectively effect the decision making of individual while purchasing something impulsively. If we see the components of affective individually, then it reveals that mood management component and positive buying emotions and irresistible urge to buy component are very much related to impulse buying in purchasing the casual wears. This result was also suggested by Peter and Olson [25] in their study which revealed that buying emotions play very important role in decision making process of individual and these emotions create irresistible urge to buy even compelling the individual to buy products. Third hypothesis is about the combined effect of both independent variables on impulse buying. Above discussion reveals that both have positive impact on impulse buying of casual wears. If both these processes get combined then the effect will be more than we study them individually. There is pertinent to mention that if both these components jointly affect the impulse buying then major share of this effect comes from affective components. This is also shown in the value of β as value of β is more in case of affective components than the cognitive components. Thus our all the objectives of research have been achieved in which we want to know the effect of both cognitive and affective components on impulse purchase of casual wears and to know which component effect this process more than the other.

5.1 Limitations

This study is conducted in Lahore only. There is a need to spread this research to other area to show the generalizability. Further this study only deal with the garments so there is need to spread the study to other product types like cosmetic industry and other FMCG product

5.2 Future Research

In order to validate the result of current study, a longitudinal research study can be conducted in different retail settings. Concept of cognitive and affective elements and their relation with impulse buying with moderating role of in store environment can be studied to have better understanding of concept. Different sectors other than the garments industry can be focused to know the effect of these processes. For instance, study in cosmetics industry with respect to the

females' selection of cosmetics may pose different result as care is involved in selecting cosmetics items.

A comparative study can be made between male and female for further validate the results. Some other variables like product attributes, in-store environment can be introduced to the model.

REFERENCES:

- [1] Goethe J., Maxims and reflections, *Penguin UK*, 1998.
- [2] Hadjali HR., Salimi M, Ardestanis MS, Exploring main factors affecting on impulse buying behaviors, *Journal of American Science*, **8**(1): 245-251,2012.
- [3] Engel, J. F., & Roger, D. Blackwell, *Consumer behavior*, **4**, 1982.
- [4] Coley A, Burgess B., Gender differences in cognitive and affective impulse buying, *Journal of Fashion Marketing and Management*, **7**(3), 282-295,2003.
- [5] Klöckner CA., Matthies E, How habits interfere with norm-directed behaviour: A normative decision-making model for travel mode choice, *Journal of Environmental Psychology*, **24**(3), 319-327, 2004.
- [6] Kacen, JJ, Lee JA, The influence of culture on consumer impulsive buying behavior, *Journal of consumer psychology*, **12**(2), 163-176, 2002.
- [7] Rook DW, Fisher RJ, Normative influences on impulsive buying behavior, *Journal of consumer research*, 305-313, 1995.
- [8] Youn S, Faber RJ, Impulse buying: its relation to personality traits and cues, *Advances in consumer research*, **27**, 179-185, 2000.
- [9] Clover E, Freud or Jung? , *Northwestern University Press*, **34** , 1950.
- [10] Stern H, The significance of impulse buying today," *The Journal of Marketing*, 59-62, 1962.
- [11] Kollat DT, Willett R P, Customer impulse purchasing behavior, *Journal of Marketing Research*, 21-31,1967.
- [12] D'antoni, JS, Shenson HL, Impulse buying revisited: A behavioral typology, *Journal of Retailing*, **49**(1), 63-76,1973.
- [13] Bellenger DN., Robertson, DH., Hirschman EC, Impulse buying varies by product, *Journal of Advertising Research*, **18**(6), 15-18,1978.
- [14] Weinberg, P., & Gottwald, W., "Impulsive consumer buying as a result of emotions," *Journal of Business research*, **10**(1), 43-57(1982)
- [15] Hoch, Stephen J., and George F. Loewenstein, "Time-inconsistent preferences and consumer self-control." *Journal of Consumer Research*, 492-507(1991)
- [16] Rook, D. W., "The Buying Impulse," *Journal of Consumer Research*, **14**, 189-199(1987)
- [17] Beatty, S. E., & Elizabeth Ferrell, M., "Impulse buying: modeling its precursors," *Journal of retailing*, **74**(2), 161-167(1998)
- [18] Adelaar, T., Chang, S., Lancendorfer, K. M., Lee, B., & Morimoto, M., "Effects of media formats on emotions and impulse buying intent," *Journal of Information Technology*, **18**(4), 247-266(2003)
- [19] Crawford, G., & Melewar, T. C., "The importance of impulse purchasing behaviour in the international

- airport environment” *Journal of Consumer Behaviour*, **3**(1), 85-98(2003)
- [20] Zhou, L., & Wong, A., “Consumer impulse buying and in-store stimuli in Chinese supermarkets,” *Journal of International Consumer Marketing*, **16**(2), 37-53(2004)
- [21] Vohs, Kathleen D., and Ronald J. Faber., "Spent resources: Self -regulatory resource availability affects impulse buying," *Journal of Consumer Research* **33**(4), 537-547(2007)
- [22] Xiao, S. H., & Nicholson, M., “A multidisciplinary cognitive behavioral framework of impulse buying: a systematic review of the literature,” *International Journal of Management Reviews*, **15**(3), 333-356(2013)
- [23] Rook, D. W., & Hoch, S. J., “Consuming impulses,” *Advances in consumer research*, **12**(1), 23-27(1985)
- [24] Verplanken, B., & Herabadi, A., “Individual differences in impulse buying tendency: Feeling and no thinking” *European Journal of personality*, **15**(S1), S71-S83 (2001)
- [25] Paul, P. J., & Oslon, J. C., “Customer Behavior and Marketing Strategy,” (2005)
- [26] Bayley, G., & Nancarrow, C., “Impulse purchasing: a qualitative exploration of the phenomenon. Qualitative Market Research,” *An International Journal*, **1**(2), 99-114(1998)
- [27] O'Guinn, T. C., & Faber, R. J., “Compulsive buying: A phenomenological exploration,” *Journal of consumer research*, 147-157(1989)
- [28] Dholakia, U. M., Temptation and resistance: an integrated model of consumption impulse formation and enactment,” *Psychology & Marketing*, **17**(11), 955-982(2000)
- [29] Shu, S. B., & Gneezy, A., “Procrastination of enjoyable experiences” *Journal of Marketing Research*, **47**(5), 933-944(2010)
- [30] Stillley, C. S., Bender, C. M., Dunbar-Jacob, J.,
- [31] Hausman, A., “A multi-method investigation of consumer motivations in impulse buying behavior,” *Journal of consumer marketing*, **17**(5), 403-426,2000.
- [32] Shapiro, J. M., Impulse buying: A new framework,” *Developments in Marketing Science*, **15**, 76-80,1992.
- [33] Wicklund, RA & Gollwitzer, PM., “Symbolic self-completion, attempted influence, and self-deprecation,” *Basic and Applied Social Psychology*, **29**(1), 89-114(1981)
- [34] Lin, Y. T., & Xia, K. N., “Cognitive age and fashion consumption;” *International Journal of Consumer Studies*, **36**(1), 97-105, 2012.
- [35] Rook, D. W., & Gardner, M. P., “In the mood: impulse buying’s affective antecedents,” *Research in consumer behavior*, **6**(7), 1-28(1993)
- [36] Pratt, M. G., “From the editors: For the lack of a boilerplate: Tips on writing up (and reviewing) qualitative research,” *Academy of Management Journal*, **52**(5), 856-862,2009.
- [37] Kutner, M. H., Nachtsheim, C. J., Neter, J., & Li, W., “Logistic regression, Poisson regression and generalized linear models,” *Applied Linear Statistical Models. 4th ed., Irwin, Times Mirror Higher Education Group, Inc. Chicago, IL,1996 .*