

The Effects of Age Differences on Affective and Cognitive Impulse Buying

Shabnam Bidmeshki

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Approval of the Institute of Graduate Studies and Research

Prof. Dr. Cem Tanova
Acting Director

I certify that this thesis satisfies the requirements as a thesis for the degree of Master of Arts in Marketing Management.

Prof. Dr. Mustafa Tümer
Chair, Department of Business Administration

We certify that we have read this thesis and that in our opinion it is fully adequate in scope and quality as a thesis for the degree of Master of Arts in Marketing Management.

Prof. Dr. Mustafa Tümer
Supervisor

Examining Committee

1. Prof. Dr. Mustafa Tümer
2. Assoc. Prof. Dr. Deniz İşçiođlu
3. Asst. Prof. Dr. Dođan Ünlücan

ABSTRACT

Impulse buying is defined as feeling a strong and urgent desire to buy a product without previous intention to purchase. Impulse buying might be triggered by external or internal stimulus. The reaction to these stimuli can happen affectively, cognitively or as the combination of two. When affective states overcome cognitive states impulse buying is likely to happen. The purpose of this study is to define differences of affective and cognitive processes associated with impulse buying behavior in different age groups. Two hundred and twenty three individuals were surveyed from different classes of society in Famagusta, North Cyprus.

One way analysis of variance determined that there are significant differences between people in different age groups in terms of “positive buying emotions”, “mood management”, “cognitive deliberation” and “unplanned buying” processes associated with impulse buying. There was no significant difference in terms of “Irresistible urge to buy”. Among all these processes associated with impulse buying “positive buying emotions” has the most correlation with age.

Results revealed that consumers within age range of (34-38) have the highest level of impulse purchases, due to the fact that consumers in this group are more obsessed with their self-image.

Keywords: Impulse buying, consumer buying behavior, affective processes, Cognitive processed

ÖZ

Anlık satınalma olarak tanımlanan satın alma yöntemi, daha önceden satın alma niyeti olmadan ani olarak ortaya çıkmaktadır. Anlık satınalma dış veya iç uyarı ile oluşmaktadır. Bu uyarılara karşı oluşan tepki duygusal, bilinçsel veya her ikisinin beraber etkileşimi ile meydana gelmektedir. Duygusal etki bilinçsel etkinin üzerine geçtiği zaman anlık satınalma oluşabilmektedir. Bu çalışmanın amacı duygusal ve bilinçsel tutumların anlık satınalmayı nasıl etkilediğini ve anlık satınalmanın değişik yaş grupları arasında farklılık gösterip göstermediğini bulmaktır. Toplam ikiyüz yirmi üç kişi ile kolayda örneklem yöntemi kullanılarak Gazimağusa şehrinde mülakat yapılmıştır.

Yaş grupları arasında farklılığı ortaya koyabilmek için tek yönlü ANOVA istatistik testi yapılmıştır. Yapılan test sonucunda yaş grupları arasında anlık satın almaya yönelik “pozitif satın alma duygusu”, “durum yönetimi”, “bilişsel dağıtım” ve “planlanmamış satın alma” tutumlarının farklılık gösterdiği saptanmıştır. “Satın alma isteğine dayanmamak” etmeninin ise yaş grupları arasında farklılık göstermediği saptanmıştır.

“Anlık satın alma” ile yaş arasında en çok korelasyon olduğu da bulunmuştur.

Anahtar Kelimeler: Anlık satınalma, tüketici davranışı, duygusal tutum, bilişsel tutum

DEDICATION

I dedicate this work to my supportive husband and my sweetest little sunshine, Nikki, who give me hope and strength and warm my heart.

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Chapter 1

INTRODUCTION

1.1 Background of the Study

Impulse buying can be defined in the terms of feeling a strong and urgent desire to buy a commodity without intending to purchase (Rook & Fisher, 1995). Nowadays Impulse buying is a common phenomenon, being experienced by almost everyone (Rook, 1987). This concept has received much attention in last 50 years and many researchers have tried to define and measure this concept. Some researchers believe that impulse buying is caused by common characteristics that consumers possess. Some others discuss that impulse buying might be triggered by external or internal stimulus. However more research needs to be done on affective and cognitive motives that lead to commit impulse buying. Affect refers to feelings, emotions and moods. Cognitive refers to the mental action and process of acquiring knowledge, thinking and interpreting (Youn & Faber, 2000). The action to internal or external stimulus is processed either affectively or cognitively, the reaction to the stimuli also might be combination of both cognitive and affective procedures (Coley & Burgess, 2003). When affective states overcome cognitive states impulse buying is likely to happen (Youn, 2000).

Age is an important factor affecting impulse buying, however, despite its important, age has not received enough attention. People of different age groups show different patterns of buying. Based on Rani (2014), personality varies considerably in people

with different age groups and since personality is a major factor influencing consumers buying behavior, age has a major influence on impulse buying (Rani, 2014). Marketers are searching for more profound ways in order to target consumers, segmentation based on age is easy to identify and profitable.

1.2 Research Gap

Some research have been carried out to explore relationship between age and impulse buying, however none of them have investigate affect and cognition processes involved in decision making while shopping within different age groups. Some studies have been done on role of these two inner processes involved in impulsive buying (Youn & Faber, 2000). Coley & Burgess (2003) attempted to figure out differences between men and women in terms of affective and cognitive processes, however, the gap still lies in influence of age on affective and cognitive processes involved in impulsive buying. This research is an attempt to fill this gap by modifying differences of age groups in affective and cognitive processes associated with impulse buying behavior.

1.3 Research Aim and Objectives

The purpose of this study is to define differences of affective and cognitive processes associated with impulse buying behavior in different age groups.

Aim: to evaluate influence of age on impulse buying.

Objectives:

1. To review the literature on Impulse Buying in order to identify it, understand the importance of this behavior on market and also identify the factors that result in this behavior.

2. To review the literature on “influence of age on consumer’s character” in order to understand how consumers in different age groups are different in affective and cognitive processes associated with impulse buying.
3. To conduct a survey with consumers in order to understand level of consumer's cognitive and affective components and also measure how frequently they perform impulse purchase and how it differs in consumers with different ages.
4. To compare and contrast findings of the study with the literature to explore the factors which are different in North Cyprus.
5. To draw conclusions and make recommendations on how cognitive process factors and affective process factors influence impulse buying decisions in consumers with different age groups in North Cyprus.

Chapter 2

REVIEW OF LITERATURE

In this chapter a review of literature related to impulsive buying behavior is provided. It also defines how affective and cognitive processes affect impulse buying during, before and even after decision making as well as how age affects cognitive and affective processes.

2.1 Impulse Buying Definitions

Marketers and consumers researches have tried to define a definition for impulse buying for the last 50 years. Early researchers categorized products into impulse and non-impulse items in order to provide marketing strategies based on that (Youn & Faber, 2000). These researches reached the fact that approximately all type of products can be purchased impulsively (Rook, 1987).

In order to define impulse buying some research was done to distinguish planned from unplanned purchases, unplanned purchases is defined as the diversity of purchase intentions and actual purchases. Participants were interviewed before and after shopping (Bellenger et al., 1978). Consumers were asked questions about products they intended to buy before entering the store and were asked the products they bought before leaving. The items that were not on the list and were bought were considered impulse.

The problem with this definition is that impulse buying is equated to unplanned purchasing (Bellenger et al., 1978).

Impulse buying is categorized into four types by Stern (1962): pure impulse buying, reminder impulse buying, suggestion impulse buying, and planned impulse buying. Pure impulse buying which is considered as true impulsive buying breaks normal buying pattern. Reminder impulse buying happens when the desire to buy the product is formed without knowing that product and just by seeing that product while shopping. A suggested impulse buying happens while a consumer faces a product for the first time and without any previous knowledge of the product for the first time and the need is organized. If the consumer has a determined list of products or knows exactly what they want to buy planned impulse buying occurs.

2.2 Environmental and Situational Factors

Environmental and situational factors may affect impulse buying. Environmental factors consist of stimuli in the retail store environment, such as friendly sales persons. Individual factors are moods like shopping enjoyment, and situational factors are circumstances customer face while shopping like time availability. (Beatty & Ferrell, 1998)

Base on Stern (1962) an impulse purchase is formed when the individual enters the store and is faced with stimuli that make a desire, and tempt the consumer to buy the product that was not planned before entering the store. Store stimuli help those who don't think about product they need as open catalog or a shopping aid. This customer can remember products they need to buy by searching the store. Customers, who use

the store interior as the catalog, are more likely to commit in impulse buying behavior (Stern, 1962).

External cues and internal cues are factors that can trigger impulse purchase (Coley & Burgess, 2003). Advertisements, posters and coupons, are examples of external cues. Internal cues are consumers' moods, self feelings and emotional states. Impulse buying is influenced by responses to both internal cues and external cues. Youn & Faber (2000) found that high impulse buyers are more likely to be affected to both internal and external cues than low impulse buyers. However, high impulse buyers are more sensitive to the following stimulus: advertisement, visual elements, promotional gifts, clothing and looks, and feeling fat. Youn & Faber (2000) also found that high absorptive people are more sensitive to external stimulus such as advertisement and visual elements while stress reaction people are affected more by internal stimulus such as feeling fat and depressed feelings.

Belk (1975) defines five groups of situational characteristics:

- 1) Physical surroundings, these features include material surrounding the stimulus object like décor, aromas, sounds, lighting, weather.

- 2) Social surroundings. Examples of social surroundings can other customers that are shopping in the store, whether or not customer feel self-identity with other customers in the store can affect consumer's buying behavior.

Research on perceived crowding shows that human density has a negative correlation with consent and level of purchases (Lins & Mitchell, 2008), however, Mattila & Wirtz (2006) figured out that there is a positive correlation between perceived

crowding and employee friendliness in the way that negative impact of crowding might be decreased with friendliness of employees (Mattila & Wirtz, 2006). As the result, employees should be trained to be super friendly at busy times in order to reduce negative influences of crowded environment.

Mattila & Wirtz (2006) also found a positive correlation between familiarity with environment and impulse buying. When customers are familiar with environment they are more relaxed and experience more positive buying emotions, as the result they involve more in impulse buying behavior. Customers are more cautious of their actions in an unfamiliar environment and are not prone to impulse purchases.

3) Temporal perspective is related to time of day to season of the year. At the end of day people's control over temptation is very low because of depletion of self's crucial resources which have been used during the day.

4) Task definition of a situation consists of the intention for shopping, and generality or specificity of purchase. For example customer's situation varies whether they are shopping for a gift for a friend or they are shopping for personal use.

5) Antecedent states are temporary moods, such as happiness, sadness or hostility. Or temporary conditions like having cash at hands. These features are not enduring characteristics.

Based on Stern (1962) classification consumers' perform impulse buying when they are exposed to external stimuli and impulsiveness is distinguished by situational factors. These situations will influence subsequent behavior in interaction with

specific object or person. However, impulse buying is not only depended on external environment (Youn, 2000).

2.3 Difference Between Impulse Buying and Unplanned Buying

Considering impulse buying as unplanned buying is not correct and prior research which considers Impulse buying as unplanned buying are criticized. Some purchases might be considered highly impulsive despite having high degrees of planning while there are some unplanned purchases which are quite rational. So it is incorrect to define a purchase impulsive based on whether that specific product was on the shopping list or not. Iyer (1989) declared that all impulse buyings are unplanned, but not all unplanned purchases are decided impulsively. What define the impulsivity of a purchase is within a person that leads to motivation.

Early researches on impulse buying were missing consumers' internal psychological motivations that lead to lack of the solid theoretical framework in order to analyze impulse buying (Shapiro, 1992).

Youn & Faber (2000) found that there are three personality factors that are related to impulse buying. These are "lack of control", "stress reaction" and "absorption". Consumers with lack of control personality trait make rapid decisions and are very emotional (Youn & Faber, 2000). People with lack of control have the most tendency to engage in impulse buying comparing to the two other categories. Also Youn & Faber (2000) found that people who have high level of control respond significantly to sales and bargains.

Internal stimuli refer to thoughts or physiological sensations that trigger an individual a tendency to make an unexpected procurement. Daydreams and fantasies are associated with emotion and sensitivity follow logic (Bellenger et al., 1978).

Some people report that they feel better after performing impulse purchase. Majority of these people are stress reaction people (Bellenger et al., 1978). Youn & Faber (2000) found that in order to escape negative feelings, stress reaction type of people are more prone to impulse buying. Stress reaction people are nervous, sensitive and easily upset, so they take the reactions to provide some relief. It is hypothesized compulsive buying works as a mood manager for people who experience negative feelings more often (Faber & Christenson, 1996) therefore highly stress reactive people show higher level of commitment to buying behavior. These results match the findings of Chang et al. (2003) that consumers emotional states impacts buying behavior. Chang et al. (2003) state that when consumers are experiencing positive emotion such as thrill and passion they get involve more in impulse buying behavior. When consumers are experiencing positive emotions they show less decision complexity and they can make decision in short period (Chang et al., 2013).

Absorption people become absorbed in their imagination and mental imagery (Chang et al., 2013). Consumers with high level of absorption are sensitive to visions and sounds; they are also touched which entrancing stimuli. The higher the level of Absorption, the more consumers respond to environmental and sensory cues. Youn & Faber (2000) reached the fact that people with high absorption level are touched more with stimuli's such as colors, smells, sounds, textures and locations

Youn (2000) believed that, prior research has under-valued these criteria and understanding these criteria is crucial for developing impulse buying definition. Youn (2000) believed that one significant factor in impulse buying is taking action of buying when the need for that product was not recognized earlier. The other Youn's (2000) criteria are that impulse buying could be distinguished from the decisional period toward the decision process and purchase.

Based on the above, "thoughtlessness," and "short duration of decision" are two significant criteria in defining impulsive buying decisions. When emotions are maximum they overcome cognitive control that is when impulse buying decisions are formed. However, there are some unplanned purchases which are absolutely rational (Iyer, 1989).

To better understand the reasons for impulse buying purchase, five internal psychological states were define by Rook & Hoch (1985). These internal psychological states influence impulse buying considering cognitive and emotional processes that people feel while committing impulse buying.

Based on Bellenger et al. (1978) the motivation to involve in an unplanned purchase can be initiated by consumer's inner thought; once the need is trigged the temptation might be so powerful that cannot be resisted.

Youn (2000) believed that although considerable attempts were done to the theoretical framework, those investigators failed to find significant relationship between personality feature and impulse purchase. The first reason to this lack of significant findings is defining impulse buying as unplanned buying, the second

reason might be looked at the irrelevant relationships of personality traits, and the third one is using inadequate measures. (Youn & Faber, 2000) Decision making is result of both affective and cognitive procedures. Impulse buying is defined as a struggle between affect (emotions) and cognition (thoughts). When affective components overcome cognitive components impulse buying is more likely to happen. The affective process produces are emotions and result in acting impulsively and the cognitive process are logic. These two are totally dependent to each other. Unfortunately, previous research which examined these two factors was unsuccessful in finding adequate reasons considering decision making process (Coley & Burguss, 2003). Hoch & Lowenstein (1991) added that the Integration between these two procedures is a significant criteria of impulse buying. They also defined impulse buying is an inner conflict between the desire and willpower.

Affective and cognitive procedures are absolutely dependent to one another. A change in either emotions or willpower will lead to changing consumer's decision in buying a product. Emotions influence cognitive factors in the way that for example negative consequences of a purchase can be rationalized by a desire motivation. Cognitive factors can affect emotional procedures for example analyzing negative consequences of a purchase can reducing a desire.

Personal characteristics determine what an individual might do at that time. These characteristics include self-control and impulsivity. People with lack of self-control cannot resist temptation of impulse buying (Youn, 2000).

A slight change is needed to change the result of the inner conflict between emotional desire and the cognitive willpower. This struggle can be metaphor to

balance beam. Emotional desire and cognitive willpower can be described as two sides of a continuum, they work against each other and as one of them increases the other one will decrease (Youn, 2000).

However several other factors affect this continuum and change the situation for example this inner struggle might be distracted by a crying baby or a cell phone call. It should be mentioned that the purchase might still occur in the case that cognition overcomes affective, but this purchase is not defined as impulse any more. Because a purchase is called impulsive when there is no evaluation of the purchase. Evaluation process reduces the factors that define a purchase impulse (Youn, 2000).

In summary, impulse buying can be described as the sudden and overwhelming urge to buy or as Hoch & Lowenstein (1991) state the struggle between the emotions and cognitive factors, which the result of this struggle can be shifted by any slight change in the buying line.

2.4 Consumer Buying Behavior

Every day many decisions are made by any individuals about every aspect of the daily life. Normally people do not bother themselves to figure out the process of decision making and factors that are involved in this process. Consumers take several decisions about different aspect of their lives every day. The extent of effort each individual uses to make a decision depends on variety of factors, for example how familiar is he/she with that product or how many options are available as well as the degree of flexibility of his/her selection criteria (Coley & Burguss, 2003). However, these decisions are generally made without very much thinking. It would be frustrating if all purchase decisions needed so much attention. However, not all

purchases are monotonous or routine, and that is the reason they provide novelty and pleasure.

Theoretically, consumers have all the information about all available products and make the best and rational decision. However this vision is not correct and in real world consumers do not have sufficient and accurate information about all the available options and are not involved enough with the process. They are limited by their previous goals and values and most of them make their choice by little knowledge. For most of the consumers are satisfied with “good enough” and are reluctant to involve in wide decision-making activities.

2.5 Affect and Cognition

Affect refers to the feelings that are experienced in everyday lives (Stangor, 2000). Affects can be known as instincts that help people increases their chances of survival by understand whether or not things are going well.

Affect is experienced as moods or emotions. People tend to be more open to people, more hopeful and more creative when they are experiencing positive moods. They are more likely to purchase (Coley & Burguss, 2003). Based on the correlation of affect and buying purchase, if consumers are in a positive mood while being presented with information about new product, they will commit more in purchasing that product. Cognition refers to the thoughts and beliefs one has about an object (Stangor, 2000). Thinking, categorizing objects, or deliberating objects are examples of cognition. Affect and cognition are determinations of whether the purchase is performed or not. They also contribute in consumers preferences.

The first researches about affect and cognition assumed affect as "post-cognitive" (Kintsch, 1974; Anderson, 1976; Bobrow & Collins, 1975). They believed affect is a result of cognition, However, Zajonc (1980) suggested a separate system definition of affect.

Zajonc (1980) proposed three propositions of affect considering consumer behavior:

1- Despite the fact that affect and cognition are dependent to each other, they are controlled by two separate systems in the brain.

2- Affect might result from other causes than cognition and is not necessarily post-cognitive.

3- Affect is stronger than cognition and is more likely to overcome cognition in most of the situations.

Lazarus & Folkman (1984) hugely disagree with "Zajonc's (1980) separate systems view" arguing that Zajonc's (1980) models do not accurately represent cognitive processing.

Storbeck & Clore (2007) believed that although thinking is a different sort of psychological activity than "affecting" but they are not opposing, but they interact with each other in the way that affective feelings might be initiated by cognitions and also affect might influence and yet they are totally separate in some ways.

There is huge disagreement about relation of affect and cognition. Zajonc (1980) believed that this disagreement is caused by absence of definition of affect and

cognition which is commonly accepted by researchers. Many complicated operational issues exist in this area which is caused by the absence of common definition of affect and cognition. It is not possible to show absence of cognition thus, It is not possible to simply reject traditional view of affect (Muncy, 1986).

Not all of the consumers' affective and cognitive systems are conscious. The majority of affective and cognitive procedures individuals experience is without any awareness. Needs are caused by either environmental stimuli or internal stimuli or the combination of both. When the need is recognized, a drive state is produced. A drive state is "excitatory state produced by a homeostatic disturbance" (Coley & Burgess, 2003).

Feeling and emotions intensify as the drive state influences the person. Individuals take action in order to satisfy the need when they experience a drive state, for example, searching for information.

Researches on emotional patterns of the consumers show that some commodities are bought to reflect the consumer's self-image and consumers use these products to express themselves to others. Products can also be used to fulfill fantasies (Levy, 1959). Hedonism is living and behaving in ways that mean you get as much pleasure through the senses out of life as possible. Hedonic consumption theorists suggest that hedonic motivations can control pattern of purchases (Levy, 1959).

Burroughs (1996) argued that purchasing new products might involve great amount of fun and feelings. Consumers fulfill the need of variety seeking by buying new brand of product, even though they are satisfied with their old brand. Purchases also

might be done as result of brand loyalty. Purchases might also be done impulsively. This can be done as result of positive feelings toward a product. If consumer reacts with great amount of strong positive effect to a new product after processing the information, impulse buy takes place.

Consumer behavior refers to the study of consumers and the processes of selecting, securing and using products in order to satisfy their needs. Selecting, securing and using processes have an impact on the consumer. Every aspect of individual's life is considered in consumer behavior studies, including demographics, gender, age and family in order to understand individual's needs. Understanding consumers' needs and predicting their need is very difficult. Many fields such as psychology, sociology and economics are involved in consumer behavior study (Kahle & Close, 2011).

Belief is referred to acceptance of something without any knowledge or proof of it. Attitude can be described as how an individual think or feel about different issues. Behavior is the way in which one acts or manages him/herself especially towards others. Consumption behavior is caused by many different processes. The combination of the behavior, beliefs and attitudes processes differs in different situation depending on whether the consumer is in a drive state or is in low-involvement hierarchy. In derive-state situation, first of all beliefs are organized and attitudes are made then behavior happen. In the low-involvement hierarchy attitudes play a less strong role in decision making, in these cases, just a few numbers of beliefs are formed, and then behavior is occurred. In these situations, attitudes do not influence behavior and are not organized until the consumer utilizes the commodity. In the case of Impulse buying, affect happens first and is pursued by behavior (Rook & Hoch, 1985).

To put it in a nutshell Impulse buying can be triggered by internal or external stimulus. The reaction to this stimuli processes affectively, cognitively or the combination of the both (Youn, 2000).

2.6 Age and Impulsive Behavior

Age is an important factor that affects consumers buying behavior and as the result affects impulse buying behavior as well (Bellenger et al., 1978). People of different age groups show different patterns of buying. Even choice retail store can be influenced by the age. Bellenger et al. (1978) states that compared to aged consumers young consumers perform more impulse purchases. Based on Rani's study (2014), personality varies considerably in people with different age groups and since personality is a major factor influencing consumers buying behavior, age has a major influence on impulse buying. Preferences considering product choice and brand vary between different ages, and an individual do not consume same product from the age 20 to 70. Consumer buying behavior is heavily influenced by life-cycle and age (Rani, 2014).

There is a negative correlation between age and impulse buying behavior. This means that as individuals get older the degree of buying impulsively decrease. This correlation between age and impulse buying is not consistent in consumers between ages of 18 and 39. between this period impulse behavior increases slightly and after 39 decreases considerably (Wood, 1998). Findings of Bellenger et al. (1978) demonstrate interesting results considering buying patterns of people from different age groups. Based on him, people of age group between 36-40 years are more obsessed with their self-image and value products with high prestige level. People up to 40 years have more tendencies towards materialistic value of the product, they

purchase product to express their self-identity and finally, people up to age 50 years value uniqueness of the product. (Bellenger et al., 1978)

People between ages of 18 to 39 are involve the most in impulse buying behavior, and after 39 impulse buying behavior decrease. These results are constant with Eysenck et al. (1985) who states that lack of self control in younger individuals results in higher levels impulsivity. The other reason of high impulsivity level of young consumers is the high level of emotional arousal (Logue & Chavarro, 1992). Young consumers show higher level of emotional arousal and experience drive state more than older consumers, therefore involve more impulse buying purchase. Siegel (1985) demonstrate that older consumers have greater control of their emotional expression, also as people age, they learn how to manage their impulsive need, as the result they involve less in impulse buying behavior. In contrast with these findings Sharma et al. (2010) and Priyanka & Rooble (2012) argued that there is no specific pattern between impulse buying and age of consumers.

Tirmizi (2009) found that in developing countries, because of economic conditions, young people are dependent on their family, thus, they are less involved in impulse buying behavior.

Chapter 3

METHODOLOGY

3.1 Overview

The aim of this study is to find out how age influences cognitive and affective processes involved in impulse buying. This chapter contains the details about research design, data collection, description techniques and the reason why it was chosen, hypothesis of the study, as well as descriptive of the sample.

3.2 Research Design

This study was based on a quantitative research as it tries to quantify the relationship between impulse buying, age, and affective and cognitive processes. The deductive approach has been followed since deductive approach is most suitable for the cases which explain the pattern of relationships and interactions between the variables. The research strategy used is analytic survey research. A well-structured questionnaire is designed based on literature review and is given to appropriate sample in order to gather data.

Some researches have been conducted in order to consider the effect of demographic factors on impulse buying previously and this research was conducted to find out whether these findings can be generalized to north Cyprus. Thus, the research philosophy that has been followed in this research is positivism.

3.3 Data Collection

Data were collected through a traditional paper-based questionnaire. A total number of three hundred (300) questionnaires were distributed in both English and Turkish language and two hundred and twenty three (223) were applicable. Since “impulse buying” behavior is a prevalent behavior and can happen among every social class, the sample range encompassed wide-range of individuals. To provide such a wide range of sample, questionnaires were distributed in several restaurants, stores, supermarkets and also students in different departments and in all level of studies including undergraduate and graduate students.

The independent variable of this study was age and the dependent variable of this study was affective and cognitive processes. The survey was divided into two parts which were: the Demographic section which included gender, age, level of study, marital status, job, level of income, and a question about how often they make impulse purchase. The second section was divided into two parts: affective components and cognitive components. Affective components had three subgroups and cognitive components had two subgroups. Each of these subgroups was included of 4 components, 20 components in total. A Likert scale measurement ranging from one (1) to five (5) from Strongly Disagree (1) to strongly Agree (5) was adopted for each of the components.

Table 1 shows the questionnaire’s questions and their origin sources more specifically.

Table 1: Question's references

Question	Original source
1. If I like something very much I definitely buy it.	Coley & Burgess, 2003
2. I decide what to buy while looking around the store	Coley & Burgess, 2003
3. It is a struggle to leave nice things I see in a shop	Dincer, 2010
4. I sometimes cannot suppress the feeling of wanting to buy something	Dincer, 2010
5. I feel very excited whiles hopping something new.	Coley & Burgess, 2003
6. I feel happy when I am shopping.	Coley & Burgess, 2003
7. I can become very excited if I see something I would like to buy	Dincer, 2010
8. spending time on shopping is so enjoyable for me	Dincer, 2010
9. I feel better after buying something new	Coley & Burgess, 2003
10. Shopping new things decrease stress in my life.	Coley & Burgess, 2003
11. I experience mixed feelings of pleasure and guilt from buying something on impulse	Coley & Burgess, 2003
12. Buying something new makes me happy	Dincer, 2010
13. I consider myself to be an impulse buyer in general	Coley & Burgess, 2003
14. I am considered as impulse buyer by other people.	Coley & Burgess, 2003
15. I never involve in impulse buying.	Coley & Burgess, 2003
16. I only buy the things that are on my shopping list	Coley & Burgess, 2003
17. I will buy the things I need even though they are not on my shopping list.	Coley & Burgess, 2003
18. When I go shopping, I buy things that I had not intended to purchase	Coley & Burgess, 2003
19. I am used to buying things 'on the spot'	Dincer, 2010
20. When I see something that really interests me, I buy it without considering the consequences	Dincer, 2010

3.4 Estimation Technique: SPSS

IBM SPSS Statistics is an integrated family of products which is a popular statistical packages. IBM SPSS predictive analytics software allows user to find the specialized capabilities they need in order to increase revenue, conduct research outperform competitors and make better decisions.

3.4.1 One-way ANOVA

In order to understand whether or not there is any considerable difference between two groups or groups more than two one-way analysis of variance (ANOVA) was used. In order to understand which specific groups were significantly different from each other post-hoc test must be carried out to specify which of the groups differ from others.

3.5 Hypotheses of the Study

It has been declared that 30 to 50 percent of all purchases can be categorized as impulse buying by consumers, as the result it is crucial for marketers and retailers to be aware of psychological processes that happen while decision making. Affective and cognitive processes have noticeable impact on consumer's decision making and understanding these components is crucial in reaching sales goals.

The following hypotheses were constructed based on literature review and past research:

H1: The difference of impulse buying behavior in terms of affective process components is not significant within different age groups.

H1a: The difference of impulse buying behavior considering irresistible urge to buy is not significant within different age groups.

H1b: The difference of impulse buying behavior considering positive buying emotion is not significant within different age groups.

H1c: The difference of impulse buying behavior considering mood management is not significant within different age groups.

H2: The difference of impulse buying behavior in terms of cognitive process components is not significant within different age groups

H2a: The difference of impulse buying behavior considering cognitive deliberation is not significant within different age groups.

H2b: The difference of impulse buying behavior considering unplanned buying is not significant within different age groups.

Chapter 4

DATA ANALYSIS AND DISCUSSION OF FINDINGS

4.1 Descriptive

Based on literature review, impulse buying is most prevalent in young consumers, thus the questionnaires were mostly distributed among young consumers. Respondents within the age group (18-22) formed major part of the data (31.8%) followed by consumers between 22-26 years (26%). The smallest number of respondents belonged to People between 46-50 years (1.3%). Figure 1 shows age range frequencies.

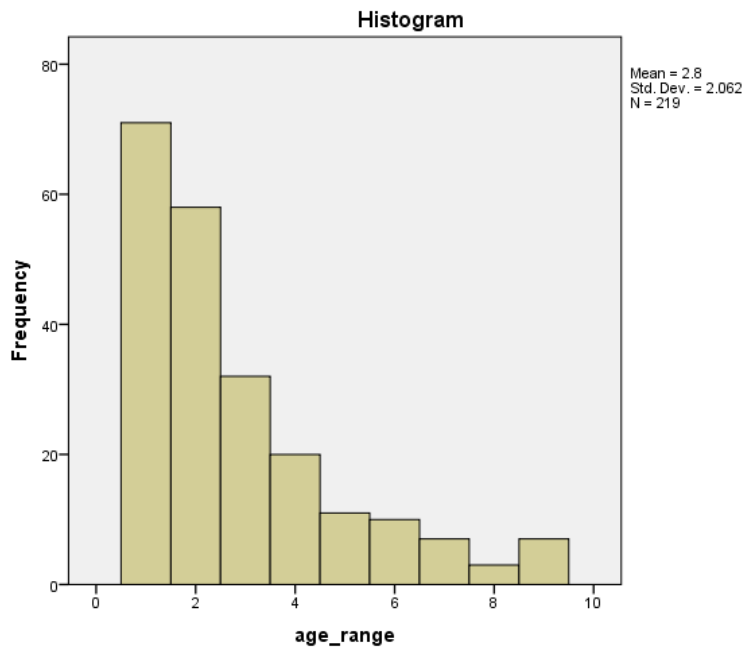


Figure 1: Age range frequencies

Based on age range frequency it is not surprising that the majority of the sample is formed by singles (73.5%).while only (24.7%) of respondents were married. Figure 2 demonstrates gender frequencies.

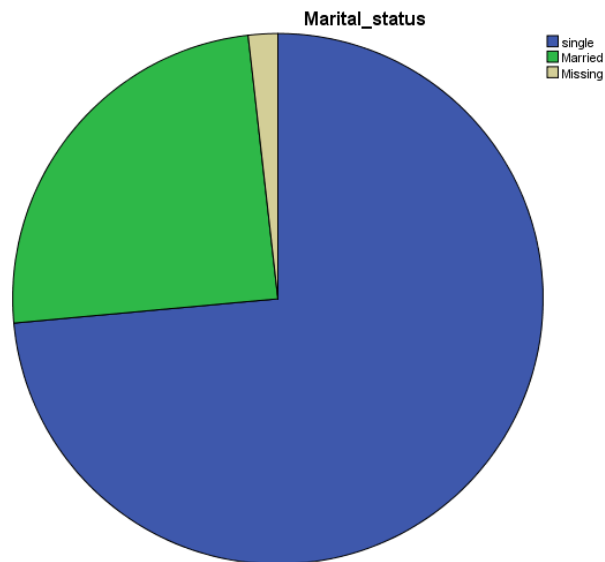


Figure 2: Marital status frequencies

Men exceeded slightly than women, forming 52.9% of respondents while women made 45.3% of the whole sample. Figure 3 shows gender frequencies.

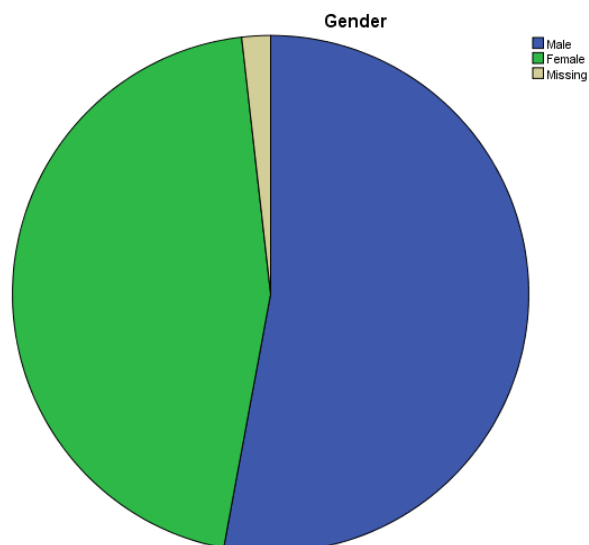


Figure 3: Gender frequencies

In terms of the level of income, the majority of respondents had the income level between 1200-1800 TL (27.8%) per month followed by grouped of respondents who earned less than 600 TL per month (21.5%). The fact that the sample is composed of lower income respondents should be noticed in final results. Figure 4 demonstrates gender frequencies.

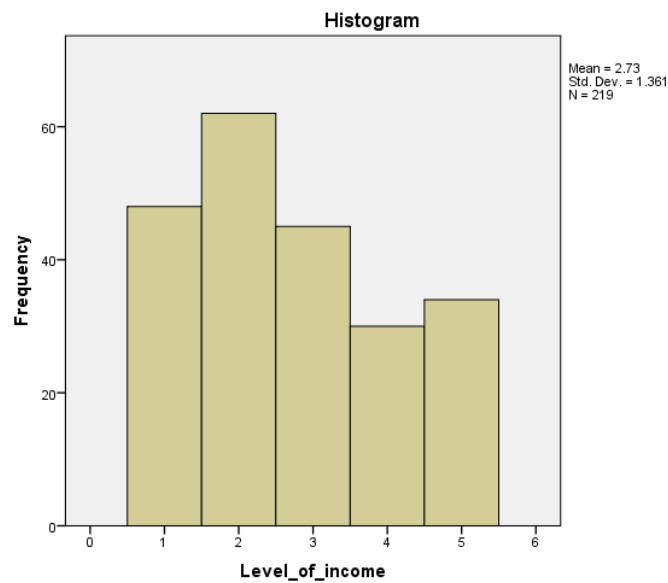


Figure 4: Level of income frequencies

Table 2 demonstrates overall demographic frequencies of the sample.

Table 2: Frequencies

Demographic variable	Demographic variable range	Frequency	Percent
Gender	Male	118	53.9
	Female	101	46.1
Age-range	18-22	71	31.8
	22-26	58	26.0
	26-30	32	14.3
	30-34	20	9.0
	34-38	11	4.9
	38-42	10	4.5
	42-46	7	3.1
	46-50	3	1.3
Marital Status	50-54	7	3.1
	Single	164	73.5
Level of Study	Married	51	22.9
	High School	83	37.2
	Bachelors	86	38.6
Level of Income	Graduate	48	21.5
	Less than 600 TL	48	21.5
	600 TL-1199 TL	62	27.8
	1200 TL-1799 TL	45	20.2
	1800 TL-2399 TL	30	13.5
	2400 TL or more	34	15.2

4.2 Reliability

Cronbach alpha test is conducted to measure “internal consistency”. The homogeneity of components is indicated by alpha scores. Internal consistency can be indicator of dependability of a scale. In the cases that coefficient alpha is low; items do not have much in common. Normally coefficient alpha should not be lower than 0.7. The overall Cronbach’s Alpha coefficient for this study is 0.746 which confirms the reliability of the scale. Table 3 demonstrates result of reliability test for each component.

Table 3: Reliability

Affective components	
Irresistible urge to buy	.722
Positive Buying Emotions	.748
Mood management	.713
Cognitive Components	
Cognitive Deliberation	.801
Unplanned Buying	.778
Overall	0.746

4.3 Hypothesis Testing

One way ANOVA tests was done to determine significant differences between people in different age groups in terms of affective and cognitive processes associated with impulse buying. Table 4 shows overall results of affective and cognitive differences on age range conducted by one way ANOVA analysis.

Table 4: Overall results

	Means of Affective Components			Means of Cognitive Components	
Age Range	Irresistible urge to buy	Positive buying emotion	Mood management	Cognitive deliberation	Unplanned buying
18-22	3.394	3.497	3.173	3.190	3.363
22-26	3.572	3.246	3.039	2.953	3.586
26-30	3.703	3.789	3.344	3.008	3.680
30-34	3.550	3.325	3.350	3.050	3.713
34-38	3.977	3.955	4.000	3.614	3.796
38-42	3.600	3.350	2.500	2.900	4.100
42-46	3.286	2.964	3.000	3.214	3.714
46-50	3.750	3.083	3.250	2.833	4.083
50-54	3.643	3.571	3.143	2.500	3.607
Df	218	218	218	218	218
P-value	0.108	0.009	0.017	0.056	0.023
Hypotheses	Supported	Rejected	Rejected	Rejected	Rejected
Significance level	-	For 0.05	For 0.05	For 0.1	For 0.05

H1: The difference of impulse buying behavior in terms of affective process components is not significant within different age groups.

H1a: The difference of impulse buying behavior considering irresistible urge to buy is not significant within different age groups.

H1a was supported. One way ANOVA test was carried out to determine significant differences between people in different age groups in terms of Irresistible urge to buy. The result of this test was not significant. ($p=0.108$). mean scores indicate that people within different age groups do not show different reaction to irresistible urge to buy processes while shopping. This is in contrast with findings of Eysenck et al. (1985) who states that lack of self control in younger individuals results in higher levels impulsivity.

H1b: The difference of impulse buying behavior considering positive buying emotion is not significant within different age groups.

H1b was rejected. There is significant difference in different age groups in terms of positive buying emotions processes involved in impulse buying with the significance level of 0.05. The most significant difference was observed between consumers within age range of (34-38) and (42-46) years old. ($p=0.006$) Consumers within age range of (22-26), (30-34) and (38-42) almost show the same pattern of impulse buying considering positive buying emotions. Consumer within age range of (42-46) were least effected by positive buying emotion (mean= 2.96).

H1c: The difference of impulse buying behavior considering mood management is not significant within different age groups.

H1c was rejected. There were significant differences in impulse buying behavior between different age groups in terms of mood management with the significance level of 0.05. By examining the means scores, it was observed that the most considerable difference is observed between group of people within (34-38) and (38-

42) years old with ($p= 0.001$). Consumers within age range of (26-30) and (30-34) showed same pattern of using impulse buying as a way of mood management with ($p=0.911$).

Table 5 and 6 represent significant differences within age ranges in terms of affective processes: mood management and positive buying emotions.

Table 5: Significant differences in terms of mood management

Age Range(I)	Age Range(J)	Mean Difference (I-J)	Sig.
18-22	38-42	.67254 [*]	.022
26-30	38-42	.84375 [*]	.004
30-34	38-42	.85000 [*]	.035
34-38	38-42	1.50000 [*]	.001

Table 6: Significant differences in terms of positive buying emotions

Age Range(I)	Age Range(J)	Mean Difference (I-J)	Sig.
22-26	26-30	-.54337 [*]	.001
	34-38	-.70886 [*]	.004
26-30	22-26	.54337 [*]	.001
	30-34	.46406 [*]	.029
	42-46	.82478 [*]	.008
30-34	26-30	-.46406 [*]	.029
	34-38	-.62955 [*]	.024
38 - 42	22-26	.70886 [*]	.004
	30-34	.62955 [*]	.024
	42-46	.99026 [*]	.006
42-46	26-30	-.82478 [*]	.008
	34-38	-.99026 [*]	.006

H2: The difference of impulse buying behavior in terms of cognitive process components is not significant within different age groups.

H2a: The difference of impulse buying behavior considering cognitive deliberation is not significant within different age groups.

H2a was rejected. One way ANOVA tests were done to define significant differences between consumers in different age groups considering cognitive deliberation, The difference in impulse buying behavior between different age groups in terms of Cognitive Deliberation is significant ($p= 0.056$)with the significance level of 0.1.

H2b: The difference of impulse buying behavior considering unplanned buying is not significant within different age groups.

H2b was rejected. There was a difference in terms of unplanned buying between different age groups with the significance level of 0.05. Unplanned buying is in its minimum in people between (18-22) and increases steadily and reaches its peak in people within age range of (38-42) years old. However after people within age range of (46-50) years old level of unplanned buying among consumers drop considerably. Table 7 represents significant differences within age ranges in terms of cognitive deliberation.

Table 7: Significant differences in terms of cognitive deliberation

Age Range(I)	Age Range(J)	Mean Difference (I-J)	Sig.
34-38	50-54	1.11364	.042

Table 8 represents significant differences within age ranges in terms of unplanned buying.

Table 8: Significant differences in terms of unplanned buying

Age Range(I)	Age Range(J)	Mean Difference (I-J)	Sig.
18-22	26-30	-.31701*	.027
	30-34	-.34982*	.040
	34-38	-.43278*	.047
	38-42	-.73732*	.001
22-26	38-42	-.51379*	.026

4.4 Discussions and Implications

Overall results show that people within (34-38) years old show considerable level of impulse buying between other groups considering positive buying emotions, “irresistible urge to buy” and mood management. They also show highest amount of cognitive deliberation, which means that they exhibit more thinking while shopping. This is not surprising as based on literature review consumer within this age group are more obsessed with their self-image (Bellenger et al., 1978).

Based on literature review, in developed countries youngsters exhibit the most amounts of impulse purchases (Bellenger et al., 1978; Coley & Burguss, 2003). However, in developing countries, because of economic conditions, young people are dependent on their family; thus, they are less involved in impulse buying behavior (Tirmizi, 2009). This is consistent with present study, as cypress is a developing country and also the majority of the sample is composed of young students who are absolutely dependant on their families.

Chapter 5

CONCLUSION

5.1 Findings and Summary

This study aimed to define differences of affective and cognitive processes associated with impulse buying behavior in different age groups. Based on the statistical results, expect from irresistible urge to buy, differences existed between consumers within different age groups considering affective and cognitive processes

Consumers within different age groups experience different levels of positive buying emotions while shopping. Results showed that people between (34-38) years experience the most positive buying emotions while shopping. Consumers within this age range are more likely to feel happy and excited while shopping and enjoy spending time in shopping malls. Consumers between (42-46) years were least effected by positive buying emotion.

Consumers within different age ranges also show different level of mood management while shopping. Again, consumers within (34-38) years are more likely to commit impulse buying as a way of mood management. Consumers within this age range commit impulse buying to make themselves feel better and reduce stress in their life.

Consumers within different age groups show different levels of unplanned buying. There was a difference in terms of unplanned buying between different age groups. Unplanned buying is in its minimum in people within (18-22) years and increases steadily and reaches its peak in people within (38-42) years old. However after 46 level of unplanned buying among consumers drop considerably.

People within (34-38) years old show the most level of impulse buying compared to other groups in term of: positive buying emotions, “irresistible urge to buy” and mood management. They also show highest amount of cognitive deliberation, which means that they exhibit more thinking while shopping. Reasons for shopping differ depending on consumer’s important social categories such as age. Consumers within this age group are more obsessed with their self-image.

In developed countries young consumers show the highest level of impulse purchases. However, this is not the case in developing countries which, because of economic conditions, young people are dependent on their families, and they are less involved in impulse buying behavior.

5.2 Implications

First, retailers should note that positive shopping environment is critical in triggering consumer’s affective tendencies. Retailers can increase level of purchases by providing delightful Atmosphere with Attractive arrangement and appropriate lighting, to enhance mood and emotion. Second, well designed displays and educated and friendly sales person can increase cognitive states by increasing information processing and assisting with deliberation. Third, availability has a strong correlation with impulse buying. Marketers should place the more impulsive products in more visible locations to increase impulse purchases.

5.3 Limitations of the Study and Suggestions for Further Researches

This research was geographically limited to Famagusta, and generalizing the results to other regions must be done with cautious. Besides, the majority of the respondents were very young people between 18 and 22 years and also sample size was not large enough to be an indicator of population. Further research should be done with larger sample size and more aged respondents. Moreover, further research can be done to investigate other demographic factors such as lifestyle on impulse buying.

Although result of this research suggest that “irresistible urge to buy” processes associated with impulse buying is not correlated with age, however more research must be done in order to affirm or reject this study.

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APPENDICES

Appendix A: Survey Questionnaire (English Version)

I.) DEMOGRAPHICS

Please tick the right box and fill the blank

1. Sex: Male Female
2. Age:
3. Level of study: Bachelor degree Graduate degree Post graduate degree
4. Marital status: Single Married
5. Job: Unemployed part-time full-time
student
6. Level of Income: Less than 600TL 600TL-1200TL 1200TL-1799TL
 1800TL-2399TL 2400TL or more
7. How often do you make impulse purchases?
(An impulse purchase is an unplanned decision to buy a product or service, made just before a purchase)
1) Never 2) More than yearly 3) Yearly 4) Seasonally 5) Monthly or more

For following statements, please use the scale:

- 1) Strongly Disagree 2) Disagree 3) Neutral 4) Agree 5) Strongly Agree

	Affective components					
	<i>Irresistible urge to buy</i>					
1	I always buy if I really like it	1	2	3	4	5
2	When I shop I tend to decide what I want to buy while I am looking around in a store	1	2	3	4	5
3	It is a struggle to leave nice things I see in a shop					
4	I sometimes cannot suppress the feeling of wanting to buy something					
	<i>Positive Buying Emotions</i>					
5	I feel a sense of thrill when I am buying something new	1	2	3	4	5
6	I feel excited when I make a purchase	1	2	3	4	5
7	I can become very excited if I see something I would like to buy					
8	spending time on shopping is so enjoyable for me					
	<i>Mood management</i>					
9	Sometimes, I buy something in order to make myself feel better	1	2	3	4	5

10	Buying is a way of reducing stress in my daily life	1	2	3	4	5
11	I experience mixed feelings of of pleasure and guilt from buying something on impulse	1	2	3	4	5
12	Buying something new makes me happy					
	Cognitive Components					
	<i>Cognitive Deliberation</i>	☹		☹		☺
13	I consider myself to be an impulse buyer in general	1	2	3	4	5
14	Other people who know you consider me to be an impulse buyer	1	2	3	4	5
15	I rarely ever buy impulsively	1	2	3	4	5
16	I make a list when I go shopping and buy only what is on the list	1	2	3	4	5
	<i>Unplanned Buying</i>	☹		☹		☺
17	If I see something that I think I need, I buy it even though I went shopping for other purposes	1	2	3	4	5
18	When I go shopping, I buy things that I had not intended to purchase	1	2	3	4	5
19	I am used to buying things 'on the spot'					
20	When see something that really interests me, I buy it without considering the consequences					

Appendix B: Survey Questionnaire (Turkish Version)

I.) DEMOGRAFİK

Lütfen sizin için en uygun seçeneği seçiniz.

1. Cinsiyetiniz: Erkek Kadın
2. Yaşınız:
3. Eğitim Seviyeniz: Lisans Mezunu Mater Mezunu Doktora Mezunu
4. Medeni Durumunuz: Bekar Evli
5. İş Durumunuz: İşsiz Yarı zamanlı çalışan Tam Zamanlı Çalışan Öğrenci
6. Gelir Düzeyiniz: 600 TL'den az 600 TL-1200 TL 1200 TL-1799 TL 1800 TL-2399 TL 2400 TL den daha fazla
7. Ne kadar sıklıkla satın alma dürtüsü (Ani satın alma kararı) yapıyorsunuz?
1) Asla 2) Bir yıldan daha uzun zamanda 3) Her yıl 4) Her mevsimde 5) her ay veya daha sık

Aşağıda belirtilen ifadeler ne kadar katıldığınızı olumsuzdan olumluya doğru verilen 5 seçenekten birini seçerek cevaplayınız.

- 1) Kesinlikle aynı fikirde değilim
- 2) Aynı fikirde değilim
- 3) Kararsızım
- 4) Aynı fikirdeyim
- 5) Kesinlikle aynı fikirdeyim

	Duygusal Bileşenler:					
	Karşı Konulamaz Satın Almadı Dürtüsü	☹		☺		☺
Q 1	eğer bir şeyden hoşlanmazsam kesinlikle onu satın alırım	1	2	3	4	5
Q 2	Alışveriş yaparken ne alacağıma dükkanda etrafa bakılırken karar veririm	1	2	3	4	5
Q 3	Güzel bir şey gördüğümde onu almamak için kendimle çok mücadele ediyorum	1	2	3	4	5
Q 4	Bazen kendimdeki satın alma dürtülerini bastıramıyorum	1	2	3	4	5
	Olumlu Satın Almadı Duyguları	☹		☺		☺
Q 5	Yeni bir şey alırken kendimi aşırı heyecanlı hissediyorum	1	2	3	4	5
Q 6	Alışveriş yaparken heyecanlanıyorum	1	2	3	4	5
Q 7	Almaktan hoşlanacağım bir şey gördüğüm zaman çok heyecanlanabiliyorum	1	2	3	4	5

Q8	Alışverişte zaman geçirmek benim için çok eğlencelidir	1	2	3	4	5
	Ruh Hali Yönetimi	☹		☺		☺
Q9	Bazen sırf kendimi iyi hissetmek için bir şeyler satın alıyorum	1	2	3	4	5
Q10	Alışveriş Yapmak günlük hayatımızdaki stresi azaltmanın bir yoludur	1	2	3	4	5
Q11	Satınalmadürtüsüneyenikdüşüpsatınaldığımşeylerden dolayı zevkilesuçluluk karışımı duygular hissederim	1	2	3	4	5
Q12	Yeni bir şeyler satınalmak beni mutlu eder	1	2	3	4	5
	Bilişsel Bileşenler					
	Bilişsel Müzakere	☹		☺		☺
Q13	Kendimi tamamen satın alma dürtüsü olan birisi olarak düşünüyorum	1	2	3	4	5
Q14	Beni tanıyan insanları satınalmadürtüsü ile alışveriş yapan birisi olarak mı sizi tanırlar?	1	2	3	4	5
Q15	Çok Seyrek Olarak Satınalma Dürtüsüyle Hareket Ederim	1	2	3	4	5
Q16	Alışverişe gideceğim zaman liste yapıp sadece listedekileri alırım	1	2	3	4	5
	Planlanmamış satınalma	☹		☺		☺
Q17	Alışverişe çıktığım zaman ihtiyaç duyduğumainandığım bir şeyi alırım. O alışverişin amacı farklı bile olsa bunu yaparım	1	2	3	4	5
Q18	Alışverişe gittiğim zaman planlamadığım şeyleri de alırım	1	2	3	4	5
Q19	Hoşlandığım bir şeyi gördüğüm anda alırım	1	2	3	4	5
Q20	İlgimi çeken bir şeyi gördüğüm zaman sonuçlarını düşünmeden onu satın alırım	1	2	3	4	5