

## EMOTIONAL IMPULSE BUYING: AN ANALYSIS OF VERBAL PROTOCOLS

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### ABSTRACT

*The aim of this paper is to detect different impulsive shopping experiences that women could experience by analyzing verbal protocols. The results showed that some women may engage in an impulsive buying behavior to remedy an unpleasant mood (stress, anger ...) or to strengthen a pleasant mood. Other consumers buy impulsively in response to a promotion. The results suggest research to develop. This paper also has managerial implications for retailers.*

*KEY WORDS: shopping experience, impulse buying, verbal protocols*

## INTRODUCTION

Impulse buying is an important phenomenon in the study of consumer behavior as well as retailing. This phenomenon has attracted interest of marketing theorists for fifty years. Indeed, research has, in particular, focused on developing a definition for the concept (Cobb and Hoyer , 1986; Piron , 1991). Other researchers have focused on distinguishing impulse buying from impulsion to buy (Giraud and All, 2012). More recent studies have attempted to focus on the factors that may induce impulse purchases. These factors may be related to the purchase situation, namely sales promotion, atmospherics, etc ( Lablanc - Maridor 1989; Giraud, 2005) or related to personality traits, namely functional and dysfunctional impulsivity (Youn and Faber , 2002). Behind the experience of impulse buying, there are varied experiences related to the characteristics of the situation, the product and the individual.

Following a review of the literature, this paper aims at identifying the concept of impulse buying and detects the different variables that could encourage women to buy impulsively. Thus, our research questions can be formulated as follows: what are the reasons that explain women's impulsive purchases? And what are the consequences of such decisions?

## 1. THE CONCEPT OF IMPULSE BUYING

### 1.1 Definition

Theoretical debates on the definition of impulse buying and the proposed definitions are an essential part of research on the topic of impulse buying. Two approaches are distinguished: the cognitive approach that focuses on cognitive characteristics of impulse buying and the emotional approach that centres the definition of impulse buying on impulsion.

#### 1.1.1 The cognitive approach:

This approach is illustrated by two definitions.

Psychology, psychoanalysis and economics have long been interested in impulsive behavior and formed an essential basis of marketing research on impulse buying. Early research defines impulse buying as an unplanned purchase which has not been processed by the consumer (Clover 1950 Dupont Studies 1945 1949 West 1951). Applebaum (1951) was the first who suggested that impulsive purchase may result from consumer exposure to a stimulus in the store. Nesbitt (1959) sees it as a smart purchase since the customer does not plan the purchase but gains an advantage and therefore it happens that it maximizes their purchasing power.

In 1962, the definition has been reconsidered. Stern identifies four types of impulsive buying whose common point is the location of the purchase decision, i.e. the store.

- The planned purchase: the consumer expects to see a special offer to make the purchase.
- The clean purchase: it represents a break with the consumer habits. It meets a need for novelty or escape.
- The reminder purchase: when the consumer remembers the need to buy the product. This type of purchase is characterized by knowledge of and experience with the product.
- The suggestive purchase: it takes place when the consumer sees a product for the first time and expresses a need. These purchases are distinguished from the previous ones in that the customer has no prior knowledge of the product.

In conclusion, Stern (1962) defines impulse buying as "a purchase made although not expected, nor planned in advance".

All authors who agree with this approach define impulse buying based solely on the location of the decision and not the way the decision was taken. Under this approach, impulse purchases will therefore be made and not on the list. Moreover, this approach limits impulse buying in some product categories such as confectionery, cosmetics, small toys, etc. ... but this is not always the case because impulsive purchase relates to any type of product. A second cognitive approach to impulse buying stands out, the behavioural approach.

The behavioural definition of impulse buying was developed by D'Antoni and Shenson (1973) who introduced the concept of "time lapse". The latter is the ratio of the time necessary for the consumer to decide whether to purchase a particular product in a given situation and the normal time necessary for this product. Impulse buying becomes a "purchase for which information obtained and the time actually used by a consumer to make the decision are elements significantly lower than the "normal time" used by the individual to make such a decision". This expanded the scope of the definition of impulse buying. It is no longer limited to confectionery, cigarettes, cosmetics and some small toys. It applies to all products and services. The main problem of this approach resides in calculating time lapse. The normal period of time for a decision varies according to each individual product, which does not allow to standardize individual behavior ( Leblanc- Maridor , 1989).

In view of the weaknesses of the two types of definitions (operational and behavioural), several authors have attempted to provide a definition that includes various aspects of impulse buying discussed in the previous definitions.

Piron (1991) defines impulse buying as "an unplanned purchase resulting from exposure to a stimulus, where the decision is made on the spot and accompanied by strong emotional and / or cognitive reactions to buy". This author has added an element to impulse buying which is the fact that the decision was made "on the spot ", i.e. where the consumer sees the product for the first time. This is called non- experiential impulsive purchase. Compared to the operational approach, this definition states that the decision-making process leading to impulsive purchase should immediately result from an exposure to stimulus. Thus, only unplanned purchases, for which the purchase decision is taken immediately where and when the consumer sees the product, are considered impulsive. Compared to the behavioural definition, it stresses the reactive nature of impulse buying; it is the stimulus that triggers the purchase, eliminating routine purchases.

### 1.1.2. The emotional approach

In the mid-80s, a new stream of research emerged defining impulse buying in terms of emotions experienced by the consumer. Work and Gottwald Weinberg (1982 ) can be considered the pioneers of this new current search. These authors focus on the psyche of the individual, whose emotion when buying is the center of interest (strong emotional activation of the consumer). Rook (1987) considers impulse buying as a process of emotional decision based on impulse. According to him, impulsion is an "irresistible desire" and it is "complex at the hedonic level". For Youn and Faber (2000), impulse buying can be defined on the basis of its affective dimension as a "compelling feeling to buy". Giraud (2002) considers impulsive behavior as behavior arising from an impulsion. She then proposes a definition based emotions (impulsion). Impulsion is "a sudden, powerful and unexpected desire to buy a product accompanied by a feeling of lack at the prospect of not being able to do it" (Giraud, 2005).

In view of what has been advanced on the concept of impulse buying, it is possible to consider it as a particular type of consumer experience. The experiential approach is fundamentally centered on emotions and emotional reactions, i.e. feelings trigger the act of impulse buying. Indeed, impulse buying results from a strong and immediate desire to buy. The consumer is in fact under impulsion which is set as an emotional response. Impulse buying is, therefore, a "complex hedonic experience" (Rook, 1987) where the search for pleasure and emotion is paramount. Thompson et al (1990) describe an impulse buying experience as a situation where consumers feel torn between themselves and the product. Moreover, the term impulse buying experience will be preferred to impulse buying (Giraud, 2002).

## **1.2 . The consequences of impulse buying**

Satisfaction is "The consumer's satisfaction response. It results from the fact that some characteristics of a product or service were provided (or provide) a level of satisfaction during their consumption. Satisfaction or dissatisfaction creates positive or negative affective states which in turn influence overall satisfaction" (Oliver, 1992). An impulsive buyer may be satisfied when the purchase is followed by fun and well-being. However, a consumer may also be dissatisfied and the purchase is followed by anxiety, guilt and remorse (Rook and Gardner, 1988). The fact that the consequences of impulsive buying are good or bad could be explained by a number of elements. These elements can be related to the purchase situation (accompanied or not, mood ...) or depend on personality traits. Dickman (1990) has highlighted the presence of two variables that may explain why impulse buying is carrying positive outcomes or negative consequences. These are functional impulsivity and dysfunctional impulsivity. Impulsivity is defined as "relatively persistent tendency to act recklessly and immediately, not considering the possible consequences of their actions and be easily diverted by new events, sometimes unimportant" ( Fröhlich 1997). Impulsivity is considered, then, as a personality trait whose essential characteristic includes a tendency to act before reflection, accompanied by a lack of foresight and poor estimation of the consequences (Giraud, 2002). Most authors agree on the bidimensionality of impulsivity. Dickman (1990) suggests that decisions bearing functional positive consequences correspond to functional impulsivity. While decisions bearing negative consequences correspond to dysfunctional impulsivity.

### **1.2.1. Functional impulsivity**

Functional impulsivity explains impulsive acts that carry positive consequences. It is about acting fast and riskily. The impulsive buyer usually uses their emotions when making a decision which could explain their satisfaction with their impulse purchases. Giraud (1999) postulates that buyers interpret their functional "love at first sight" with the product as a reliable source of information. They trust their emotions which encourages them to buy impulsively. Fourmier and Mick (1999) argue that when faced with an unexpected opportunity such as "good deals" may contribute to satisfaction through "the element of surprise". Moreover, individuals impulsively buying a promotional product are generally proud of their purchases because they feel smart, efficient and competent. In this regard, Giraud (2002) argues that functional impulse buyers are generally spenders and for them the impulse buying experience is exciting, pleasant and economic.

Giraud and Bonnefont (2000) reported that a functional impulsive buyer may enhance their decision for two reasons: to experience (exciting, pleasant) and the resulting benefits (an opportunity) . It can, therefore, result in a double satisfaction :

- Satisfaction related to the emotional experience that accompanies the purchase (these emotions may contribute to the overall satisfaction), in which the consumer enjoys the process of emotional choices and emotional experiences; buying experiences and especially that impulse buying experiences could lead to pleasant emotions;

- An evaluation related to consumer satisfaction with the experience. This is an individual whose impulsive decisions are not inconsistent over time. Emotions represent reliable information where the consumer gets to differentiate between functional and dysfunctional impulses and control them.

### 1.2.2. Dysfunctional impulsivity

Stores may use several techniques to attract customers and make them feel the effect of several stimuli to push them to make impulse purchases that they may regret later (Abbes, 2010). For this type of purchase, speed of decision making is done at the expense of quality so the impulsive experience for these individuals often ends up nasty.

Giraud and Bonnefont (2000) reported that dysfunctional impulsive individuals regret their impulse purchases as these prove to be bad choices:

- Emotions really expressed are not anticipated emotions (felt emotions are not reliable information)
- Items not taken into account when deciding are source of dissatisfaction (felt emotions are not sufficient information and / or the consumer has not completed their decision-making process by a cognitive evaluation).
- The consumer knew at the time of purchase they would regret their decision, but they could not resist the desire to purchase.

Dysfunctional impulsivity could thus be explained on the one hand, by the fact that individual does not know how to use emotions wisely during the selection process and on the other hand by the fact that emotional states are so strong to disrupt the information processing process and personal control.

## 2. RESEARCH METHODOLOGY

Impulse buying is considered an irrational act. In answering a questionnaire, each individual will try to rationalize their decision. To better understand information processing and the consumer's process of impulsive decision and to minimize strong rationalization, our choice of research method is focused on the exploratory method of verbal protocol.

### 2.1. The verbal protocol

This method stems from a cognitive paradigm that has developed in the 70s in the study of consumer behavior. Its objective is to reconstruct the internal information processing processes that underlie purchasing decisions. Its principle is to record the consumers thought processes when making a purchase. Thus, a protocol is defined as: "a transcript of the thoughts and actions of a subject as he/she verbalizes them when given instruction to think or solve a problem aloud: it is a record of the thought processes taken by the individual as he/she takes a decision" (Clarkson, 1962 in Merle, 2005) . According to Pellemans (1999), the protocol "is freely verbalizing thoughts of the observed subject as he goes through the different stages of a decision". Therefore, the subject is asked to say all the thoughts that come to mind during or after a purchase experience. Equally important is that the subject tries to think and act as naturally as possible. The consumer is asked to verbalize his thoughts "say what you are currently noticing", "say what you do and where you are going"; "speak clearly and without judgment, say everything that comes to your mind" .

Verbal protocols convert private activities (thoughts) into public activities (verbalizations) that are recorded by researchers for later analysis. Several authors suggest that there are two main advantages of using verbal

protocols. First, they help to better understand the consumer's internal decision-making process, then they are tools that minimize rationalization of purchases. They seem, therefore, to be well suited to understand consumers' decision-making processes and particularly impulsive decisions. This method is used during and after a purchase experience. In our study, the subject is asked to verbalize his/her behavior after an impulse buying experience.

## **2.2 . Sampling procedure and protocol sequence**

Our sample is a convenience group of 24 women. Subjects were recruited to be part of the research and know the purpose of the study. These people should meet an essential condition which is that they do their usual shopping in hypermarkets and have always recognized additional purchases to their established shopping list. This choice is justified by the size of supermarkets which allows them a wide variety of products. Therefore, impulse buying is not limited to a particular class of product and therefore can relate to any type of product.

At the hypermarket exits, all the before and after shopping lists were collected by observers. Observers ask customers to choose among the purchases that were not planned (do not exist on the initial shopping list before), the one that looks the most impulsive for them and therefore they wish to speak about; this will be the object of the study.

## **2.3. Analysis of results**

For the analysis, only twenty transcripts of women carrying at least one impulse purchase during their visit at the point of sale are retained. The other four, with unsatisfactory contributions, have been rejected. We analyzed the verbal protocols of twenty consumers in six outlets. The verbal output was tape recorded and transcribed later on paper. We conducted a content analysis.

Conventional methods of content analysis (Belerson 1954 cited by Moscorola) propose rigorous and methodical approaches based on explicit rules of reading, interpretation and coding. They are based on the development of a framework in which we compare discourse contents. This framework can be established a priori in terms of general independent corpus models or can be gradually built during processing and analysis. Recall that this type of analysis is to "identify the meaning clusters that make up communication and the presence or frequency of occurrence may mean something to the selected analytical purpose" (Bardin 1996).

The analysis was conducted in several stages. We built a first general codification grid for grouping different "central themes" (Bardin 1996). Then, coding was detailed from a thorough reading of the interviews considered from the outset as the richest. Then, successive cross-checking between our corpus and different fields of literature were used to refine the tree codes and their respective definitions. These were subsequently discussed and refined with the assistance of a second researcher in management sciences. Several variables affecting emotional impulse purchases were distinguished.

### **2.3.1. "love at first sight" product**

For seven of the twenty participants, impulse buying relates to specific products that seduced them. The consumer falls in love with the product and cannot leave the store without buying it; "I see it, I want it, I buy it." This is the "love at first sight" that Leblanc-Maridor (1989) explains by a total irresistibility without a choice. For this type of purchase there is no limit, just the strong desire. The product is considered out of context, there is no alternative, nor comparison; the product is "a great product" that the consumer would never have hoped to find (Verlinden 1989).



TABLE 1: « love at first sight » impulsive experience

Participant	Verbal output	Lexis
2	"I am a collector of candles, I can't shop without walking through the candle aisles ...ah. I don't have this candle, the shape of a flower, Red and white, with a Jasmin scent in my collection. I take it.	
3	"These shoes are magnificent, with an original look, the colour is my favourite, bio mechanically-made ... I love it, I wanted them.	
6	"This set of coffee mugs is very nice, white and chocolate colours which look like the cafe au lait ... I liked it very much ... honestly I took it without hesitation.	I fell for it
10	"This mixer is very original, it is the latest innovation : very light and resistant to corrosion, micrometric brakes, 13 spins + 1 for the infinite anti-reverse ... it costs 150 dinars. It's a bit expensive ... but I took it immediately.	I want it I liked it very much
11	"this wooden hair pic, beautiful and practical, sculptured entirely, hand-made, ... it ensures a good hook of my hair .. I liked it very much, especially it looks simple and chic.	Made for me
12	"I fell for this Top, its colour is a trend this year, its style is totally convenient for me ... it is as if made for me.	Convenient for me I fell for it

This purchase is a perfect fit between the consumer and the product. The woman sees a product "made for her", she feels an urgent desire to consume, therefore she buys it. This type of purchase may relatively involve expensive products, unnecessary products ... products that consumers would not have bought if they had not experienced this "love at first sight". Dittmar et al (1995) show that women impulsively buy products that reflect the ideal image of themselves and give them an emotional benefit.

Impulsive "love at first sight" purchases are also called impulse emotional purchases because they result from an emotion which is an impulsion to purchase. Impulsion is a powerful motivating drive, which can give rise to impulsive actions. It is born out of an immediate desire because of the idea to own or consume the product. According to Giraud (2002), the consumer no longer attaches positive utility to consuming or owning the product, but he/she attaches a negative value to the prospect of not being able to enjoy it.

"I do not think I leave the store without this mixer". (Participant 10)

### 2.3.2 . Promotional Offers

Promotional offers awaken the desire to make a "good deal". Acquiring a product in good conditions (price reductions, gift, good deal ... ) may encourage buying product impulsively. Moreover, faced with promotions, women no longer see any reason to resist their impulses. An associate a sense of urgency to purchase nurtures the buyer's desire, first by making "lack" more tangible to the prospect of not being able to consume and second by activating the desire to achieve a good deal or a single deal (Bonfont , Giraud , 2005). Promotional offers are usually exceptional and motivated by a feeling of end of promotion, then women rush to buy in order not to miss such an opportunity. Moreover, women experience regret if they postpone a decision and miss an opportunity such as "price reduction". This is the limited nature of the offer in time and quantity that will create a sense of competition and urgency.

Participant	Verbal output	Lexis
1	"..., normally the packet is 490 millimes and there it is at 290 millimes, i.e. a 200-millimes difference .. I bought it for the deal, I bought already 10 packets.	
5	"...there is a discount on the Tahiti deo brand. The 200 ml cost only 4,53 instead of 6,850 .. it's a unique opportunity to buy.	
17	"as it is less expensive, I should profit .. it's true that this purchase is planned for next month as I have it in stock but it's a durable product and I often use it. To be a good rational buyer, we should not miss sales opportunities.	Profit from the deal
9	"I didn't plan to buy perfume but the promotion was really attractive : a discount of more than 200 millimes plus an extra quantity (+30 ml free). I profited then before end of promotion.	A good deal Do not miss
13	"this product is not on my shopping list, but am used to buy the « Grain d'Or » cereals packet at 1,990, then for 3 packets I have to pay 5,970, now the 3 are at 4,800. I gain almost 1,200. This is a good deal that I shouldn't miss.	An opportunity A unique offer Cessation de l'offre profit

TABLE 2: "good deal" impulse buying



### 2.3.3. Mood

A good mood is a variable often cited as giving rise to impulsive purchases (Leblanc-Maridor 1989; Youn and Faber, 2000). Buy impulsively may be a way to reward by buying something for yourself or a gift. Bad moods also encourage impulse purchases (Leblanc-Maridor 1989; Youn and Faber, 2000). Impulse buying can be motivated by the desire to change the mood. It is a way to relieve an undesirable state, change ideas, fight a bad mood or feeling.

Participant	Verbal output	Lexis
15	"I am happy this week because a very important made deal for myself and I wanted to buy this beautiful dress to please myself.	happy please myself
18	"...stress and anger push me to buy anything ... I feel good just after, relaxed and less stressed.	Stress anger

TABLE 3: psychologically-compensating impulse buying

### 2.3.4 Sensitivity to external stimuli

"The term POS atmosphere refers to all elements of the store that can be controlled to influence emotional, cognitive, physiological and / or behavioural responses (of both consumers and employees). These items can be many and include atmospheric stimuli such as color, smell, music, light and materials, and customer relationships employees" (Rieunier, 2002). Environmental factors (color, odor, noise, textures, ...) may push to buy in an impulsive manner. Women are more sensitive to environmental stimuli, therefore they have a more favourable impulsive state.

These ideas are illustrated by the following verbal outputs:

"... It is the atmosphere of the store. The fact that you find yourself in front of a wide variety of product pushes you to buy unplanned items... you cannot leave the place empty handed" (woman 14)

"I find that a very pleasant environment makes you want to buy anything ..." (Woman 16)

Unfamiliar stores may lead to impulse purchases as the consumer is forced to walk through all the shelves to find what he/she looks for.

"... This is the first time I visit ... Carrefour is very large ... there is everything ..." (Woman 7)

Whether the consequences of impulsive purchases were positive or negative, observers revisit participants in their homes two weeks later. The participants are asked to answer one open question:

Are you satisfied with the purchase of ..... (the product under study)?

### **2.3.5. Functional impulse buying**

Thirteen of the twenty participants say they are satisfied with their purchases. Some of them (Respondent 2 , 3.6 , ) who made "love at first sight" purchases say they often make impulse purchases and are always satisfied and proud of their purchases. Indeed, they are faced with a product made for them and a surprising and unique opportunity. These women interpret their "love at first sight" for the product as a reliable source of information. Moreover, they trust their emotions which induced them to buy impulsively.

Women who were motivated by the promotion to buy impulsively are satisfied with their decisions. These results are consistent with the work of Fourmier and Mick (1999). These authors argue that the fact of being in front of an unexpected opportunity may contribute to satisfaction through "the element of surprise". However, the promotions considered "good deals" are often unexpected. These consumers are proud of their purchases because they feel smart, efficient and competent. Some even argue that the money saved on this promotional impulse purchase enables them to acquire other items not planned.

### **2.3.6. Dysfunctional impulse buying**

Seven of the twenty participants were dissatisfied with their decisions. Their purchases were bad choices and unfortunate. For respondents 10 and 14, their purchases resulted in a deficit in their family budgets causing feelings of remorse and guilt. Others regretted their purchases and did not consume their products. These regrets result from disappointment with the product or a stupid feeling.

"It was very fragile, it is already destroyed" (Participant 11)

"My family told me that the colour of the top does not suit me, so I have not worn it and I really regret the purchase". (Participant 12)

Some consumers bought products that do not meet any immediate need. For them, the impulsive experience was not pleasant. (16 Males and 8 females).

## **CONCLUSION**

The objective of this study is to detect different impulsive shopping experiences that women could experience.

Impulsion for a product may be induced when the consumer did not intend to buy it. This type of purchase reflects a loss of control situation in which the consumer "falls in love" and is captivated by the product (Giraud, 2002). This is a "fell for" impulse buying where the consumer feels an irresistible desire to buy immediately.

Seeing the product at the point of sale may trigger the desire to buy. Several variables may increase the desirability of the product: promotions, special offers, mood of the consumer or the atmosphere of the store.

The results indicate that some women may engage in an impulsive buying behavior in order to remedy an unpleasant mood (stress, anger, ...) or to strengthen a pleasant mood. Buying therefore provide them with immediate gratification as it introduces a positive affective state ( Giraud , 2002).

Other consumers buy impulsively in response to a promotion. When facing a profitable offer, these individuals feel the desire to make a good deal, transforming that desire into an impulse purchase. It seems that buying a product in an advantageous condition is more exciting and rewarding for the consumer's

shopping experience. Ortony et al. (1990 ) emphasize the influence of the unexpected on triggering impulse purchases. Promotions, often unexpected, could lead to impulsion to purchase.

According to Youn and Faber (2000) consumers who like to immerse themselves in engaging and exciting experiences, make impulse purchases under the influence of external stimuli such as sounds, smells, signs, and more generally a pleasant atmosphere. Their sensitivity to the environment may lead to feel impulsion they cannot control.

Finally, impulse buying can be functional (positive consequences). Indeed, some buyers consider their impulse purchases as reliable information, which encourages them to buy. For others, their impulsion to buy signals them the presence of a product "made for them", a unique opportunity, or the pleasant and exciting emotions associated with the point of sale create a special attachment for the product. In contrast, an impulsive decision may have negative consequences (financial problems, remorse ... ) if the consumer is unable to show control or wrongly and unconsciously attributes emotions related to the situation of purchase and product evaluation.

This study has some limitations. First, the inability of some women to make a complete description of the process made the protocols obtained often incomplete. Content analysis is a method that can be less objective. Lack of statistical validation reduces the scope of this studie. Moreover, a quantitative study could be highly effective to address these issues.

The results indicate that several fields can be developed, especially taking into consideration variables such as purchasing for oneself or for others, accompaniment or the feeling of crowd.

This study also provides results that may have managerial implications for retailers. Seeing the product, the consumer loses control and is captivated by the product then submit to the temptation to purchase. This type of purchase is a "fell for" impulse purchase. To promote this shopping experience, retailers are encouraged to communicate on "love at first sight" for products, make frequent renewals and new collections for consumers who upon visiting, hope to live a "love at first sight" experience.

Many consumers buy impulsively simply because the product is on promotion. The consumer is therefore likely to buy "anything" as long as it is a "good deal" or a "unique deal. Thus, liquidations, limited offers, and sales may induce impulse purchases. Similarly, the location of a "deal" corner might be effective for attracting consumers tempted by the desire to buy and not leave the store with "empty hands". Sales, touching, testing, trying, tasting the product, etc. can also help individuals to plan to purchase or consume thus inducing impulse purchases.

Consumers who like to immerse themselves in engaging and exciting experiences, make impulse purchases under the influence of external stimuli such as sounds, smells, signs, etc. and more generally in agreeable and pleasant atmospheres. Their sensitivity to the environment may lead to impulsion they will or will not control. It is important for retailers to take care of the environment of their outlets and create an atmosphere conducive to impulse purchases. They are encouraged to multiply stimuli in the store (advertising panels, assistants, colours, smells, sounds, etc. ). Therefore, the distribution of music, smells in some store locations (Health, beauty, baking, flowers), and warm colors (yellow or red) are all factors favouring impulse purchases.

More a consumer is satisfied by his/her experience of impulse buying, the more he/she will tend to give in to impulses. These consumers are very sensitive to promotions, cope well with their emotions and are very responsive to the retail environment. For them, an impulse buying experience is exciting, pleasant and economical insofar as impulse purchases are good choices.

Dysfunctional impulsive purchases are followed by negative consequences (be disappointed, be ridiculous, unhappy, no consumption of the product, financial problems ...). For this type of purchase, speed of decision making is done at the expense of quality; that is why it turns out to be a bad choice. In the future, consumers may grow to be more vigilant when they feel an impulse purchase and act to repress the purchase. Retailers should minimize post- purchase risk and regret using phrases such as "get your money back", "refund or exchange guarantee", which may reduce the financial risk, performance risk and social risk.

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