

Effect of Age differences in affective and cognitive impulse buying

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