

The Role of Consumers' Emotions in Online Impulse Buying of Fashion Apparel

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ABSTRACT

This study examined emotions as predictors of subsequent buying behavior. The primary aim of this research was to investigate consumers' experience of impulsive buying in the online shopping environment and the influence that emotions have on these experiences, focusing on fashion apparel. Hypotheses were developed around the premise that emotions play a prominent role in everyday decisions, including an individual's impulsive decisions and buying behavior. The study used a self-administered 10-item questionnaire to test the hypotheses. One hundred and twenty-eight people (N=128; 55% men, 45% women) from various parts of the world, with persons aged between 18 and 34 (77.34%) most represented, completed the survey. The data revealed a strong correlation between negative emotions and impulse buying, and between low arousal of negative emotions and impulse buying. Other results and implications are discussed.

Keywords: consumer attitudes, impulse buying, emotions, online shopping, consumer psychology

Introduction

Impulse buying is a common consumer behavior that occurs worldwide. As an example, 91% of Britons admit to impulse buying monthly and 75% of Americans do so regularly (Vessella, 2020). In 2018, half of the purchases made by people aged 18-24 in the United States were the result of impulsive purchases (Tighe, 2020). Impulse buying is a behavior that has been the subject of much marketing, psychological and behavioral research over the past few years. This interest can be justified by the important part occupied by this type of purchase, the increasingly important income that it generates, the desire for researchers to better understand human motivating factors to predict it, and the various marketing actions intended to trigger it. According to Welles (1986), nine out of ten shoppers occasionally buy on impulse. In the course of a lifetime, the average person will spend over \$110,000 on impulsive purchases (Gaille, 2014). According to a 2019 survey by the Bureau of Labor Statistics conducted on 2,000 consumers, the average American consumer spends approximately \$450 a month and \$5,400 a year on impulse buys. In that same study, clothing was the most purchased item on impulse after food. According to Sadlier (2019) clothing accounts for 62% of all impulse purchases made by consumers and it is one of the industries that is most prone to impulse buying (Luna and Bech-Larsen, 2004). Overall, Hausmann (2000) noted that impulse buying represents 30 to 50% of all purchases.

There are certain times and places that prompt more impulsive buys. The development of the internet and digital technology in recent years has profoundly changed the way we live, making our lives in some regards more convenient. The retail industry has been impacted by advancements yielding online shopping growth rates that exceed all other forms of shopping modes. Indeed, online shopping is quickly evolving and today, nearly half of consumer's shop more on mobile than in-store

(Ibotta, 2018). Relative to the United States "in 2016, 209.6 million people were online shoppers and had browsed products, compared prices, or bought merchandise online at least once. These figures are projected to reach 230.5 million in 2021" (Coppola, 2021). According to an article by Maddie Maynard (2018), there was little difference in men's and women's shopping habits with 30% of men shopping at least once a week against 24% of women during the same period. While some found that shopping habits differ depending on gender. In a 2018 NPR/Marist Poll, 36% of men have at least once purchased an item worth over 1000 U.S. dollars compared to only 18% of women. Online shoppers are more impulsive than non-shoppers (Dontha & Garcia, 1999). In a study conducted by OnePoll (2019), 69% of participants blamed online shopping as their number one impulse buying location. According to Koski (2004), "five features of the Internet as a shopping environment were identified that encourage impulse buying anonymity, easy access, the greater variety of goods available, marketing promotions and direct marketing, and use of credit cards" (p. 28). Indeed, all five of these factors create a zone of comfort for the consumer that may make one act in ways that one would not if in a store with other persons. With online shopping being so quick, accessible, and convenient and products only a few clicks away, online purchases are becoming more appealing to consumers. Resisting the desire to buy is becoming a challenge for many but very little research focuses on the online aspect of the matter. According to Invesp (2021), impulse purchases represent almost 40% of all the money spent on e-commerce. Because of the growing importance that is placed on online buying, marketers must understand to what extent impulsive online shopping has become omnipresent and what psychological/internal factors trigger these kinds of behaviors among consumers.



Buying decisions are usually the result of a logical and well-thought-out decision or an emotional impulse. Psychologists, marketers, and researchers distinguish three categories of consumer decision-making: cognitive, habitual, and affective (Bray, 2018). The amount of thought we put into the purchase of products depends on several internal and external factors. In 1968, Engel and Blackwell developed a model to explain consumer decision-making that has since gone through numerous revisions but follows five recurrent steps: problem recognition, information search, alternative evaluation, product choice, and outcome evaluation. This model faced, at the time, lots of criticism for its restrictiveness as it left out many factors like the influence and the role of environmental or internal variables or even the case where the decision-making would be habitual or affective (as opposed to cognitive or rational and sequential). In response, over the years Engel and Blackwell developed the 1968 model including more factors including environmental but also internal factors.

Considering effect and emotions has helped researchers better understand impulsive buying behavior as both positive and negative emotions contribute to impulsive purchases (Rook, 1987; Weinberg & Gottwald, 1982; Ferreira, Brandao & Bizarras 2017, Amos et al., 2014). For instance, several researchers have found that positive emotions are associated with increased impulsive buying (Weinberg & Gottwald, 1982), whilst others have demonstrated that consumers also make impulse purchases in an attempt to comfort themselves or lift negative emotions (Baumeister, 2002; Dittmar, 2001). We will also see that this influence is not only limited to a matter of valence but that there is variation according to the level of emotional arousal and dominance.

Problem Statement and Research Goal

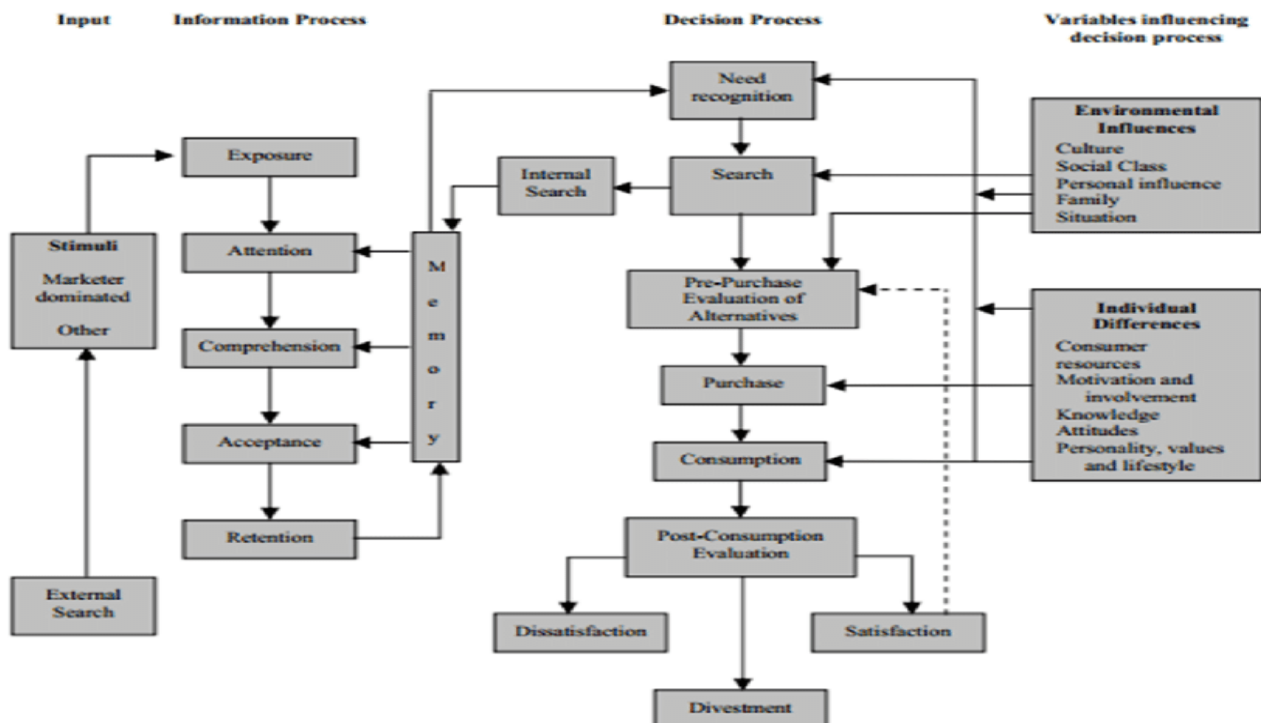
While several researchers have tried to test the influence of external factors such as store environment, social pressure, promotions, and social media, on the emotional and behavioral reactions of consumers (North & Hargreaves, 1996; Rieunier, 2000, Bakini Driss, Ben Lallouna Hafsia & Zghal, 2008; Matilla & Wirtz, 2001; Lemoine, 2003), only a few have looked at internal and psychological factors as a direct explanation for this shopping phenomenon. At the same time, there has also been a lack of attention to the predictors of future purchase decisions even though impulse purchases represent almost 40% of all the money spent in online stores and sales.

With the growth of the fashion industry, along with e-sales, it is important to understand people's buying behavior and habits in these areas. Many studies have tried to understand different external factors in people buying decisions and as an explanation to impulse buying behavior but very few have focused on internal triggers and emotions alone to justify such behavior. Learning and understanding the role and impact of emotions on consumer behavior and people's purchase decisions of fashion apparel is therefore important. The purpose of this study is to examine the relationships between online fashion apparel impulse buying behavior and the involvement of emotions in the process.

Literature Review

A Review of Impulse Buying Behavior

In the last published version of The Engel-Blackwell-Miniard Model of Decision-Making (1995) (see Figure 1), the researchers included factors such as culture, social class, situation or status, family, and personal influence along with individual factors such as the consumer resource, his or her motivation, and involvement, his/her motivation, personality, knowledge, values, and lifestyle.



Figure

The Engel-Blackwell-Miniard Model of Decision-Making by Blackwell, Miniard and Engel (1995).



When impulse buying, the decision-making process is relatively rapid and goes directly from “need/problem recognition” to “product purchase.” While decades ago, consumers as well as the literature, would “characterize impulse buying behavior as a sign of immaturity and lacking behavioral control or as irrational, risky and wasteful” (Hausmann, 2000, p.3), the phenomenon has become common today and represents, between 30 and 50% of all purchases. Today, more and more people admit to making impulse purchases.

Researchers have been trying to understand the concept of impulse buying behavior and define it for about half a century now, acknowledging that it is a complex phenomenon defined by a few key characteristics. Clover (1950) is the first to introduce this concept, even though he failed to explain the nature of this behavior and identify specific motives. To him, an impulse purchase is akin to an unplanned purchase. Eventually, researchers distinguish these two concepts. Impulse buying corresponds to a spontaneous urge to buy something immediately, whereas unplanned buying is the absence of a decision before the shopping trip (Rook & Fisher, 1995; Beatty & Ferrell, 1998; Strack, Werth, & Deutsch, 2006; Chavosh et al., 2011).

Applebaum (1951), is the first to associate this behavior with a specific factor: store environment. A few years later, Stern (1962) helped make a significant step forward in the field by distinguishing four categories of impulse buying that he respectively named: pure impulse buying, suggestive impulse buying, reminder impulse buying, and planned impulse buying. According to Stern (1962), pure impulse buying represents a break from normal buying habits (the novelty or escape purchase that breaks a normal buying pattern). For him, this type of purchase is mainly associated with housewives and remains relatively small “since housewives tend to develop strong habits in budgeting, in where and when to shop, and in the preplanning of the shopping trip”. Suggestive impulse buying occurs when the customer sees the product for the first time and links it to a need. For Stern, as well as for Leblanc-Maridor (1962), this can be rational and functional as opposed to the emotional aspect that exists between a person and a product in the case of pure impulse buying. Reminder impulse buying on another hand occurs “when a shopper sees a product for the first time and visualizes a need for it, even though she has previous knowledge of the item” (Stern, 1962). In this case, there is some knowledge or even experience of the product. Finally, the planned impulse purchase occurs when a consumer goes into a store knowing he or she will be buying extra items but takes the decision to purchase only under certain conditions (typically low prices or offers). Although this helped understand the concept, it did not focus on the consumer's internal state as a motive for purchase.

Around 1980, researchers started focusing on impulse buying behavior from a buyer's point of view rather than a seller's point of view. Only then, did research conducted in the United States, Spain, and Great Britain show that many internal factors influence impulsive buying behavior: the consumer's mood or emotional state (Vohs and Baumeister, 2013; Amos et al., 2014; Rook & Gardner, 1993; Weinberg & Gottwald, 1982) and his/her personality or traits such as impulsiveness (Robinson, 2009; Puri,

1996; Rook & Fisher, 1993). Schultz and Schultz (2009) described personality as “the unique, relatively enduring internal and external aspects of a person's character that influence behavior in different situations.” Indeed, consumers with a buying impulse may not necessarily act on this impulse. Despite considerable efforts made by researchers to associate personality traits to impulse buying, however, significant results have not been found (Kollat & Willet 1967; Cobb & Hoyer 1986). Researchers established however that consumers with a greater susceptibility to respond to their internal/affective states and a weaker response to their cognitive states, experience stronger impulses to purchase and have a greater propensity to indulge in impulsive purchasing behavior (Sharma, Sivakumaran & Marshall, 2011; Rook, 1987; McCrea & Costa, 2008). The term “impulse buying tendency” was first introduced by Beatty and Ferrell (1998) who developed the idea that it included “both the tendencies (1) to experience spontaneous and sudden urges to make on-the-spot purchases and (2) to act on these felt urges with little deliberation or evaluation of consequence” (Beatty & Ferrell 1998, p.174).

Research by Dittmar and Beattie (1995) showed that men are more inclined to make impulse buying, especially regarding high-tech products and sports equipment, while women are more predisposed to impulse purchases of an emotional nature. Likewise, the study by Nguyen Thi Tuyet et al. (2003) reveals that men are more impulsive than women which are explained by the fact that women (and this confirms Stern's theory) plan more precisely their errands making it harder to prompt impulse purchase but also, that they are more sensitive to price than men (Kraljević & Filipovic, 2017). The mentioned research is complementary to Giraud's work on the typology of impulse buyers. Giraud (2001) distinguishes four types of compulsive buyers according to their ability to make functional or dysfunctional impulse purchases. The “fulfilled” impulsive buyers place confidence in their impulse purchases and value the products purchased. According to Giraud (2001), these buyers are much more emotional and seek to have an impressive experience. Besides, the store environment can have a positive influence on their emotions and therefore, consequently, on their buying choices. “Moderate” impulsive buyers also trust their buying impulses, but they do not value them so much. In other words, these buyers are rational and control their behaviors in such a way that they get carried away by their impulses when they deem them favorable. The “uncontrolled” impulsive buyers don't trust their buying impulses. They are wary of their impulse purchases, but still, seek to have a pleasant shopping experience.

The “non-impulsive” buyers purchase products that have utility value. This type of buyer, however, is not influenced by external elements such as promotions or a store environment. Kacen and Lee (2002) explicitly examined the influence of cultural factors on impulse buying. This study choice came from the fact that “most of the research on impulse buying focuses on consumers in the United States. A few studies have looked at consumers in Great Britain and South Africa (Abratt & Goodey, 1990) and have found that United States consumers tend to be more impulsive than comparable British and South African

samples” (Kacen & Lee, 2002). Since then, little research focused on the differences in impulse buying in individualist versus collectivist societies (Zhang et al., 2010; Cakanlar & Nguyen, 2019) and have found that cultural factors also widely moderate “many aspects of consumer’s impulsive buying behavior, including self-identity, normative influences, the suppression of emotion, and the postponement of instant gratification” (Kacen & Lee, 2002).

Review of Emotions in Impulse Buying Literature

The study of emotions in the context of decision-making began around the 1990s (Slovic, Lichtenstein, & Fischhoff, 1988; Bell, 1982; Elster, 1985; Pfister & Böhm, 1992) and has received increasing attention over the past few years. Studies show that both, negative and positive emotions play an important role in impulse buying behavior (Rook & Gardner, 1985; Amos et al., 2014). For example, Rook and Hosh (1993) maintain that impulse buying is almost always preceded by positive emotions, more precisely, happiness. On another hand, Ferreira, Brandao, and Bizarrias (2017) and Tellegen (1988) maintain that negative emotions may stimulate consumers to search for immediate gratification in a way of a coping mechanism. In this case, consumers tend to give in to impulse buying behavior to release their negative feelings of stress or fatigue for example (Huang & Hsieh, 2011; Youn & Faber, 2000). This is also stated by Rook (1987) who said that consumers' negative emotions drive their impulsive buying while their positive emotions maintain their purchase behavior.

Rook and Hoch (1985) found that some consumers designated their impulse buying behavior as motivated by their pre-purchase mood states, reporting that buying something helped them somehow better their previous mood state or that this behavior was motivated by an already present positive mood which made them disregard the consequences. Rook (1987) identified “hedonic elements: feeling good, bad, guilty,” and “purchasing in response to moods” as emotional reactions that may trigger impulse buying. Indeed, especially in the field of fashion, impulse buying can serve to manage or elevate negative mood states to relieve unpleasant moods like sadness, anxiety, or boredom (Rook & Gardner, 1993; Elliott, 1994; Malin et al., 2018). Negative moods increase people the likelihood to engage in behavior that will bring a more pleasurable mood state (Helregel & Weaver, 1989). According to Fredrickson (2001) and Kraemer et al., (2016) negative emotions entail stronger action tendencies than positive emotions.

Review of the Global Apparel Market

The global apparel industry is observing continuous growth. Currently at about 2 trillion U.S. dollars, with an average of 3% annual growth and a peak growth rate of around 8%, the global apparel market is expected to grow at 4.8 percent to reach 2,25 trillion U.S. dollars in 2025 and more than 3 trillion U.S. dollars by 2030 despite a major drop in the year 2020 during the pandemic (Statista, Investopedia, 2021). Contrary to common belief, even luxury fashion is experiencing positive growth and is estimated to grow at a compound annual growth rate of 1,8% during 2001-2006, to reach 102750 million U.S. dollars by 2026, from 92110 million U.S. dollars in 2020 (360 Research Report,

2021). The Asia Pacific is currently the largest region in the global apparel market, accounting for 33% of the market followed by Western Europe which accounts for 28% of the global apparel market. In Europe, it’s expected that each consumer will spend 92 U.S. dollars on fashion-related items over a year. Expenses differ depending on gender, but also change between different generations. According to a 2018 NPR/Marist Poll, 36% of men have at least once purchased an item worth over 1000 U.S. dollars compared to only 18% of women. Comparably, another study revealed that 50% of men spend over 65 U.S. dollars every month on online purchases (Statista, 2021). In terms of age range, Millennials lead the march by accounting for 37.4% of all digital buying in 2020, followed by Generation X (30.1%), Gen Zers (18.2%), and Baby Boomers (14.6%) (eMarketer, 2020). Baby Boomers are however the generation with the highest spending with an average amount of 170 U.S. dollars per transaction on items.

The evolution of online shopping has been playing an essential role in this evolution. Indeed, online commerce accounts for close to 11% of all retail sales in the U.S and will make up 22% of global retail sales by 2023 (Estay, 2021). The industry went from nothing to becoming a multibillion-dollar industry and “the global online fashion market was worth \$533 billion in 2018, and is predicted to grow to \$872bn by 2023,” womenswear being the bestselling apparel (Ward, 2021). Today, approximately 2.14 billion people purchase goods online every day (Balchandani, 2021). This can be explained by the fluidity, simplicity, and convenience that buying online comes with. “Mobile accounts for 66% of online sales in the fashion industry and accounts for 76% of online traffic” (Ward, 2021). According to a study undertaken by John Lewis Finance (2019), nighttime online shopping has also increased by nearly a quarter between 2017 and 2018 proving how common this activity has become. Mike Jackson (2019), partner and director of financial services at John Lewis and Partners, said: “Our research suggests shopping is now a 24-hour activity.... More customers are shopping on their smartphones and tablet computers, and it would appear many are using this technology to shop from the comfort of their beds.” But this phenomenon can also be explained by the growing sentiment of trust from people towards new technologies, online payment methods, online businesses, and third-party payments. According to an article by Mordor Intelligence (2020), online apparel sales have seen a boom over recent years as consumers have gradually become more comfortable making purchases from their computers and handheld devices. New trends such as social media and the use of influencers are also making an impact on how companies market their products and influence people, especially young people, to purchase.

Accounts for a big part of the industry’s growth. *Oxford Languages* defines fast fashion as “inexpensive clothing produced rapidly by mass-market retailers in response to the latest trends.” For *Merriam Webster*, it is “an approach to the design, creation, and marketing of clothing fashions that emphasizes making fashion trends quickly and cheaply available to consumers.” Although many condemn it for a matter of ethical issues such as copyright issues, unsustainable materials, child labor, human rights abuses, toxic dyes, mass manufacturing, and

more, this industry is rapidly growing with the help of social media and the internet as a whole and now account for more than 30 billion U.S. dollars. The global fast fashion market, although new, accounts for more than 20300 million U.S. dollars and is expected to reach 252440 million U.S. dollars by 2027, at a CAGR of 3.1% between 2021 and 2027 (Market Reports World, 2021).

Theoretical Framework

Arousal is an essential component of emotion and manifests in neural systems in the brain. Lots of studies have focused on valence or positive versus negative emotions in impulse buying behavior but only a couple have focused on the role of arousal. In addition, lots of these studies are contradictory. Indeed, impulse buying behavior has often been proven to be related to excitement and pleasure (Weinberg & Gottwald, 1982; Rook & Hosh, 1993) but has also been associated with negative

emotions such as depression or low self-esteem (Mueller et al, 2011; Watson & Tellegen, 1985; Youn & Faber, 2000; Faber & O’Guinn, 1992). In his 1993 study on consumer’s pre-existing internal states’ impact on their shopping attitudes, Swinyard found that positive or negative emotions do not have any effect on their shopping intentions but might influence them at the moment of shopping. Rook and Gardner (1993) found that both positive and negative emotions and internal states increase impulse buying behavior. More generally but comparably, Faber and Christenson (1996) found that people in positive states attempt to make these feelings last through certain actions and behaviors while those in negative states try to act in ways that will change their state into a more positive one. In 1999, Hirschman and Stern suggest that consumers with low arousal negative emotions are more risk averse and pessimistic about consumption activities than consumers with high arousal negative emotions.

Table 1: Classification of Low VS High Arousal Emotions

Low Arousal Negative Emotions	High Arousal Negative Emotions
<ul style="list-style-type: none"> Boredom Shame (as in ashamed, low self-esteem) 	<ul style="list-style-type: none"> Stress Frustration
Low Arousal Positive Emotions	High Arousal Positive Emotions
<ul style="list-style-type: none"> Calmness Satisfaction 	<ul style="list-style-type: none"> Happiness Excitement

Research Questions and Hypotheses

The main question being investigated is “How do emotions influence online impulse buying of fashion apparel?”.

This study does not only look at the valence which refers to the positivity or negativity of emotion like happiness (positive valence) or sadness (negative valence), it also looks at the arousal (intensity of emotion). Subsequently, the following hypotheses will be tested: There is a direct relationship between negative emotions and online impulse buying of fashion apparel (H1); negative emotions are more likely to trigger online impulse buying of fashion apparel than positive emotions (H2), negative emotions have a greater impact on online impulse buying of fashion products than positive emotions (i.e.: number of items bought) (H3), and low arousal negative emotions are more likely to trigger online impulse buying of fashion apparel than high arousal negative emotions (H4).

Methods

Sample and Data Collection

Because impulse buying behavior concerns people of all ages, countries and socio-demographic backgrounds, the survey was accessible to all persons above 18 years of age. The sample included 128 international participants but mostly from France (61.7%). Of all the respondents, 54.9% were men and 45% were women. The dominant age range was 18 to 34 (77.3%) followed by people aged 50 to 64 (10.2%) and all levels of education were represented from high school diploma to doctorate degree. The majority of the participants were regular online shoppers with more than 52% buying fashion appeal online more than seven times over the past year.

Instruments

A self-administered 10-item survey developed by the researcher was distributed online. Both qualitative and quantitative questions were employed. For the evaluation of emotional impact, two emotions from each of the four categories (high negative, low negative, high positive, and low positive) of The Wheel of Emotions developed by Robert Plutchik (1980) were selected: stressed, bored, happy, calm, frustrated, satisfied, excited, and ashamed. The 10 questions on the survey were: (1) What is your country of residence?; (2) What is your gender? with responses as male or female; (3) What is your age range? with five categorical responses (under 18, 13-34, 35-49, 50-64, 65 and over); (4) What is the highest level of education?; (5) Over the past year, how many times did you purchase clothes or fashion products online? with responses (0 (you may exit the survey), 1-3, 4-7, more than 7); (6) How many of these purchases were made on impulse (on a whim, motivated by a desire/want or an urge to possess?) with responses (none (you may exit the survey), a few of them, most of them, all of them); (7) a Likert-style question: Retrospectively, how were you feeling BEFORE making the said, impulsive purchase? with responses (strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, and strongly disagree) with “stressed, bored, happy, calm, frustrated, satisfied, excited, and ashamed”; (8) Would you personally say that this or these states affected your purchasing decision? with “yes/no” answer choices; (9) a Likert-style question like Number 7, “How were you feeling AFTER making the said, impulsive purchase?”; and (10) Lastly how many items did you end up buying? with answer choices: Less than 2, 2-4, 5-7, more than 7. The 8-item

Likert-style questions were based upon a modified version of The Brief Mood Introspection Scale (BMIS) by Mayer and Gaschke (1988).

Results

Analyses

The results of this study on the role of emotions on impulse buying behavior, show that negative emotions do have positive relationship with online impulse buying behavior of fashion apparel. Of the emotions, boredom was the only emotion that had a significant relationship with the number of impulse purchases made over the past year ($r(126) = .176, p=.047$). None of the positive emotions had a significant relationship with online impulse buying of fashion apparel. Hypotheses 1, 2 and 4 are therefore supported. There is a direct relationship between negative emotions and online impulse buying of fashion apparel which suggests that negative emotions are more likely to trigger that behavior.

The study also revealed that feeling bored before making impulsive buys correlated to the most items bought ($r(126)=.349, p<.01$) as well as feeling ashamed ($r(126)=.176, p<.01$). Conversely, being happy ($r(126)= -.218, p<.05$), satisfied ($r(126)= -.28, p<.01$), and excited ($r(126)= -.342, p<.01$), prior to impulsive buys correlated with lower items bought. These findings support Hypothesis 3: *Negative emotions have a greater impact on online impulse buying of fashion products than positive emotions.*

Finally, the results pointed out the fact that, as per Hypothesis 4, low arousal negative emotions are more likely to trigger online impulse buying of fashion apparel than high arousal negative emotions. There was a higher correlation between being bored or ashamed and the number of impulse purchases made over the past year than with being stressed or frustrated. The correlations among the emotions and online impulse buying are presented in Table 2.

Table 2: Correlations Among Prior Emotions and Online Impulse Buying

Variables	1	2	3	4	5	6	7	8	9	10
1. Past Year Buy	-	.45**	.07	.21	-.06	-.129	.06	-.13	-.03	.03
2. Impulse Buy		-	-.04	.18*	-.06	-.14	.08	-.02	.05	.07
3. Stressed			-	.20*	-.20*	-.30**	.33**	-.25**	-.10	.13
4. Bored				-	-.44**	-.45**	.36**	-.54**	-.49**	.32**
5. Happy					-	.37**	-.36**	.65**	.47**	-.12
6. Calm						-	-.43**	.39**	.22*	-.22*
7. Frustrated							-	-.27**	-.21*	.29**
8. Satisfied								-	.67**	-.20*
9. Excited									-	.32
10. Ashamed										-

Notes. N=128
* p < .05., **p<.01

Additional Results

Results from this study show that persons reported positive emotions after making an impulsive purchase. Eighty-six percent of respondents reported feeling satisfied while 75% of them reported feeling happy after their shopping experience. The study also shows that after making impulsive purchases, some persons still reported feeling bored ($r(126)=.18, p<.05; 34.4%$).

Table 3 presents correlations among prior and post emotions with online impulse buying. There was a significant relationship between feeling stressed and bored before the purchase. There was also a significant relationship between stress and frustrated before the buys. Those who felt stressed before making a purchase also felt stressed after, but they also felt satisfied.

Table 3: Correlations Among Prior and Post Emotions and Online Impulse Buying

Variables	1	2	3	4	5	6	7	8	9	10
1. Past Year Buy	-	.45**	.05	.18*	.07	-.02	.09	.04	.09	.20*
2. Impulse Buy		-	.11	.19*	-.07	-.02	-.05	.07	.03	.04
3. Stressed			-	.21*	-.14	-.10	.32**	-.29**	-.16	-.01
4. Bored				-	.16	.07	.09	-.08	-.07	.30**
5. Happy					-	-.14	-.07	.04	.21*	-.12
6. Calm						-	-.23**	.07	.07	-.19*
7. Frustrated							-	-.07	-.08	.29**
8. Satisfied								-	.10	-.19*
9. Excited									-	.16
10. Ashamed										-

Notes. N=128. df=126.
* p < .05., **p<.01

To the question “Would you say that this or these emotions affected your purchasing decision,” 58.69% of respondents answered yes. Overall, men were more likely to report that their

emotions before making impulsive buys affected their purchasing decisions, $r(126)=.202, p<.05$.

Discussion

The current study aimed to examine the relationships between online fashion apparel impulse buying behavior and the involvement of emotions in it, as well as its extent as it has not been done yet. The results indicated that:

1. There is a direct relationship between negative emotions and online impulse buying of fashion apparel
2. Negative emotions are more likely to trigger online impulse buying of fashion apparel than positive emotions
3. Negative emotions have a greater impact on online impulse buying of fashion products than positive emotions (i.e.: number of items bought)
4. Low arousal negative emotions are more likely to trigger online impulse buying of fashion apparel than high arousal negative emotions

These results are consistent with previous studies that showed that negative emotions not only trigger impulsive behavior and purchasing decisions (Watson & Tellegen, 1985; Youn & Faber, 2000; Mueller et al, 2011) but also entail stronger action tendencies than positive emotions (Fredrickson, 2001; Kraemer et al., 2016).

By knowing consumers' wants, needs, and how their internal states push them to act, marketers could instill marketing strategies that would make potential consumers land on their page or website when they are bored for example. They could use search engine marketing strategies targeting bored people with the

help of google or a website's algorithm. This type of strategy would, however, require further studies like "Where or What kind of websites do people surf on when bored?" for example. This way they would be able to redirect them directly to their own business. Secondly, this study provides indirect suggestions on how to trigger certain emotions. It also sheds light on shoppers' segmentation making targeting easier for marketers or business people. For consumers, this study can help them better understand the decision-making process of impulse buying and make online shoppers of all ages and backgrounds understand their buying behavior and the degree that emotions have in it and maybe make them want to work on self-control in the case of purchases. Finally, this study may benefit researchers in the field of psychology, consumer behavior, and fashion by providing another possible explanation as to what motivates people to exercise impulse purchasing and, in the future, drive deeper studies regarding how this can be avoided, regulated, or exploited. Furthermore, this research raises some questions that could be addressed in further and more complete studies. "Are different age ranges equally influenced by emotions in the case of impulse buying?", "Are people with impulse buying tendencies experiencing negative emotions more subject to buy more items when buying impulsively?", "Do people who are aware of the role played by emotions in their purchasing decision less subject to buy impulsively?" Toward those goals, the researchers submit that emotions play a role in impulse buying of fashion apparel.

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