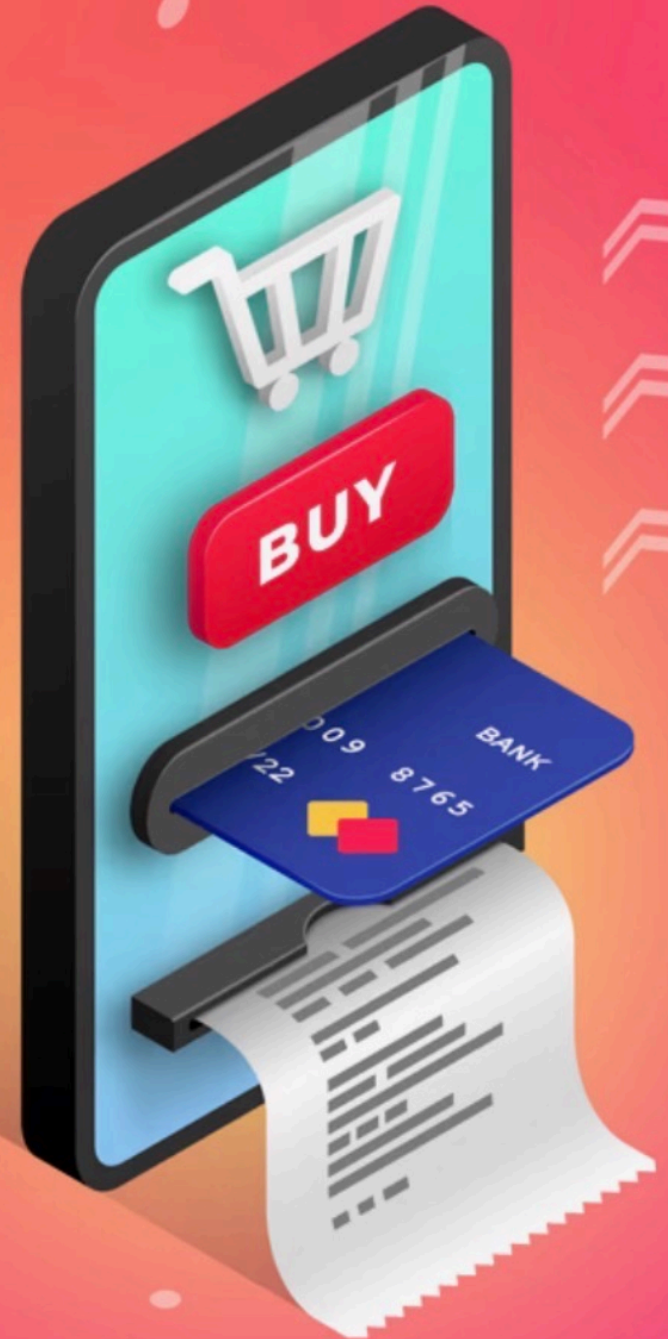


IMPULSE BUYING & EMOTIONAL TRIGGERS

Marketing Research Presentation

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OUR TEAM



Reagan Hull



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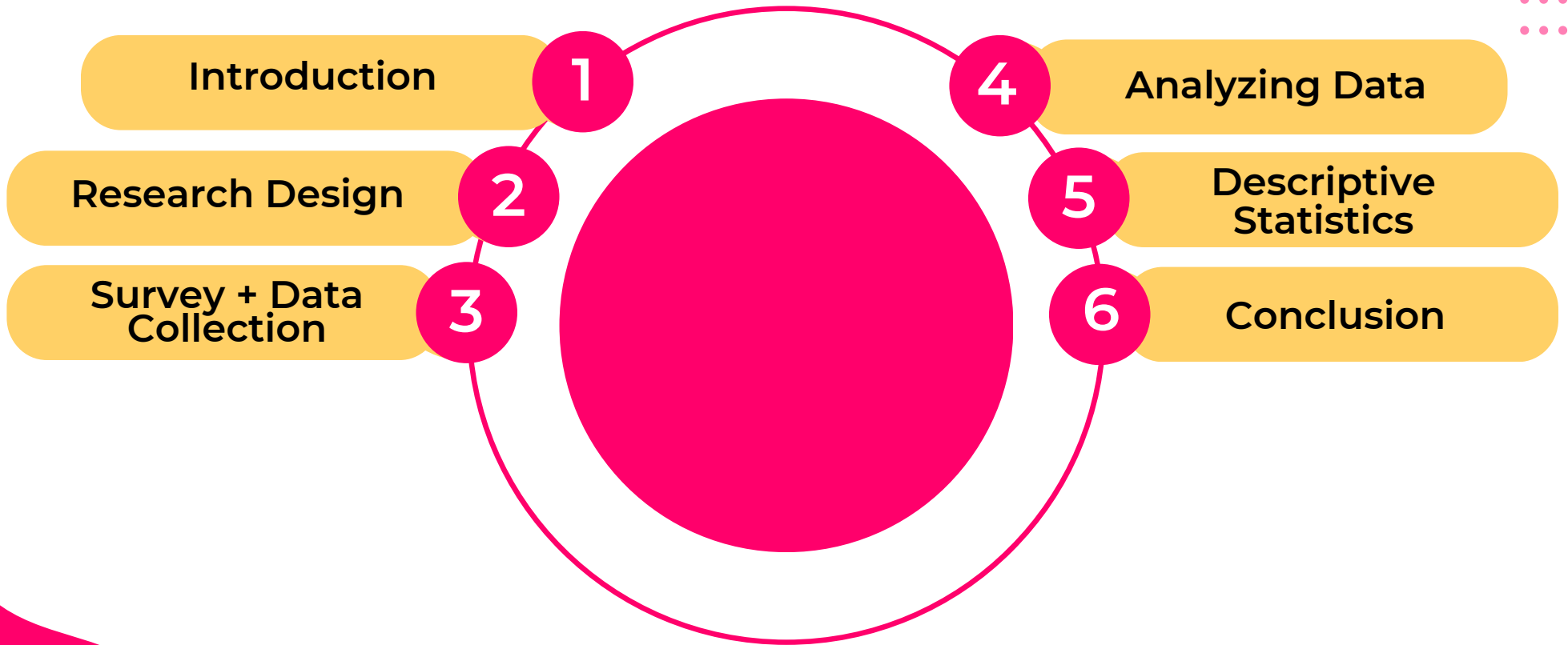



Jaelynn Pierce



Billie Gibson

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INTRODUCTION

OVERVIEW

- Online shopping has grown rapidly in recent years
- Consumers are constantly exposed to ads, deals, and fast purchasing options
- Emotions and convenience play a major role in decision-making
- Impulse buying is becoming more common, especially among college students
- Covid-19 brought on the expansion of e-commerce and consumers relying more on social media



PURPOSE OF THE STUDY

- Analyze consumer behavior patterns related to impulse buying and instant gratification in online shopping.
- Focus specifically on younger consumers, particularly college students.





RESEARCH OBJECTIVES

- Social and Psychological reasons for impulse buying.
- Identify the relationship between consumers and emotional state.
- Implications of instant gratification in impulse buying.

HYPOTHESIS

College students are more likely to make impulse purchases online if they experience negative emotions (stress, anger etc.)





RESEARCH DESIGN

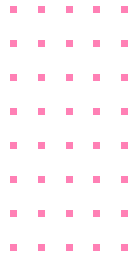
RESEARCH DESIGN

- Descriptive research with exploratory elements
- Cross-sectional (one-time data collection)
- Focus on relationships, not cause-and-effect

Variables:

- Independent: emotions + marketing stimuli
- Dependent: impulse buying

DATA SOURCES



SURVEY & DATA COLLECTION



SURVEY DESIGN

- Measured:
 - Emotional triggers
 - Impulse buying behavior
 - Instant gratification
 - Marketing influence
- Question types:
 - Likert scale (1–10)
 - Multiple choice
 - Designed to be clear, simple, and unbiased
 - Anonymous responses to encourage honesty

SAMPLE + DATA COLLECTION

- Over 120 responses collected
- Target: college students (18-22)
- Sampling methods:
 - Convenience sampling
- Participants from differing colleges and disciplines:
 - Pharmacy, Business college, Arts and Sciences, etc.
 - Ohio Northern University
 - Wright State University
 - Westminster College
- The main goal was to increase diversity and accuracy.

ANALYZING DATA



REGRESSION RESULTS

- Model explains 29% of impulse buying behavior
- Statistically significant ($p < .001$)
- Indicates strong relationship between variables
- However, 71% is explained by other factors

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.540 ^a	.292	.280	2.669

a. Predictors: (Constant), I am aware that my emotions influence my online purchasing decisions., I feel like I lose control over my spending when shopping online.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	369.517	2	184.759	25.931	<.001 ^b
	Residual	897.739	126	7.125		
	Total	1267.256	128			

a. Dependent Variable: I am more likely to make impulse purchases late at night or while scrolling on my phone.

b. Predictors: (Constant), I am aware that my emotions influence my online purchasing decisions., I feel like I lose control over my spending when shopping online.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.423	.655		2.172	.032
	I feel like I lose control over my spending when shopping online.	.446	.089	.399	5.037	<.001
	I am aware that my emotions influence my online purchasing decisions.	.313	.097	.257	3.239	.002

a. Dependent Variable: I am more likely to make impulse purchases late at night or while scrolling on my phone.

KEY FINDINGS

- Perceived loss of control is the strongest predictor
- Emotional awareness is significant but weaker
- Awareness alone does not lead to impulsive behavior

CORRELATION RESULTS

- Strongest relationship:
- Loss of control \leftrightarrow impulse buying
- Moderate relationship:
- Emotional awareness \leftrightarrow impulse buying
- Suggests behavior is driven more by control than awareness

Correlations

		I am aware that my emotions influence my online purchasing decisions.	I feel like I lose control over my spending when shopping online.	I am more likely to make impulse purchases late at night or while scrolling on my phone.
I am aware that my emotions influence my online purchasing decisions.	Pearson Correlation	1	.324**	.390**
	Sig. (2-tailed)		<.001	<.001
	N	130	129	130
I feel like I lose control over my spending when shopping online.	Pearson Correlation	.324**	1	.482**
	Sig. (2-tailed)	<.001		<.001
	N	129	129	129
I am more likely to make impulse purchases late at night or while scrolling on my phone.	Pearson Correlation	.390**	.482**	1
	Sig. (2-tailed)	<.001	<.001	
	N	130	129	130

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

GENDER DIFFERENCES

- Females reported:
- Higher impulse buying
- Especially late-night and phone-based shopping
- No difference between genders in:
- Perceived loss of control

Group Statistics

	How do you identify?	N	Mean	Std. Deviation	Std. Error Mean
I am more likely to make impulse purchases late at night or while scrolling on my phone.	Male	55	4.18	3.174	.428
	Female	75	5.36	3.048	.352
I feel like I lose control over my spending when shopping online.	Male	55	2.78	2.658	.358
	Female	74	3.32	2.920	.339

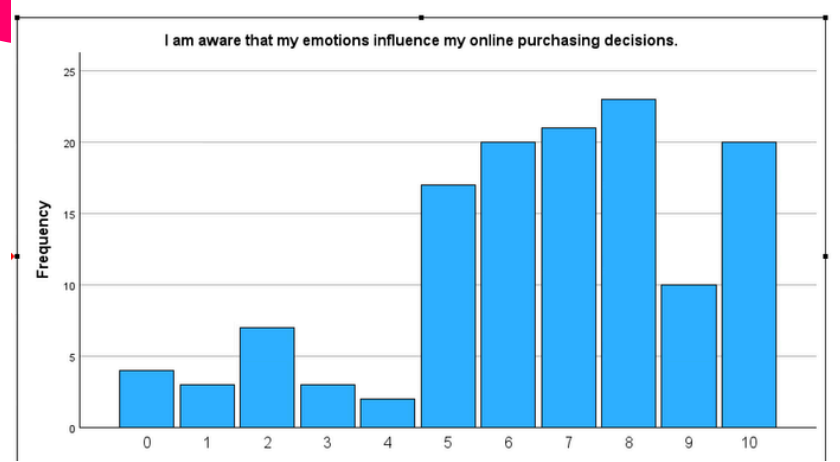
DESCRIPTIVE STATISTICS

- High emotional awareness
- Lower levels of loss of control
- Moderate impulse buying overall
- Wide variation across individuals

	N	Mean	Std. Deviation
I am aware that my emotions influence my online purchasing decisions.	130	6.62	2.577
I feel like I lose control over my spending when shopping online.	129	3.09	2.813
I am more likely to make impulse purchases late at night or while scrolling on my phone.	130	4.86	3.144
Valid N (listwise)	129		

DATA DISTRIBUTIONS

- Emotional awareness skewed higher
- Loss of control skewed lower
- Impulse buying more spread out
- Shows differences in individual behavior



KEY TAKEAWAYS

- Most people understand emotions affect spending
- But impulse buying happens when:
 - Self-control is low,
- Awareness ≠ behavior change.
- Marketing strategies should focus on:
 - Triggering action
 - Not just influencing emotions
 - Important implications for digital marketing

CONCLUSION



LIMITATIONS + FUTURE RESEARCH

- Only ~10% reported frequent impulse buying
- Lack of clear definitions:
 - Impulse buying vs. normal shopping
 - Browsing vs. purchasing
- Sample mostly college students
- Possible rushed or low-effort responses

Future Recommendations:

- Clearly define key terms
- Expand sample (age, income, lifestyle)
- Focus more on behavior vs. awareness

CONCLUSION

- Emotional awareness alone is not enough
- Loss of control is the biggest driver of impulse buying
- Behavior is influenced by both:
 - Internal emotions
 - External marketing

THANK YOU

