



The Urge to Splurge

Differentiating Unplanned and
Impulse Purchases

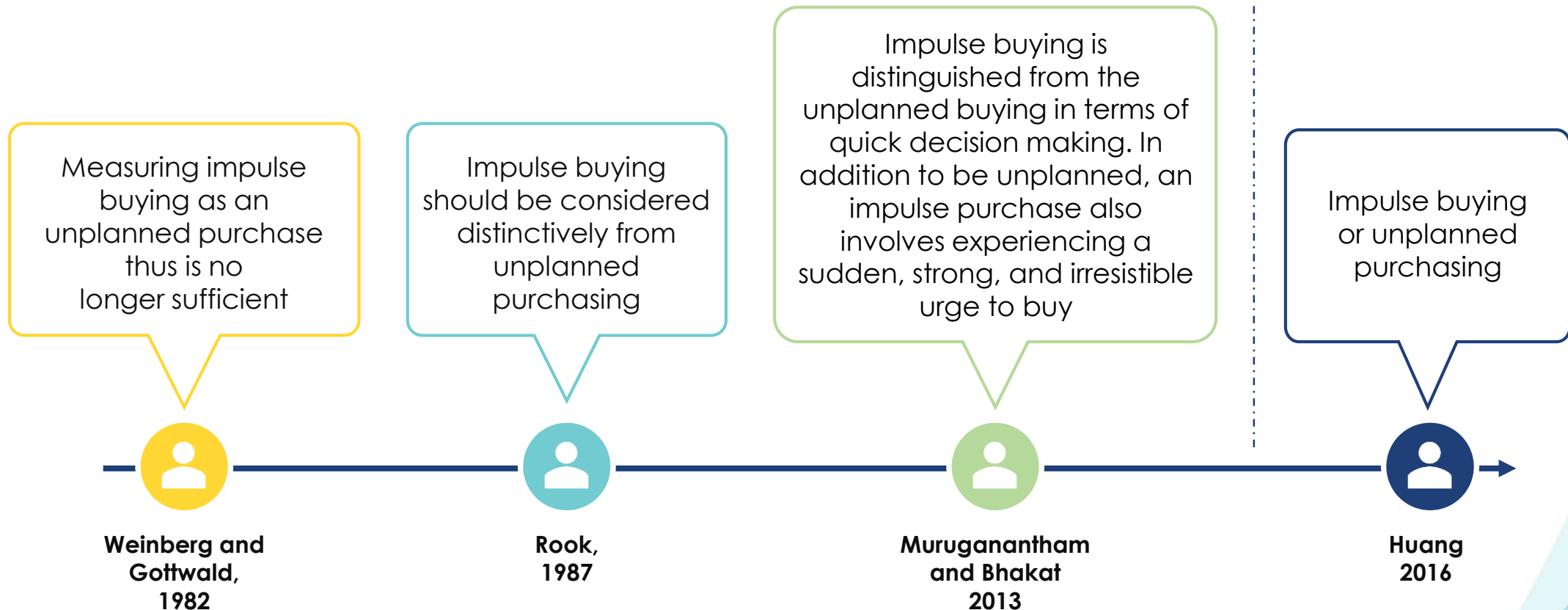
Dr. Nadia Morozova

In 2010 consumers claimed that shopping in E-stores helped them save time

However, they could still easily spend 60-80 minutes on their shopping online



Conversation so far



Systematic literature review



Time frame

1985 onwards

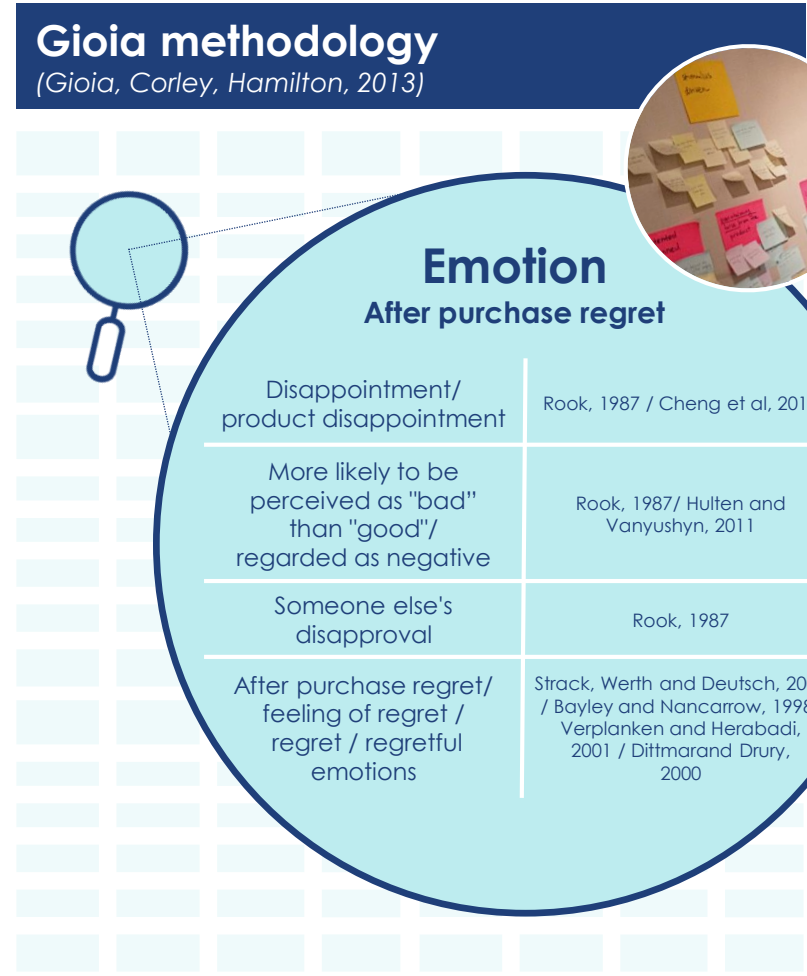
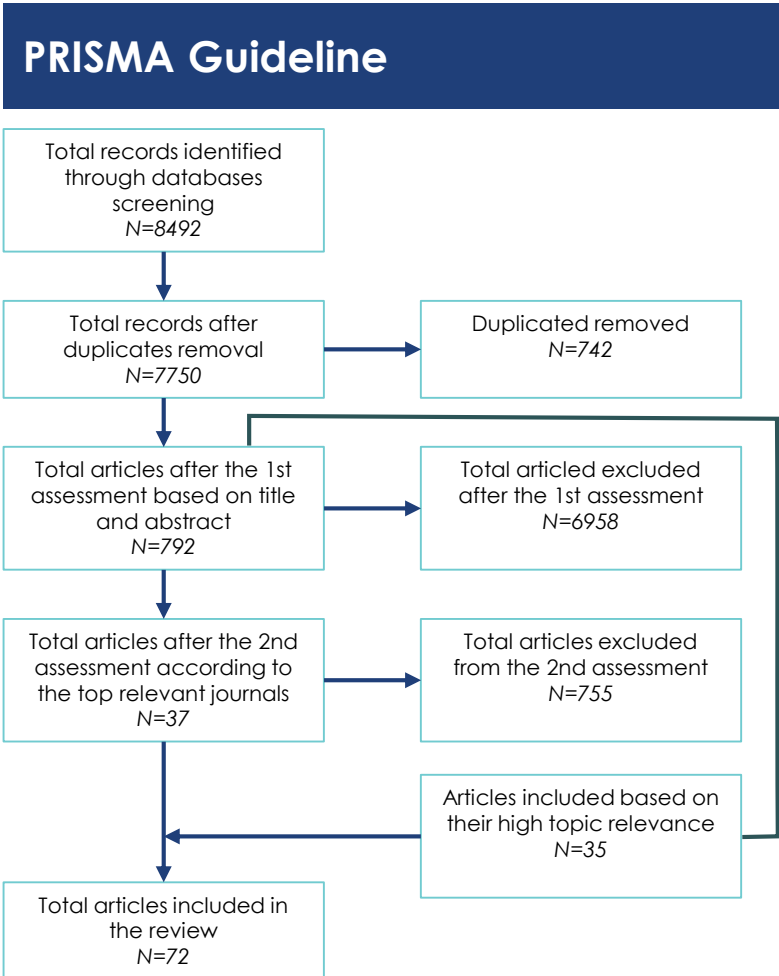


Scope

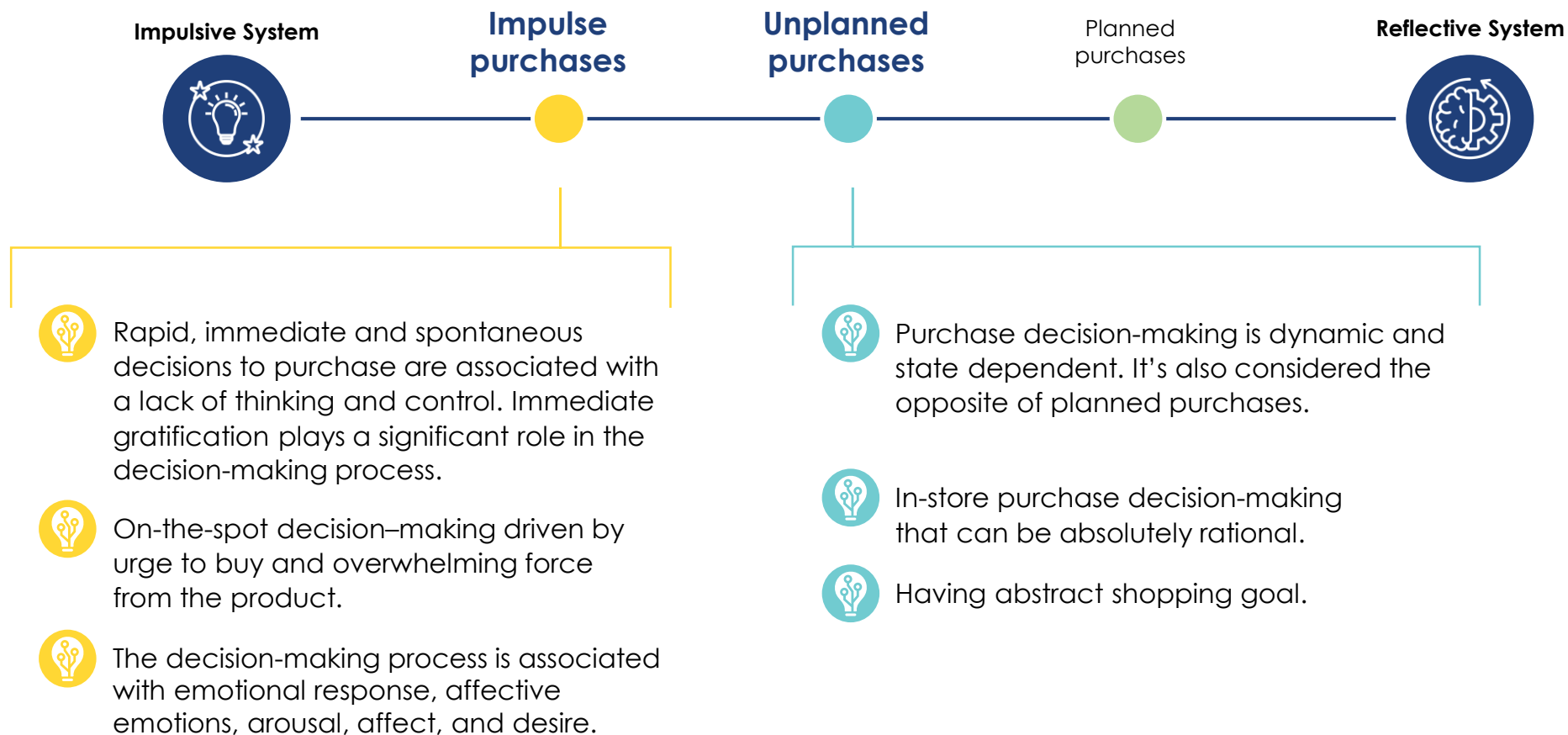
49 keywords related to planned, unplanned and impulse purchases and decision-making.

EBSCO, Science Direct, ProQuest, JSTOR, SCOPUS, PSYCINFO, Web of Science

Research methodologies



The Dual System Model provides insight on the nature of different types of purchases



Scale development: research methodology



Participants

Pre-test:
20 respondents

Full-scale:
196 respondents



Procedure

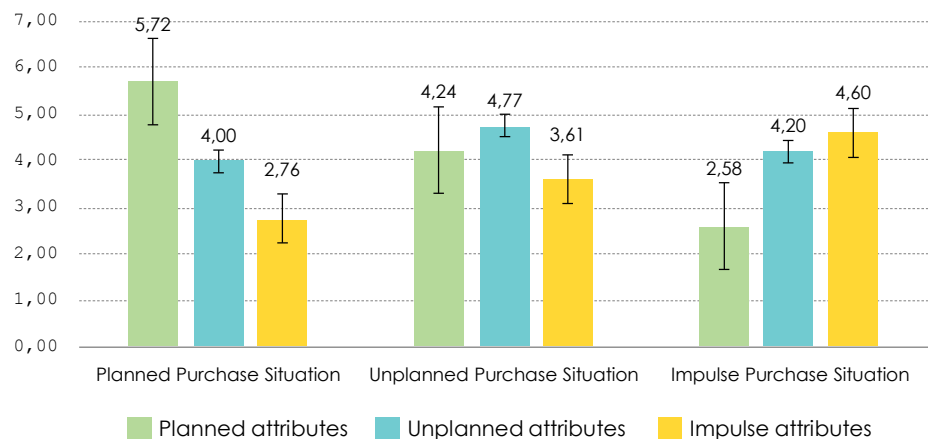
Three purchase situations
+ attributes that describe
planned, unplanned,
impulse purchases

Pre-test: briefing / fill-
in/debriefing

Full-scale: briefing / fill-in

Underlying mechanisms are different between unplanned and impulse purchases

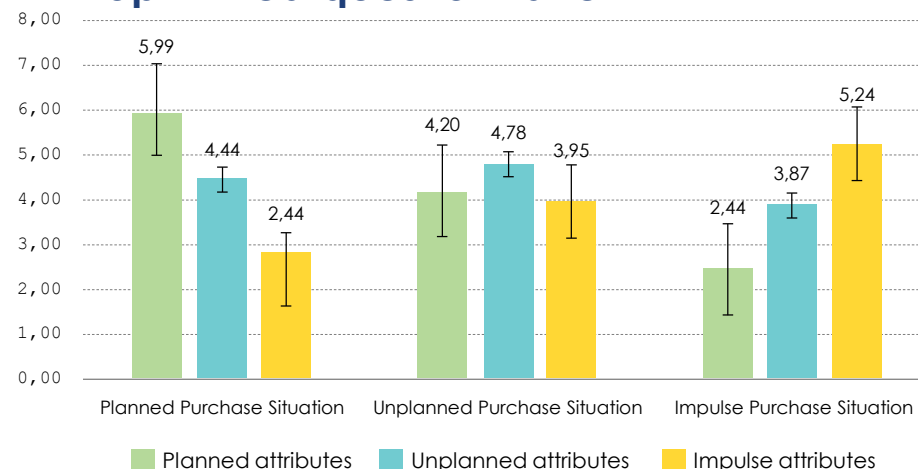
Means for items from the full-scale questionnaire



Scale optimization was based on the attributes' factor correlations (Pattern Matrix) and attributes' means.

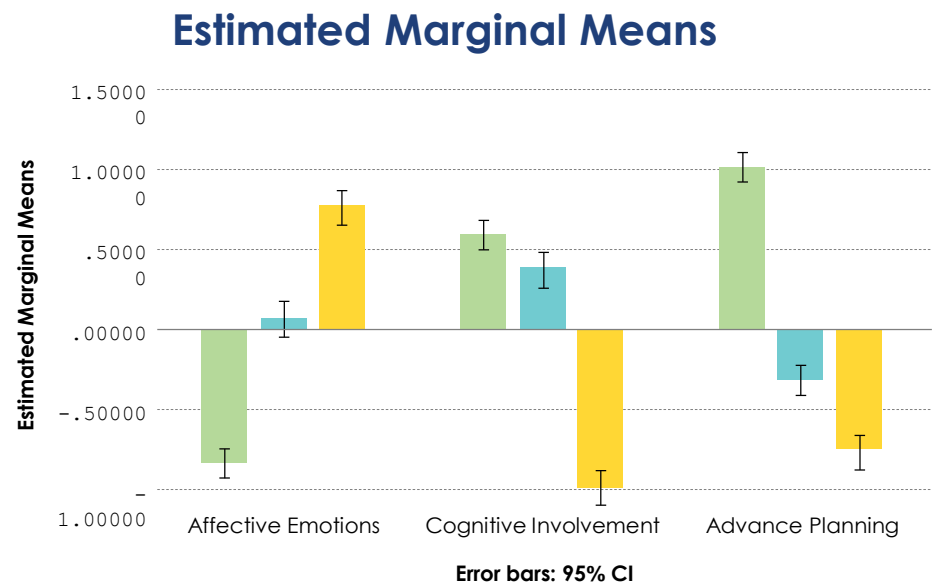
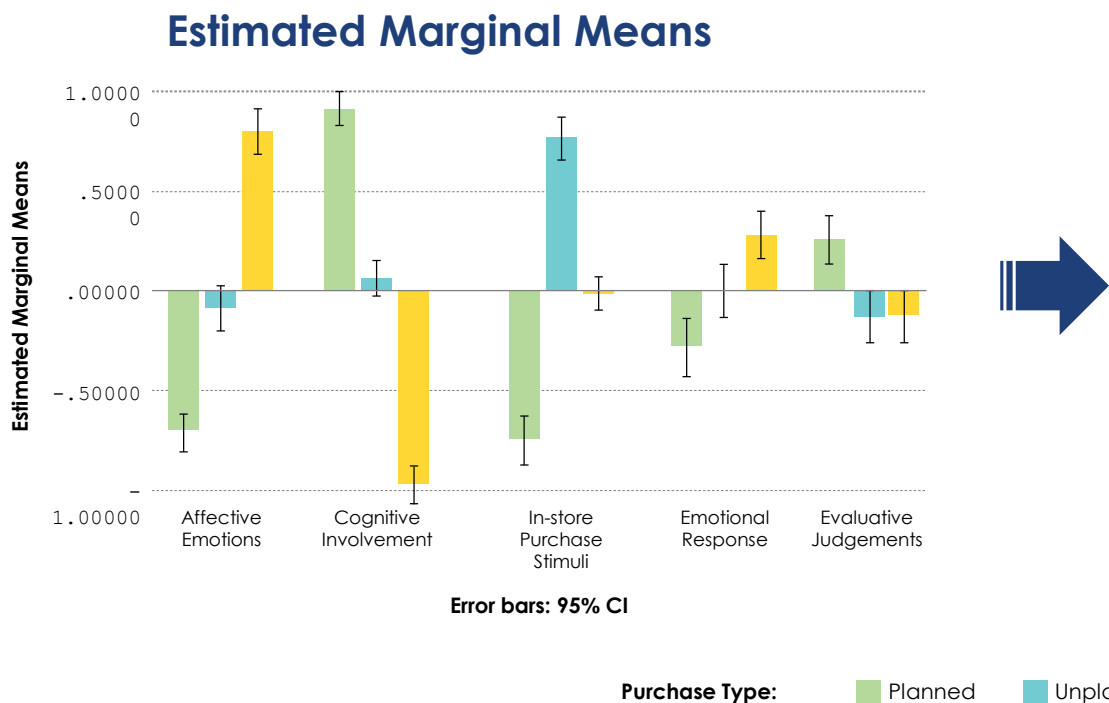
Total number of attributes – 30, equally distributed among three types of purchases.

Means for items from the optimized questionnaire



General Linear Model with Repeated Measures: Factors describing unplanned purchases have a stronger association with cognitive involvement

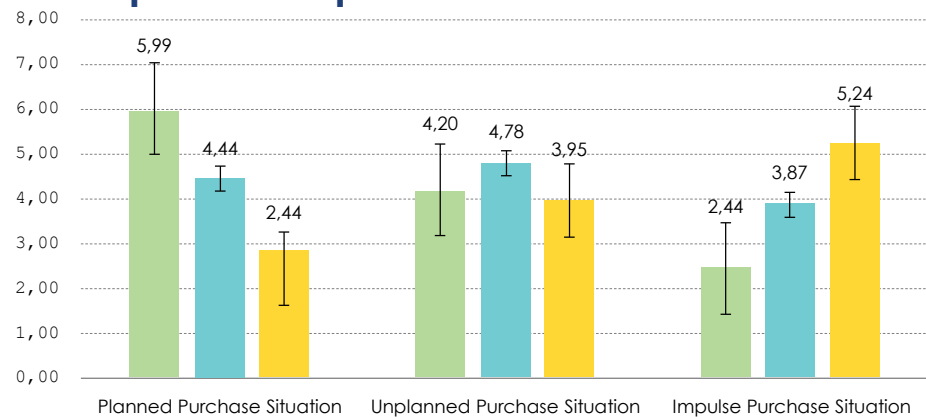
... while factors that describe impulse purchases have a stronger association with emotional engagement



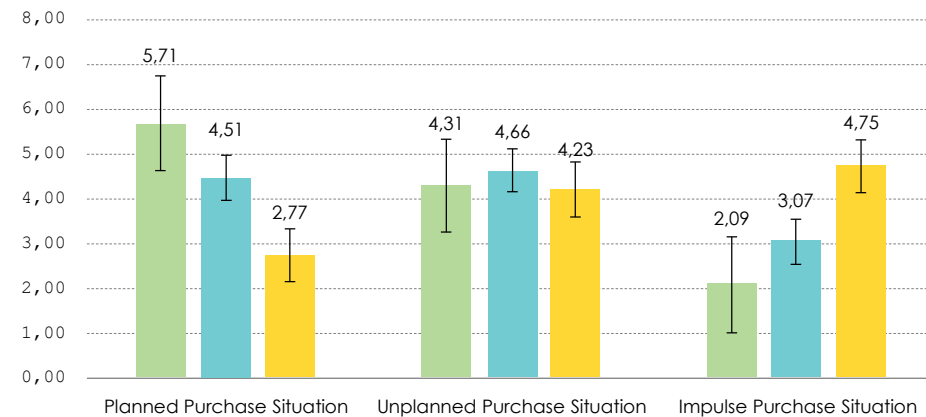
Underlying mechanisms are different between unplanned and impulse purchases

Questionnaire validation showed that the optimized scale could be used for subsequent research: planned purchases – 56%, unplanned purchases – 67%, impulse purchases – 93%.

Means for items from the optimized questionnaire



Optimized questionnaire test



Planned attributes Unplanned attributes Impulse attributes

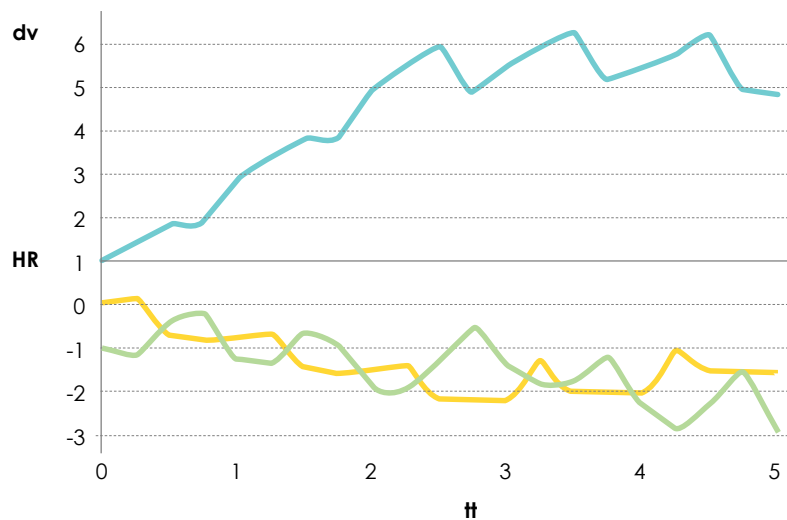


Why does it matter?

Neuroscience research showed that planned, unplanned, and impulse purchases have different underlying mechanisms

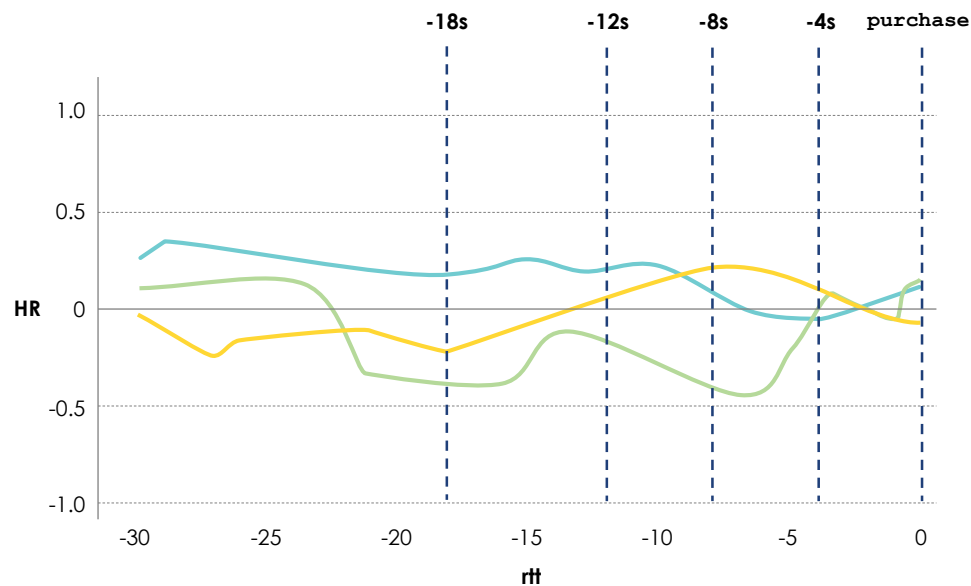
First Product Exposure

Heart rate for the first 5 sec



Strong increase in arousal from EEG data for unplanned purchases

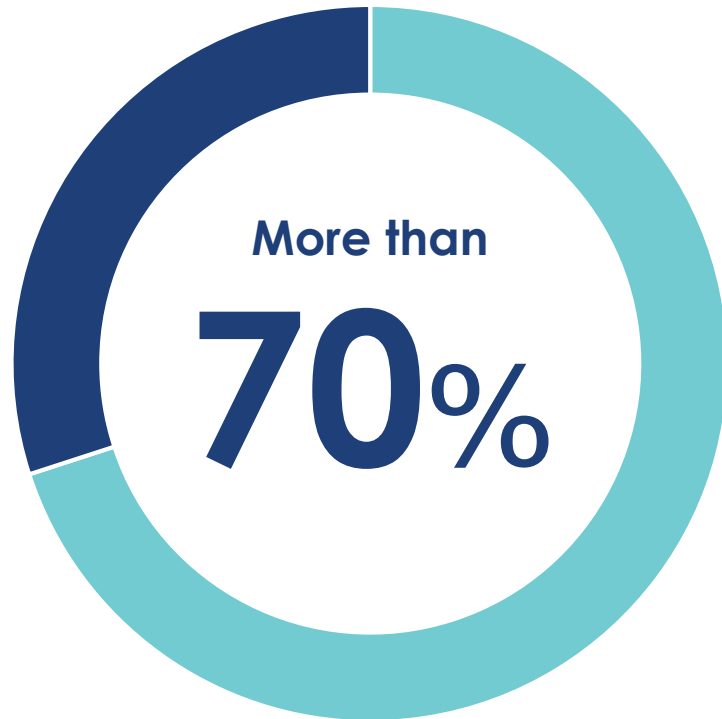
Last Product Exposure



Rapid decline in cognitive load from EEG data for impulse purchases during 8-12 sec before the purchase

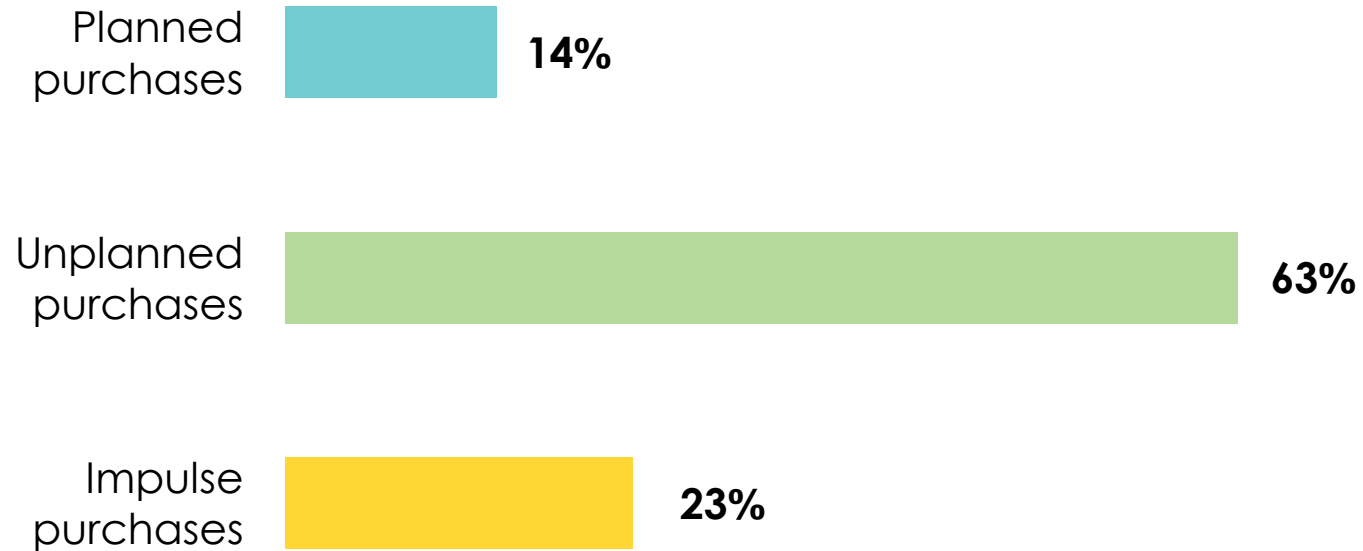
pltype impulse planned unplanned





of consumers agree that social media platforms have inspired them to make purchases, even when they weren't looking to shop.

A global survey showed that of purchases inspired by social media platforms...



The
purchase journey is
shortening, meaning there is
much less time between product
discovery and purchase

Advertisers can benefit both from unplanned and impulse purchases



Need states build a frame for unplanned purchases

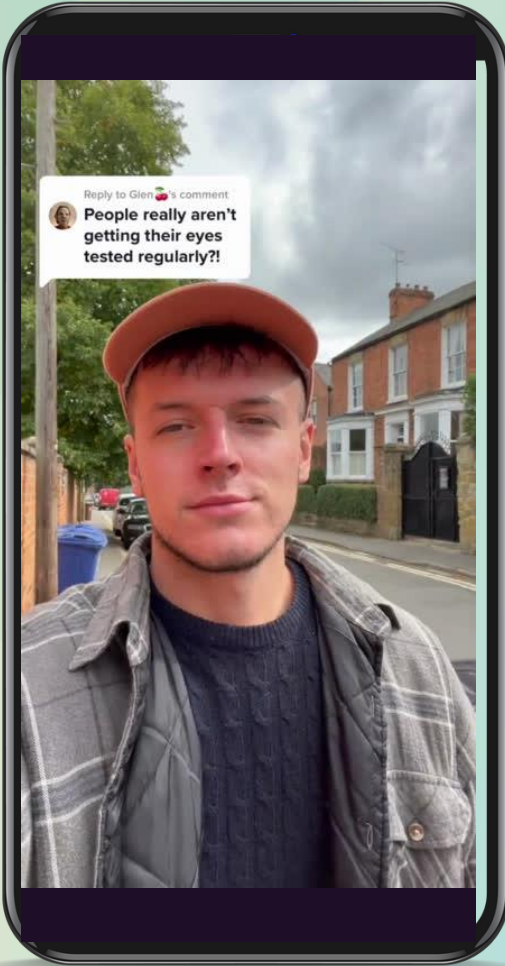


Unplanned and impulse purchases are associated with different site triggers



Unplanned and impulse purchases are associated with different stages of the purchase decision-making process

How can brands leverage a difference between unplanned and impulse purchases?



Thank you!

Let's stay in
touch



Dr. Nadia Morozova

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CHIEF Member

