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The Study of the Determinants of Impulse Buying in Algeria

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Abstract : Impulse buying is of strategic importance to distributors. Currently, distribution companies rely heavily on contextual variables (music, smells, colors, sound, design …) in order to push customers towards purchase and consumption. As such, a crucial way for commercial brands to increase sales is to stimulate impulse buying. For this reason, this study aims at identifying the factors that initiate and encourage impulse buying, as well as the levers that help distributors highlight effective marketing techniques in order to encourage consumers to make impulse purchase. Thus, we try to show, upon a field survey of 590 buyers, the impact of situational elements of both the store and the product on achieving impulse buying.

Keywords : Algerian shoppers, impulse buying, shopping environment, situational variables, product
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