

## **On-Line Impulse Buying and Cognitive Dissonance: The Moderating Role of the Positive Affective State**

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**Abstract :** The purchase impulsiveness is preceded by a lack of self-control: consequently, it is legitimate to believe that a consumer with a low level of self-control can result in a higher probability of cognitive dissonance. Moreover, the process of purchase is influenced by the pre-existing affective state in a considerable way. With reference to on-line purchases, digital behavior cannot be merely ascribed to the rational sphere, given the speed and ease of transactions and the hedonistic dimension of purchases. To our knowledge, this research is among the first cases of verification of the effect of moderation exerted by the positive affective state in the on-line impulse purchase of products with a high expressive value such as a smartphone on the occurrence of cognitive dissonance. To this aim, a moderation analysis was conducted on a sample of 212 impulsive millennials buyers. Three scales were adopted to measure the constructs of interest: IBTS for impulsivity, PANAS for the affective state, Sweeney for cognitive dissonance. The analysis revealed that positive affective state does not affect the onset of cognitive dissonance.

**Keywords :** cognitive dissonance, impulsive buying, online shopping, online consumer behavior

**Conference Title :** ICHCBDP 2020 : International Conference on Hospitality Consumer Behavior and Decision Process

**Conference Location :** Barcelona, Spain

**Conference Dates :** February 10-11, 2020