

A Behavioral Approach of Impulse Buying: Application to Algerian Food Stores

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Abstract : This paper investigates the impulse buying behavior of Algerian consumer. In that purpose, we try to better understand processes underlying impulsive buying experiences by examining the theoretical framework and using Mehrabian and Russell's structure. A model is then proposed and tested on a sample of 1500 shoppers who were recruited among customers of food stores. This model aims to explain the role of some situational variables, personal variables, variables linked to the product characteristics and emotional states on the impulse buying behavior. Following to this empirical study, it was possible to conclude that Algerian consumer has a weak tendency toward impulse buying of food products. The results indicate that seller guidance has a significant impact on the impulse buying, whereas the price of the product was negatively related. According to the results; perception of crowding was associated with scarcity and it was positively linked with impulse buying behavior. This study can help marketers determine the in-store factors that impact purely spontaneous purchases of items that otherwise would not end up in the shopping cart. Our research findings offer important information for benchmarking managerial expectations with regard to product selection and merchandising decisions. As futures perspectives, we propose new research areas related to the impulse buying behavior such as studying different types of stores (for example supermarket), or other types of product (clothing), or studying consumption of food products in religious month of Muslims (Ramadan).

Keywords : impulse buying, situational variables, personal variables, emotional states, PAD model of Merhabian and Russell, Algerian consumer

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