

Profiling Impulse Buyers- Exploring How Each Facet of UPPS Impulsivity Traits Can Lead to Different Types of Impulse Buying Behaviour

Purpose of the Paper - This study argues that impulse buying behaviour (IB) should be multi-faceted and proposes to use urgency–premeditation–perseverance–sensation-seeking (UPPS) as the measurement to examine various types of IB.

Theoretical background – Rook (1987) states that IB is a behaviour resulting from impulsivity and that impulses are biochemically and psychologically stimulated. However, not many further studies have been conducted to investigate the relationship between impulsivity and IB. The construct of impulsivity should be seen as multi-faceted (Eveden, 1999). Therefore, IB should be seen as multi-faceted, as there are different environmental cues that correspond to each personality factors to trigger IB (Youn and Faber, 2000). The individual differences on IB may be explained by the joint outcomes of individual impulsivity trait and environmental influences (Punj, 2011).

Design/Methodology/Approach- 414 valid questionnaires were collected from British and Taiwanese respondents. The measurements of the questionnaire include UPPS (Whiteside & Lynam, 2001), IB tendency (Rook & Fisher, 1995), and IB scenarios which are designed according to the Behavioural Perspective Model Matrix (e.g. Foxall & Greenley, 1999), including maintenance (e.g. routine shopping in a supermarket), accumulation (e.g. private collection), hedonism (e.g. day-out shopping trip), and accomplishment (e.g. luxury shopping) situation.

Findings- The results of Binary logistic regression provide an interesting insight into the ways in which each UPPS facet predicted different types of IB choice. Premeditation, urgency and sensation seeking were all found to correlate with IB in certain ways. Only perseverance has no distinct relationship with IB.

Research/Limitations/Implications- The limitation of this research is that the UK and Taiwan samples were not identical in terms of age profile due to the non-probability sampling used in this research.

Practical Implications - This study provides practical implications for service providers and retailers, as the results have suggested the way in which a consumption situation should be designed in order to attract a specific type of consumers. For instance, creating a setting that can match their sensation-seeking characteristics would be a good way to encourage impulse buying for “fun-seeker” impulse buyers.

Social implications- This study offers managerial implications for policy makers and consumers. It is beneficial for consumers to understand that their own IB can be predicted and controlled by being aware of the consumption situations and individual’s impulsivity trait. This study shows that consumers with a higher urgency tendency are more likely to become problematic impulse buyers, as they are more vulnerable in more consumption situations.

Contribution of Paper - This study demonstrates the interactions between the consumption situations and their corresponding impulsivity traits and illustrates the different types of impulse buying behavioural patterns.

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Notes:

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