

Shop When You Are Down?

The Effect of Mood and Affect Forecast Information on Impulse Buying

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One of the main characteristics of impulse buying is the involvement of emotion. The effects of emotion-related factors on impulse buying have not been extensively examined in previous studies, however. Current study presented and manipulated mood and affect forecast information of in an imagined shopping scenario (Rook & Fisher, 1995). The focus of interest was the manner in which these emotion information was processed in impulse buying as well as the potential roles of buying impulsiveness and the accompany of a friend during shopping. Results showed that mood and affect forecast information did not affect impulse buying performance in participants of low impulsiveness. Mood-threatening cues given under negative mood condition significantly reduced impulsive buying for medium- and high-impulsiveness participants. The increase in impulsive buying by mood-lifting cues under positive-mood condition failed to reach significance for these participants. The presence of a friend during shopping did not produce any significant effects on manipulation check and impulsive buying measure. These findings, as a whole, suggest that participants of high buying impulsiveness encoded mood and affect forecast information in a mood congruent manner to affect their subsequent purchase decisions. Implications of current study on the reduction of impulsive buying and limitations of the scenario method were also discussed.

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