



Examining Psychological And Media Factors On Impulse Buying Behavior

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Abstract

Background and purpose: consumer behavior and impulse buying behavior have been one of the topics of attention of marketing researchers in recent decades; Therefore, the aim of the present study was to investigate the psychological and media factors affecting impulse buying behavior.

Research method: The current research was qualitative and analytical phenomenology. The method of data collection was in-depth interview. Ten experienced impulse buy people in the age range of 20-60 were purposefully selected and subjected to in-depth interviews. In order to analyze the qualitative data and extract the desired categories, the phenomenology method and MAXQDA20 software and the main and sub-themes of the research were identified.

Results: Finally, based on the coding of research interviews, 44 sub-themes were identified and according to their similarity and semantic affinity, they were divided into 7 main themes including: people's thoughts, emotions and feelings, people's personality, interior design and store environment, website design, quality and Support services, providing effective and extensive advertisements, and immediacy were categorized.

Conclusion: research on impulse buying behavior has many practical benefits, by revealing the relative importance of factors affecting impulse buying, effective marketing strategies can be proposed to increase the volume of impulse purchases in a store, or on the other hand, consumers can be helped. to control their immediate buying behavior.

Keywords: psychological factors, impulse buying behavior, media

1. Introduction

Impulse buying is an impulsive, inevitable and hedonistically complex buying behavior in which the speed of the purchase decision prevents any thinking, consideration and consideration of other options. Rook (1) defines the occurrence of an impulse purchase as follows: "When a consumer finds a sudden, often strong and persistent desire to buy a product immediately, this motivation is sudden and complex and may cause emotional conflict". Mainly, impulse buying occurs after a person is influenced by some kind of internal or external stimulus and in a very short period of time. Instant shopping is one of the important aspects of the consumer and a vital concept in the market. Instant buying behavior seems negative from the point of view of some consumers and is an irrational, immature and high-risk behavior. Some researchers consider impulse buying as a type of unplanned purchase that is the result of encountering stimuli; So that it has been decided on the spot and after the purchase, the buyer experiences emotional or cognitive reactions (2). Demographic factors, including age and income, create a cognitive map of beliefs, values, meanings, and attitudes and stimulate people's perceptions, thoughts, reasoning, actions, responses, and interactions.

Situational factors refer to environmental and personal factors during impulse buying by the consumer and include available time, available money, family influence, shopping environment, searching in the store, shopping alone, guidance and salesperson assistance. Factors such as self-esteem, emotions, excitability (lack of control over the desire to buy), pleasure of shopping, and the desire to buy immediately are psychological issues (3). Several psychological variables such as emotion regulation, mindfulness, self-esteem and personality may be related to impulse buying behavior and follow it.

Emotion regulation is defined as the process of modulating one or more aspects of emotional experiences or responses. The purpose of many investigations conducted in the field of emotion is to regulate its consequences on behavior and cognition, and many evidences show that emotional regulation is related to success or failure in various areas of life (4). When a person faces an emotional situation, good feeling and optimism alone are not enough to control the person's emotions, and he needs to have the best cognitive function in these moments and tries to control his emotions (5). Set more excitement in Two important frameworks (5) are examined including: 1) emotion regulation strategies before the incident (they are activated before or at the beginning of emotion and prevent the occurrence of extreme emotions) and 2) strategies that are used after the incident and or they are activated after finding excitement (these strategies cannot prevent intense emotions). Emotional regulation strategies that are activated before the occurrence of a stressful event cause interpretation of the situation in a way that reduces the emotional response associated with that situation (6).

Mindfulness is another variable that may be related to impulse buying behavior. Mindfulness is a form of meditation that is rooted in Eastern religious teachings and rituals, especially Buddha (7). The ability to accurately identify one's emotions and to be aware of them during production, as well as to control one's tendencies in how to react to different situations and people, is called mindfulness (8). The more awake and alert a person is and the more focused he is on the current events of his life, the more aware his mind is and the wiser and more effective his responses to life's stimuli are, and the more peaceful and reassuring his heart is (9).

Self-esteem is an important aspect of a person's identity and personality and is defined as a person's general feeling and belief about himself, personal self-evaluation and effective reaction to self-evaluation (10). Since the most important personal experiences of a person are obtained from family and parents, friends and teachers, the ways of personal experiences and personal values can also affect a person's behavior (11) and self-esteem is an important personal factor in promoting health and specifically promoting mental health in It is considered (10). Elliot considers self-esteem as an important factor in impulse buying, and Emily believes that self-esteem has an inverse relationship with impulse buying.

Personality is defined as the unique and relatively stable internal and external aspects and characteristics of a person's character that have influenced the person's behavior in different situations, and in fact explain the stable patterns of response to situations (12). Various researches in the field of consumer behavior have shown that one of the most important effective factors in consumer buying behavior is their personality traits. According to Hirschman's research, the concept of modernization is a personality trait, an internal or inherent desire of a person It is said to seek information, stimulus or new experience. As a result, consumer tendencies, mental involvement, active arousal and searching spirit can be effective in consumer innovation (13).

However, few studies have investigated the factors affecting impulse buying behavior by emphasizing the lived experience of people with impulse buying behavior. Based on this and considering the negative personal and social consequences of this behavior and on the other hand the importance of discovering the factors affecting this behavior from the point of view of the activists in the field of buying, selling and production, the present study aims to discover the psychological factors from the lived experiences of people who have experienced the behavior Instant purchase pays. The results of this research can help to determine and identify the many factors affecting the behavior of immediate purchase from psychological dimensions and determine the role and contribution of each of these factors. Considering that impulse buying behavior as an impulsive and unplanned behavior can be associated with negative personal and social consequences, the results of this study can be used in planning and designing interventions related to improving impulse buying behavior.

2. Research method

The current research was a qualitative research and analytical phenomenology. The method of data collection was in-depth interview. Ten experienced impulse buy people in the age range of 20-60 were purposefully selected and subjected to in-depth interviews. In order to analyze the qualitative data and extract the desired categories, the phenomenology method and MAXQDA20 software and the main and sub-themes of the research were identified. In the interviews, concepts were extracted and after summarizing, repeated concepts were filtered, then based on them, sub- and main structures were extracted.

Research tool

The data and information related to this research was through library-field. The data collection tool was the semi-structured interview method, which is presented in the following steps:

Compilation of preliminary questions

The researcher first started designing the initial questions. At this stage, it was tried that each interview question covers only one axis, and questions were designed from almost all individual, family, interpersonal and social axes, following the points of question design, and among the questions

The plan was selected. The questions raised were tried to somehow cover all the factors affecting impulse buying behavior, including psychological, personality, cultural and media factors, and the interview proceeded in such a way as to include all these factors. Also, in the case of each interviewee, an attempt was made to ask open-ended questions and allow the person to express the dimensions and details of his shopping behavior, as far as possible, no restrictions were set for him, and the opportunity to express the factors affecting impulse buying behavior It was given to him by himself and at the same time, the interviewer, keeping in mind the purpose of the research to identify the psychological, personality, cultural and media factors affecting the impulse buying behavior, if there is ambiguity in the interview text of the interviewee about these factors, he asked questions to clarify It raises these dimensions.

Run a trial and get feedback from the participant's understanding

After the final confirmation of the questions to measure the understanding of the questions by the participants, the questions were given to the participants and they were asked about their possible answers. Also, a test interview was conducted so that the researcher could understand the sameness of the participant's perception and what the researcher's goal was with the questions, and if necessary, the questions were modified, and finally, the researcher changed the general questions to more detailed questions to better understand the interviewee. .

Developing a semi-structured interview questionnaire

What we talked about in the previous stages were all the steps that the researcher took to get the necessary preparation in order to compile the research tools and start. Now that the questions were decided, it was necessary to develop a questionnaire to start the implementation. At this stage, the interview form and questions were given to three experts and finally the final form of questions was compiled.

conduct an interview

During the interview, after establishing communication and initial and general conversations, based on the answers of the participants, the main question of the research from the participant's point of view was addressed clearly and accurately. The interviews were recorded with a tape recorder, and after the interview was completed, it was carefully implemented and the text of the interviews was used for coding and analysis.

data analysis

In order to analyze the qualitative data and extract the desired categories from it, the free, selective and central triple coding method and Claizi method are used. In Claizi's method, seven steps are taken to reach the goal. In the first stage of Claizi, at the end of each interview and recording of field notes, first the recorded statements of the participants were listened to repeatedly and their statements were written word by word on paper, and they were read several times to understand the feelings and experiences of the participants. In the second step, under the information with meaning, statements related to the discussed phenomenon were underlined and in this way important sentences were identified. The third stage, which is the extraction of formulated concepts, important phrases after specifying each interview, tried to extract from each phrase the concept that expresses the meaning and the basic part of the person's thinking. Of course, after acquiring these compiled concepts, it was tried to examine the relevance of the compiled meaning with the main and primary sentences and ensure the correctness of the connection between them. After extracting the codes, according to the fourth stage of Claizey, the researcher carefully studied the developed concepts and categorized them based on the similarity of the concepts. In this way, subject categories were formed from compiled concepts. In the fifth step, the results were linked together for a comprehensive description of the phenomenon under study and created more general categories. In the sixth step, a comprehensive description of the phenomenon under study was presented (as clearly and unambiguously as possible). The final validation step was done by referring to each sample and asking about the findings. Because this method is very objective and accurate and suitable for researchers in qualitative research.

In fact, in this research, the initial concepts were obtained first, and these concepts were taken from the statements and, in other words, taken from the participants' own language. The next level was about creating components. In this step, the concepts resulting from the

coding in the previous step were compared and the concepts that had a common meaning were placed under one component.

In order to analyze the qualitative data and extract the desired categories from it, after each interview, the interview was implemented and the initial concepts were extracted. It should be noted that the initial concepts were very close to the interviewees' sentences and were somehow completely taken from their words. Then, in the re-review, we tried to understand the concepts related to psychological, cultural and media factors Determine the impact on the immediate purchase behavior. In this research, the seven steps of the Claysey method were used for analysis. To analyze the data and find answers to the research questions, two methods of interpretive and structural analysis were used. Thus, in order to answer the research questions, the interpretive analysis of the entire interview text and review of the notes after the interviews were used. These notes were written by the researcher before and during the interview as well as after the interview. In other words, these items include notes on how to understand the concept of impulse buying behavior, participants' approach to conduct an interview, determining the time and place for the interview, the level of people's willingness and interest in the interview, the level of honesty in answering, their body language during the interview and in It was taken and inferred by the researcher from the text of the interview.

A structural method was also used in answering the questions, in this regard, line-by-line or multi-line analysis was used. Analytical writing started from the first stage. This step included categorizing different codes in the form of potential components and sorting the coded data summary in the form of identified components (14). In fact, the researcher started analyzing his codes and proceeded by considering how the primary codes form the main components and some were removed. Then the researcher created a set of components and evaluated them, which included two stages of component review and refinement. The first stage included a review at the level of coded summaries, and in the second stage, the validity of the components in relation to the data set was considered (15).

In general, it can be said that all the interviews conducted in the beginning are line by line or multi-line; from which the researcher was able to take a concept, it was coded, and in the next step, the obtained codes that had a common concept and theme were placed in a component, and in other words, the initial codes were based on one axis and characteristic that the participants emphasized on. it placed. In the next step, the obtained components were placed in classes that were more abstract than the previous two classes and are considered as categories.

3. Research findings

Table 1 shows the demographic information of the sample participating in the research.

Table 1 Demographic characteristics of experts

| Demographic characteristics, frequency, percentage | Demographic characteristics, frequency, percentage | Demographic characteristics, frequency, percentage | |
|--|--|--|--|
| Male gender 3 30% | Male gender 3 30% | Male gender 3 30% | Male gender 3 30% |
| female 7 70% | female 7 70% | female 7 70% | female 7 70% |
| Age less than 35 years 5 50% | Age less than 35 years 5 50% | Age less than 35 years 5 50% | Age less than 35 years 5 50% |
| 35 to 45 years 3 30% | 35 to 45 years 3 30% | 35 to 45 years 3 30% | 35 to 45 years 3 30% |
| 45 years and more 2 20% | 45 years and more 2 20% | 45 years and more 2 20% | 45 years and more 2 20% |
| Associate's and bachelor's education 9 90% | Associate's and bachelor's education 9 90% | Associate's and bachelor's education 9 90% | Associate's and bachelor's education 9 90% |
| Postgraduate education 1 10% | Postgraduate education 1 10% | Postgraduate education 1 10% | Postgraduate education 1 10% |
| total 10 100% | total 10 100% | total 10 100% | |

Qualitative analysis of phenomenology

After conducting the interviews and achieving theoretical saturation, the obtained data were analyzed using the 7-step Claysey strategy. This method includes the following seven steps:

- 1) Read carefully all the descriptions and important findings of the participants
- 2) extracting important phrases and sentences related to the phenomenon
- 3) The meaning of a part of the extracted important sentences
- 4) Sorting the descriptions of the participants and creating common concepts in specific categories
- 5) Converting all inferred opinions into complete and comprehensive descriptions
- 6) Converting the complete description of the phenomenon into a summary, real and concise description
- 7) Final validation, reliability, transferability and verifiability of data.

In the following, 7 stages of qualitative analysis of phenomenology are presented separately:

Read carefully all the descriptions and important findings of the participants

The seven stages of Claizi were conducted in parallel with the interviews. In the first stage, in order to empathize with the participants and also to understand the texts more, the interviews were implemented, transcribed and read several times. In the following forms, the coding method in MAXQDA software is provided:

In the table below, important expressions and sentences related to the phenomenon under study have been extracted:

Table 2 extracting important phrases and sentences related to the phenomenon of the first interview

| Color | Code | Segment | Area | Coverage % |
|-------|---|--|------|------------|
| ● | Everyone's interest in shopping (first interview, Pos. 5) | Everyone's interest in shopping (First interview, Pos. 5) Participant: Well, we all like to shop, don't we? My dear (he paused for a few moments and waited for a reaction) | 112 | 2.01 |
| ● | All people are interested in buying (first interview, Pos. 7) | All people are interested in shopping (first interview, Pos. 7) In my opinion, everyone likes shopping. | 34 | 0.61 |
| ● | Having money, peace, enjoying life | Having money, peace, enjoying life, because when a person has money, he has peace, he wants to enjoy his life, certainly by shopping, especially when you shop, you enjoy and love life. | 152 | 2.72 |
| ● | Shopping in peace and happiness | Shopping when I'm calm and happy. When I'm calm, I like to go out and I don't know why I'm shopping all at once?! (He speaks with happiness and surprise), we were very happy, sometimes I passed by the door of the shop, the display case drew me into the shop, the design was beautiful, it was interesting to me, and I bought it right away . What else can I say? | 260 | 4.66 |
| ● | Shopping to make yourself feel better | Shopping to make yourself feel better. Participant: Many things, mostly when I was tired, not | 150 | 2.69 |

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|---|---|--|-----|------|
| | | physically, mentally tired, bored, for example, I had a fight at home and then I went out and shopped. | | |
| ● | Being ashamed of your age to be a role model in society | Being ashamed of my age to be a role model in the participating society: It may seem ridiculous, I am ashamed at my age that I should be a role model for others, especially young people, it's hard to say. | 116 | 2.08 |
| ● | Failure to listen to other people's words | Other people's failure to listen to the woman's words, but because of my behavior, they don't accept me in other places, that is, they don't listen to me, or because they want to respect me, for example, they listen , but the ear is at the door and one is at the gate. | 148 | 2.65 |
| ● | Failure to follow the word of the lady | Failure to act on the lady's words, they do not act at all, they are right. | 26 | 0.47 |
| ● | Getting stuck while shopping | Getting caught up while shopping, I am a picky person, as they say, yes, I shop. | 54 | 0.97 |
| ● | Lack of strictness in life | I tell them not to be strict in life, Dad, life is only one or two days, let's not be strict. | 52 | 0.93 |
| ● | Not accepting the lady's words | Not accepting the lady's words, in short, they don't accept me even in other places | 40 | 0.72 |
| ● | Having income and making instant purchases | Having an income and making instant purchases is not worth it, I have to say that I have been like this ever since I was able to earn my own money. | 93 | 1.67 |
| ● | High number of siblings and differences between them | A large number of siblings and the difference between them. We have a large number of siblings and we are different from each other | 49 | 0.88 |
| ● | Shopping after a fight in the family | Doing shopping after a fight in the family, but I remember at home | 98 | 1.76 |

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|---|---|---|-----|------|
| | | when there was a fight, then there was shopping, but the truth is that we messed up everywhere. | | |
| ● | Doing one-off shopping with friends and at home | We can talk about these issues in detail elsewhere, can you tell us how the rest of the family members or friends are about this?), Yes, I was distracted, we all buy things at once, whether at home or when we are with Friends, you know, no one wants to be short (laughter). | 259 | 4.64 |
| ● | Buying food and clothes and making heavy deals | Maybe someone is like this about food or clothes, and someone else is about bigger things, even heavy deals. | 92 | 1.65 |
| ● | Retired lady | , we are already sitting back from our first work | 40 | 0.72 |
| ● | Doing other work by family members | Let's say that some of us are doing other things | 48 | 0.86 |
| ● | Having a habit of instant buying in the family and all members | But especially in our family, there are both girls and boys, it's true that one of my sisters and I were working, but my sisters at home have this habit. | 141 | 2.53 |
| ● | Parents as a common factor (first interview, Pos. 15) | Participant: Our most important common factor is our parents | 53 | 0.95 |
| ● | Having a very strict military father (first interview, Pos. 15) | And he continued with a laugh: We had a military father who was very strict, he was angry, he had grown up as a servant of God under the hands of his father and stepmother, and he himself had pulled his rug out of the water. | 206 | 3.69 |
| ● | Having an account of each child | Each and every one of us had an account, what do we do? How much do we spend? It was bad manners, but I forgot your question and went to the past (sighed). | 127 | 2.28 |

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|---|---|--|-----|------|
| ● | Ethics as common factors (first interview, Pos. 15) | Common factors.. he stopped talking and continued: I think the common factors are the morals we have. | 80 | 1.43 |
| ● | Having stress (first interview, Pos. 15) | We are all stressed. | 21 | 0.38 |
| ● | Try to have fun and not be strict | But we try to be happy and not be hard on ourselves, life is hard enough, at least we should shop, it will be less hard. | 110 | 1.97 |
| ● | Visualization of uncomfortable thoughts after impulse purchase (first interview, Pos. 17) | Participant: From an intellectual point of view, I feel uncomfortable thinking, what are you doing, huh? | 95 | 1.70 |
| ● | Being worried and happy about having emotional thoughts | Look at your age, shame on you, and I'm both worried and happy about these thoughts, emotionally. | 86 | 1.54 |
| ● | Make yourself happy | I am happy that I treated myself, I worked all year, let's say that I used to treat myself like this before. | 100 | 1.79 |
| ● | Enjoy shopping and looking at it | My behavior, sometimes I put my shopping in front of my eyes to see and enjoy. | 58 | 1.04 |
| ● | Giving a gift if the price of the product is not high | Sometimes I give a gift if the price is not too high | 36 | 0.64 |
| ● | Don't bother buying and removing it from your eyes | Sometimes when I know it won't hurt, I cut it in front of my eyes so it doesn't get on my nerves. | 80 | 1.43 |
| ● | depending on the commenter (first interview, Pos. 19) | Participant: It depends on who it is and dares to speak or not. | 59 | 1.06 |
| ● | Being morally sharp (first interview, Pos. 19) | I am morally strict, at that time, my father used to fight and even beat me | 65 | 1.16 |
| ● | Not showing the purchase to the father to avoid fighting | My mother used to say: make him watch your father so that he doesn't see or tell him not to invite you. | 63 | 1.13 |
| ● | Self-employed and interested in shopping | But I was working and it was my money, I loved it, it had nothing to do with it. | 64 | 1.15 |

| | | | | |
|---|--|--|-----|------|
| ● | Being humiliated by people around you because of your old age and many purchases | Now everyone insults me and says to keep your money, don't waste so much, you're getting old, you're getting less. | 93 | 1.67 |
| ● | Being well-known in the neighborhood and making big purchases | Participant: I am originally from the city, but I grew up in a neighborhood in the south of Tehran. We were well-known in the neighborhood. | 159 | 2.85 |
| ● | Loves extravagant, one-time and large expenses (first interview, Pos. 21) | We used to joke that we don't care about money at all and we love to spend a lot, once and for all. | 104 | 1.86 |
| ● | Not having a close relationship with the father (first interview, Pos. 21) | We did not have a close relationship with our father, that's why we are together | 50 | 0.90 |
| ● | Getting along with siblings and spending together | That's why together, I mean brothers and sisters, we got along very well and we even went shopping together. | 107 | 1.92 |
| ● | The effectiveness of direct television advertising (first interview, Pos. 23) | Participant: In the past, when there was only television and direct advertising, as people say today, a sentence with a song, I remember, for example, like snow white with snow powder, it was beautiful and we used to buy it. | 156 | 2.79 |
| ● | Placing large advertising boards on the highway (first interview, Pos. 23) | Now there are big signs on the highways. | 37 | 0.66 |
| ● | The existence of the Internet for advertising | The Internet is, as the youth say, | 26 | 0.47 |
| ● | Interested in connecting with people and going out | I still like to connect with people and go out | 58 | 1.04 |
| ● | Getting stuck and buying from discount stores (even without quality) | If I see a discount, even if I don't need it myself, I will go and buy it, although most of the time it is neither of good quality nor useful, I said that I will be cheated. | 130 | 2.33 |

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|---|---|--|-----|------|
| ● | The importance of the brand for the individual | Participant: I can't give a slogan, the brand is very important to me. | 55 | 0.99 |
| ● | No use of internal sex | I do not use internal material | 28 | 0.50 |
| ● | The indecisiveness of some people in buying between domestic and foreign products | We mean our age group has two situations, in my opinion, either they want to say that domestic products are important and they should be used to encourage producers, or on the contrary, maybe the group is also without homework, I don't know if it means the third group, I said three groups wrongly. . | 219 | 3.92 |
| ● | Lack of interest in domestic products | We mean our age group has two situations, in my opinion, either they want to say that domestic products are important and they should be used to encourage producers, or on the contrary, maybe the group is also without homework, I don't know if it means the third group, I said three groups wrongly. . | 219 | 3.92 |
| ● | Encouragement to buy domestic products | We mean our age group has two situations, in my opinion, either they want to say that domestic products are important and they should be used to encourage producers, or on the contrary, maybe the group is also without homework, I don't know if it means the third group, I said three groups wrongly. . | 219 | 3.92 |
| ● | 3 age groups | We mean our age group has two situations, in my opinion, either they want to say that domestic products are important and they should be used to encourage producers, or on the contrary, maybe the group is also without homework, I don't know if it means the third group, I said three groups wrongly. . | 219 | 3.92 |

Table 3 dimensions, main and sub themes of the research

| Sub themes | The main theme | Dimensions |
|---|--|---------------|
| 1. Urgency in behavior | People's thoughts, emotions and feelings | psychological |
| 2. Welcoming new experiences | | |
| 3. Making yourself happy | | |
| 4. Discountism | | |
| 5. Excitement | | |
| 6. Search for new ideas | | |
| 7. Extroversion | personalities | |
| 8. Introversion | | |
| 9. Personal identity | | |
| 10. A sense of pride and property | | |
| 11. Being interested in people and getting their satisfaction | | |
| 12. Color, light and fragrance of the store | Interior design and store environment | |
| 13. Soft and appropriate music | | |
| 14. How to arrange items in the store | | |
| 15. Good mood of the seller | | |

4. Discussion and conclusion

Therefore, the aim of the present study was to investigate the psychological factors affecting impulse buying behavior. Based on the coding of research interviews, 3 main themes and 15 sub-themes were identified for psychological factors. 3 main themes included people's thoughts, emotions and feelings, people's personality, interior design and store environment.

People's thoughts, emotions and feelings: When many people return home, they have a product in their hands that they did not intend to buy. Instant purchase is a specific and widespread aspect of consumer lifestyle in different societies. Therefore, it is the research topic of many researchers of consumer behavior in different countries. The issue of individual differences in instant shopping is an almost new approach that has caused a new fever in this field. Researchers have classified shopping into two categories: planned shopping and unplanned shopping or immediate shopping. Planned buying involves spending time searching for information with rational decision making; While unplanned purchase refers to all purchase decisions that are made without any prior planning. Impulse purchase and unplanned purchase are also distinguished based on the speed of decision.

Impulse purchase, in addition to being unplanned, includes the experience of an immediate purchase, strong and wanting without resistance to the purchase. Positive and negative effects is a specific emotional state that is characterized by its bilateral dimensions, i.e. its positive effect and its negative effect. Researchers have stated that cognitive effects affect store selection; While emotional effects affect planned purchases.

The emotions created in the store are related to unplanned purchases as well as impulse purchases. Buyers come to the store with specific goals and restrictions, and effective reactions occur when meeting the goals. The positive effect represents the degree to which a person feels enthusiastic, active and alert. A high positive effect is a state of high energy, full concentration and pleasant participation; While low positive affect may include sadness and lethargy; On the other hand, negative affect includes a feeling of destructive stress and unpleasant participation, which includes a subset of influential emotional states, such as anger, disgust, guilt, fear, and irritation. The results of Lucas and Koff's American studies (16) confirm this theme in the present study. is.

personalities

The completely distinct personality of each person, both men and women, affects their buying behavior. Personality, a set of unique psychological characteristics It is a person that leads to relatively stable and permanent reactions of a person towards his environment. Personality is usually defined in terms of the following characteristics: self-confidence, emotional stability, mastery, sociability, victory, autonomy, defensiveness, order, change, dependence, flexibility, difference, experience and creativity.

Also, new views in the field of immediate purchase, which are more about the consumer, consider the link between the product and the consumer to be much more important than the product itself; For example, based on the social psychology point of view, those goods that reflect the individual perception of people are most likely to be bought immediately. A person's tendency to buy immediately is not necessarily a general tendency towards all products, and the probability of a person engaging in immediate buying in different classes of products is variable. If customers have a greater tendency to buy immediately, the probability of experiencing immediate purchase of the product will be higher for them, and they have less control and resistance compared to customers who have a lower tendency to buy immediately; Therefore, discounts and promotions do not have an important effect on their purchase. There is a meaningful and important relationship between the tendency to buy immediately, enjoying shopping, searching in the store and making an immediate purchase. The probability of immediate purchase is due to the visual encounter with a product. The tendency to buy immediately includes the following: - the feeling of imminent force to the product and the strong feeling of the urgent need to buy the product; - The tendency of consumers to buy spontaneously and passively; - an emotional reaction that is vague and uncontrolled - a strong impulse to buy a product immediately, often without much

deliberation. It can be said that immediate purchase works in the direction of positive reinforcement; Because most consumers feel better after immediate purchase. The results of the studies of Dost and Mirmiran (17) confirm this theme in the present study.

Interior design and store environment

The internal environment of the store includes facilities (aesthetics, environment, lighting, products and services), and aesthetics refers to the performance of architectural design and interior decoration, and environmental factors represent intangible factors such as music, fragrance, and temperature.

Environmental factors include:

1. Music is one of the powerful influencing factors on perception and behavior. Therefore, rhythm, loudness and harmony can have different effects on the listener. Studies show that the high speed of music performance and the loud voice increase the excitement of a person and people tend to coordinate their rhythm with the rhythm of the song.
2. Scent: The use of scent is effective on emotional reactions, perceptions, purchase intention and person's behavior in the store. Studies show that the use of a pleasant scent in the interior of the store makes the mental image of the customers positive.
3. Light alone cannot transmit information in a space, but it has meaning. And the use of these sensory elements can create a unique environment in a traditional retail space. Proper lighting is effective in increasing customer purchases.
4. Cleanliness: Cleanliness and cleanliness of the environment is an important part of understanding the retail environment and causes customer satisfaction with the quality of service and increases the customer's behavior and purchase intention.
5. Ambient temperature is another environmental factor. The appropriate temperature of the environment affects the duration of the customer's purchase. A very cold or very hot environment causes customers to leave the store quickly

Design factors include:

1. Color: as another influencing factor, it can be a meaningful and symbolic factor. Affecting the view or visual appeal is one of the important features in the sales environment, color is also used to stimulate this feeling and change the emotional state of the customer.
2. Layout: A good layout can help the retailer to make maximum use of every square meter of the store space. Proper partitioning increases the visibility of the customer and, as a result, more purchases.
3. Interior design or decoration: The design of the store should be strong and eye-catching to attract the customer into the store and stimulate the emotions and increase the pleasure

and satisfaction of the customer and lead to an increase in the purchase and the intention of the customer to buy again in the future.

4. Boards and signs: Boards and signs installed in the store environment lead the customer to the desired products and reduce the customer's confusion. The results of Meshbaki, Khodadad and Nikbakht studies (18) confirm this theme in the present study.

Practical results of the research: Due to the spread of Corona, it was not possible to interview the participants in person, and the researcher contacted the participants through virtual space and video call, and the interview process was carried out. It is suggested that the fit of the current research paradigm should be investigated in future quantitative researches in the form of statistical methods of structural equation modeling, and in future research projects, the phenomenological experience of family members, especially the spouses of people with impulse buying behavior, should be qualitatively investigated.

Ethical considerations: none.

Conflict of interest: The authors hereby declare that this work is the result of an independent research and does not have any conflict of interest with other organizations and persons.

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It is a person that leads to relatively stable and permanent reactions of a person towards his environment. Personality is usually defined in terms of the following characteristics: self-confidence, emotional stability, mastery, sociability, victory, autonomy, defensiveness, order, change, dependence, flexibility, difference, experience and creativity.

Also, new views in the field of immediate purchase, which are more about the consumer, consider the link between the product and the consumer to be much more important than the product itself; For example, based on the social psychology point of view, those goods that reflect the individual perception of people are most likely to be bought immediately. A person's tendency to buy immediately is not necessarily a general tendency towards all products, and the probability of a person engaging in immediate buying in different classes of products is variable. If customers have a greater tendency to buy immediately, the probability of experiencing immediate purchase of the product will be higher for them, and they have less control and resistance compared to customers who have a lower tendency to buy immediately; Therefore, discounts and promotions do not have an important effect on their purchase. There is a meaningful and important relationship between the tendency to buy immediately, enjoying shopping, searching in the store and making an immediate purchase. The probability of immediate purchase is due to the visual encounter with a product. The tendency to buy immediately includes the following: - the feeling of imminent force to the product and the strong feeling of the urgent need to buy the product; - The

tendency of consumers to buy spontaneously and passively; - an emotional reaction that is vague and uncontrolled - a strong impulse to buy a product immediately, often without much deliberation. It can be said that immediate purchase works in the direction of positive reinforcement; Because most consumers feel better after immediate purchase. The results of the studies of Dost and Mirmiran (17) confirm this theme in the present study.

Interior design and store environment

The internal environment of the store includes facilities (aesthetics, environment, lighting, products and services), and aesthetics refers to the performance of architectural design and interior decoration, and environmental factors represent intangible factors such as music, fragrance, and temperature.

Environmental factors include:

1. Music is one of the powerful influencing factors on perception and behavior. Therefore, rhythm, loudness and harmony can have different effects on the listener. Studies show that the high speed of music performance and the loud voice increase the excitement of a person and people tend to coordinate their rhythm with the rhythm of the song.
2. Scent: The use of scent is effective on emotional reactions, perceptions, purchase intention and person's behavior in the store. Studies show that the use of a pleasant scent in the interior of the store makes the mental image of the customers positive.

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