

## The shopping experience and its effect on impulsive buying: A qualitative approach

تجربة التسوق وتأثيرها على الشراء الاندفاعي: نهج نوعي

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### Abstract:

This study aims to understand the impulse buying experience, which allows us to identify the factors that contribute to the construction of a gratifying shopping experience that subsequently triggers impulse buying, the consequences that result from this experience and to propose a conceptual model explaining the content of the impulse buying experience in a longitudinal perspective. By using a qualitative approach, this study considers the opinion of 21 buyers. The results show that there are many factors that contribute to impulse buying such as atmospheric factors, motivations and emotions. The results show also the consequences and their effect on future behavioral intentions.

**Keywords:** Consumption experience, Impulse buying, Ambient factors, Emotions, Memories

**Jel Classification Codes :** M31

ملخص:

تهدف هذه الدراسة إلى محاولة كشف كافة الجوانب المتعلقة بالسلوك الشرائي للمستهلك وتحليلها بغية وضع صورة توضيحية وشاملة تعكس تجربة الشراء الاندفاعي. ومن أجل الوصول إلى تحديد كافة العوامل المساهمة في نجاعة القيام بتجربة تسويقية فعالة، نضع نموذج توضيحي يحمل في طياته محتوى هذه التجربة بنظرة طويلة المدى. بعد القيام بدراسة نوعية مع عينة معتبرة قدرت بـ 21 مستهلكا تم من خلالها

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الحصول على نتائج ذات قيمة سمحت لنا بمعرفة مختلف العوامل المؤثرة التي تساهم في تحسيد عملية الشراء الإندفاعي والتي تتمثل في العوامل البيئية، الدوافع، الشخصية العاطفة والذكريات. آخذين بعين الاعتبار العواقب وتأثيرها على السلوك الشرائي للمستهلك مستقبلا.

كلمات مفتاحية: تجربة المستهلك، الشراء الإندفاعي، العوامل البيئية، العاطفة، الذكريات.

تصنيفات JEL: M31

## 1. Introduction

Impulse buying is a behaviour that is increasingly present in the consumer's life, the focus of several studies, and understood by a number of researchers using different approaches (Aouinti & Zghal, M, 2010). The latter has contributed decisively to the popularity of this notion. While the cognitivist approach considers it a simple and unplanned purchase, the experiential approach conceptualizes it as a hedonic experience that creates emotional responses (Rook, 1987).

Indeed, point of sale managers manipulate atmospheric variables (kotler, 1973-1974) and use the richness of the sensory palette to offer consumers original consumer experiences and an experiential context in which they can immerse themselves (Carù & Cova, B, 2003), live their own shopping experience and maximize their pleasure (Carù & Cova, 2007).

Consequently, the individual sees impulse buying as the fruit of a rewarding experience during his or her shopping activity (Abbes, Barth, & zine-Danguire, 2011). Indeed, point of sale managers is optimistic of manipulating the environment to provoke impulsive purchases (Giraud, 2002).

At first, distributors focused on store layout (merchandising), then their strategies became more refined and gave more importance to the emotions felt and their influences on the merchant's behaviour. They improve their sales spaces by stimulating consumer awareness (Hetzl, 1996) and ensuring that their visit is a valued experience for the pleasure it provides.

On this basis, we formulate the main question: what are the antecedents and consequences of the impulse buying experience in supermarkets?

And in order to identify the contours of this problem, secondary questions

are asked:

- What is a consumer experience?
- What is an impulse purchase?
- What are the triggering factors and consequences that result from this experience?

This study aims to understand the impulse buying experience, which allows us to identify the factors that contribute to the construction of a gratifying shopping experience that subsequently triggers impulse buying, the consequences that result from this experience and to propose a conceptual model explaining the content of the impulse buying experience in a longitudinal perspective.

We are part of an exploratory research project for which a qualitative approach is strongly recommended. Thus, the objective of this study is to better understand the impulse buying experience from a longitudinal perspective, allowing us first to identify the factors that contribute to the construction of a rewarding shopping experience and then trigger impulse buying as well as the results that emanate from this lived experience. Secondly, conceptualize the content of the impulsive consumption experience in a longitudinal perspective (before, during and after the purchase experience).

## **2. The theoretical framework:**

### **2.1 The concept of the consumer experience:**

The notion of the consumer experience remains vast to define, complex to study, but open to different readings (Benmoussa, 2013). The proposed definitions are quite numerous and complement each other (Kurtaliqui, 2016). The existence of a multitude of definitions on this subject is indicative of its complexity.

Holbrook and Hirschman (1982) that defines consumption as «a subjective state of consciousness accompanied by a variety of symbolic meanings, hedonistic responses and aesthetic criteria» have proposed a conceptualization of experiential perspective (Holbrook & Hirschman, 1982).

Pine and Gilmore (1999) define it as "An experience occurs when a company intentionally uses services as a stage and goods as accessories, to

train individual customers in a way that creates a memorable event" (Pine & Gilmore, 1999).

Carù and Cova (2002) define the consumer experience as "a personal experience - often emotionally charged - based on the interaction with stimuli such as the products or services made available by the consumer system" (Carù & cova, 2002).

Like Holbrook and Hirschman, this definition emphasizes the subjectivity of the experience. Other authors have defined this notion with different and complementary visions.

Filser (2002) define experience as "the set of positive and negative consequences that the consumer derives from the use of a good or service" (Filser, 2002).

It is part of the P.O.S. (Person - Object - Situation) paradigm (Belk, 1975). It is seen as an interaction between a person and a consumer object in a given situation. The object-situation dyad is the experiential context. Carù and Cova (2006) define the experiential context as an «assembly of stimuli (products) and stimuli (environment-activities) that can make the experience happen (Carù & cova, 2006).

The company does not produce any experience but organizes an experiential framework that is conducive to its development (Benmoussa, 2013). It then remains subjective and linked to the consumer's experience.

The process of generating experiential consumption is spread over a period of time that can be broken down into four main phases (Carù & Cova, B, 2006):

- The pre-consumption experience;
- The purchase experience;
- The core consumption experience;
- The remembered consumption experience.

## **2.2 The concept of impulse buying:**

Rook defines impulse buying as a situation where the consumer feels an irresistible need to buy something immediately (Rook, 1987). This impulse is complex at the hedonic level and can lead to emotional conflicts. Engel and Blackwell define impulse buying as an action of purchase initiated in the absence of an intentionally recognized need or without an intention to

purchase before entering the store (Coley, 2002).

During an impulsive purchase, the normal purchasing process as highlighted by Engel et al. is disrupted, either structurally, i.e. some steps disappear completely, or over time, i.e. the steps still exist but succeed one another at a speed too fast for decision-making to be considered normal (Graa, 2013).

According to Abbes and al, impulsive purchasing has a number of criteria that have been identified as distinctive characteristics of this type of purchase and which are five in number: a reduced cognitive component, a reactive component, an emotional component, a lack of self-control and a non-planning component (Abbes, Barth, I, & Zine-Danguire, S, 2012).

(Rook, 1987) also describes impulsive buying in many ways:

- The feeling of an irresistible force that pushes the consumer towards the product.
- A deep feeling that forces the consumer to buy the product immediately.
- Ignore any negative consequences of the purchase.
- Feelings of excitement, even euphoria (Feeling of deep well-being, joy)
- The conflict between control and leniency.

(Giraud, 2002) summarized the impulse buying experience in three steps. Note that these steps can be limited to only two steps excluding the impulsive state of mind: the impulsive state of mind, the impulse and the impulsive act.

**Figure 1** Decision-making process for impulse buying



Source : Giraud, 2002, p161

1. Impulsive state of mind: The fact of feeling urgent purchases when comparing the product presents a state of mind called "impulsive state of mind". This state creates for the consumer an emotional availability to make impulsive purchases in the presence of stimuli.
2. Impulse: The origins of the word "impulse" can be found in the Latin term "impulsus" which means "to push towards" (Dupont, 2002). The

idea that the impulse corresponds to a force is found in the definitions of impulse in psychology.

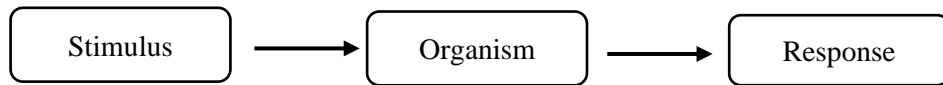
3. Impulse buying act: The phase leading from the buying impulse to the purchase may take a little time. Indeed, if the consumer feels that the purchase is unreasonable, he can try to resist his impulse by reasoning, and conclude that it is inappropriate to give in to the impulse to buy; however, if a strong emotional attraction remains, it results in an emotional conflict and the purchase can still take place.

Presented by (Kollat & Willett, R.P, 1967) as a simple "unplanned" purchase. This notion has undergone an extraordinary metamorphosis to be recognized as more recently as the sum or result of a hedonic experience (Rook, 1987) to define it as a situation where: "*the consumer feels an irresistible need to buy something immediately. This impulse is complex at the hedonic level and can give rise to emotional conflicts...*" (Aouinti & Zghal, M, 2010). In the same vein, Piron (1993) defines it as "*an unplanned purchase that is made immediately after exposure to a stimulus. It is accompanied by emotional and cognitive reactions*" (Piron, 1993). The hedonistic approach stipulates that the merchant perceives the experience according to several sensory modalities such as olfactory, olfactory, sound, visual (Aouinti, 2010). Impulse buying has been reconsidered by the experiential approach in the study of consumer behaviour by placing it in a more emotional perspective, based on the emotional reactions felt by the consumer during the impulse buying experience.

### **2.3 Application of the S.O.R. model**

Researchers Mehrabian and Russell conceptualized the impact that the atmosphere can have on the individual in the midst of shopping in 1974 by the SOR (Stimulus-Organization-Response) model (Mehrabian & Russel, J.A, 1974). "*The SOR model hypothesizes for the effect of environmental stimuli on individuals' internal states, including the emotions of pleasure, arousal and dominance which are assumed to act, in turn, on consumers' opting for an approach or avoidance behavior in response to that environment*" (Aouinti & Zghal, M, 2010)

**Figure 2** Modèle S.O.R



Source: Mehrabian and Russel, 1974

### **3. The methodological approach:**

#### **3.1 Choice of methodology and objectives:**

We are part of an exploratory research project for which a qualitative approach is strongly recommended. Thus, the objective of this study is to better understand the impulse buying experience from a longitudinal perspective, allowing us to identify the factors that contribute to the construction of a rewarding shopping experience (Background) and that subsequently trigger the impulse buying experience as well as the consequences that emanate from this lived experience.

The choice of this research method is motivated by the observation of Aubin-Auger that "*Qualitative research does not seek to quantify or measure, it most often consists in collecting verbal data (more rarely images or music) allowing an interpretative approach*"; it highlights the subjectivity of the individual while preserving his or her life and experiences (Aubin-Auger, Mercier, A, & Baumann, L, 2008).

##### **3.1.1 Data collection method:**

As a collection method, we chose the semi-directive individual interview, also called the centred interview. This technique allowed us to collect in-depth information on the respondents' shopping habits as well as the attitudes and motivations that govern their behaviour. The interviewee's role was to describe what he/she thinks about impulse buying, tells us about it and evaluates his/her experience. The main objective of the collection using this method was to ensure an exchange between the interviewer and the respondent while preserving confidentiality (Malhotra, 2011).

##### **3.1.2 The interview guide:**

A guide was developed for a better conduct of interviews; the questions were formulated according to the funnel method ranging from general to specific. The guide identifies the different themes that have been addressed,

namely:

- Shopping habits.
- The consumer's experience in the store.
- Factors triggering impulsive buying (history).
- The consequences of the impulse buying experience.

### **3.1.3 Sample selection:**

The selection of the sample was motivated by the postulate of Evrard (Evrard, Pras, B, & Roux, E, 2009) "The use of interviewing, whether non-directive or semi-directive, aims at an in-depth exploration of a consumer universe... we seek the richness of content, its depth, its diversity and its quality. We are therefore working on small samples that have no objective of representativeness in the statistical sense of the term, but which respond to problems of relevance to the structure of the population studied, taking into account the specific problem of the study". Our sample consists of 21 individuals composed of 12 women and 9 men aged between 18 and 59 years old from different socio-professional categories.

Some of them had already had an impulsive buying experience and others were fresh out of the store.

### **3.1.4 The conduct of the investigation:**

The adoption of a longitudinal approach during the interviews allows the perspective of the impulsive buying experience to be put into perspective over time. The interviews were conducted in the interviewee's home for people we knew well, while the others were conducted in a quiet room. For those leaving the store, we asked them if they would like to participate in the second part of the study, which consisted of asking them questions about what they learned from this visit.

In order to put respondents at ease, they spoke in French or dialectal Arabic. The interviews were recorded by a tape recorder with the agreement of the respondents. The objective of the study was presented at the beginning of each interview. The questions were asked according to the themes of the interview guide, while respecting neutrality. The average duration of the interviews was between 20 and 40 minutes.

Thus, we asked the interviewees first to tell us about their last visit to a store they particularly appreciated: detail the motivations and emotions they



may have felt, describe the behaviours and attitudes they adopted. Secondly, we asked them if their visit resulted in an impulse purchase (after giving them the exact definition of an impulse purchase). If so, we ask them to tell us about their buying experience in the store.

### **3.2 Thematic content analysis:**

We used thematic content analysis of the information collected. The latter consists of breaking down the units of meaning by theme and frequency of appearance (Evrard, Pras, B, & Roux, E, 2009). The interviews were transcribed in full. The vertical and horizontal analysis of the texts allowed us to identify some themes listed in 3 categories: the explanatory factors of the impulsive buying experience (before the experience), the core of the experience as well as the consequences of the latter (after the experience).

### **3.3 Results and hypothesis formulation :**

The analysis of the opinions has enabled us to identify a number of points, which will be presented as follows:

#### **3.3.1 Hedonic and utilitarian motivations:**

Motivations are a force that pushes the consumer to act. It provides energy and directs consumer behaviour (Darpy & Guillard, V, 2016). When we look at the responses, we see that the respondents allude to two types of motivations (utilitarian and hedonic). Hedonic motivations occupy an important place in the minds of the interviewees, either (15/21). On the other hand, participants less frequently mention utilitarian, functional motivations. In this perspective, shopping is considered a source of pleasure "...shopping is like taking an antidepressant...» (Female, 54 years old), "...shopping and a source of pleasure for me..." (Female, 38 years old). A promenade where the housewife tries to escape by going beyond the framework of purchases "...often I go to the shops to walk and do well to myself...» Others consider shopping as a source of sharing and a search for encounters "...shopping allows me to share pleasant moments with other customers..." (Woman, 27 years old), calls it a novelty "...buying helps me to break with my daily life and get out of this monotony..." (Male, 39 years old). Some people try to combine the useful and the pleasant during their shopping and the motivations differ according to the period"... During my

holidays my visits are very often hedonic whereas in everyday life it is utilitarian..." (Female, 47 years old). These are the most salient attributes of hedonists, also known as recreational consumers, who differ from others in their strong desire to buy, do not even try to evaluate their decisions, perceive their impulsive purchases as superior to other types of purchases and enjoy them. Thus, the hedonic benefits derived from the impulsive act will be much greater than the anticipated risks. Thus, we make the following hypothesis:  
**H1:** hedonic motivations positively affect the realization of an impulsive purchase

### **3.2.2 Atmospheric factors:**

The majority of respondents (19/21) give very high importance to the experience lived inside the store and in particular to atmospheric factors (environmental, design and social factors).

#### **3.3.2.1 Atmospheric factors:**

Are widely cited in shoppers' responses "... I am sensitive to the atmosphere of the store...". Affirms a 54-year-old woman, "... in a pleasant place I buy without thinking, I feel pleasure, I spend time, I discover new products and therefore I buy..." Declares a 48-year-old woman, "... the design of the store is very important. A bright, pleasant, open store... and with friendly people, makes you want to enter and spend more time there..." (Man, 22 years old), "... inside I felt like a little girl in a princess castle, everything was sparkling. Each object had a story. I felt so good that I had trouble leaving the store..." (Female, 48 years old). This leads us to deduce that the consumer's affect has an impact on his behaviour that leads to an unscheduled purchase through the sales environment. The analysis of the speeches highlighted a number of environmental factors. Thus, some consumers are more sensitive to the sound atmosphere "... listening to music in a store makes me want to spend more time and buy new products..." (Male, 39 years old), "...music relaxes me during my shopping moments..." (Male, 18 years old), "...music stimulates me and gives me the irresistible desire to buy..." (Female, 27 years old). This helps us to understand that music influences the behaviour of buyers within the point of sale and makes the customer want to spend more time there. Others attach importance to light "... We were neither attracted by the abundance of objects nor tired of discovering them. A light

that was not very aggressive..." "... the light from the store made me want to go in and stay there..." (Woman, 26 years old), "...a pleasant light makes me want to walk down the aisles and go to the back of the store...". Based on the responses obtained, we understand that light favourably affects moods and emotions and modifies behavioural responses during a shopping activity. Similarly, cleanliness, smell and colour were cited as factors influencing shoppers' behaviour.

The olfactory atmosphere creates emotional and emotional reactions and improves the mood of the buyers"... The place was pleasant... a slight scent of atmosphere came to decorate the place, the very relaxing colors... " (Woman, 38 years old), the cleanliness of the place"...the store was clean and very clean making me want to stay a long time..." (Male, 36 years old), colours have an influence on the consumer's affect"...pleasant colours and makes people want to look and touch the products..." (Female, 45 years old).

### **3.3.2.2 Design:**

We find that store design is a very important factor for most respondents"... store design is very important, makes places pleasant to look at when you enter such a store, you tend to spend much more time and when you spend more time sometimes you think: ah ! I need such a thing..." (Woman, 37 years old), "... the decoration makes you want to buy..." (Female, 38 years old), "... spacious and easily accessible store and products are highlighted..." (Male, 38 years old). Respondents refer to the ergonomics of the premises, the layout of the space, influence the physical actions of the barge, and improve its shopping experience.

### **3.3.2.2.3 The social dimension:**

It refers to the human component, contact with sales staff. According to the respondents, this dimension influences their behaviour.

"...A benevolent staff that listens to the customer without being too invasive..." (Woman, 54 years old), "...the salesman was very welcoming..." (Woman, 38 years old), "... The cashier was smiling and seems to be happy to do his job...". The majority of respondents spontaneously mentioned the influence that the staff in contact can have on their purchasing decision and attach great importance to sincerity, courtesy and the sympathy of the

salespeople"...a sincere and attentive salesperson makes me want to buy and revisit the store...". (Male, 38 years old) Unlike unpleasant and antipathetic sellers who have a single objective to sell without worrying about the consumer and who can be provoked by the boycott of the store"... antipathetic seller, I will never come back to the store..." (Female, 45 years old). On this we make the following proposal: **H2**: Elements of the store atmosphere influence the content of the store experience.

### 3.2.3 Situational factors:

These are specific factors that relate to a situation, place or time such as crowds, accompaniment and time pressure. Some respondents refer to the crowd as a source of negative emotional state"...a crowded store makes me want to visit it..." (Male, 38 years old), "... I prefer that the store is empty and that there are fewer people to make myself comfortable..." (Woman, 38 years old), "... I can never stand stores where there are many people and even if I am in total need and the store is the only one that can satisfy my need, I drop out and go out without buying..." (Female, 37 years old). Based on the answers, it is understood that the crowd creates avoidance behaviour in the barge; they take less pleasure and stop shopping. "...accompanied I don't feel the pressure of the people around me..." Declares a 25-year-old woman, this allows us to see that in certain situations, the buyer's behaviour improves, and he may spend more time and make unscheduled purchases"...accompanied by me I make unscheduled purchases and I spend more money, two of us have more fun..." (Female, 28 years old). Some rely on the opinions of people they trust. Some respondents are more sensitive to time and this sensitivity varies according to the barge's motivation, the visit, the crowd and the state of mind. It is estimated differently depending on the purpose of the shopping (need or pleasure). When it comes to pleasure, respondents give less importance to this factor"...I don't look at time when I'm happy..." (Woman, 38 years old), "...time doesn't matter to me when I buy products to please myself...", whereas when it comes to a utilitarian need, time has a negative effect on the emotional states of the consumer"... when I have a useful need I go directly to the shelf I take my product, I pay and I go out..." (Male, 42 years old), "... when I am stressed and irritated I spend less time in shops..." (Female, 22 years old). These states of mind push them to break up the visit.

We find that impulse purchases are most successful when the consumer is not time constrained.

The factors mentioned (crowd, accompaniment, time pressure) exert power over the consumer and direct his emotions in a direction favourable to the stores. We make the following 3 proposals:

**H3:** the crowd negatively affects the realization of an impulse purchase.

**H4:** Support positively affects the realization of an impulse purchase.

**H5:** Time pressure negatively affects the realization of an impulse purchase.

#### **3.3.4- The content of the experience:**

By asking the question "Tell us about your experience?" 14/21 states that they had pleasant shopping experiences"... The place was pleasant, the shelves were arranged in such a way that our eyes were captivated by only one element at a time..." (Woman, 54 years old),"... The articles were super well presented, and it smelled like vanilla and lavender since there were lots of candles, and the atmosphere was more like "COSY" since there were several articles like "Vintage"..." (Female, 38 years old). This state of immersion will have the role of altering his sense of reality and arousing in him impulses to buy"... In such a shop I forget myself, I enter a new world and I want to buy everything" (woman, 40 years old). A pleasant experience can make a product extremely attractive and desirable to the consumer"... The products I buy impulsively are not necessarily essential or indispensable but rather for pleasure" (Woman, 48 years old). We postulate the following proposal: **H6:** The content of the experience lived within a store positively influences the birth of impulse to buy.

#### **3.3.5- Remembrance:**

When asking respondents to tell us about their experiences of impulsive buying, some feel that they are reliving it a second time, the memory is"... I remember very well the moments spent during my last visit..." (Male, 28 years old),"... I remember the pleasant sensations I had that day..." (Woman, 48 years old),"... it makes you relive the pleasure..." (Male, 38 years old). He memorizes memories that relate to certain details of the experiential context. The service"...I really liked the welcome..." (Male, 38 years old), the store"...I remember it was nice in the store..." (Woman, 38 years old), the layout"... I

remember the little details and where the product I bought was displayed..." (Female, 48 years old), the atmosphere and atmospheric variables"...I could recognize the diffused smell..." (Male, 38 years old), finally the memory with the staff in contact"...the saleswoman was smiling and very reactive at the same time...I would know her on the street..." (Female, 38 years old). We also see the memories that come back make the shopping experience more memorable and make them want to revisit the store"...The pleasant moments I spent in this store make me want to come back and buy again..." (Female, 54 years old), recommend the store to others"... I could recommend this store because I had a great time there..." (Female, 38 years old). In general, the barge easily remembers its visit, especially the moments it considers the most pleasant.

**H7:** The memory of the experience positively influences consumer satisfaction with the store.

**H8:** the memory of the experience makes the consumer want to revisit the store.

**H9:** the memory of the experience is a better predictor of the store's recommendation

### **3.3.6 Post-purchase emotions:**

Consumption is considered an experience that creates feelings and emotions. Joy is the most frequently cited feeling in the barge's emotional state"...I am very happy with my visit..." (Female, 48 years old). Some consider that when the impulse purchase is higher than the planned purchase when it satisfies a hedonic need"...unscheduled purchases please me more than planned purchases..." (Female, 54 years old). On the other hand, anger and guilt are less cited"... I feel guilty for visiting this store..." (Male, 38 years old),"... I was angry about the noise and the crowd in the store..." (Female, 48 years old). This leads us to say that emotions guide the individual, and affect future reactions and behaviours.

**H10:** Emotion positively influences consumer satisfaction with the store.

## **4. CONCLUSION**

The impulsive buying behaviour in marketing has been the subject of several controversies. Thus, this act has gone from a cognitive approach that considers it as an irrational purchase to an emotional approach that integrates

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emotion as a trigger. Occurring as a tangled behaviour, it continues to arouse the interest of researchers.

It should be noted that in this research, impulse buying is studied using an experiential approach. Thus, (Rook, 1987) defines impulse buying as "an experience in which the consumer feels an urgent and persistent desire to buy something immediately". In this perspective, it is seen as an extraordinary phenomenon, an experience with more emotions and pleasure than reflections. In this sense, the exploratory (qualitative) approach adopted allows us to deepen our understanding of the impulse buying experience, also allowing us to identify the impact of the content of the experience lived by the shopper inside the store in triggering a purchase impulse, its concretization through an impulse purchase and its influence on the future behaviour of the consumer.

In the light of the reached results, a conceptualization of the impulsive buying experience will be proposed in order to understand and distinguish the different factors that come into play in the context of this experience. Based on the initial results; we were able to conceptualize the impulse buying experience in a dynamic process that consists of three steps:

"Pre-experience" which corresponds to the various factors likely to affect consumer behaviour such as atmospheric variables (ambient factors, design and social dimension), the motivations felt by the barge and its anticipated emotions and which can trigger an impulse, as a result of the encounter between the barge and the experiential platform. The consumer builds his own experience from this "person-object-situation" interaction.

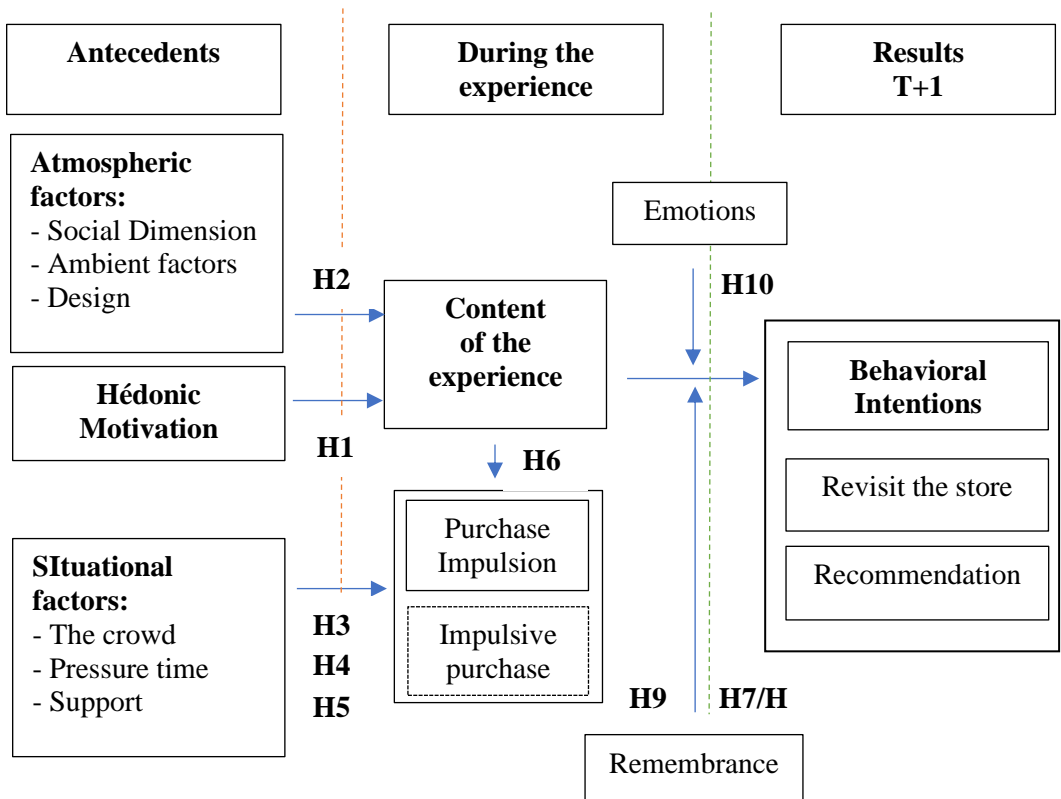
"The heart of the experience" corresponds to the transition from a buying impulse to the realization of an impulsive purchase.

"After-experience" which corresponds to the consequences that can be left by the consumer's experience in the store and which correspond in our research to hedonic memories, emotions and values and future behavioural intentions such as satisfaction with the visit, recommendation and need for re-experience (an intention to return to the store).

Despite theoretical and methodological interests, our research has limitations. Methodologically, our theoretical model proposal through an

exploratory qualitative study must be tested quantitatively in order to measure the effect of the different variables identified on consumer behaviour.

**Figure 3** Conceptual model of the impulsive buying experience



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