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PSYCHOLOGY OF IMPULSE SHOPPING

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Abstract. *Impulsive purchases are growing rapidly in the modern world, which necessitates the need to study the phenomenon. The psychology of people during shopping is the basis of impulsive purchase decisions. There are a number of problems related to the study of impulsive shopping due to the lack of clarity about the nature of this type of consumer behavior; the models and methods of research and the factors that motivate people to make impulsive purchases. Based on the scientific literature in the field and the author's research model, the first empirical study in Bulgaria was conducted. The article provides clarity on the psychology of impulsive shopping, discusses the problems related to the research of impulsive purchases and applies the results of the conducted study of online impulsive purchases among Bulgarian consumers.*

Keywords: impulse buying; product categories; motivation for online buying.

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INTRODUCTION

Impulse purchases are increasingly entering the modern world and displacing traditional shopping. Today, the entire purchasing behavior is different. The marketing environment, socio-cultural environment, lifestyle, consumption pattern and global consumer culture have changed. Today, consumers increasingly shop with ease, without effort and entertainment, they begin to act irrationally and make spontaneous purchases. As consumer opportunities increase, the *size of impulsive purchases also increases*. Over the past two decades, research on this type of consumer behavior has gained momentum, as unplanned purchases account for a large part of sales in modern industry. And in this sense, impulsive shopping has emerged as a topic of great interest for scholars and practitioners. On the other hand, global technologies and marketing innovations and trends have led to the transition of spontaneous shopping from the traditional retail environment in the store to various online channels, which has led to the growth of research in general and especially on online impulse buying in the last ten years. There is a *need for research* in the field to find answers to *why, how and where* people make unplanned purchases, but there is a *lack of clarity on issues related to impulsive shopping behavior*. On the other hand, the basis of this type of irrational behavior is the psychology of people during shopping, which further complicates research, since it is necessary to study individual personality differences and psychological processes in this behavior. In this regard, the article aims to help answer the questions posed above in the text related to impulsive purchases and clarify the influence of demographic factors, online and offline factors, motivating factors, and assessing the tendency of consumers to impulsiveness.

HUMAN PSYCHOLOGY IN IMPULSE BUYING

The decision-making model of impulsive buying is *psychologically associated* with *irrationality* and the emotional side of consumers. *The process* of buying behavior in impulsive buying is different from the usual one, according to Churchill and Peter (1998) and colleagues, as there is no information search and alternative evaluation stages that are typical of traditional buying. The consumer is triggered by stimuli and acquires an impulsive desire to immediately buy a product without evaluating the alternative products available. From a psychological point of view, im-

pulsive buying is sometimes irresistible, since the emergence of a *psychological impulse* usually occurs not only spontaneously, but also suddenly (Pi-yush, Bharadhwaj and Roger, 2010).

Impulsive consumer behavior is associated with a sudden desire to purchase, which Rook (1987) explains as the presence of sudden, strong and *persistent impulsivity* (strong and persistent motivation) in the positive effect of the consumer's spontaneous experience when encountering a product or service, which leads to a sudden desire to buy immediately. The behavior occurs after the buyer feels a desire to purchase upon encountering an object in the environment and it is usually spontaneous and without much thought, there is impulsivity (Beatty and Ferrell, 1998). On the other hand, impulsive behavior is considered as *hedonic and multifaceted behavior* (Bayley and Nancarrow, 1998). It is the result of an immediate reaction of the buyer to external stimuli, which are often hedonic oriented. Supporting this understanding of impulse buying is the view of Hodge (2004), who considers impulse buying to be unplanned and occurring as a response to a stimulus involving *cognitive and emotional response* and decision-making on the spot. In winter, an unplanned and sudden decision to purchase is driven by specific stimuli and signals on the spot and is accompanied by a strong feeling of *pleasure and excitement* (Verhagen and van Dolen, 2011).

Impulsive buying often results from a specific stimulus during the shopping experience (Floh and Madlberger, 2013). *The stimulus* can be an actual product or the external attributes of a product, such as mechanisms for searching for product information. Li (2015) describes impulsive behavior as unintended, unreflective buying due to *physical and emotional proximity* to the desired product, which leads to personal satisfaction, is an unplanned, sudden and spontaneous consumer buying behavior. Hedonic satisfaction is closely related to impulse buying, which occurs when consumers are unexpectedly stimulated (Lu and Wu, 2019). Impulse buying occurs when consumers experience an unexpected, intense and continuous impulse to buy something immediately (Parsad, 2020). Many authors try to distinguish planned from unplanned (impulse) buying and give different explanations for the phenomenon of impulse buying, but they all come to similar conclusions. Ultimately, impulse buying emerges as an unplanned purchase for the consumer who experiences a spontaneous, sudden desire to buy, i.e. there is impulsivity (strong and persistent motivation) that is triggered by stimuli (impulses).

Impulse buying is related to various *emotions* that influence consumer behavior. From the perspective of emotional or impulsive theory of decision making, consumers associate certain strong feelings or emotions such as joy, love, fear, hope, sexuality, fantasy with certain purchases or possessions. Instead of carefully searching, discussing, and evaluating alternatives before purchasing, consumers are likely to make impulsive purchases, on a whim, because they are emotionally driven (Schiffman and Kanuk, 2007). On the one hand, some authors have linked impulsive behavior to mood enhancement. Even if consumers are in a negative emotional state upon entering a store, they may become emotionally elated and spend more than intended. All of this suggests that impulsive buying may be largely an unconscious purchasing behavior driven by an affective force beyond the individual's control. On the other hand, impulsive buying may serve as an escape from negative psychological states (Silvera, Lavack and Kropp, 2008). Furthermore, consumers under certain circumstances are inclined to actively make purchases that are perceived as self-reward or reward, and thus impulsive buying may be used to alleviate unhappiness (Sneath, Lacey and Kennett-Hensel, 2009). In addition, impulsive buying may be a rational response for shoppers seeking to reduce frustration and depression associated with stressful events.

RESEARCH IN THE FIELD – PROBLEMS

The problems in the studies of impulsive purchases are expressed in their complexity. First of all, it should be emphasized that despite the growing research in the field, *there is a lack of clarity* and satisfactory explanations for the phenomenon of impulsive shopping. The available scientific literature provides *contradictory views* on the nature and nature of the phenomenon of “impulsive buying”. Early understandings of spontaneous purchases are focused on the product, later the focus shifts to the consumer and it is considered that he satisfies his own needs. On the one hand, individual personality characteristics are considered as the cause of unplanned shopping, on the other hand, emphasis is placed on the influences of a number of external factors, but there is no precise and clear explanation of what causes the stimuli that lead to impulsivity and motivation for sudden purchases.

Secondly, the complexity of issues related to impulse buying stems from *the influence of many factors on the behavior of buyers* during shopping. The role of external factors that stimulate impulsive

purchases is emphasized. It is mainly about marketing stimuli and signals, which include the overall shopping environment. On the other hand, internal signals for impulse buying are of great importance, which are related to individual characteristics of consumers such as personality traits, emotional states, etc. Internal factors include affective and cognitive states of consumers, which are related to their tendency to impulse buying. Situational stimuli that direct a person to impulse buying, such as available time, functional convenience, location, quality of services, consumer habits, seasonality, etc. are also studied. Factors related to the product are also studied. Some studies indicate that impulsive buying is associated with certain product categories that are purchased more often than others, but there is still a dependence on other influences such as: where the purchases occur, in which country, what kind of people there are, what kind of routines they have, what they sell in their stores and what the offers are. According to other studies, there is a connection between demographic factors such as income, gender and age and impulsive consumer behavior. Some social factors such as communication and physical proximity in the store also stimulate impulsive purchases, and in a cultural aspect, the most important imperative of culture is studied: individualism - collectivism, which provides important information about the impulsive behavior of the consumer.

Thirdly, the complexity in the research on impulsive shopping is expressed in *the lack of a scientifically established single, common model and method for the assessment of impulsive behavior* during a purchase. For years, researchers on impulsive buying have been trying to find effective approaches to formulate the influencing elements of this type of consumer behavior and have conducted research from different perspectives. In general, there is not much discussion available on the assessment of impulsive purchases. The scarce consideration of assessment methods in the scientific literature can lead to inconsistencies in research and a discrepancy between theoretical statements and the actual measurement of impulsive buying. However, some common basic elements characteristic of impulsive behavior used by researchers are found. According to most authors dealing with the topic, aspects of this type of purchase can be assessed through measurements using various methods.

Reviewing the literature on empirical research on impulse buying in terms of methods for assessing this type of consumer behavior, it is found that the analyses are carried out with large sample sizes, us-

ing mainly primary data, and data collection is usually carried out through questionnaires, interviews, observations and experiments. Quantitative methods predominate in the assessment of impulse buying through reference scales with statements (for example, measuring the tendency towards impulsivity). Secondly, qualitative interviews are applied, which are suitable for studying individual factors through interviews about people's attitudes and motivation. Much more limited studies are carried out with observations and laboratory studies. Observations assess the number of actual purchases, while laboratory studies assess indicators such as time to make a purchase decision, facial expression, eye behavior, and others.

In general, most studies of impulse buying concern individual thoughts and contextual evaluations, and lack the implicit mechanisms that drive the purchase itself. Research is mainly focused on the cognitive aspect of the phenomenon. Data collection is delayed from the time of purchase and its measurement. There are far fewer studies that assess in real time. The study of the cognitive and visceral aspects of impulse buying is in its infancy. Cognitive assessments of impulse buying can influence the theoretical understanding of the phenomenon and its actual assessment, and the reliability of the information is essential, since it is based on it that marketing actions are taken in consumer behavior and, more precisely, actions related to the influence on the psychology of people during shopping, in order to increase impulse purchases.

RESEARCH METHOD

The object of research is impulsive purchases. The aim of the study is to investigate the manifestations and extent of online impulsive purchases and the reasons behind them. The main tasks: to discover connections and dependencies between impulsive purchases and consumer groups, product categories, advantages (factors for online impulsive purchases) of online shopping, disadvantages (factors for offline impulsive purchases) of online shopping, motivating factors for impulsive purchases and to assess the tendency towards impulsivity of Bulgarian consumers. Hypotheses:

1. The higher the income of consumers, the more they make *impulsive purchases* – Dittmar, Beattie and Friese, 1996.
2. *Women and men make impulse purchases, but in different product categories* – Coley and Burgess, 2003; Gqsiorowska, 2011.

3. *Education and marital status* have no relationship with *impulse purchases made* – there is no research that claims that there is a connection.
4. The *larger the population, the more impulsive purchases* consumers make – the hypothesis is associated with the increase in total consumption and available markets with an increase in the size of the area where purchases are made, which suggests an increase in impulse purchases.
5. *Impulsive purchases* are most common among consumers in the *31 to 40 age group* – Dittmar, Beattie and Friese, 1995; Wood, 1998.
6. *The main advantages* of consumers shopping *online* instead of in-store are functional convenience and viewing many products in a short time – Beatty and Ferrell, 1998; Jeffrey and Hodge, 2007; Verhagen and Dolen, 2011.
7. *The main disadvantages* that make consumers shop in a store instead of *online* are the lack of physical proximity in the store – looking, touching, tasting, and the lack of in-store interaction and employee attention – Rook, 1987; Vohs and Faber, 2007; Mattila and Wirtz, 2008.
8. Consumers' *online impulse purchases are mainly motivated by* product prices, discounts and promotions, and free shipping, gifts, bonus packages – Inman, McAlister and Hoyer, 1990; Gilbert and Jackaria, 2002; Zou, 2018.
9. *The tendency towards impulsive purchases* is relatively *weak* – the tendency towards impulsiveness is a psychologically important factor, an internal stimulus characteristic of the individual (Tafesse and Korneliussen, 2012). This tendency is influenced by local market conditions and cultural influences (Vohs and Faber, 2007). From this point of view, the author's empirical experience with the market and culture of Bulgarian consumers suggests that the tendency towards impulsiveness is relatively weak.
10. *Women's tendency towards impulsivity is higher than men's* – Dittmar, Beattie and Friese, 1995; Jalees, 2009; Priyanka and Rooble, 2012.

For the purpose of the study, statistical data analysis is applied. In this regard, a descriptive method of data collection is used and, more precisely, a

survey method – a questionnaire developed as an on-line survey on the behavior, intention and attitudes of consumers regarding impulsive online shopping. The questionnaire was distributed via email, Viber and as an advertisement on Facebook to reach people from all over the country. The people recruited in the study are 309.

In order to identify the individual *consumer groups*, the following demographic variables were used: gender; age; education; income; marital status; place of residence. *Product categories were selected* in which It is assumed that the most impulsive purchases are made, namely: food products; clothing; underwear; textiles; household goods; cosmetic products; jewelry and accessories.

Online factors that would stimulate online impulse purchases are covered and are presented in the study as *advantages* for online shopping: functional convenience (ease of use of the website); pleasure from browsing websites that are visually appealing (website design); anonymity while shopping (social factor); I have the opportunity to see many products in a short time (here the factor of availability of time is adapted as a situational factor, since if consumers have time they visit many stores, and make many purchases); live shopping on the website (brightness of the website); website security; other factors.

Disadvantages of shopping online are covered , but *factors are selected*, that stimulate impulsive *offline* purchases: lack of in-store communication and employee attention (social factor); lack of in-store design – layout, music, scent, equipment (marketing environment factor in offline shopping); lack of quality of services related to your purchases (situational factor); lack of physical proximity in the store – viewing, touching, tasting (social factor); other shortcomings.

The *factors (motives) involved in impulsive buying* are: price and discounts (marketing incentive); free shipping, gifts and bonus packages (marketing incentive); advertising and mass distribution (marketing incentive); I like the product images and online photos (online marketing factor); there is a shortage of the product and I am stocking up (online marketing factor); I am in the mood or want to improve my mood (personal factor); pleasure from shopping (personal factor); I feel free and independent to make purchasing decisions (cultural factor - individualism); other motives.

To *assess the tendency towards impulsive buying*, statements were used that were adapted from the scales for measuring the tendency towards impulsive buying by Mick (1996), Weun, Jones and Beatty (1998), Verplanken and Herabadi (2001) and Badgaiyan, Verma and Dixit (2016).

- 1. Most of my purchases are unplanned in advance.
- 2. I buy things I don't need.
- 3. When I go shopping, I buy things I didn't intend to.
- 4. I buy things without thinking.
- 5. I buy things because I like them, not because I need them.
- 6. I buy what I like without thinking about the consequences.
- 7. It's fun to buy spontaneously.
- 8. When I see something new, I want to buy it right away.

EMPIRICAL RESULTS

Demographic data of the researched persons

Table 1. Demographic data of the researched persons

Demographic factor	Number of people
Gender	women – 201, men – 108
Age	up to 20 years old – 20, from 21 years old to 30 years old – 46, from 31 years old to 40 years old – 72, from 41 years old to 50 years old – 77, from 51 years old to 60 years old – 55, over 60 years old – 39
Education	primary 19, secondary – 125, higher – 142, more than higher – 23
Household net monthly income	up to 1000lv. – 17, from 1000lv. to 1500lv. – 41, from 1500lv. to 2500lv. – 132, from 2500lv. to 3500lv. – 60, over 3500lv. – 29
Marital status	married – 143, divorced – 64, widower – 15, single – 87
Place of residence	village – 31, small town – 56, regional town – 86, capital – 136

*Hypotheses***Table 2.** Defined hypotheses – confirmed or rejected

Defined hypotheses	Hypothesis confirmed or rejected																																																
1. The higher the income of consumers, the more they make impulsive purchases.	Rejected. There is no relationship between impulse purchases and consumer income. Trends: <u>Clothing</u> – people with the highest income, over 3500 BGN, have seen a significant increase in impulsive purchases, 66.6% of the entire group have made impulsive purchases several times or often. <u>Cosmetic products</u> – people with the highest income, over 3500 BGN, have made impulsive purchases several times or often, 51% of the entire group. Food p = 0,215 > 0,05 Clothing p = 0,02 < 0,05 Underwear p = 0,708 > 0,05 Textiles p = 0,916 > 0,05 Household goods p = 0,254 > 0,05 Cosmetics p = 0,152 > 0,05 Jewelry and accessories p = 0,184 > 0,05																																																
2. Women and men make impulse purchases, but in different product categories.	Partially. Men and women shop in different product categories. <u>Women</u> make impulse purchases mainly of clothing and cosmetics products, while <u>men</u> spontaneously buy textiles and household goods. <table><tr><th rowspan="2">Product</th><th>Men</th><th></th><th>Women</th><th></th></tr><tr><th>Mean</th><th>SD</th><th>Mean</th><th>SD</th></tr><tr><td>Food</td><td>2,49</td><td>1,10</td><td>2,28</td><td>1,03</td></tr><tr><td>Clothing</td><td>2,45</td><td>1,03</td><td>2,84</td><td>1,03</td></tr><tr><td>Underwear</td><td>2,10</td><td>1,07</td><td>2,53</td><td>0,99</td></tr><tr><td>Textiles</td><td>2,64</td><td>1,22</td><td>2,55</td><td>1,01</td></tr><tr><td>Household goods</td><td>2,51</td><td>1,06</td><td>2,59</td><td>1,00</td></tr><tr><td>Cosmetics</td><td>2,33</td><td>1,18</td><td>2,76</td><td>1,01</td></tr><tr><td>Jewelry and accessories</td><td>2,48</td><td>1,29</td><td>2,59</td><td>0,97</td></tr></table>					Product	Men		Women		Mean	SD	Mean	SD	Food	2,49	1,10	2,28	1,03	Clothing	2,45	1,03	2,84	1,03	Underwear	2,10	1,07	2,53	0,99	Textiles	2,64	1,22	2,55	1,01	Household goods	2,51	1,06	2,59	1,00	Cosmetics	2,33	1,18	2,76	1,01	Jewelry and accessories	2,48	1,29	2,59	0,97
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3. Education and marital status have no relationship with impulse purchases.	Confirmed. Education and marital status have no relationship with impulse purchases. Trends in education: <u>Jewelry and accessories</u> – there is a tendency for people with higher education to make impulsive purchases more often than people with secondary education. <table><tr><th></th><th>Education</th><th>Marital status</th></tr><tr><td>Food</td><td>p = 0,173 > 0,05</td><td>p = 1,05 > 0,05</td></tr><tr><td>Clothing</td><td>p = 0,108 > 0,05</td><td>p = 1,02 > 0,05</td></tr><tr><td>Underwear</td><td>p = 0,155 > 0,05</td><td>p = 0,99 > 0,05</td></tr><tr><td>Textiles</td><td>p = 0,232 > 0,05</td><td>p = 1,05 > 0,05</td></tr><tr><td>Household goods</td><td>p = 0,161 > 0,05</td><td>p = 1,03 > 0,05</td></tr><tr><td>Cosmetics</td><td>p = 0,624 > 0,05</td><td>p = 1,05 > 0,05</td></tr><tr><td>Jewelry and accessories</td><td>p = 0,06 = 0,05</td><td>p = 1,03 > 0,05</td></tr></table>						Education	Marital status	Food	p = 0,173 > 0,05	p = 1,05 > 0,05	Clothing	p = 0,108 > 0,05	p = 1,02 > 0,05	Underwear	p = 0,155 > 0,05	p = 0,99 > 0,05	Textiles	p = 0,232 > 0,05	p = 1,05 > 0,05	Household goods	p = 0,161 > 0,05	p = 1,03 > 0,05	Cosmetics	p = 0,624 > 0,05	p = 1,05 > 0,05	Jewelry and accessories	p = 0,06 = 0,05	p = 1,03 > 0,05																				
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4. The larger the population, the more impulsive purchases consumers make.	Rejected. There is no relationship between the size of the settlement and the number of impulse purchases made. Trends: <u>Textiles and household goods</u> – people from regional towns make significantly more impulsive purchases. Food p = 0,09 > 0,05 Clothing p = 0,485 > 0,05 Underwear p = 0,52 > 0,05 Textiles p = 0,04 < 0,05 Household goods p = 0,046 < 0,05 Cosmetics p = 0,64 > 0,05 Jewelry and accessories p = 0,23 > 0,05																																																

5. Impulse purchases are most common among consumers in the 31 to 40 age group.	Rejected. There are no most impulsive purchases in the 31 to 40 age group. Food $p = 0,26 > 0,05$ Clothing $p = 0,36 > 0,05$ Underwear $p = 1,01 > 0,05$ Textiles $p = 0,21 > 0,05$ Household goods $p = 0,87 > 0,05$ Cosmetics $p = 0,74 > 0,05$ Jewelry and accessories $p = 1,71 > 0,05$
6. The main advantages of consumers shopping online instead of in-store are functional convenience and viewing many products in a short time – Table 3	Food products – partially confirmed in terms of functional convenience. A second factor is viewing visually appealing websites. Clothing – partially confirmed (as with food products). Underwear – partially confirmed in terms of the ability to view many products in a short time. First and foremost is anonymity while shopping. Textiles – partially confirmed in terms of browsing many products in a short time. Second place is browsing visually appealing websites. Household goods – confirmed. Cosmetic products – confirmed. Jewelry and accessories – confirmed
7. The main disadvantages that make consumers shop in a store instead of online are the lack of physical proximity in the store - looking, touching, tasting, and the lack of in-store communication and employee attention – Table 3	Food products – confirmed. Clothing – confirmed. Underwear – partially confirmed regarding the lack of physical proximity in the store. Second is the lack of quality of services related to purchases. Textiles – partially confirmed (as with underwear). Household goods – confirmed. Cosmetic products – confirmed. Jewelry and accessories – confirmed.
8. Consumers' online impulse purchases are mainly motivated by product prices, discounts and promotions, and free shipping, gifts, bonus packages – Table 3	Food products – confirmed. Clothing – confirmed. Underwear – confirmed. Textiles – partially confirmed in terms of prices, discounts, promotions. In second place are product images, online photos. Household goods – confirmed. Cosmetic products – confirmed. Jewelry and accessories – confirmed.
9. The tendency towards impulsive purchases is relatively weak – Figure 1	Confirmed. The predominant responses of the surveyed individuals are rather disagree, completely disagree and neither agree nor disagree regarding all statements about the assessment of the tendency towards impulsivity.
10. Women's tendency towards impulsivity is higher than men's – Figure 2	Confirmed. Women are significantly more likely to make unplanned purchases and when they see something new they want to buy it. Women are more likely to make impulsive purchases regarding all statements.

Factors stimulating impulsive purchases by product category

Benefits results (online factors for impulsive purchases) and disadvantages (offline factors for impulsive purchases) For online purchases, the motivating factors for impulsive purchases by product

category are presented in Table 3. Boltvani are the leading two disadvantages, two advantages, and two factors for the respective product category are indicated in red.

Table 3. Factors stimulating impulsive purchases by product category

Advantages, disadvantages, motivating factors	food products	clothing	underwear	textile	household goods	cosmetic products	jewelry and accessories
Advantages of online shopping (online impulse buying factors)	%	%	%	%	%	%	%
Functional convenience (ease of use of the website)	49.3	22.5	15.4	12.6	30.8	22.2	16.5
Viewing visually appealing websites (website design)	6.9	22.5	14.7	15.4	9.4	10.4	10.8
Anonymity during shopping (social factor)	0.0	1.6	16.9	12.6	3.8	9.0	2.2
Ability to see many products in a short time (adaptation of time availability as a situational factor, more stores – more purchases)	5.6	22.0	16.9	21.0	23.3	25.0	23.7
Live shopping on the website (website brightness)	4.2	1.6	6.6	7.7	8.8	5.6	8.6
Website security	2.8	6.0	5.1	7.0	7.5	7.6	10.1
Other advantages	31.3	23.6	24.3	23.8	16.4	20.1	28.1
Disadvantages of online purchases (offline factors for impulsive purchases)	%	%	%	%	%	%	%
Lack of communication in the store and attention from employees (social factor)	23.5	22.0	15.0	12.4	17.5	17.3	22.0
Lack of design in the store – layout, music, scent, equipment (a factor of the marketing environment in offline shopping)	9.3	20.3	13.6	13.7	12.7	14.0	7.3
Lack of quality of services related to purchases (situational factor)	13.6	6.2	17.7	15.7	13.9	14.0	12.0
Lack of physical proximity in the store – looking, touching, tasting (social factor)	30.9	32.8	34.7	38.6	37.3	40.7	32.7
Other disadvantages	22.8	18.6	19.0	19.6	18.7	14.0	26.0
Motivating factors for impulsive purchases	%	%	%	%	%	%	%
Price, discounts, promotions (marketing factor)	15.5	18.0	9.5	9.2	18.0	11.0	9.9
Free shipping, gifts, bonus packages (marketing factor)	5.7	9.9	6.0	4.6	7.8	7.8	5.3
Advertising, mass distribution (marketing factor)	1.1	2.5	4.6	4.2	4.2	4.6	3.9
Product images, online photos (online marketing factor)	2.5	5.3	6.0	5.3	3.2	2.5	3.9
There is a shortage and I am stocking up (online marketing factor)	2.1	1.1	0.7	1.8	3.9	1.8	0.0
I am in the mood or my mood improves (personal factor)	1.8	2.8	1.1	3.9	3.9	5.7	5.3
Shopping pleasure (personal factor)	0.4	4.2	2.8	3.2	4.6	3.5	2.5
I feel free and independent to make purchasing decisions (cultural factor – individualism)	1.4	2.8	3.2	2.5	2.1	2.8	2.5
Other motives	3.9	4.2	1.1	2.1	3.2	2.8	2.5

It is noteworthy that for consumers the main advantages of online shopping are related to the ease of use of the website, the design of the website and the situational factor of time availability. While in the case of underwear, the social factor of anonymity during shopping plays an important role. When people shop online, they feel the lack of social factors such as the lack of communication and the lack of physical proximity in the store. The lack of quality of service in the store as a situational factor also encourages people to shop offline. *The main thing that motivates Bulgarian consumers to make impulsive purchases are marketing factors price, discounts, promotions, free shipping, gifts, bonus packages and to a lesser extent product images.* It is interesting that advertising and mass distribution do not have a strong influence on impulse purchases. *Personal factors* related to impulse shopping such as mood, pleasure or a sense of independence as a trait of individualism also *have a weak motivation.* Bulgarian

consumers to make impulsive purchases.

Tendency towards consumer impulsivity, relationship with gender

Figure 1 shows that there are no predominant responses of agree and tend to agree regarding all statements. Most responses fall into the tend to disagree column. In second position, users indicated completely disagree, and in third position are the responses neither agree nor disagree. Bulgarian users have a weak tendency towards impulsiveness.

As mentioned, women are significantly more likely than men to make unplanned purchases and women are significantly more likely than men to want to buy something new when they see it. In addition, women have higher average scores than men on all statements and are more likely to make impulsive purchases. Women have a higher tendency towards impulsivity than men. This can be seen in Figure 2.

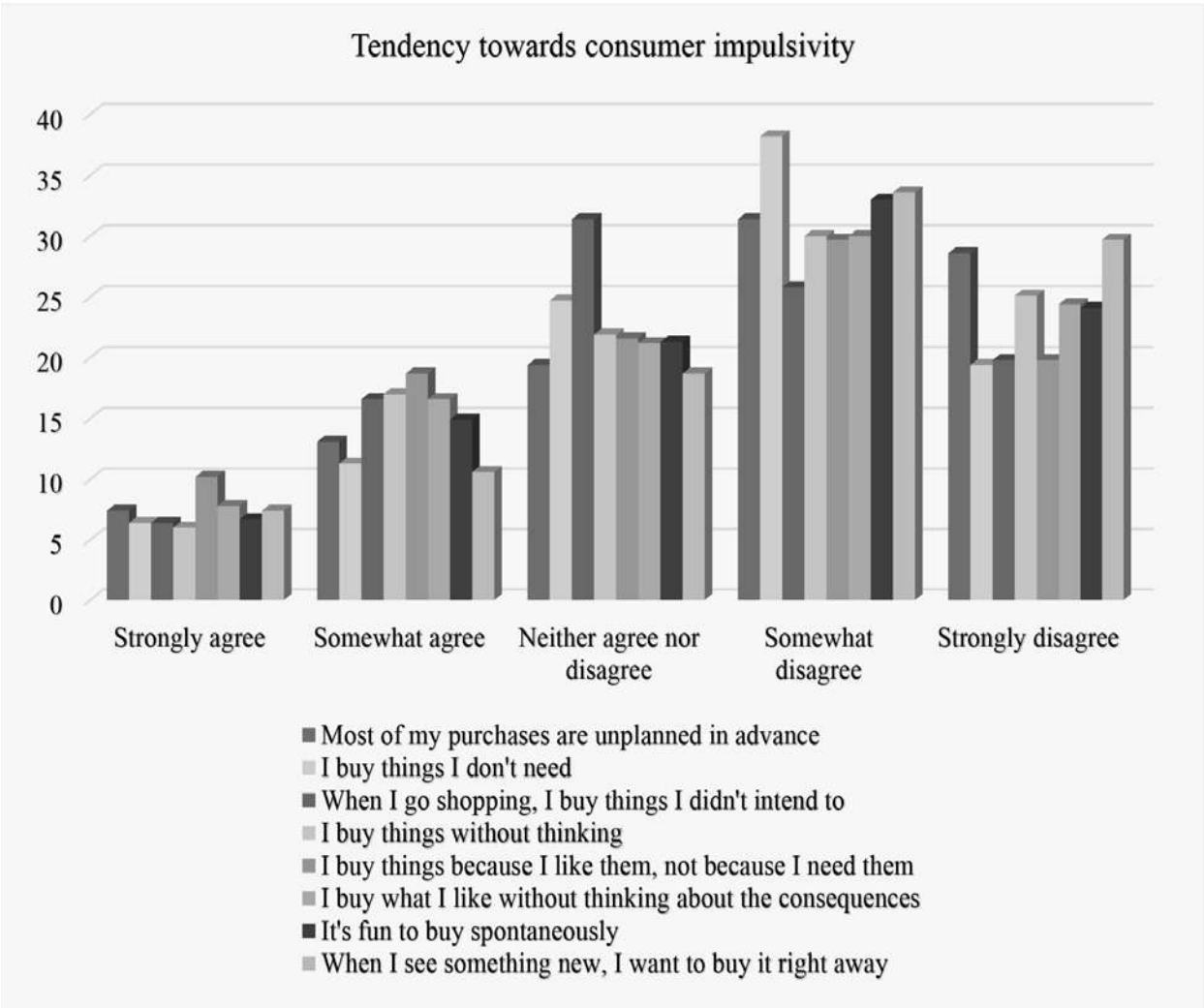


Figure 1. Tendency towards consumer impulsivity

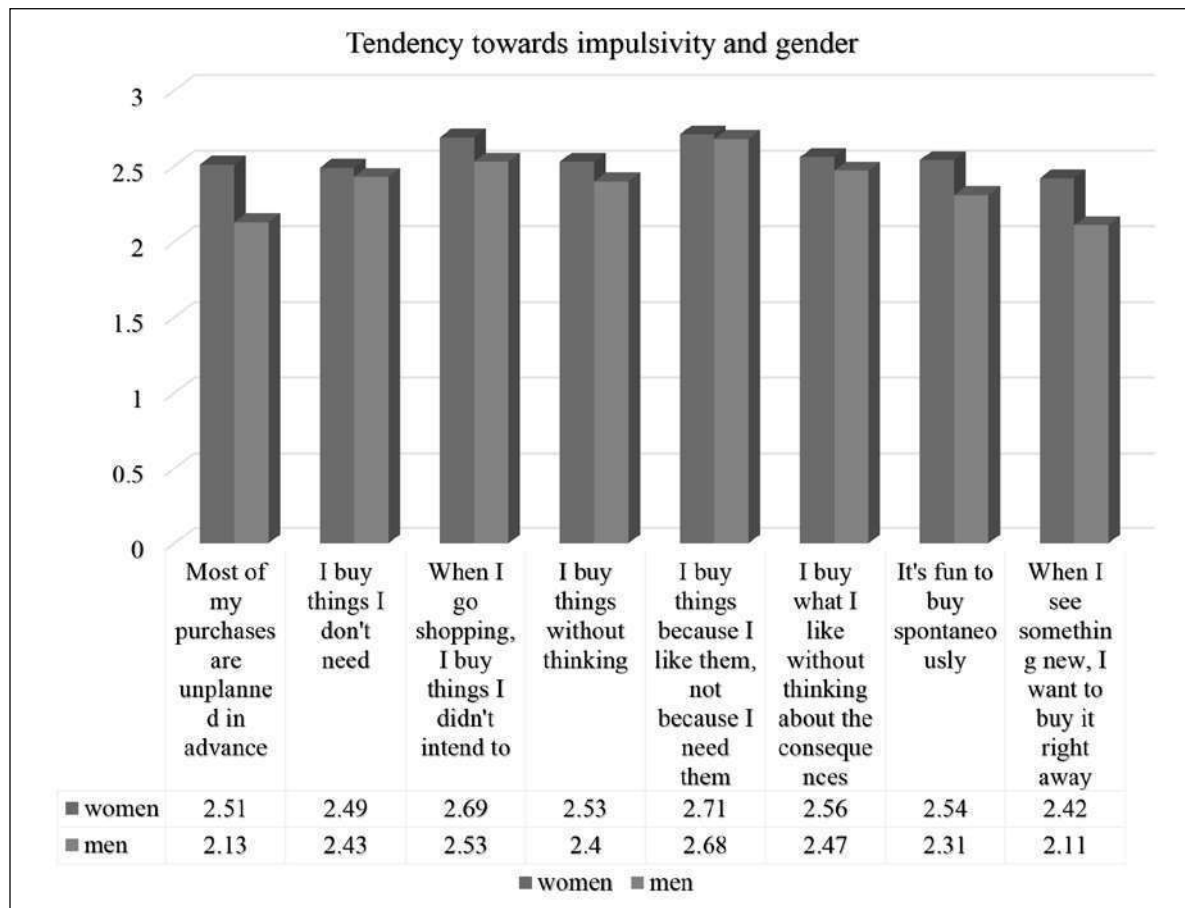


Figure 2. Tendency towards impulsivity and gender according to the relevant statements

CONCLUSION

Based on the research conducted on the behavior, intention and attitudes of consumers regarding on-line impulse shopping, it can be said that impulse purchases are increasing worldwide, but among Bulgarian consumers they are relatively small. The demographic factors gender, location, education and marital status do not affect impulse shopping. Although impulse purchases made have no connection with income, the main incentives that make people shop impulsively are related to various marketing discounts, and personal factors are weak motivators. When people shop online, they feel the lack of social factors that would stimulate impulse purchases when shopping offline. The tendency for women to make impulse purchases is higher than that of men. The general tendency towards impulsiveness of consumers is low, which may be due to factors related to individual characteristics of the personality of the Bulgarian consumer, such as lifestyle and surrounding environment, which do not give the consumer the necessary freedom and motivation for impulsive behavior.

Future research

The article proposes the following areas of research in the field of impulsive purchasing behavior of people: research into the individual characteristics of the personality in the respective region; research into the social and cultural environment in the respective region; research into additional factors that shape consumer behavior towards impulsive purchases; research into additional product categories in which impulsive purchases are made.

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