The impact of ad, personal, and situational characteristics on positive affect and felt urge to buy impulsively.

- A quantitative study in the Facebook context.

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Abstract

Social media has grown in importance as an advertising communication tool, and companies take advantages of this by using social media marketing to meet their marketing objectives. The research context in this study is chosen to be the social media Facebook, mainly since it is the biggest and most used social media in Sweden but also since Facebook offers companies many different commercial options.

We detected a research gap, since there is a lack of theory on Facebook’s customized advertisements on a more specific context that is felt urge to buy impulsively. We could also identify a research gap since there is no study investigating how positive affect and felt urge to buy impulsively are affected by different characteristics in Umeå, Sweden or in the Facebook context among Umeå members.

The purpose with this study is to investigate the effects of ad characteristics, personal consumption characteristics, and situational characteristics on positive affect and felt urge to buy impulsively. The characteristics consist of nine constructs; felt urge to buy impulsively, positive affect, promotional effect, atmospheric effect, impulse buying tendency, hedonic consumption, customized advertisement, time availability and money availability.

To fulfill the purpose of this thesis, we conducted a quantitative study. In the quantitative study we conducted a web-based self-selected survey. The link to the survey was posted in four different Facebook groups and on our own Facebook pages. The link the survey was also distributed by flyers to randomly targeted people at Umeå University and Umeå center. By conducting a survey we were able to detect effects between the variables.

When analyzing the results using regression analysis we concluded there are eight supported hypothesizes. The first multiple regression analysis showed that promotional effect, atmospheric effect, hedonic consumption tendency, customized advertisement and time availability had a significant positive effect on positive affect. In the second multiple regression analysis we concluded that hedonic consumption tendency and customized advertisement had a significant positive effect on felt urge to buy impulsively. The last regression analysis showed that positive effect had a significant positive effect on felt urge to buy impulsively.

From the result we could confirm some of previous study’s findings and also contribute with new findings. We also suggest practical recommendations for companies using Facebook as an advertising channel, and how they can improve the advertising to make a good impression on the consumers.
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1. Introduction

In this chapter we will introduce and illustrate the problem background on social media marketing, impulse purchase, and different stimuli leading to impulse purchase. We will also provide the theoretical background based on previous researches on which our thesis holds its foundation, and thus point out the research gaps. This chapter will end with the statement of our research question as well as the purpose of our thesis in pursuit of knowledge development and understanding of the chosen subject.

1.1 Choice of subject

The authors of this thesis are current marketing students from Civilekonom and International Business Program at Umeå School of Business and Economics at Umeå University. We both share an interest in consumer behavior in various contexts. Given the growth of social media site usage for the past years, we see that online advertising has sparked an interest from companies since it creates an opportunity for companies to both expand their current advertising strategies to a low cost and personalize the message to the customers. Just as traditional advertising can encourage people to buy, we believe that online advertising hold the same power. As participants of the market, avid consumers, Internet users, and potential future marketers, we think it is important to study what motivates consumers to buy what they buy, and speaking from personal experience in our case as well as our study’s purpose, the phenomenon of spontaneous or impulsive urge to purchase under the influence of different stimuli and exposure to online marketing via social media site usage. For this thesis theoretical background we have selected relevant concepts for online advertising, such as social media marketing and Facebook as a social media and our research context. Furthermore, based on previous studies, in order to investigate felt urge to buy impulsively, we have chosen the concepts concerning ad characteristics, personal consumption characteristics, and situational characteristics, and positive affect, all of which act as determinants for impulse urges. All of these concepts will be discussed and explained in the thesis. We believe that our thesis will help companies to understand what might induce the consumers’ urges to buy, and at the same time provide practical suggestions for businesses’ social media marketing strategy. Having similar education of business administration and marketing background, and working together have facilitated us in investigating different concepts in marketing and consumer behavior related to our specific chosen subject.

1.2 Practical background

Today Internet is a natural part of our lives and almost everybody in Sweden has access to Internet in their home. As many as 92% of all people in Sweden between the age 16 and 85 have access to Internet in their household (SCB, 2014c, p. 9). Internet is not only a place where people can buy and sell products; they can also create communities and integrate with others who are like-minded (Jobber & Ellis-Chadwick, 2012, p. 670). In 2014, 61% of all people in Sweden between the age 16 and 85 used Internet to read blogs or write blog posts, send personal messages and post updates on different social media sites (SCB, 2014c, p. 75). Social media is defined as a web-based service that allows the member to construct a profile and connect with other members (Chaffey et al., 2009, p. 11). Social media also allows the member to create communities where
ideas and information can be shared between people with common interests (Jobber & Ellis-Chadwick, 2012, p. 670; Merisavo, 2006, p. 6; Tuten, 2008, p. 9). Some examples of social media communities that have grown big are, but not limited to, Facebook, Twitter, YouTube and blogs (Osborne-Gowey, 2014, p. 55). In Sweden, the most popular social media site to visit is Facebook, which 47% visit on daily basis (Findahl, 2014, p. 27). Other popular social media sites are Twitter (which 6% visit daily), and reading blogs (which 8% of the people do daily) (Findahl, 2014, p. 27). 82% of Internet users visit Youtube, 46% out of which go on Youtube every week, and 18% daily (Ilbring, 2015).

The popularity of social media has urged companies to use it as an online marketing channel (Tuten, 2008, p. 19). Social media marketing is a multi-directional communication tool, where not only do companies can communicate with consumers and vice versa, but it also enables consumers sharing their experience with the companies with each other (Ehrlich & Fanelli, 2012, p. 107). By using social media marketing companies can personalize messages to existing and potential consumers by using data about the members’ characteristics and behavior (Chaffey et al., 2009, p. 10; Merisavo, 2006, p. 6; Tuten, 2008, p. 11).

Social media marketing have become a part of companies’ marketing mix (Jobber & Ellis-Chadwick, 2012, p. 671) and different companies use different types of online media to promote their brand. For companies with 10 or more employees the most popular digital media is social media, such as Facebook, which 45% of the companies use (SCB, 2014a, p. 39). 13% of the companies with 10 or more employees use blogs or Twitter, also called microblogs (SCB, 2014a, p. 40) and 15% of the companies use multimedia content sharing sites, such as YouTube (SCB, 2014a, p. 41). The popularity of Facebook among both companies and consumers has led us to focus on Facebook as our study context in the thesis. According to Gustin (2012), Facebook’s strategy is based on the idea that recommendations from companies (and friends) have the potential to be more effective than traditional display of ads at driving consumer behavior. With this in mind, we think that companies should have an idea of how consumers think about their ads and what kind of consumers are going to likely show engagement with their ads. For this reason we are going to assess ad characteristics, personal consumption characteristics and situational characteristics that are likely to have impact on the Facebook’s strategy.

Media penetration into the society, as well as increasing time spent on the Internet and social media from users, affects commercial life (Hayta, 2013, p. 68). Smaller and portable electronic devices like mobile/smartphones and tablets have made it easier for people to search, get information and pay for goods and services anytime and anywhere (Powers et al., 2012, p. 480). Convenience simplifies the purchasing process for consumers, even for some particular phenomenon like impulse buying. The fact that consumers can easily perform a clicking action on the banner ads and then be transported immediately to the selling sites may make unplanned purchase simpler (Koufaris, 2002, p. 210). Because impulse buying is a powerful experience (Rook, 1987), invoked by a state of desire that is felt urge to buy impulsively (Beatty & Ferrell, 1998), we think that it can be an important phenomenon for managers to consider because this powerful experience might leave an impression in consumers’ mind. We deem that this impression may have a subconscious influence on consumer’s consumption behavior, and thus by being able to induce positive emotions and desire,
companies have the opportunity to promote their brand and influence purchase intention.

1.3 Theoretical background and knowledge gap

The popularity of Facebook in Sweden has led us to choose it as our study context. This is a rather unique environment because prior researchers on the topic focus on the action conducting in actual physical stores (for example Beatty and Ferrell (1998), Rook (1987), or Stern (1962)) or online stores (for example Madhavaram and Laverie (2004) or Verhagen and van Dolen (2011)). Meanwhile, Facebook is a marketing channel which is used to promote brands and link consumers to the original selling sites (SCB, 2014a; Tuten, 2008). For this reason, we argue that Facebook, as a marketing channel, is able to induce the urge to buy impulsively. With this research gap concerning the context in which felt urge to buy impulsively is studied, we investigate the phenomenon considering prior findings, together with our own added variable for Facebook members in Umeå, Sweden.

Classical theory defines impulse buying as an unplanned decision, ‘a sudden, often powerful and persistent urge to buy something immediately’ (Rook, 1987, p. 191). By collecting and carefully scrutinizing previous studies, we are able to identify the determinants of impulse buying, which are mentioned in the forms of internal and external stimuli. Internal stimuli deal with consumers’ trait and behavior (Youn & Faber, 2000), while external stimuli refer to those that are induced by the environment (Chang et al., 2014). In our research, internal stimuli are studied via impulse buying tendency, hedonic consumption tendency, and positive affect. Meanwhile, external stimuli concern with the characteristics of ads and situational factors that the consumers are in. Characteristics of ads are investigated via promotional effect and atmospheric effect. Situational characteristics include customized advertisements, time availability and money availability.

Beatty and Ferrell (1998) are among the first researchers who studied felt urge to buy impulsively. From Rook (1987)’s classical definition of impulse buying, Beatty and Ferrell (1998, p. 172) are able to define felt urge to buy impulsively as a state of desire experienced before the actual of impulse purchase. It is the result of a complicated process: consumers are exposed to different stimuli, from which affective responses are stimulated, leading to felt urge to buy impulsively as the result. Affect or mood is a variable that has been found to have strong impact of impulse buying; it refers to the experience of feeling or emotion (Beatty & Ferrell, 1998, p. 173; Watson & Tellegen, 1985). A number of studies have proven the effect of positive effect on impulse purchase (Beatty & Ferrell, 1998; Madhavaram & Laverie, 2004; Rook, 1987; Rook & Gardner, 1993; etc.). Thus we deem this is an important determinant of felt urge to buy impulsively.

The study of characteristics of ads on impulse purchase is not originally done by Zhou and Wong (2003), but they are the first to term these characteristics as promotional effect and atmospheric effect. On one hand, promotional effect deals with the informative function of ads, such as promoting discounts or products’ factual information (Zhou & Wong, 2003, p. 43). On the other hand, atmospheric effect is about the experiential aspects of ads, such as how consumers rate the attractiveness or visual appeal of the ads they see (Zhou & Wong, 2003, pp. 43-44). Based on these definitions and results from previous studies, we are able to hypothesize a connection.
between ad characteristics and consumers’ affective state, which is useful in determining how consumers perceive ads on Facebook.

Previous studies have found that personal traits have to do with impulse purchase. Impulse buying literature focuses on impulse buying tendency and hedonic consumption tendency. Impulse buying tendency refers to how much a person is prone to make unplanned purchase (Jones et al., 2003, p. 506). Hedonic consumption tendency talks about the degree to which one is likely to make a purchase to satisfy ‘...the multisensory, fantasy and emotive aspects of one’s experience with products’ (Hirschman and Holbrook, 1982, p. 92). Because impulse buying is rather emotional and irrational (Rook & Fisher, 1995; Rook & Hoch, 1985), the effects between these traits, or as we state in our study purpose, personal consumption characteristics, with affective state and felt urge to buy impulsively are relevant to investigate.

The situational characteristics surrounding the consumers are also considered in our study. The original situational characteristics are first mentioned by Beatty and Ferrell (1998), which include time availability and money availability. According to Beatty and Ferrell (1998), how much time and money one has can influence their impulse purchase behavior. The study context of Facebook also leads us to add one more factor into the list of situational characteristics: customized advertisements. This decision is made based on Mikalef et al. (2013, p.23)’ statement on the uniqueness of social media, that through various activities on social media websites, members are presented with customized, or personalized, advertisements that are deemed relevant to their likings and searches. Previous studies by Goldsmith and Freiden (2004) or Pappas et al. (2014) confirmed that ad customization can result in emotional responses and purchase intention. For the purpose of our study, we acknowledge that there is a lack of theory on Facebook’s customized advertisements on a more specific context that is felt urge to buy impulsively. Not only does this added variable go together with the uniqueness of Facebook ads, it also helps us to determine how consumers perceive the relevance of ads that are presented to them. All and all, with both internal and external stimuli mentioned, we will conduct a quantitative study, through which theoretical and practical contributions will be made.

1.4 Research question

What effects do ad characteristics, personal consumption characteristics, and situational characteristics have on positive affect and felt urge to buy impulsively?

1.5 Purpose

The purpose with our thesis is to investigate the effects of ad characteristics, personal consumption characteristics, and situational characteristics on positive affect and felt urge to buy impulsively. With this purpose in mind, we review previous research and choose relevant factors that potentially lead to these particular outcomes. In order to fulfill this purpose, we will perform a quantitative study where we aim to test the impact of promotional effect, atmospheric effect, impulse buying tendency, hedonic consumption tendency, customized advertisements, time availability, and money availability on positive affect and felt urge to buy impulsively. This study will be conducted on Facebook members in Umeå municipality. By using quantitative study, we intend to make theoretical contribution and practical contribution. Our theoretical
contribution will be to develop and test a unique conceptual model applied in Facebook context, which is comprised of factors from previous studies as well as some additional ones that we find suitable for our study context. Our practical contribution will aim at companies that use Facebook as one of their advertising channels. Through the testing of conceptual model, we will be able to answer our research question.
2. Scientific methodology

This chapter will discuss our choices concerning research philosophy. The chapters present our choices of research approach, research design, literature search and choices of theory which guide us through the thesis.

2.1 Research philosophy

2.1.1 Ontology

Ontology is a philosophy that concerns the nature of reality, what makes up reality and how and why it can exist (Blaikie, 2004, p. 768; Gray, 2014, p. 19; Saunders et al., 2009, p. 110). Ontology concerns whether social entities exist as objective entities that are separated from the reality or as social constructions, where reality is constructed together with the social entity (Bryman, 2011, p. 35; Bryman & Bell, 2011, p. 20). The two ontological positions are called objectivism and constructivism (Bryman, 2011, p. 35; Bryman & Bell, 2011, p. 20). Objectivism shows that social entities and social phenomena are two separated matters (Bryman & Bell, 2011, p. 20; Saunders et al., 2009, p. 110), the social phenomena are forced upon the social entity and the social entity cannot influence the social phenomena (Bryman, 2011, p. 36; Bryman & Bell, 2011, p. 21). Thus the social entity is dependent on the social phenomena. One example of objectivism that Bryman and Bell (2011, p. 21) bring up is that at an organization where employees learn how to adapt to the environment existing on the organization, the employees cannot influence the environment instead it is the social entities (the employees) that adapt to the environment.

The other ontological position, constructivism, shows that social entities instead create the environment, the social phenomena; they are living in by interaction (Bryman & Bell, 2011, p. 21; Saunders et al., 2009, p. 110). The social phenomena is also always in change, since the social entities consist of different individuals (Bryman, 2011, p. 37; Bryman & Bell, 2011, p. 22). One example that Saunders et al. (2009, p. 111) bring up is that a customer service is constructed through the social interaction between the employee and the customer and is therefore also always changing. Therefore, in order to conduct research using constructivism, one must have a deep understanding of constructed reality, in this case, of the social interaction between the employee and the customer, in order to understand how it can make ever-so-changing phenomena of customer service.

We as researchers have an objectivistic view of reality, since we believe social entities and social phenomena are two separated matters. In our study’s context the social entities are the Facebook members, which adapt to the already existing environment on Facebook. We are going to test that the nature of impulse buy urges exists through the existence of positive affect, ads, personal and situational characteristics instead of studying the personal and situational characteristics in depth. Our ambition is to conduct a quantitative study, where we will test how Facebook promotional and atmospheric effects of ads, impulse buying and hedonic consumption tendencies, and time, and money availability and customized advertisements can lead to a positive affect and thus an urge to buy impulsively.
2.1.2 Epistemology
Epistemology concerns what is accepted as knowledge in a field of study and what is not (Gray, 2014, p. 19; Saunders et al., 2009, p. 112). Epistemology also raises the question whether or not the social world should be studied according to the same principles and procedures as the natural science (Bryman & Bell, 2011, p. 15). One of the positions within epistemology is positivism (Bryman & Bell, 2011, p. 15; Saunders et al., 2009, p. 113). Researchers who use positivism mean that the methods of natural science should be taken into the study of social reality (Bryman & Bell, 2011, p. 15; Gray, 2014, p. 20). For example when a researcher uses positivism as a philosophy, the researcher will use existing theories to formulate hypothesis, which will be tested and confirmed and then the result will lead to a development of the existing theories (Saunders et al., 2009, p. 113). Positivism states that the scientific statements are the true knowledge (Bryman & Bell, 2011, p. 15). That what we receive through our senses is seen as knowledge, because what we cannot confirm with our senses we cannot be sure of (Bryman & Bell, 2011, p. 15; Gray, 2014, p. 21). Researchers who use positivism also mean that there is need to separate facts and values from each other, which means positivism is objective (Bryman & Bell, 2011, p. 16).

Another position within epistemology is realism (Bryman & Bell, 2011, p. 16; Saunders et al., 2009, p. 114). The main concern in realism is that what we can see with our senses is the truth and those phenomena exist independently of the human mind (Gray, 2014, p. 26; Saunders et al., 2009, p. 114). Realism is similar to positivism in that sense that it uses natural science when formulating, testing and confirming hypothesis (Bryman & Bell, 2011, p. 17; Saunders et al., 2009, p. 114). Realism consists of direct realism and critical realism (Saunders et al., 2009, pp. 114.115). Direct realism says that what we can receive through our senses is the true reality (Saunders et al., 2009, p. 114). Critical realism on the other hand means that what we receive through our senses are projected images of reality, not the real reality (Saunders et al., 2009, p. 115). In critical realism there are two steps, first step is that we see the projected reality with our senses and the second step is that we also try to understand the underlying meaning with it (Saunders et al., 2009, p. 115). For example if it is raining outside we will in step one see that it is raining and then in step two we will try to understand why it is raining, how it has occurred. Direct realism only cares about the first step (Saunders et al., 2009, p. 115).

The third and last position within epistemology is interpretivism (Bryman & Bell, 2011, p. 16; Saunders et al., 2009, p. 115). The interpretivism position means that researchers need to be aware of the social roles humans have and not only rely on the methods of natural science as the view of positivism does (Saunders et al., 2009, p. 116). There is a difference between humans and objects of the natural science, therefore researchers need to understand the term ‘social actors’ to be able to understand the meaning of social action (Bryman & Bell, 2011, p. 17; Saunders et al., 2011, p. 116).

We have a positivistic view of knowledge where we believe what we can receive through our senses is real knowledge. We also find it important to use the methods of natural science when studying the social reality, and therefore we will use existing theories to formulate our own hypothesis, which we then will test and confirm. We will work in an objective manner when writing our thesis and will not bring in our own beliefs since we believe that it would bias the results. Our result will also develop the already existing theories and we will not try to make our own theory.
2.2 Research approach

According to Saunders et al. (2009) there are two types of research approaches: deduction and induction. Deductive approach, or rational approach (as called by Stephens et al., 2009), is used to test theory; it involves building up a theory and hypothesis (or hypotheses) which are tested by a sound research strategy developed by researchers (Saunders et al., 2009, p. 124). It is a leading research approach in ‘the experimentation and generalization steps’ of natural sciences (Saunders et al., 2009, p. 124; Stephens et al., 2009, p. 467). In a more technical term, Mingers (2012, p. 860) states that deduction is about ‘going from a general premise to a particular conclusion’. Robson (2002, cited Saunders et al, 2009, pp. 124-125) details how deductive research shall be conducted via cyclic five stages: (1) assuming a hypothesis based on existing theories, (2) communicate the hypothesis in operational terms/ variables, (3) checking hypothesis by vigorous tests, (4) analyzing the outcome, and (5) adjusting the theory if needed according to result analysis.

Induction is an alternative research approach besides deduction. Induction proceeds from specific circumstances to general conclusions (Mingers, 2012, p. 860). It involves with the generalization of a theory through the process of data collection and data analysis (Saunders et al., 2009, p. 124). Unlike deductive approach where sufficiently big samples are essential, a small sized sample is more appropriate (Saunders et al., 2009, p. 126). Moreover, because deduction follows previous knowledge, its methodology is deemed ‘rigid’; induction, on the other hand, allows researchers to understand what is going on behind the phenomenon (Saunders et al., 2009, p. 126).

Another approach aside from deduction and induction is abduction. Abduction uses a combination of deductive and inductive approach (Mingers, 2012, p. 860). Stephens et al. (2009, p. 466) summarizes the abductive approach by stating ‘Even Newton’s thinking often begin with intuition, the great abductive process, later supported by experiment, deductive inference and mathematical confirmation.’ Thus abduction is characterized by being inductive, then deductive. With abduction, both deep understanding and new knowledge can be acquired.

For our study, because we are not going to build up new theories, induction is not chosen as our research approach. We believe that the deductive approach is most suitable for our study as the purpose of our study is to examine existing relevant theories, not building new ones like inductive approach. Deductive approach goes in line with the chosen research philosophy of objectivism and positivism. Furthermore, deduction can be faster to carry out (Saunders et al., 2009, p. 127), which is preferable in our circumstance where a limited amount of time is given to collect data. Data is collected via questionnaire, which is also a strategy that is often associated with the deductive approach (Saunders et al., 2009, p. 144).

2.3 Research design

Saunders et al. (2009, p. 136) define research design as ‘the general plan of how you will go about answering your research question(s)’. Thinking about the research question(s) directly links with deciding the research purpose(s); there are three ways to formulate the research purpose: exploratory, descriptive and explanatory (Saunders et al., 2009, p. 139). Exploratory studies are used when researchers wish to develop or clarify an understanding of a specific problem, conducted by either literature search or
interviews (Gray, 2014, p. 36; Saunders et al., 2009, pp. 139-140). Descriptive studies are used in order to demonstrate or describe a correct portrait of a phenomenon (Gray, 2014, p. 36; Saunders et al., 2009, p. 140). Finally, explanatory studies are employed to figure out the relationships between different variables by analyzing a problem (Saunders et al., 2009, p. 140). While descriptive study can only explain ‘what’ is in the picture of a phenomenon, explanatory study can explain and justify for the descriptive information and thus ask ‘why’ and ‘how’ a phenomenon occurs (Gray, 2014, p. 36). As we aim to establish relationships between different variables and explain why and how it happens, we consider our thesis an explanatory study.

Quantitative and qualitative designs are commonly used in business and management research. Qualitative design is used for data collection technique or data analysis procedure which creates non-numerical data (such as interview or data categorization) (Saunders et al., 2009, p. 151). Qualitative design is connected with interpretivism where the researcher focuses on a situation’s details and its subjective meanings by carrying out in-depth investigation in order to gain insight and explain previously unexplained issues, and therefore its purpose is to provide hypothesis or grounded theory using inductive reasoning (Delost & Nadder, 2014, p. 238; Saunders et al., 2009, p. 119). Researchers using qualitative design have intense contact with subjects being studied (Delost & Nadder, 2014, p. 240; Saunders et al., 2009, p. 119).

Quantitative design deals with the data collection method or data analysis process (such as questionnaire, statistics or graphs) that creates or makes use of numerical data (Saunders et al., 2009, p. 151). Because numerical data is needed in order to test hypotheses, quantitative design is chosen for our study. Furthermore, quantitative approach is appropriate for the positivism paradigm, where the researcher is independent of the data whose upholds an objective stance on the matter and a highly structured data collection method is needed (Delost & Nadder, 2014, p. 238; Saunders et al., 2009, p. 119). The survey strategy is popular with the deductive approach and allows for the use of quantitative data collected from questionnaire asking a considerably big population (Saunders et al., 2009, p. 144). Therefore we are going to conduct a survey in our quantitative study and by doing that we will be able to collect numerical data and then analyze the results using statistical software.

2.4 Literature search

We have based our theoretical framework on previous research and articles that bring up the areas we have chosen to focus on. We think it is important to only choose peer-reviewed articles and be critical against sources that not are peer-reviewed, to make the theoretical framework as trustworthy as possible. This is in line with Saunders et al. (2009, p. 61) which mean it is necessary to be critical when searching for literature since the literature is the foundation of the own study. To read available literature also makes it possible to get an understanding of previous research (Saunders et al., 2009, p. 68). When searching for theories and articles about our chosen areas we have scanned and read a lot of material about social media, impulse buying, positive affect and internal and external stimuli. When choosing theories and articles we have critically analyzed the sources and made sure that they fit our subject and not contain irrelevant information.

We started to search for articles about social media and social media marketing. From that point we continued to search for theories about impulse purchase and then the
decision-making process. We have mainly searched for theories and articles in databases from Umeå University's Library and on EBSCO. We have also used Google scholar to find relevant articles, but have always made sure that the article is peer-reviewed. Search words we have used are; social media, social media marketing, Facebook advertising, impulse purchase, positive affect, time availability and impulse purchase, money availability and impulse purchase, customized advertising, impulse buying tendency, hedonic consumption tendency. For more general information we have used books and also the company Facebook own website to gather information about Facebook.

Previous research can be divided into the categories primary sources or secondary sources (Saunders et al., 2009, p. 68). A primary literature source is the original work, a source where the text had its first appearance (Saunders et al., 2009, p. 69). A secondary literature source on the other hand is a trailing publication of the primary literature, which takes the form of book or journal (Saunders et al., 2009, p. 69). For this thesis, we have utilized secondary source as the basis of knowledge. When referencing literature in text, we try to use primary references as much as possible. We find primary references to be more trustworthy than secondary references since it is possible that the original source have been interpreted in an inaccurate way in the secondary references. In cases where we have not been able to access the primary reference due to high cost and language barrier, secondary option is used. However, with these cases, we try to read from different studies and articles to make sure that the information we are looking at is credible.

2.5 Choice of theories
According to Saunders et al. (2009, p. 61), critically reviewing the literature helps build the base of your research by facilitating understanding of relevant former research. We follow concepts about impulse purchase behavior. With that purpose in mind, theories concerning the definition of impulse purchase, felt urge to buy impulsively, ad characteristics (promotional and atmospheric effects), personal characteristics (impulse buying and hedonic consumption tendencies), and situational characteristics (time and money availability and ad customization) that play the role of stimuli leading to impulse urges are examined. These theories help us build our conceptual model that can be accessed in the next chapter.

It is essential that one understands what exactly he or she is researching about, thus we believe that a thorough insight into what impulse purchase, or impulse buying, is, is needed. Our theoretical framework begins with online advertising, social media marketing and the general research context of Facebook: what social media marketing is and the interaction between companies and Facebook members as well as the personalized and customized aspects of social media advertising (Chaffey et al., 2009; Ehrlich & Fanelli, 2010; Mikalef et al., 2013; Pappas et al., 2014; Tuten, 2008; etc.). The next part of theory concerns with the consumer behavior aspect which provide an understanding of impulse purchase as an unplanned action (Stern, 1962, p. 59). We continue by examining impulse purchase definitions from different authors like Stern (1962), Rook (1987), Piron (1991) and Beatty and Ferrell (1998) in chronological order, to see that definition of a particular phenomenon is built up over time.

The next part follows the order of our conceptual model. Based on these definitions, the definition of felt urge to buy impulsively- our first dependent variable- is deduced from
Beatty and Ferrell (1998). The second dependent variable is positive affect, which is also taken from Beatty and Ferrell (1998). Following the chronological flow of literature, we are able to find more specific theories that are relevant with our study goal. Those theories focus on external and internal stimuli that leads to felt urge to buy impulsively. For our study context (Facebook), the characteristics of ads are investigated. These characteristics include promotional effect which concerns with the informative aspect of ads, and atmospheric effect that relates to the experiential aspect (Zhou & Wong, 2003).

How and why consumers behave the way they do is studied by previous researchers, in which the answer to ‘how’ and ‘why’ lies in personal traits. The internal stimuli discussed in our thesis involve with impulse buying tendency and hedonic consumption tendency. Impulse buying tendency is defined as ‘the degree to which an individual is likely to make unintended, immediate, and unreflective purchases’ (Jones et al., 2003, p. 506). Meanwhile, hedonic consumption tendency refers to the multisensory and emotive aspects of consumers’ experience with products (Hirschman and Holbrook, 1982).

The last external stimuli deal with situational characteristics where time availability, money availability, and customized advertisements are examined. For this, literature from Beatty and Ferrell (1998), Badgaiyan and Verma (2015), and Pattipeilohy and Rofiaty (2013) are scrutinized. Meanwhile, customization of ads is highly relevant to the online environment and has been found to be related to positive emotions as well as consumers’ intention to purchase product or service (Pappas et al., 2014).

All theories considered, we apply them in our study in order to investigate their relevance in Facebook context, where the only factor that reminds people to consume is the ads presented. The validity of previous theories is observed via our respondents, who are Facebook members and live in Umeå municipality and are the age 18 and up.
3. Theoretical Framework

This chapter will review previous literature that has been used for this study. The theoretical framework will begin with an overview of social media marketing and Facebook. After that, we review on previous research in order to present theories concerning positive affect and felt urge to buy impulsively, along with different ad characteristic, personal characteristics, and situational characteristics that have an impact on these two concepts. The chapter will end with the conceptual model.

3.1 Social media marketing and Facebook

3.1.1 Social media marketing

The focus of our thesis is on how positive affect and felt urge to buy impulsively are formed in Facebook context. To be able to fulfill our purpose we need to investigate how advertising is performed in an online context and how it is applied on Facebook. Advertising is not what it used to be, the Internet have made it possible for companies to reach a large amount of people in short time and it is also cheaper than traditional advertising (Campbell et al., 2014, p. 7; Tavor, 2011, p. 121; Tiago & Veríssimo, 2014, p. 704). As people spend more time on the Internet, online advertising becomes a more important marketing tool for companies (Goldfarb, 2013, p. 115). Online advertising is a form of advertising that uses the Internet as a basis (Tavor, 2011, p. 121). Online advertising, which is a form of internet communication, also makes it possible to create a two-way communication between the company and the customer (Goldfarb, 2013, p. 116). The use of online advertising is a broad marketing strategy, including different strategies, and to target customers effectively it is necessary for companies to put resources on the right strategies within online advertising (Tiago & Veríssimo, 2014, p. 704). One form of online advertising is social media marketing where companies use social media, through which they meet their marketing objectives (Tuten, 2008, p. 19).

Social media marketing is a multi-directional communication tool, where companies can communicate with the consumers and vice versa (Ehrlich & Fanelli, 2010, p. 107). By using social media marketing companies can personalize messages to existing and potential consumers by using data about the members’ characteristics and behavior (Chaffey et al., 2009, p. 10; Merisavo, 2006, p. 6; Tuten, 2008, p. 11). Social media, where the social media marketing takes place, is defined as a web-based service that allows the members to construct a profile and connect with other members (Chaffey et al., 2009, p. 11). Social media also allows the member to create communities where ideas and information can be shared between people with common interests (Jobber & Ellis-Chadwick, 2012, p. 670; Merisavo, 2006, p. 6; Tuten, 2008, p. 9). A community is a group people (online or offline) with common interest, but it can also be people who for example live in the same area or have the same occupation, who connect and interact with each other (Solomon et al, 2013, p. 429). Social media is accessed online on computers/laptops, tablets, mobile phones or entertainment consoles (Chauhan et al., 2013, p. 127).

Some examples of social media are Facebook, Twitter, Youtube and different blogs (Osborne-Gowey, 2014, p. 55). Facebook is a social media where members can create a profile and then communicate with other members (Boyd & Ellison, 2008, p. 211; Chauhan et al., 2013, p. 126). Twitter is a social media where it is possible to send “SMS on the Internet”, or a so called tweet which is a short message where it is
possible to use up to 140 characters (Dijck, 2011, pp. 334 - 335). Youtube is video sharing site where it allows the member to upload, share and find videos (Soukup, 2014, p. 3). The definition of a blog varies with the purpose of the blog (Garden, 2011, pp. 494 - 495), but basically it is a type of webpage which uses blog software, for example Word Press, to create content (Garden, 2011, p. 487). A blog could be an online diary where one express personal feelings, but it can also be used in journalism or for example social networking sites (social media) (Garden, 2011, pp. 494 - 495).

For our study we have chosen the social media Facebook as the research context. Social media and Facebook are chosen due to the increasing use in Sweden. Social media marketing is becoming a major tool for companies to reach out to customers. In an interview with Roza (2014), Strandh stated: ‘The social media presence of businesses in Sweden are slowly maturing. We are now seeing more and more of them understanding the need for strategies on integration of social media within their overall communication of brands and products. Facebook is becoming something you can’t just wave off as ‘unnecessary and for fun’. ’ Facebook is the biggest social media in Sweden and the two biggest user groups are people in the age 16-25 and 26-35 (Findahl, 2014, p. 29). In the group 16-25, 81% of of those who use internet and social media in Sweden, visit Facebook every day (Findahl, 2014, p. 29). In the age 26-35, 62% visit Facebook every day (Findahl, 2014, p. 29). Facebook is chosen to be the research environment due to its popularity among Internet users as well as commercial potential for companies.

3.1.2 Facebook
To be able to investigate how social media marketing is applied on Facebook it is important to examine how Facebook works and what functions Facebook offer for both members and for companies who what to use Facebook as their advertising channel. Facebook is a social media where members can create a profile and then communicate with other members (Boyd & Ellison, 2008, p. 211; Chauhan et al., 2013, p. 126). Members can also like or follow a page where a person, company or community posts updates (Facebook, 2015c). When a member likes or follow a page, the member will see the page update-posts in his/her news feed (Facebook, 2015c). A news feed is a list on the member’s homepage that refresh itself continuously, with information about friends and liked pages activities (Facebook, 2015d). A member can also like a specific update-post which a friend or company have posted, and by liking something the member will show that he/she enjoy the update-post (Facebook, 2015c).

Social media marketing is applied on Facebook, where companies use and pay to market their brand (Facebook, 2015e). Through using Facebook as a social media marketing tool, companies can communicate with the members and thus makes it easy for the company to know who their existing consumers are and to strengthen the relationship by personalizing the messages to the consumer (Jobber & Ellis-Chadwick, 2012, p. 695; Tuten, 2008, p. 9). On social media, companies can also recognize potential consumers based on their behavior (Chaffey et al., 2009, p. 10). All ads on Facebook are based on the member’s activities on Facebook, for example what pages the member like/follow or what kind of information the member generate on their profile-page or what kind of information they have uploaded about themselves on the profile-page (Facebook, 2015a). The ads are also based on the member’s activity on internet in general, for example if the person is looking for a TV on a webpage, Facebook will show ads on the member’s news feed that are related to the TV somehow.
Online personalization is defined as a process ‘providing customers with tailored content and services based on knowledge obtained through service and user interaction’ (Pappas et al., 2014, p. 194). In this sense, personalization leans towards the idea that it is the system that tailors the needs of consumers; it gathers consumer data in order to make product recommendations (Sundar & Marathe, 2010, p. 301). Meanwhile, online customization refers to a user-initiated system rather than system-initiated, where users customize offerings according to their own preferences (Pappas et al., 2014, p. 198; Sundar & Marathe, 2010, p. 301). For Facebook, we argue that both personalized and customized advertisements are presented in the form of liked pages and targeted ads based on users’ online activities. Some of previous studies like Ha et al. (2010) and Mikalef et al. (2013) use ‘customization’ and ‘personalization’ as interchangeable terms. Online content customization and personalization receive negative reactions from consumers, which mainly come from concerns for privacy, lack of desire to view ads, and intrusive ad formats (Kalyanaraman & Sundar, 2006; PageFair & Adobe, 2014; Sundar & Marathe, 2010). These users express a strong dislike towards advertisements because they interrupt their ability to focus on intended content and use adblock (PageFair & Adobe, 2014, p. 10).

3.2 Impulse buying

Internet retailers have the ability to access customers via both traditional and modern forms of advertising, in which companies and customers’ communication happen through different channels like broadcasting, printing, mailing, ad displaying, and social media. As stated in the previous section, social media marketing is becoming a major tool for companies to reach out to customers. According to Eze and Lee (2012, p. 94), ads are used in order to inform, persuade, and remind consumers of products and services. In the case of Facebook, members are presented with ads that are relevant to their search or likings. There might be times when ‘forgotten needs’, ‘unplanned wants’ or ‘price oriented’ (due to cheaper prices, discounts, offers, etc.) stimulated by these personalized ads affect members’ purchase intention (Stilley et al., 2010, p. 274). Thus, we deem that by advertising on Facebook, companies might draw consumers’ attention, encouraging impulse buying.

The phenomenon impulse buying, or impulse purchasing, has been defined and studied by various researchers. While general understanding depicts impulse purchase as unplanned buying (Stern, 1962, p. 59), there is ‘little consensus about what impulse buying actually is’ (Rook, 1987, p. 189); different researchers have their own opinion on how this particular phenomenon should be looked at.

Stern (1962, pp. 59-60) defines impulse purchase by categorizing it into different behaviors of pure impulse without preplanning, unplanned buying where the shoppers are either reminded or suggested to buy something upon seeing it, and planned buying where purchase intention lies in the availability of factors like special deals or offers.
Rook (1987, p. 191) looks at impulse purchase from the lifestyle point of view and states that impulse purchase is more specific than just unplanned purchase, defining impulse buying as ‘a sudden, often powerful and persistent urge to buy something immediately’. Rook (1987) is among the first researchers who consider the emotional aspect of impulse buying in which consumers engaging in this particular behavior also experience a sense of ignorance towards possible consequences, hedonic complexity, and relative excitement.

Piron (1991, pp. 512-513) analyzes the phenomenon with four elements: as unplanned and as the result of stimulus exposure (i.e. on sale products) like Stern (1962); further adds impulse buying is decided ‘on-the-spot’, arguing that impulse decision made away from the point-of-purchase would make it planned or even later turn void. This ‘on-the-spot’ factor differentiates unplanned and impulse purchase. Piron (1993, p. 341) later supports this differentiation by explaining that while impulse purchase can be regarded as unplanned, it is not necessarily the other way around, since unplanned purchase is decided ‘at a later time and possibly away from the product stimulus’. We consider this ‘on-the-spot’ argument as an important element of impulse buying behavior because it stresses the spontaneity as well as the quick decision-making process. In the context of Facebook, consumers can easily perform a clicking action on the banner ads and then be transported immediately to the selling sites, thus making this action fits the ‘on-the-spot’ element.

Like Rook (1987), Piron (1991, p. 513) also examines the element of emotional and/or cognitive reactions, however discusses that both planned and unplanned purchases can be followed by ignorance of potential aftermats or psychological conflicts, thus make impulse purchase either experiential or non-experiential. Meanwhile, Beatty and Ferrell (1998, p. 170) identify impulse buying as an urgent and spur-of-the-moment purchase without any pre-shopping intentions. Verplanken and Herabadi (2001, p. 72) summarize these definitions by stating ‘the lack of planning and dominance of emotions thus characterize impulse purchases’, referring to the cognitive and affective aspects of impulse buying behavior. The cognitive aspect is related to the insufficiency of planning, thinking or evaluating regarding purchase decision, while the affective aspect is connected with emotions like pleasure, excitement or buying urges (Verplanken & Herabadi, 2001, p. 74).

Previous studies have shown that impulse buying occurs due to internal and external stimuli. Internal stimuli deal with consumers’ trait and behavior (Youn & Faber, 2000) while external stimuli refer to those that are induced by the environment (Chang et al., 2014). Rook and Hoch (1985) are among the first researchers to study the relationship between shopping behavior and impulse purchase. In the study, the authors mention general attitudes toward shopping (for example, ‘enjoy browsing’, ‘go shopping when depressed’, and ‘don’t consider shipping a chore’) and impulsivity (for example, ‘buy thing spontaneously’, ‘sudden urges to go out and buy something’, and ‘often buy more than intended’) (Rook & Hoch, 1985, p. 24). Later, Beatty and Ferrell (1998) term these traits and behavior as individual difference, using two variables: shopping enjoyment and impulse buying tendency and investigate their impact on consumers’ affective state and felt urge to buy impulsively. They are the first to study the impact of personal characteristics on positive affect, leading to felt urge to buy impulsively. Their model has been used as the basis for a number of later researches, as well as the inspiration for our conceptual model. Beatty and Ferrell (1998, p. 174) define shopping enjoyment as
‘the pleasure one obtains in the shopping process’, and those who enjoy shopping are referred to as recreational shoppers. Hausman (2000, p. 406) develop the concept of shopping enjoyment further, stating that impulse buying is motivated by hedonic motivation. Beside personal characteristics, Beatty and Ferrell (1998) are also the first to study the effect of situational characteristics (time availability and money availability) on felt urge to buy impulsively. Taking into consideration our study context of Facebook that has been mentioned in the previous section, we decide that customized advertisements is also an important situational characteristic that needs investigating.

Situational characteristics and personal characteristics alone is not enough to spur impulse purchase. Previous studies on the topic of impulse buying like Chang et al. (2011), Chang et al. (2014), Parboteeah et al. (2009), Rook (1987), Rook and Hoch (1985), and Zhou and Wong (2003) all mention that impulse buying is a result of exposure to external or environmental stimuli. Judging from the context of Facebook where companies use as an advertising channel, we deem that the characteristics of ads are essential factors to examine. The ad characteristics used in this study are inspired by Zhou and Wong (2003)’ study of promotional effect and atmospheric effect of in-store posters on impulse buying. We apply these effects on Facebook ads.

All and all, for our thesis, we focus on internal stimuli concerning personal consumption characteristics which include impulse buying tendency and hedonic consumption tendency. External stimuli will be investigated based on ad characteristics regarding promotional and atmospheric effects; and situational characteristics that comprise of time availability, money availability and customized advertisement. These stimuli will be tested to see whether they have impact on consumers’ affective state and felt urge to buy impulsively.

### 3.3 Drivers of impulse buying

Deriving from Rook (1987)’s definition of impulse buy, Beatty and Ferrell (1998, p. 172) identify felt urge to buy impulsively as ‘a state of desire that is experienced upon encountering an object in the environment. It clearly precedes the actual impulse action...it is spontaneous and sudden.’ The fact that impulse urge comes before the actual act of buying means that consumers who experience the urge to buy something do not always end up purchasing and consuming the item(s) in reality, even though urges to buy positively affects impulse buying behavior (Badgaiyan & Verma, 2015). According to Rook and Hoch (1985, p. 25), impulses are action-oriented and trigger consumers’ reactions. These reactions go two ways: either they make people immediately buy to satisfy needs (irrational), or result in resistance strategies to manage urges (rational) (Rook & Fisher, 1995; Rook & Hoch, 1985). Felt urge to buy impulsively is the result of environmental encounter, and thus it is treated as a dependent variable.

Affect or mood is a variable that has been found to be strongly influential on impulse buying (Beatty & Ferrell, 1998, p. 173). According to Watson and Tellegen (1985), affect refers to the experience of feeling or emotion. For our study, we focus on the affective aspect of how consumers feel or their mood as internal stimuli for their engagement in the behavior. Internal stimuli play an important part in impulse shop because ‘it is the individuals, not the products, who experience the impulse to consume’ (Rook & Hoch, 1985, p. 23). There are two kinds of affective aspect: positive and negative. Based on the study of Watson et al. (1988), Beatty and Ferrell (1998, p. 172)
conceptualize positive affect as ‘the extent to which a person feel enthusiastic, active, and alert. It is a state of high energy, full concentration, and pleasant engagement’; negative affect is the opposite of positive affect. The affective aspect of impulse purchase involves with before, during, and after the purchase has been made (for example Gardner & Rook, 1988; Beatty and Ferrell, 1998, and Rook, 1987); however, the purpose of our study keeps us concentrate on pre-purchase stage because consumers are only exposed to ads on Facebook, they are not actively seeking for products.

According to Beatty and Ferrell (1998, p.173), one’s affective state is a result of the combination of both personal and situational factors; it can be influenced by one’s pre-existing mood, their buying tendency or reaction to environmental stimuli. When one is in an optimistic affective state, or experiencing positive emotions or feelings, they tend to take the approach act rather than avoidance (Beatty and Ferrell, 1998, p. 173; Elliot, 2006, p. 112). A number of literatures have proven that positive affect has an impact on impulse purchase behavior. Upon filling the questionnaires asking about their shopping experience from Rook (1987), about 19 percent of the respondents say it is ‘exciting’, ‘thrilling’, or ‘a warm feeling’. Beatty and Ferrell (1998) find that the more people experience positive feelings, the greater their urge to buy impulsively. In the study conducted by Chang et al. (2014), it has been confirmed that positive emotional responses to external stimuli positively affect their impulse purchase behavior. In an exploratory study carried out by Rook and Gardner (1993, cited in Beatty & Ferrell, 1998, p. 173 and Madhavaram & Laverie , 2004, p. 61), the majority of respondents verify that positive mood states are more likely to be followed by impulse behavior. This effect of positive affect on urge to buy is also confirmed in online environment (Madhavaram & Laverie, 2004; Verhagen & van Dolen, 2011). Therefore we expect a similar result for our study and thus state the first hypothesis:

**H1:** Positive affect has a positive effect on felt urge to buy impulsively.

### 3.4 Stimuli affecting impulse buying

#### 3.4.1 Ad characteristics

In order to understand how ad characteristics can affect consumer behavior, it is necessary to look at the Stimulus- Organism- Response (S-O-R) model developed by Mehrabian and Russell (1974, cited in Sullivan & Adcock, 2002, p. 138) (see Figure 1). The basic idea of the model is that a consumer’s behavior is influenced by the immediate environment. The S-O-R framework is made up of three elements: environmental stimuli (stimulus), emotional states (organism), and behavior (response) (Chang et al., 2011, p. 235; Chang et al., 2014, p. 300; Sullivan & Adcock, 2002, p. 138). Previous studies of impulse buying using the S-O-R framework investigate store’s environmental stimuli. Being exposed to store’s environmental stimuli (i.e. images, sounds, etc.), customers experience a range of emotional responses from good to bad (pleasure) and from unstimulated to stimulated, which are then followed by appropriate behavior (Sullivan & Adcock, 2002, p. 138). Previous impulse buying studies refer to stimulus as (physical and online) store environmental characteristics, organism as positive emotional reactions, and response as impulse buying behavior (Chang et al., 2011; Chang et al., 2014; Floh & Madlberger, 2013; Parboteeah et al., 2009; etc.).
Zhou and Wong (2003) study the effect of retail store’s point-of-purchase (POP) posters, which refer to the ads displayed together with merchandise, on consumers’ impulse purchase behavior. According to Zhou and Wong (2003, p. 43), these ads are used to ‘communicate product information’, to ‘convey sales discounts and promotions’, to ‘capture consumer’s interest’, and to ‘motivate them to purchase’. In the study, the promotional effect and atmospheric effect of ads are investigated. Promotional effect refers to the informative function of ads, for example promoting discounts and cheaper prices or products’ factual information (Zhou & Wong, 2003, p. 43). Meanwhile, atmospheric effect is connected to experiential aspects, ‘the emotions evoked hedonic or affective nature of the consumption experience’, for example ad attractiveness and elegance in connection with the shopping environment (Zhou & Wong, 2003, pp. 43-44). Based on these definitions, promotional effect would represent the utilitarian benefits of the products while atmospheric effect characterizes hedonic benefits (Liao et al., 2009, p. 279). Applying the S-O-R in our study context, together with the fact that companies use Facebook to market their brand as previously mentioned, we choose to focus on the display of ads and Facebook’s members’ exposure to these ads.

Sales promotion tools are categorized into four types which depend on the type and timing: immediate/monetary, immediate/nonmonetary, delayed/monetary and delayed/nonmonetary (Quelch, 1989, cited in Liao et al., 2009, p. 279). According to Grewal et al. (1998), promotions are used to increased store traffic and encourage purchase and that price discounts make consumers perceive possible savings and thus increase their willingness to buy. Low price and sales promotion are relevant in both online and offline environment (Madhavaram & Laverie, 2004; Stern, 1962). According to Kacen et al (2012) and Stern (1962), low price and on-sale products are more likely to be impulsively purchased. This is partially because low price items are usually not subjected to (monetary) risk (Solomon et al., 2013, p. 353). Zhou and Wong (2003)’ promotional effect has positive correlation with impulse purchase. We argue that online ads or banners would serve the same informative function as in-store poster can also encourage impulse purchases. This argument is supported by Madhavaram and Laverie (2004, p. 62) where impulse buying is stimulated by images, banner advertisements and special price offers. Furthermore, the availability of discounts can also persuade the consumers to impulse buy simply because of the fact that reduced spending on a product increases the purchase consideration of others (Janakiraman et al., 2006, p. 362). It has been proven that consumers who see ‘unexpected savings’ will experience elevated mood, and thus result in additional unplanned purchases (Heilman et al., 2002). Therefore, we test the following hypotheses:
H2a: Promotional effect of ads has a positive effect on positive affect.

H2b: Promotional effect of ads has a positive effect on felt urge to buy impulsively.

In both online and offline environments, visual appeal plays an important role in consumer’s purchase intention (Adelaar, 2003; Chang et al., 2014; Chang et al., 2015; Verhagen & van Dolen, 2011; Zhou & Wong, 2003; etc.). In a study concerning social media marketing on Facebook in 2015 by Chang et al., posts/ads attractiveness plays a crucial role in the making of a persuasive message and has a positive effect on users’ preference. According to Verhagen and van Dolen (2011, p. 321), websites that have products that are relevant to consumers’ interests with exciting offers are prone to produce positive emotions. A well-taken photo of a product may have the ability to make the promotions look more appealing on the eyes and that consumers are more willing to purchase (Liu et al., 2013, p. 832). Based on Liu et al. (2013), visual appeal can be defined as the way visual elements like fonts and graphics are designed for attention-catching purpose; it positively relates to instant gratification, which in turns has effect on urge to buy positively. With this in mind, we test the following hypotheses:

H3a: Atmospheric effect of ads has a positive effect on positive affect.

H3b: Atmospheric of ads has a positive effect on felt urge to buy impulsively.

3.4.2 Personal consumption characteristics

According to Shu et al. (2009, p. 281), the consumers’ traits play an important role in the purchase decision making process. In consistence with prior researches on the subject of traits and behavior (i.e. Beatty & Ferrell, 1998; Hausman, 2000; Shu et al., 2009), we take on testing two variables concerning personal differences: impulse buying tendency and hedonic consumption tendency.

Rook (1987)’s ‘The Buying Impulse’ investigates individuals’ self-report on their impulse to buy, and because people are different in their impulse buying proclivities, consumer impulsivity is regarded as a lifestyle trait, and hence makes it a personal characteristic. Jones et al. (2003, p. 506) define impulse buying tendency as ‘the degree to which an individual is likely to make unintended, immediate, and unreflective purchases.’ Therefore the impulse buying tendency suggests that some people are more likely to engage in impulse purchase activity than others. Rook and Fisher (1995) conceptualize impulse buying tendencies as a trait called ‘buying impulsiveness’ and it influences consumers in both the way they think and act on impulses. According to Rook and Fisher (1995, p. 306), whether or not the impulsiveness trait would translate into the actual impulse behavior depends on normative evaluations- the consumers’ reasoning if making an impulse purchase is appropriate in certain situations. However, it prevails still; impulse buyers make more purchases on impulse. Putting consumers in a more specific context of television shopping programs, Park and Lennon (2006, p. 57) state that sometimes people may face with difficulties stopping themselves from buying, further emphasize this tendency as a trait.

Beatty and Ferrell (1998, p. 274) put a specific definition of impulse buying tendency that concerns both urges and action, in which impulse buying tendency is to ‘experience spontaneous and sudden urges to make on-the-spot purchases’ and it is also ‘act on
these felt urges with little deliberation or evaluation of consequences.’ They further argue that the actual action is of vital importance in demonstrating this personality trait. This goes in line with Rook and Fisher (1995, p. 311) discussion regarding normative evaluations: even impulsive buyers will dismiss their wish to buy when situation gets highly inappropriate.

Verplanken and Herabadi (2001, p. 76) develop a 20-item scale for both cognitive and affective aspects in order to measure general impulse buying tendency, which reveals the correlations between impulse buying tendency and personality-related variables. The cognitive aspect represents the cognitive processes where low need for structure, evaluation and a lack of mindfulness are present (Verplanken & Herabadi, 2001, p. 80). The affective aspect, on the other hand, is found to be relevant to impulsive individuals who have high action orientation and are easily influenced by others (Verplanken & Herabadi, 2001, pp. 80-81). Verplanken and Herabadi (2001, p. 81) further discussed that impulse buying possesses functional aspects, i.e. impulse buyers purchase of products to express themselves. This finding goes in line with Jones et al. (2003)’ study where product involvement is positively associated with product-specific impulse buying tendency. In Jones et al. (2003)’ study, clothing or music- the two products with high involvement- are proven to have significantly positive influence on impulse buying tendency; the more a person feels that a certain product is relevant to his or her needs, values, and interests, the higher the levels of impulse tendency (Jones et al., 2003, pp. 507-508).

As impulse buying tendency has been proven to have a positive effect on felt urge to buy impulsively (Beatty and Ferrell, 1998), we expect the same result for our study. Furthermore, Park and Kim (2008) have proven that impulse buying tendency is positively associated with positive affect, there is also an expectation on a positive relationship between impulse buying tendency and positive affect. We test the following hypotheses:

**H4a:** Impulse buying tendency has a positive effect on positive affect.

**H4b:** Impulse buying tendency has a positive effect on felt urge to buy impulsively.

Hirschman and Holbrook (1982, p. 92) define hedonic consumption as ‘facets of consumer behavior that relate to the multisensory, fantasy and emotive aspects of one’s experience with products.’ Base on the definition of impulse buying tendency, we define hedonic consumption tendency as the degree to which one is likely to make a purchase to satisfy hedonic desires. According to Saleem et al. (2012, p. 1053), hedonic buying tendency may refer to as personal traits to take on activities pursuing pleasure and tension relief. Rook (1987, p. 191) states that the buying impulse is ‘hedonically complex’; consumers experience a number of different feelings ranging from good to bad (for example: ‘happy’, ‘satisfied’, ‘naughty’, ‘nervous’, ‘distressed’, ‘out-of-control’).

Hausman (2000, pp. 406-407) develop hedonic needs scales for consumers during their shopping experience, in which fun, novelty and surprise needs are recognized. These needs refer to the individuals’ regard of shopping as a reward, as a search of something different (Hausman, 2000, p. 407). Campbell (1987, p. 89) suggests that the crucial activity of consumption does not lie in the actual searching, browsing, purchasing or
using of products, but rather the imaginative and inspiring pleasure-seeking that the product image provides consumers. Furthermore, modern consumers are said to typically use surplus income in order to satisfy new wants (Campbell, 1987, p. 18). In the research, Wang et al. (2000, p. 182) discover that people with stronger hedonic values are more likely to favor the expressive functions of a product (i.e. packaging, foreign branding) and respond quicker to promotion stimuli.

Chang et al. (2011)’ study uses hedonic motivation as the moderator for impulse buying behavior in the Stimulus- Organism- Response model. In the study, hedonic trait has moderating effect on the relationship between store environment (stimulus) and positive emotion responses (organism). Hausman (2000) suggests that impulse buying correlates with consumers’ desires to fulfill hedonic wishes.

The relationship between hedonic consumption tendency, positive affect and felt urge to impulse purchase has been studied by Foroughi et al. (2014) and Park and Kim (2008). According to Park and Kim (2008), hedonic consumption tendency is positively related to positive emotion. Meanwhile, Foroughi et al. (2014)’ study on Iranian shoppers suggests that hedonic consumption tendency influence consumers’ purchase by positive emotion, and that hedonic consumption tendency has positive and direct relation with felt urge to buy impulsively. For our study, we assume that consumers with hedonic consumption tendency will show positive reactions towards ads on Facebook and experience felt urge to impulse buy. Thus we test the following hypotheses:

H5a: Hedonic consumption tendency has a positive effect on positive affect.

H5b: Hedonic consumption tendency has a positive effect on felt urge to buy impulsively.

3.4.3 Situational characteristics

Mikalef et al. (2013, p. 23) state that through various activities on social media websites, members are presented with customized, or personalized, advertisements that are relevant to their particular likings, interests and searches, and that they are more likely to follow advertisements that are suitable for their tastes than those that are not. The fact that consumers can easily perform a clicking action on the banner ads and then be transported immediately to the selling sites may make unplanned purchase simpler (Koufaris, 2002, p. 210). A study conducted by Pappas et al. (2014) suggests that consumers are likely to express more positive emotions towards personalization of ads, which in turn increases intention to purchase (see Figure 2).

![FIGURE 2: PERSONALIZED ADS, EMOTIONS AND INTENTION TO PURCHASE (PAPPAS ET AL., 2014, P. 199)]
For customized advertisements, we test the following hypotheses:

**H6a**: Customized advertisements have a positive effect on positive affect

**H6b**: Customized advertisements have a positive effect on felt urge to buy impulsively

Previous researchers like Rook (1987) and Rook and Fisher (1995) have studied the situational aspects that influence impulse buying. According to Beatty and Ferrell (1998, p. 170), because impulse buying vary across person to person, the situation that an individual is in differ from another. For this reason, we also include three situational variables in our study, which is time availability, money availability and customized advertisements.

Time availability is one of the situational variables investigated in Beatty and Ferrell (1998)’study. Time availability is defined as ‘the amount of time the shopper feels s/he has available that day’ (Beatty & Ferrell, 1998, p. 175). Another way to look at time availability is to regard it as time pressure. Iyer (1989, p. 43) defines time pressure as ‘the perceived constriction of the time available for an individual to perform a given task’; consumers who have more time to shop have more time to process information. Lower time pressure facilitates more unplanned purchase (Iyer, 1989, p. 50). In online shopping environment, time pressure is low because of its flexibility (Eroglu et al., 2001, p. 179). However, we argue that high time pressure is not necessarily negative for impulse purchase; limited time offers fall into the category of high time pressure and it can in fact encourage impulse buying from consumers who are afraid that the deals will expire.

The availability of money is the second situational variable investigated by Beatty and Ferrell (1998). This variable is defined as ‘the amount of budget or extra money the individual perceives she or he has to spend on that day’ (Beatty & Ferrell, 1998, p. 176). According to Pattipeilohy and Rofiaty (2013, p. 39), a consumer’s choice of product is controlled by his or her economic resources. If a person does not have the required economic resources, he or she would avoid the buying and the shopping environment in general (Foroughi et al., 2012, p. 42). The availability of money an individual has an influence on his or her positive affect and impulse buying behavior (Beatty & Ferrell, 1998; Foroughi et al., 2012).

In the model developed by Beatty and Ferrell (1998), the availability of time might be positively associated with felt urge to buy impulsively because the more time the consumers have, the higher the chance they will browse in-store and encounter with more products, thus increase the levels of impulse buy urges. In our study context, the more time a person on Facebook, the more ads he or she will be presented with. Based on Iyer (1989)’s definition of time pressure, we understand time availability as the perceived constriction of the time available for an individual to make a purchase decision upon see the ads.

Foroughi et al. (2012)’ model confirm that there is a positive relationship between time available and money available with positive affect, which in turn positively relates to felt urge to buy impulsively. The relationships between time and money availability with positive affect are confirmed by Pattipeilohy and Rofiaty (2013). Based on Foroughi et al. (2012)’ model, Badgaiyan and Verma (2015) test the direct relationship
between these situational characteristics on felt urge to buy impulsively. Even though only money availability is found to affect felt urge, we still want to test the relationship between time availability and felt urge to impulse buy.

**H7a:** Time availability has a positive effect on positive affect.

**H7b:** Time availability has a positive effect on felt urge to buy impulsively.

**H8a:** Money availability has a positive effect on positive affect.

**H8b:** Money availability has a positive effect on felt urge to buy impulsively.

### 3.5 Conceptual model

Based on our theoretical framework, the affective states as the results of exposure to stimuli experienced by consumers play an important role as one of the antecedents of impulse purchase behavior. People who experience positive affect are likely to experience felt urge to buy impulsively. Moreover, taking into account how ad characteristics, personal characteristics and situational characteristics can have an effect on positive emotional responses and felt urge to buy impulsively, we build our conceptual model.

The conceptual model that will serve as the basis for our analysis is displayed in figure 3.
FIGURE 3: CONCEPTUAL MODEL

Promotional effect
Atmospheric effect
Felt urge to buy impulsively
Positive affect
Impulse buying tendency
Hedonic consumption tendency
Customized advertisements
Time availability
Money availability

Ad characteristics
Personal consumption characteristics
Situational characteristics
4. Practical Method

This chapter will explain how data for our study was collected. We will give details on how the survey was constructed, the sampling technique, how data will be analyzed, and ethical considerations upon conducting the study.

4.1 Data collection method

The two types of data are primary and secondary data (Saunders et al., 2009, p. 256). New data is called primary data and is collected for a unique purpose of a study (Hox & Boeije, 2005, p. 593; Saunders et al., 2009, p. 256). Secondary data have already been collected for other purposes, but can be used if it fits one’s purpose of the study (Hox & Boeije, 2005, p. 593; Saunders et al., 2009, p. 256). Except that secondary data already have been collected and saves a lot of time, it is also a money efficient way of collecting data (Hox & Boeije, 2005, p. 594; Saunders et al., 2009, p. 268). But there are also some disadvantages using secondary data. Secondary data have already been collected for another purpose, which may not fit one’s purpose of the study and it is then not possible to use the data (Hox & Boeije, 2005, p. 594; Saunders et al., 2009, p. 269). It may also be difficult or costly to access the data and it is hard to know the data quality since one cannot control the data (Saunders et al., 2009, pp. 270-272). Because of above mentioned disadvantages of using secondary data we are going to collect primary data that fits the purpose of our study and thus data quality is under control. We want to find out the effect of positive affect on felt urge to buy impulsively and what the effects are of personal consumption characteristics, situational characteristics and ad characteristics on these two factors. This is something that hasn’t been studied before in Umeå municipality or a Swedish environment. For our purpose we have developed a unique model, based on previous theories, which will make it possible to test the effect between the variables. Since we have developed a unique model we think it is necessary to collect primary data, so the quantitative data fits our unique purpose and our unique model.

There are several ways to collect data; among the most usual are case study, survey, field experiment and controlled experiment (Rugg & Petre, 2007, pp. 63-66). For our study we have decided to collect data by conducting a survey. Survey means that the researcher collects data from more than one case by a certain time in order to collect quantitative data which then are tested to see if there are patterns/connections between several variables (Bryman, 2011, p. 64). The purpose of our study is to find out the relationship between positive affect and felt urge to buy impulsively, and also what effect of personal consumption characteristics, situational characteristics and ad characteristics has on the two factors. In our study we want to see if there are any effects between these variables and therefore we find survey to be an appropriate way to collect quantitative data. A survey can take several forms but the most common ones are questionnaires or structured interviews (Bryman, 2011, p. 63). A questionnaire is a prepared list of questions that the respondents answer on by him/herself and is used when one wants to know how widespread something is (Rugg & Petre, 2007, p. 142). Structured interview is when an interviewer asks the respondent predetermined questions (Bryman, 2011, p. 203). Questionnaire and structured interviews have each different advantages and disadvantages. Questionnaires are cheaper and more time efficient than structured interviews (Bryman, 2011, p. 228). Also when using questionnaires there are no interviewing effect, which can lead to bias in the collecting,
and the respondent can answer on the questionnaire when he/she have time (Bryman, 2011, p. 229). When using structured interviews on the other hand, it is possible to help the respondents if they don’t understand and it is also possible to ask follow-up questions (Bryman, 2011, p. 229). When comparing questionnaire and structured interviews, we find questionnaires to be a more suitable option when collecting data to our study. Partly due to money and time constraints, but also since we want influence the respondents as little as possible and avoid bias in the data collecting.

Questionnaires can be distributed by mail, so called postal surveys (Bryman, 2011, p. 227), but they can also be distributed by email or be web-based (Bryman, 2011, pp. 598-599; Saunders et al., 2009, p. 395). In our study, the target population is Facebook members and therefore it was naturally to create a web-based questionnaire, since it would be the most convenient way to answer on the survey for a person who is online. We also believe that the respondent could answer the survey in an environment where he/she feel relaxed and since the survey is online, it ensured that the respondent is anonymous. We have used a tool distributed by Google, called Google Forms, which is accessible through Google Drive. It allowed us to create a free of charge survey online. The link to the survey was posted online and the participators were able to select themselves if they wanted to participate in the survey or not in the self-selected questionnaire.

4.2 Survey construction

Before designing the questionnaire it is important to review the literature carefully to know which questions one wants to include in the own questionnaire (Saunders et al., 2009, p. 367). It is also important to review the literature carefully since the questions asked in the questionnaire needs to meet the own study’s objectives (Saunders et al., 2009, p. 401). Rugg and Petre (2007, p. 142) strengthen Saunders et al. (2009) statement to ask questions that meet the own study’s objectives, and state that it is important to ask the right questions in a questionnaire and be sure that all the questions fit ones purpose of the study. Therefore some questions have been rephrased to fit our context (online / Facebook-environment) and make the questions more suitable to our purpose (see Table 1). If one wants to compare the findings with previous studies findings, it is necessary to adopt and adapt to previous studies questions (Saunders et al., 2009, p. 374). This is exactly what we want to do since we have a deductive approach where we are going to compare our findings with previous studies’ finding.
### TABLE 1: ADJUSTED QUESTIONS

<table>
<thead>
<tr>
<th>Construct</th>
<th>Original questions</th>
<th>Adjusted questions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Promotional effect</strong></td>
<td>- This bicycle appears to be a bargain</td>
<td>- What is promoted in ads displayed on Facebook appears to be a bargain</td>
</tr>
<tr>
<td></td>
<td>- Price is less than what I expect it to be</td>
<td>- In these ads, the price provided is less than what I expect it to be</td>
</tr>
<tr>
<td></td>
<td>- This bicycle is a great deal</td>
<td>- What is promoted in ads displayed on Facebook is a great deal</td>
</tr>
<tr>
<td></td>
<td>- At this price, I would save a lot of money</td>
<td>- At the price provided in these ads, I would save a lot of money</td>
</tr>
<tr>
<td><strong>Atmospheric effect</strong></td>
<td>- Recipe photos displayed in post in attractive</td>
<td>- Ads displayed on Facebook are attractive</td>
</tr>
<tr>
<td></td>
<td>- Recipe photos are aesthetically appealing</td>
<td>- Ads displayed on Facebook are aesthetically appealing</td>
</tr>
<tr>
<td><strong>Customized advertisements</strong></td>
<td>- I find that through information from my profile on Social Media websites, I am presented with product advertisements that are more compatible to my likings</td>
<td>- I find that through information from my profile on Facebook, I am presented with product advertisements that more compatible to my likings</td>
</tr>
<tr>
<td></td>
<td>- Products presented to me on Social Media platforms are customized to my needs</td>
<td>- Products presented to me on Facebook are customized to my needs</td>
</tr>
<tr>
<td></td>
<td>- Product recommendations on Social Media websites make me feel as an important customer</td>
<td>- Product recommendations on Facebook make me feel as an important customer</td>
</tr>
</tbody>
</table>

The scales used in our questionnaire were derived from previous studies. The scale we use is a five-point Likert scale, ranging from 1 to 5, where 1 = strongly disagree and 5 = strongly agree. A Likert scale is a way to measure the intensity in a feeling or experience in the specific context (Bryman, 2011, p. 157). The most commonly used length of a Likert scale is a five point Likert scale, containing the responses; strongly agree, agree, undecided, disagree and strongly disagree (Edwards & Kenney, 1946, pp. 73-74). The final score for a statement is the sum of all responses, which will show the overall reaction the respondents have towards the statement (Edwards & Kenney, 1946, p. 74). In our study we have decided to use a five point Likert scale since we think it is an appropriate length and it contains a neutral middle point, which will ensure that the respondent is not forced to answer, which goes in line with an ethical conducted study. Our questionnaire is divided into five parts, where each part has its own page-break to make sure the respondent answer the questions in the right order. Also all questions in the questionnaire are mandatory to make sure there would be no missing data. The first eight questions are background questions and out of those the first four concerns demographics. Where the rest of the questions are derived from and what variable is
tested with which questions, can be seen in table 2. The whole questionnaire including all questions is shown in appendix 3.

**TABLE 2: SURVEY CONSTRUCTION**

<table>
<thead>
<tr>
<th>Part of questionnaire</th>
<th>Construct</th>
<th>Author</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Background questions</td>
<td></td>
<td></td>
<td>1 - 8</td>
</tr>
<tr>
<td>Ad characteristics</td>
<td>Promotional effect</td>
<td>Grewal et al. (1998)</td>
<td>18 - 21</td>
</tr>
<tr>
<td></td>
<td>Atmospheric effect</td>
<td>Chang et al. (2015)</td>
<td>22 - 23</td>
</tr>
<tr>
<td>Personal consumption</td>
<td>Impulse buying tendency</td>
<td>Beatty and Ferrell (1998)</td>
<td>9 – 11</td>
</tr>
<tr>
<td>characteristics</td>
<td>Hedonic consumption tendency</td>
<td>Hausman (2000)</td>
<td>12 - 17</td>
</tr>
<tr>
<td>Situational characteristics</td>
<td>Customized advertisement</td>
<td>Mikalef et al. (2013)</td>
<td>24 - 26</td>
</tr>
<tr>
<td>Drivers of impulse buying</td>
<td>Felt urge to buy impulsively</td>
<td>Beatty and Ferrell (1998)</td>
<td>33 - 36</td>
</tr>
<tr>
<td></td>
<td>Positive affect</td>
<td>Chang et al. (2013)</td>
<td>27 - 32</td>
</tr>
</tbody>
</table>

**4.3 Sampling technique**

In order to answer a quantitative research question it is necessary to collect data and draw statistical conclusions from the collected data (Saunders et al., 2009, p. 210). Data can be collected either from the whole population or from a sample of the population (Saunders et al., 2009, p. 210). The researcher can, if possible, collect data from the entire population, but many times the population is too big and it would be too time and money demanding to collect data from the entire population (Rugg & Petre, 2007, p. 69; Saunders et al., 2009, p. 212). Then it is more practical viable to collect a sample from the population, from which the data then can be generalized to the entire population (Rugg & Petre, 2007, p. 69; Saunders et al., 2009, p. 212). There are two types of sampling techniques, probability sampling and non-probability sampling (Saunders et al, 2009, p. 213). Probability sampling means that each individual has the same (known) probability to be selected from the population (Saunders et al., 2009, p. 213). When using probability sampling it is possible to draw statistical conclusions from the sample’s population (Saunders et al., 2009, p. 213). Non-probability sampling means that each individual in the population do not have the same probability to be chosen, in other words; the probability to be chosen is not known (Saunders et al., 2009, p. 213). It is not possible for us to give all individuals in the population the same known probability to be a part of the sample. We were not able to identify all Umeå municipality’s Facebook members due to the lack of statistical sources, together with
limited time and limited amount of money, thus we chose to use non-probability sampling technique.

According to Saunders et al. (2009, pp. 235-241) there are five different non-probability sampling techniques; quota sampling, purposive sampling, snowball sampling, self-selection and convenience. Quota is mostly used when collecting data through interviews and it is the non-probability sampling technique that is most like probability sampling technique since it tries to represent the population (Saunders et al., 2009, p. 235) Purposive sampling is a judgmental sampling technique, which means that the researcher choose suitable samples to be able to answer the research question (Saunders et al., 2009, p. 237). Purposive sampling technique is also used when working with very small samples for example when doing a case study (Saunders et al., 2009, p. 237). Snowball sampling is used when it is hard to identify the population, and the technique’s first step is to take contact with a few members of the population who then takes further contact with other members in the population (Saunders et al., 2009, p. 240). Self-selection sample is when the researcher simply asks people to participate and the respondents choose whether they want to participate or not (Saunders et al., 2009, p. 241). The last non-probability sampling technique, convenience sample, is when the researcher asks people who are accessible for the moment and the respondents are chosen at random (Saunders et al., 2009, p. 241). For our study we have choose to use the sampling technique self-selection since the questionnaire will be web-based and published on Facebook where people can choose themselves if they want to participate or not.

The population for our study is people in age 18 and above, who are Facebook members and live in Umeå municipality. In Umeå municipality it lives 93377 people, who are older than 18 years (SCB, 2014b); this number is to be our research population. However, the main Facebook members in Sweden are people up to the age of 45 (Findahl, 2014), thus we predict those who choose to answer our questionnaire would be mainly between 18 and 45. To be able to answer the research question, Rugg and Petre (2007, p. 68) state that it is important to know how many respondents one need to have. Therefore we have calculated the appropriate sample size by using the sample size calculator for multiple regressions from www.danielsoper.com. The anticipated effect size, desired statistical power level and probability level were set as default at the value of 0.35, 0.8 and 0.05 respectively. The number of predictors was manually entered according to our conceptual model (8). At significant level 0.05, we need at least 108 responses. Rugg and Petre (2007, p. 69) suggests another way of estimating number of needed respondents, by looking at the literature used in the own study. Number of respondents in literature used varies from 118 (Chang et al. 2013) to 532 (Verhagen & van Dolen, 2011). We expect to get a sample size with value within the aforementioned range, if not at least 108 responses.

Since we are interested in answers from respondents who use Facebook, it was natural to post a link to the survey on Facebook. This ensured that the respondent fit into the criteria of being a Facebook-member. By posting the link to the survey on Facebook, people could choose themselves if they wanted to participate or not. But before we posted the link to the survey on Facebook, we pilot tested our questionnaire to make sure there was not any problem or confusion. By pilot testing the questionnaire one makes sure there are no problem answering the questions or collecting the data (Saunders et al., 2009, p. 394). We pilot tested the questionnaire on 5 people and
through the pilot testing we found out how long the questionnaire took to complete, if the instructions were well written and if there was anything unclear with the questions. After the pilot testing, we posted the link to the survey, together with an introductory letter containing the study and survey’s purpose and also our contact information (see Appendix 1) in four Facebook groups intended for Facebook members living in Umeå municipality, namely Tjänster och Gentjänster Umeå, Tips mm Umeå, Umeå International Ebay, and Umeå International Bike Market. By posting the link to the survey in these four groups, we were able reach a larger amount of people, who lives in Umeå municipality and are Facebook members. These groups were also the only few where it was allowed to actually post such material. The groups had 1000, 2739, 2541 and 1804 members at the point we first posted the link to the survey (2015-03-25), with the risk of consisting of the same members. We cannot be sure how many respondents we actually reached through the groups, since members may disable post from the group or don’t read the posts. We have also posted the link to the survey, together with the introductory letter (see Appendix 1), and additional information about that the survey is only for people who live in Umeå municipality, on our own Facebook pages. By posting it on our own Facebook-pages we reached out to 99 more people who live in Umeå municipality. After one week (2015-04-01) we sent a reminder and after further one week (2015-04-08) we sent the last reminder. Bryman (2011, p. 231) states that it is necessary to send out one or two reminders to make more people answer on the survey; and it is proven that reminders have an effect on the response rate. The last day to answer on the survey was on April 12, 2015 and after that day we did not accept any more responses. Out of a total of 8183 targeted people, 115 people choose to answer on the survey.

After half the time collecting answers from Facebook members, we realized we would not have enough answers. This was not surprising since the response rate on survey is generally low (Bryman, 2009, p. 231). We were not able to reach out to more people than we already did through Facebook so we decided to collect answers by distributing flyers since we wanted the sampling technique to be the same, a self-selected web-based questionnaire. We asked randomly targeted people at Umeå University and at Umeå center to answer on our survey. At Umeå University we distributed flyers in different buildings and at different parts of the University. At Umeå center we distributed the flyers in different shopping malls but also on the square. The flyers contained the exact same information as the information posted on Facebook, but we created a new identical survey with a new link so we would be able to separate the two respondents groups (see Appendix 1). We asked 238 people but only 21 people choose to answer on the survey. According to Saunders et al. (2009, p. 398) one reason why the response rate got very low on both samples could be because web-based questionnaire generally means a lower response rate since the respondent need to access/open the questionnaire by themselves and then answer on the questions. In the first sample we are not sure how many percentage of the group’s members are a member of several of the targeted groups, which could have led to that we didn’t reach as many as we thought we did. As a member of a Facebook group it is also very easy to disable posts from groups or just scroll past posts, which mean that not all of the group’s member may have seen our post. In the second sample the response rate was low because we were not able to remind people, which according to Bryman (2011, p. 231) have an effect on the response rate.
The response rate was calculated to see how many in the sample actually answered on our survey. The response rate from the first group (respondents receiving the link to the survey through Facebook) was \( \frac{115}{1000 + 2739 + 2541 + 1804 + 99} \times 100 \approx 1.40 \% \). Response rate from the second group (respondents receiving the link to the survey through flyers) was \( \frac{21}{238} \times 100 \approx 8.82 \% \). We acknowledge that these were low response rates, but at the total response collected of 136, which exceeded the minimum response required according to our prior calculation, we deemed that the data was possible for analysis.

4.4 Data analysis
4.4.1 T-test
Due to the nature of our sampling technique with two different response groups, running an independent samples t-test is necessary. An independent samples t-test will test if two different groups, from the same population, have different p-values (Saunders et al., 2009, p. 456). Saunders et al. (2009, p. 456) define a t-test that “compares the difference in the means of the two groups using a measure of the spread of the score”. This kind of test is suitable when different respondents in one condition are different from those in the other condition (Coakes, 2005, p. 77).

If \( p < 0.05 \) the difference between the two groups will be statistically significant (Saunders et al, 2009, p. 456). A t-test will be performed to see if there are any differences between the two different samples, taken from the same population. If there is no significant difference \( (p < 0.05) \) between the samples, we will be able to combine the sample into one bigger sample and run the rest of the data analysis on the bigger sample.

4.4.2 Cronbach’s Alpha
The data’s internal validity and reliability is affected by the questionnaires design (Saunders et al., 2009, p. 371). Validity is concerned with that the question measures what one intended to measure (Bryman, 2011, p. 162; Saunders et al., 2009, p. 372). Reliability is concerned with consistency in the findings and that the findings are consistent under different contexts (Saunders et al., 2009, p. 373). A questionnaire must be reliable to be able to be valid, and to make sure a questionnaire is reliable; there are different methods to measure the reliability (Saunders et al., 2009, p. 373). The most common used method to measure internal consistency is Cronbach’s Alpha (Saunders et al., 2009, p. 374). Cronbach’s Alpha is calculated in statistics-program and the outcome, the Cronbach’s Alpha coefficient, is a value between 0 and 1 (Bryman, 2011, p. 162). The value 0 indicates there is no internal reliability at all, and the value 1 indicates there is a perfect internal reliability (Bryman, 2011, p. 162). The most commonly accepted value for the internal validity is 0.80, but some researchers allow an even lower value (Bryman, 2011, p. 162). One of those researchers are Tavakol & Dennick (2011, p. 54) who think that acceptable values for Cronbach’s Alpha are between 0.70 and 0.95. Also Gliem & Gliem (2003, p. 87) strengthen this argument and states that 0.70 is an acceptable value. Because of this we will see the value 0.70 as an acceptable value of Cronbach’s Alpha.

4.4.3 Descriptive statistics
Descriptive statistics is used to explain variables in a numerically and statistically way (Saunders et al., 2009, p. 444). There are two ways to describe a variable, either by
central tendency or by the dispersion (Saunders et al., 2009, p. 444). Measures of central tendency are practical in recognizing 'where the bulk of the cases fall in the distribution' (McHugh & Hudson-Barr, 2003, p. 112) and available in three ways: mode, median and mean, with mean as the most commonly used measure (Moore et al., 2009, p. 30; Saunders et al., 2009, p. 444). The mean is calculated by adding all the observations values together and then divide it by the number of observations (Moore, et al., 2009, p. 31; Sontakki, 2010, p. 189). But the value of the mean can be influenced by extreme data values if the distribution is skewed and therefore the mean may not be representative of the central tendency (Moore et al., 2009, pp. 33-34; Saunders et al., 2009, p. 446). The other way to describe a variable is by dispersion, which describes how the data is scattered around the central tendency (Saunders et al., 2009, p. 447). One way to assess dispersion is through standard deviation, which measures the spread between the observations and how far from the mean the observations are (Moore et al., 2009, p. 40; Saunders et al., 2009, p. 447). The standard deviation is calculated by the difference between each value and the mean, squared, and then divided by the number of values minus one (Moore et al., 2009, p. 40). For our study, mean and standard deviation are used.

If the variables only are numerical data, the most appropriate statistic tool to use is Pearson’s product-moment correlation coefficient analysis (Saunders et al., 2009, p. 460). The correlation coefficient is a way to see the strength of the linear relationship between two numerical variables (Saunders et al., 2009, p. 459; Sontakki, 2010, p. 194). The coefficient takes a value between -1 and 1, where 0 means that the variables are perfectly independent (Bryman, 2009, p. 327; Saunders et al., 2009, p. 459). If the value is either -1 or 1 it means that the variables are perfectly dependent (Bryman, 2009, p. 327; Saunders et al., 2009, p. 459; Taylor, 1990, p. 36). The value -1 indicates that the variables are negatively correlated, in other words; if one variable is increasing the other one is decreasing (Bryman, 2009, p. 328; Saunders et al., 2009, p. 459). The value 1 indicates that the variables are positively correlated and when one variable is increasing the other variable is also increasing (Bryman, 2009, p. 328; Saunders et al., 2009, p. 459).

4.4.4 Multiple regression analysis

Multiple regression analysis is a regression analysis that uses two or more independent variables (Saunders et al., 2009, p. 462; Sontakki, 2010, p. 197). Multiple regression analysis is used when there are several explanatory variables who explain the response (Moore et al., 2009, p. 618). This analysis is appropriate for our study since we have seven independent variables (promotional affect, atmospheric affect, impulse buying tendency, hedonic consumption tendency, customized ad, time availability and money availability) and two dependent variables (positive affect and felt urge to buy impulsively). In the two first multiple regression analysis we have analyzed the relationship between the seven independent variables and the two dependent variables. For the third analysis we tested the relationship between the two dependent variables with a simple regression analysis, where positive affect was the independent variable and felt urge to buy impulsively was the dependent variable. The multiple linear regression model is as followed; $Y = \beta_0 + \beta_1X_1 + \ldots + \beta_nX_n + \varepsilon$ (Moore et al., 2009, p. 637), where $Y$ is the dependent variable and $X$ is the independent variable (Rugg & Petre, 2007, p. 66), $\beta_0$ is the intercept, $\beta_i$ indicates the slope, and $\varepsilon$ estimates errors that occurs around the regression line (Churchill & Iacobucci, 2005, pp. 514 - 517). The regression analysis measures the relationship between the dependent and independent
variable and how they affect each other (Churchill & Iacobucci, 2005, p. 512). By calculating the multiple regression analysis we will be able to calculate the R-square (coefficient of determination). The R-square measures ‘the proportion of the variation in a dependent variable that can be explained statistically by the independent variable or variables’ and can be used to determine how good of a predictor the regression equation is (Saunders et al., 2009, pp. 461-463). The R-square is a value between 0 and 1 and the higher the value, the stronger the relationship between the variables (Churchill & Iacobucci, 2005, p. 530). In our analysis, if the dependent variables can be perfectly explained by the independent variables, the coefficient of determination will be 1. By performing the multiple regression analysis we will see how much the variables affect each other and if the relationship is significant. When performing the simple regression analysis we will see how strong the relationship is between the two dependent variables.

4.5 Ethical considerations

When conducting a research it is important to take the ethical aspects into consideration in all of the study’s steps. Saunders et al. (2009, pp. 183-184) defines ethics in the context of research as; “the appropriateness of your behavior in relation to the rights of those who become the subject of your work, or are affected by it”. When conducting a research it is important to have the ethics in mind while for example writing research topic, access secondary data or collect primary data, process and analyze the data and also when publish the findings (Saunders et al., 2009, p. 184). As Saunders et al. (2009, p. 184) stated, it is highly important to always write and present findings in a way that is moral and responsible correct. The most important cornerstone when it comes to ethical writing is to not inflict any harm to the respondents in an intrusive, provocative, anxiety charged or stressful way (Saunders et al., 2009, p. 186). To not inflict harm to respondents is also important to consider when obtaining consent, store confidentiality, collect data and then use, analyze and report the data (Saunders et al., 2009, p. 186). In our study we followed the ethical guidelines in every step of the research and made sure to prevent possible ethical problems. We have also taken necessary arrangements to not harm any of the respondents when writing our study.

Saunders et al. (2009, p. 186) state that it is important to not inflict any harm on the respondents in any of the study’s steps, including the primary data collection step. Moreover, according to Bryman (2011, p. 137) and Graziano & Raulin (2007, p. 66), invasion of privacy when collecting data is prohibited. Questions concerning for example religion, sexual activities or income can be seen as private and the respondents should not be forced to answer on such questions (Bryman, 2011, p. 137). When conducting our questionnaire we made sure all questions were asked in way so the respondents did not feel any anxiety or stress when answering the questions. Questions concerning privacy or offensive questions were avoided to make the questionnaire as ethically right as possible. In our questionnaire we did not ask about religion or sexual activities and when asking about income we made sure that the respondent did not have to state an exact number. Also in all questions, except the background questions, a five point Likert scale containing a neutral middle point is used to make sure the respondent is not forced to disagree or agree on a statement. Our questionnaire is started with an introductory letter which included the study and survey’s purpose and also our contact information (see appendix 2). This was done due to the information requirement that Bryman (2011, p. 131) brings up. Information requirement means that the researcher has to inform the affected person about the study’s purpose and also about the survey’s different parts (Bryman, 2011, p. 131; Moore et al., 2009, p. 226). The information
provided to the respondent should of course be true and the researcher should not try to betray the participant (Bryman, 2011, p. 138). The researcher also has a responsibility to inform the affected person about the voluntary participation and their possibility to quit the survey at any moment (Bryman, 2011, p. 131; Saunders et al., 2009, p. 185). The voluntary participation was secured by collecting data through a self-selected questionnaire, where people could choose themselves if they wanted to participate or not. By collecting data through a self-selected questionnaire and by constructing an introductory letter, were we only brought true information, we also fulfilled the consent requirement. Consent requirements overlap with information requirement in the sense that the participant can and should decide if they want to participant or not (Bryman, 2011, p. 132; Saunders et al., 2009, p. 185). It is also important that the respondent is well-informed about the study’s purpose so he/she can base the decision on the information, and accept or decline the participation (Bryman, 2011, p. 135; Graziano & Raulin, 2007, p. 66). Since we collected data through a self-selected questionnaire and let people decide themselves whether they wanted to participate or not after have read the introductory letter, we consider ours to have fulfilled the consent requirement.

To not inflict harm to respondents is also important when storing information about the respondents. The confidential requirement means that information about the respondents should be kept confidential and stored so no unauthorized person can access the information, (Bryman, 2011, p. 132; Moore et al, 2009, p. 227; Saunders et al., 2009, p. 185) and it should not be possible to identify a single person when representing the results (Bryman, 2009, p. 133). By using a self-selected, web-based questionnaire we made sure that the respondents were anonymous. There is no way of linking a specific person to an answer and since the respondents did not have to state their names, we as researcher do not know which respondent answered what on the questions. Also background-questions were asked in a way that made sure the respondent did not have to state exact number when answering questions about age and income for example. This was done to ensure that we did not inflict any harm to the respondent or made them feel provoked, anxiety or stressed. All collected data is only accessed by the researchers of this study and no other can access the data. This makes sure all of the information about the respondents is kept confidential and it is not possible for anyone to change the data in any way.

The last step of a research, publishing of the results, is also important to do in a moral and responsible way to not inflict damage on the respondents or to be seen as an unethical researcher. When publishing the findings it is important to fulfill the use requirement, which mean that information collected about a single person is only allowed to be used for the study’s purpose (Bryman, 2009, p. 132). We have no intention to use the collected data in any other way than to fulfill our study’s purpose and to answer our research question. By answering our questionnaire the respondents agreed to participate and let us use their information, but only for this study’s purpose and therefore we think it is important to not use the information for any other purpose. Also, we will not present the findings in a way that a single person can be identified; instead all data will be presented as a whole. This is in line with Moore et al. (2009, p. 225) who state the importance of only report “statistical summaries for groups of subjects” and to keep all individual information confidential. Also Bryman (2011, p. 133) state the importance of not being able to recognize a single person when representing the results. Our data is presented in an honest way since we have not changed any data or made some results look more favorable than other in any way. It is
important to not publish fake data since it is seen as very unethical (Moore et al., 2009, p. 225).

Since our data collection method took place in an online environment there are some more requirements to consider. Bryman (2009, p. 608) states that it is important to be aware of rules and accepted behavior that exist in the internet environment. When collecting our data on Facebook, we first made sure that it was allowed to post such material in the Facebook-groups and by doing that we showed respect to the group-members and the groups’ rules. Also when handing out flyers to people at Umeå University and at Umeå city we made sure to not discriminate anybody due to age, gender or race. We also made sure to not disturb or invade on someone’s privacy when handing out flyers.
5. Empirical findings and analysis

This chapter will present the data analysis through which empirical findings and statistical analysis will be conducted via SPSS. The chapter will begin with independent samples t-test, followed by findings based on demographic variables, Cronbach’s Alpha, descriptive statistics and three regression analyses. At the end of the chapter, a table summarizing the result of regression analyses will be presented. A revised conceptual model based on the result will also be demonstrated.

5.1 Independent samples t-test

After collecting questionnaire responses, the first thing we did was to check whether or not the two samples come from the same population. In order to that, we run independent samples t-test. According to Coakes (2005), to run the t-test, the following assumptions must be met:

1. Scale of measurement: the data should be measured on continuous scale.
2. Random sampling: the samples should be random from the population.
3. Normality: dependent variables should be normally distributed.
4. Independence of groups: there is no relationship between among respondents and between the two groups.
5. Homogeneity of variance: variances should approximately be equal for each group.

While assumptions 1, 2 and 4 are the matters of research design and are confirmed (Coakes, 2005), assumptions 3 and 5 shall be tested. First we run the normality test on dependent variables, positive affect (labeled PA) and felt urge to buy impulsively (labeled UBI) using normal probability plots (see Figure 4 and Figure 5). If the sample is from a normal distribution, the cases form more or less a straight line (Coakes, 2005, p.34).

![Normal Q-Q Plot of PA](image)

**FIGURE 4: NORMAL PROBABILITY PLOT FOR 'POSITIVE AFFECT'**
From the graph, we can see that while UBI was more normally distributed than PA, there was skewness for both variables. Box plots for both variables showed no outliers. However, the assumption of normal distribution is not critical (Geary, 1947; Norman, 2010; Pearson, 1931). According to Norman (2010, p. 628), parametric methods (like t-tests and ANOVAs) examine differences between means for sample sizes greater than 5 or 10 do not need the assumption of normality. This statement is based on the Central Limit Theorem, in which for samples that are bigger than 5 or 10 in size, the means will be approximately distributed no matter the original distribution (Norman, 2010, p. 628). Thus we carried on with testing the variance homogeneity by using Lavene’s test (see Table 3). Impulse buying tendency was labeled PC1, hedonic consumption tendency PC2, customized advertisements SC1, time availability SC2, money availability SC3, promotional effect AD1, and atmospheric effect AD2. If $p < 0.05$, the test is significant and then the variances are unequal, and for $p > 0.05$, the test is not significant and then the variances are equal (Coakes, 2005, p. 77).
According to Table 3, except for AD1 (promotional effect), other variables have \( p > 0.05 \) and thus are equal variances. We further look at two-tailed significance tests to confirm that there are no significant differences in means for these variables (\( p > 0.05 \)).

Since promotional effect (AD1) is the only variable that shows differences between two samples, we decide to look at it further. In the questionnaire, AD1 is covered by questions 18 to 21:

Q18. What is promoted in ads displayed on Facebook appears to be a bargain.
Q19. In these ads, the price provided is less than I expect it to be.
Q20. What is promoted in ads displayed on Facebook is a great deal.
Q21. At the price provided in these ads, I would save a lot of money.

In order to detect whether the difference was truly significant, we check the means of our responses from the two groups. The differences in means from question 18 to 21 are displayed in Table 4.
TABLE 4: MEAN DIFFERENCE IN RESPONSES FROM 2 GROUPS (Q18-21)

<table>
<thead>
<tr>
<th>Question</th>
<th>Respondent group</th>
<th>Mean difference</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q18</td>
<td>Group ‘FB’</td>
<td>2.56</td>
<td>0.51</td>
</tr>
<tr>
<td></td>
<td>Group ‘town+ uni’</td>
<td>2.05</td>
<td>0.075</td>
</tr>
<tr>
<td>Q19</td>
<td>Group ‘FB’</td>
<td>2.70</td>
<td>0.51</td>
</tr>
<tr>
<td></td>
<td>Group ‘town+ uni’</td>
<td>2.19</td>
<td>0.069</td>
</tr>
<tr>
<td>Q20</td>
<td>Group ‘FB’</td>
<td>2.29</td>
<td>0.58</td>
</tr>
<tr>
<td></td>
<td>Group ‘town+ uni’</td>
<td>1.71</td>
<td>0.042</td>
</tr>
<tr>
<td>Q21</td>
<td>Group ‘FB’</td>
<td>2.27</td>
<td>0.46</td>
</tr>
<tr>
<td></td>
<td>Group ‘town+ uni’</td>
<td>1.81</td>
<td>0.069</td>
</tr>
</tbody>
</table>

From Table 4, we could see that 3 out of 4 questions had $p > 0.05$ and thus their mean differences were insignificant. Only question 20 had $p < 0.05$. However, because the mean difference between responses for question 20 between the two groups was small and relatively the same with $p$ value close to 0.05, we considered that it was insignificant. With this in mind, we conclude that the two samples must come from the same population and go on with our analysis.

5.2 Demographics

The first part of our questionnaire contained 8 questions about the respondents’ background information. These questions focused on gender, age, employment status, monthly income and the respondents’ Facebook usage; how they get access to Facebook, whether or not they disable Facebook ads, how often they view and/or click on Facebook ads, and how often they shop online. The first question concerned with respondents’ gender and was presented in the pie chart below (see Figure 6). 68% of respondents were female, 30% were male, and 2% were other. From this we can see that female was more willing to spend time answering questionnaire than male. Even though these numbers were not the representative of our general population because the female: male ratio in Umeå is 1:1 (SCB, 2014b), they corresponded to the GRI-rapport 2012:3 on Swedish’s largest Facebook study conducted by Dentì et al. (2012) from Gothenburg Research Institute. In this study, there was 1011 participants, in which 66.9% were women and 33.1% were men. These numbers were very close to ours, thus we considered our sample to be the representative of voluntary participation in the general population.
When we looked at the age distribution, the majority of our respondents are in the age range of 18 to 29 years old (67%); 25% of the respondents are in the age range of 30 to 39 years old and 8% are 40 years old and above (see Figure 7). People from 18 to 39 years old might have found the questionnaire more relevant to their lifestyle. This age range resembled Wood (1998, p. 314)’s study on impulse buying behavior, where it was found out that increasing age correlates with decreasing impulse buying, and that ‘the odds of impulse buying increase modestly with increasing years of age between 18 to 39, and thereafter decline’.

We put 4 employment statuses for our respondents to answer. The majority of our respondents was students and/or employed. Out of 136 cases, only 5 people were unemployed and 2 had retired. We took a look at our respondents’ monthly income.
distribution (see Figure 8). 40% of the respondents had income of more than 15000 SEK. The other 60% have income less than 15000 SEK.

![MONTHLY INCOME DISTRIBUTION](image)

How often our respondents shop online was also investigated (see Figure 9). According to the result, 43% of the respondents shop online less than once a month while 54% shop once to several times a month.

![ONLINE SHOPPING DISTRIBUTION](image)

5.3 Other findings
Other than demographic information concerning gender, age, employment status, income and online shopping frequencies, we also asked our respondents three additional questions regarding their Facebook uses. The majority of our respondents got access to
Facebook through the use of computer/laptop and/or phone/smartphone. 42 out of 136 cases (almost 31%) blocked ads on Facebook. The reasons for this action can be linked back to PageFair and Adobe’s 2014 report on the growth of adblocking globally. Sweden was among the leading country where 21.6% of Internet users installed adblock due to lack of desire to view ads, performance and privacy concerns, and intrusive ad formats.

How often our respondents view ads on Facebook is also investigated (see Figure 10). Ads include both sponsored ads and users’ liked pages’ posts. About 66% of all the population view ads less than or once a month. The frequencies for the rest range from several times a month to everyday. Using computer/laptop, phone/smartphone, or a combination of both is the most popular access method to Facebook.

**Ad view frequencies**

![Ad view frequencies graph](image)

**FIGURE 10: AD VIEW FREQUENCY DISTRIBUTION**

### 5.4 Cronbach's Alpha

Lee Cronbach developed Alpha in 1951 in order to offer a measure of a test or scale’s internal consistency based on the average correlations of items within said test or scale (Coakes, 2005, p. 147; Tavakol & Dennick, 2011, p. 53). According to Tavakol and Dennick (2011, p. 53), internal consistency should be verified before a test can be used for research so that validity can be ensured. Acceptable values for Cronbach’s Alpha range from 0,70 to 0,95 (Tavakol & Dennick, 2011, p. 53). Gliem and Gliem (2003, p. 87) provide the following values, where Cronbach’s Alpha > 0,9 is considered Excellent, Cronbach’s Alpha > 0,8 Good, Cronbach’s Alpha > 0,7 Acceptable, Cronbach’s Alpha > 0,6 Questionable, Cronbach’s Alpha > 0,5 Poor, and Cronbach’s Alpha < 0,5 Unacceptable. If the value of Cronbach’s Alpha is low because of poor correlation between items then they should be adjusted or removed (Coakes, 2005, p. 150; Tavakol & Dennick, 2011, p. 54).

Following the rules of thumb provided by previous researchers, we concluded that Cronbach’s Alpha of 0,7 and above could be considered acceptable for our constructs. Based on our testing, we found that out of 9 constructs, 2 constructs fell under the category of unacceptable. Time availability had Cronbach’s Alpha of 0,426 and money
availability has Cronbach’s Alpha of 0.526. We reviewed the answers from our respondents to determine the cause of low internal consistency and adjusted the constructs’ items. After revision, we decided to remove question 37 (I feel that I have limited time available to me for this purchase) from time availability construct and question 39 (I do not feel I can afford to make any unplanned purchasing) from money availability construct. These two questions were reversed scored and seemed to have caused confusion among our respondents. Upon discarding these items, our constructs were available for regression analysis. The result of the test can be seen in table 5.

### TABLE 5: CRONBACH’S ALPHA

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Number of items</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Felt urge to buy impulsively (UBI)</td>
<td>4</td>
<td>0.831</td>
</tr>
<tr>
<td>Positive affect (PA)</td>
<td>6</td>
<td>0.964</td>
</tr>
<tr>
<td>Promotional effect (AD1)</td>
<td>4</td>
<td>0.904</td>
</tr>
<tr>
<td>Atmospheric effect (AD2)</td>
<td>2</td>
<td>0.869</td>
</tr>
<tr>
<td>Impulse buying tendency (PC1)</td>
<td>3</td>
<td>0.798</td>
</tr>
<tr>
<td>Hedonic consumption tendency (PC2)</td>
<td>6</td>
<td>0.897</td>
</tr>
<tr>
<td>Customized advertisements (SC1)</td>
<td>3</td>
<td>0.830</td>
</tr>
<tr>
<td>Time availability (SC2)</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Money availability (SC3)</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>

### 5.5 Descriptive statistics

#### 5.5.1 Mean and standard deviations

The mean values of different constructs in the conceptual model were used in order to understand the effects of personal characteristics, ad characteristics, and situational characteristics have on our respondents (see Table 6). We believe that looking at the mean of each construct would be helpful in recognizing the general ideas of our respondents’ responses towards the research subject. Overall, the means for all constructs were quite low. Using Likert scale, five out of nine constructs had means around 2.5, one had mean of 1.92, and only three had means around 3.3. These numbers indicated that our respondents are somewhat neutral, borderline negative about ads on Facebook in general, regardless of their income or consumption behavior.

The construct with the highest mean was time availability at the value of 3.68, followed by money availability at 3.41. The positive affect construct had the lowest mean at the value of 1.92, followed by atmospheric effect with a value of 2.22. The low mean values for positive affect and atmospheric effect showed that our respondents seemed to think ads on Facebook were not attractive, and they did not have a positive attitude towards advertising on Facebook. This can also be explained by the fact that 59% of our respondents viewed ads on Facebook less than a month. Moreover, upon seeing ads, felt urge to buy impulsively only had a mean of 2.37; this result goes with Yu and Cude.
(2009)’ study about consumers’ perceptions about these kinds of advertising. According to this study, both attitude and intentions to purchase are low. Meanwhile, the high value for time availability indicated that most of our respondents feel that there is no rush concerning any kind purchase decision. Furthermore, at the value of 3,41, our respondents also had a modest amount of disposable income. All constructs had relatively similar standard deviations, suggesting that the extent of dispersion among variables is quite alike.

**TABLE 6: DESCRIPTIVE STATISTICS**

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Mean</th>
<th>Standard deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Felt urge to buy impulsively (UBI)</td>
<td>2.37</td>
<td>1.10</td>
</tr>
<tr>
<td>Positive affect (PA)</td>
<td>1.92</td>
<td>1.04</td>
</tr>
<tr>
<td>Promotional effect (AD1)</td>
<td>2.38</td>
<td>1.06</td>
</tr>
<tr>
<td>Atmospheric effect (AD2)</td>
<td>2.22</td>
<td>1.16</td>
</tr>
<tr>
<td>Impulse buying tendency (PC1)</td>
<td>3.15</td>
<td>1.02</td>
</tr>
<tr>
<td>Hedonic consumption tendency (PC2)</td>
<td>2.51</td>
<td>1.07</td>
</tr>
<tr>
<td>Customized advertisements (SC1)</td>
<td>2.61</td>
<td>1.09</td>
</tr>
<tr>
<td>Time availability (SC2)</td>
<td>3.68</td>
<td>1.20</td>
</tr>
<tr>
<td>Money availability (SC3)</td>
<td>3.41</td>
<td>1.43</td>
</tr>
</tbody>
</table>

5.5.2 Pearson correlations

Table 7 indicates that customized advertisements and positive affect were the most positively correlated variables ($r = + 0.762$), and money availability and atmospheric effect the least positively correlated variables ($r = + 0.258$). Pearson correlation results showed that almost all correlations are significant at the significant level of 0.01. However, time availability has a weak positive correlation with impulse buying tendency while it had no statistically significant relationships with other variables.
### TABLE 7: PEARSON CORRELATION

<table>
<thead>
<tr>
<th>Constructs</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Felt urge to buy impulsively (1)</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Positive affect (2)</td>
<td>0.757  **</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotional effect (3)</td>
<td>0.671  **</td>
<td>0.739 **</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atmospheric effect (4)</td>
<td>0.625  **</td>
<td>0.748 **</td>
<td>0.710 **</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Impulse buying tendency (5)</td>
<td>0.518  **</td>
<td>0.391 **</td>
<td>0.420 **</td>
<td>0.293 **</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hedonic consumption tendency (6)</td>
<td>0.674  **</td>
<td>0.615 **</td>
<td>0.625 **</td>
<td>0.521 **</td>
<td>0.709 **</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customized advertisements (7)</td>
<td>0.723  **</td>
<td>0.762 **</td>
<td>0.736 **</td>
<td>0.692 **</td>
<td>0.424 **</td>
<td>0.575 **</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time availability (8)</td>
<td>-0.028</td>
<td>0.092</td>
<td>-0.059</td>
<td>0.015</td>
<td>0.261 **</td>
<td>0.029</td>
<td>-0.025</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Money availability (9)</td>
<td>0.337  **</td>
<td>0.385 **</td>
<td>0.372 **</td>
<td>0.258 **</td>
<td>0.354 **</td>
<td>0.387 **</td>
<td>0.358 **</td>
<td>0.306 **</td>
<td>1</td>
</tr>
</tbody>
</table>

** Correlation is significant at the 0.01 level (2-tailed)

#### 5.6 Regression analysis

##### 5.6.1 Regression 1: Positive affect and its predictors

In order to measure the effects of independent variables (promotional effect AD1, atmospheric effect AD2, impulse buying tendency PC1, hedonic consumption tendency PC2, customized advertisements SC1, time availability SC2, money availability SC3) on dependent variables (positive affect PA, felt urge to buy impulsively UBI), we performed multiple regression analysis. The ‘enter’ method was used in these regressions. In this section positive affect PA was used as dependent variable. Overall, the regression was significant ($F = 48.67; p < 0.05$).

The R square (coefficient of determination) measures ‘the proportion of the variation in a dependent variable that can be explained statistically by the independent variable or variables’ and can be used to determine how good of a predictor the regression equation is (Saunders et al., 2009, pp. 461-463). According to ANOVA table (Table 9), the R-square value was 0.727 and the adjusted R-square was 0.712, which means that the independent variables were responsible for 71.2% of the variance of positive affect. The high value of R-square suggests that this model is strong.

According to Saunders et al. (2009, p. 462), very low significant values (usually $p < 0.05$) mean that the constructs are unlikely to happen by chance alone. The standardized coefficients (Beta) measure the change in the dependent variable resulting from a one-standard-deviation change in the independent variables; unstandardized coefficients (B) are the products of regression carried out on original variables (Schroeder et al., 1986).
Table 10, shows that five independent variables had significant positive effects on positive affect (PA): promotional effect AD1 (B = 0.191; p < 0.05), atmospheric effect AD2 (B = 0.269; p < 0.05), hedonic consumption tendency PC2 (B = 0.204; p < 0.05), customized advertisements SC1 (B= 0.312; p < 0.05), and time availability SC2 (B= 0.102; p < 0.05). Out of all significant independent variables, customized advertisements SC1 had the highest beta, which means that it affected positive affect PA the most.

**TABLE 8: SUMMARY POSITIVE AFFECT AND ITS PREDICTORS**

<table>
<thead>
<tr>
<th>Model Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Model</strong></td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>a. Predictors: (Constant), SC1, SC2, SC3, PC1, AD2, PC2, AD1</td>
</tr>
</tbody>
</table>

**TABLE 9: REGRESSION 1: ANOVA**

<table>
<thead>
<tr>
<th>ANOVA*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Model</strong></td>
</tr>
<tr>
<td>1 Regression</td>
</tr>
<tr>
<td>Residual</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>a. Predictors: (Constant), SC1, SC2, SC3, PC1, AD2, PC2, AD1</td>
</tr>
<tr>
<td>b. Dependent Variable: PA</td>
</tr>
</tbody>
</table>

**TABLE 10: REGRESSION 1: POSITIVE AFFECT AND ITS PREDICTOR**

<table>
<thead>
<tr>
<th>Coefficients*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Model</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
</tr>
<tr>
<td>AD1</td>
</tr>
<tr>
<td>AD2</td>
</tr>
<tr>
<td>PC1</td>
</tr>
<tr>
<td>PC2</td>
</tr>
<tr>
<td>SC2</td>
</tr>
<tr>
<td>SC3</td>
</tr>
<tr>
<td>SC1</td>
</tr>
<tr>
<td>a. Dependent Variable: PA</td>
</tr>
</tbody>
</table>
5.6.2 Regression 2: Felt urge to buy impulsively and its predictors
The second regression analysis used the same independent variables as the first one, but felt urge to buy impulsively UBI was applied as the dependent variable. The model was significant (F= 33.17; p < 0.05), and the adjusted R-square = 0.625 indicated that 62.5% of the variation of UBI could be explained by the independent variables. Regression showed that hedonic consumption tendency PC2 and customized advertisements SC1 had significant positive effects on UBI: PC2 (B= 0.251; p < 0.05), SC1 (B= 0.352; p < 0.05) (see Table 13). Customized advertisements SC1 had a higher beta value, indicating the more influential affect it had on UBI.

**TABLE 11: SUMMARY UBI AND ITS PREDICTORS**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.803*</td>
<td>.645</td>
<td>.625</td>
<td>.67503</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), SC1, SC2, SC3, PC1, AD2, PC2, AD1

**TABLE 12: REGRESSION 2: ANOVA**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>105,799</td>
<td>7</td>
<td>15,114</td>
<td>33,169</td>
<td>.000*</td>
</tr>
<tr>
<td>Residual</td>
<td>58,326</td>
<td>128</td>
<td>.456</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>164,125</td>
<td>135</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), SC1, SC2, SC3, PC1, AD2, PC2, AD1
b. Dependent Variable: UBI

**TABLE 13: REGRESSION 2: UBI AND ITS PREDICTORS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.018</td>
<td>.253</td>
<td>.070</td>
</tr>
<tr>
<td>AD1</td>
<td>.096</td>
<td>.095</td>
<td>.092</td>
<td>1.005</td>
</tr>
<tr>
<td>AD2</td>
<td>.143</td>
<td>.078</td>
<td>.150</td>
<td>1.820</td>
</tr>
<tr>
<td>PC1</td>
<td>.134</td>
<td>.088</td>
<td>.124</td>
<td>1.521</td>
</tr>
<tr>
<td>PC2</td>
<td>.251</td>
<td>.094</td>
<td>.243</td>
<td>2.668</td>
</tr>
<tr>
<td>SC2</td>
<td>-.056</td>
<td>.056</td>
<td>-.061</td>
<td>-1.016</td>
</tr>
<tr>
<td>SC3</td>
<td>.015</td>
<td>.048</td>
<td>.020</td>
<td>.316</td>
</tr>
<tr>
<td>SC1</td>
<td>.352</td>
<td>.087</td>
<td>.350</td>
<td>4.071</td>
</tr>
</tbody>
</table>

a. Dependent Variable: UBI
5.6.3 Regression 3: Positive affect and felt urge to buy impulsively

In the final regression analysis, positive affect PA was used as the independent variable and felt urge to buy impulsively UBI was used as dependent variable. Overall, the regression was significant ($F= 179.66; p < 0.05$). Adjusted R-square= 0.57, which means that positive affect PA was responsible for 57% of the variation in UBI. Furthermore, positive affect PA indeed had a significant positive effect on UBI ($B= 0.805; p < 0.05$) (see Table 16). The high value of beta also signified a strong impact between positive affect PA on UBI: if PA increases by one unit, UBI increases by 80.5%.

**TABLE 14: SUMMARY PA AND UBI**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.757&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.573</td>
<td>.570</td>
<td>.72337</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), PA

**TABLE 15: REGRESSION 3: ANOVA**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>94,008</td>
<td>1</td>
<td>94,008</td>
<td>179.658</td>
<td>.000&lt;sup&gt;a&lt;/sup&gt;</td>
</tr>
<tr>
<td>Residual</td>
<td>70,117</td>
<td>134</td>
<td>.523</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>164,125</td>
<td>135</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), PA

b. Dependent Variable: UBI

**TABLE 16: REGRESSION 3: PA AND UBI**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.828</td>
<td>.131</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PA</td>
<td>.805</td>
<td>.060</td>
<td>.757</td>
</tr>
</tbody>
</table>

a. Dependent Variable: UBI

5.7 Revised conceptual model

Based on the results of our regression analyses, we can conclude that eight out of fifteen hypotheses were supported. The results are shown in table 17. Figure 11 shows our revised conceptual model based on the findings.
<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Hypothesis</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>H1</strong></td>
<td>Positive affect has a positive effect on felt urge to buy impulsively</td>
<td>Supported</td>
</tr>
<tr>
<td><strong>H2a</strong></td>
<td>Promotional effect of ads has a positive effect on positive affect</td>
<td>Supported</td>
</tr>
<tr>
<td><strong>H2b</strong></td>
<td>Promotional effect of ads has a positive effect on felt urge to buy impulsively</td>
<td>Not supported</td>
</tr>
<tr>
<td><strong>H3a</strong></td>
<td>Atmospheric effect of ads has a positive effect on positive affect</td>
<td>Supported</td>
</tr>
<tr>
<td><strong>H3b</strong></td>
<td>Atmospheric effect of ads has a positive effect on felt urge to buy impulsively</td>
<td>Not supported</td>
</tr>
<tr>
<td><strong>H4a</strong></td>
<td>Impulse buying tendency has a positive effect on positive affect</td>
<td>Not supported</td>
</tr>
<tr>
<td><strong>H4b</strong></td>
<td>Impulse buying tendency has a positive effect on felt urge to buy impulsively</td>
<td>Not supported</td>
</tr>
<tr>
<td><strong>H5a</strong></td>
<td>Hedonic consumption tendency has a positive effect on positive affect</td>
<td>Supported</td>
</tr>
<tr>
<td><strong>H5b</strong></td>
<td>Hedonic consumption tendency has a positive effect on felt urge to buy impulsively</td>
<td>Supported</td>
</tr>
<tr>
<td><strong>H6a</strong></td>
<td>Customized advertisements have a positive effect on positive affect</td>
<td>Supported</td>
</tr>
<tr>
<td><strong>H6b</strong></td>
<td>Customized advertisements have a positive effect on felt urge to buy impulsively</td>
<td>Supported</td>
</tr>
<tr>
<td><strong>H7a</strong></td>
<td>Time availability has a positive effect on positive affect</td>
<td>Supported</td>
</tr>
<tr>
<td><strong>H7b</strong></td>
<td>Time availability has a positive effect on felt urge to buy impulsively</td>
<td>Not supported</td>
</tr>
<tr>
<td><strong>H8a</strong></td>
<td>Money availability has a positive effect on positive affect</td>
<td>Not supported</td>
</tr>
<tr>
<td><strong>H8b</strong></td>
<td>Money availability has a positive effect on felt urge to buy impulsively</td>
<td>Not supported</td>
</tr>
</tbody>
</table>
FIGURE 11: REVISED CONCEPTUAL MODEL
6. Discussion

This chapter will discuss the empirical findings and analyses from our study. The chapter will be divided according to three regression analyses, in which both supported and not supported hypotheses will be discussed considering our own findings and previous research.

6.1 Regression 1

In the first regression, the coefficient table (see Table 10) shows that independent variables promotional effect, atmospheric effect, hedonic consumption tendency, customized advertisements, and time availability had significant positive effects on the dependent variable positive affect. Meanwhile, impulse buying tendency and money availability showed no effect on positive affect.

Promotional effect has a slightly higher mean than atmospheric effect (2.38 and 2.22 respectively), meaning that our respondents think to some extent, Facebook ads convey information better than attract the eyes, make the messages seem persuasive or evoke pleasure emotions. In general, the findings suggest that these ad characteristics are positively linked to our respondents’ emotions. Our findings support prior research on the subject. Promotional effect and mood has been discussed by Heilman et al. (2002), in which the authors state that positive mood can play the role of additional information in the evaluation process of a person on a specific goods or situation, and that favorable evaluations tend to be given when consumers are in a good mood, thus mood elevation is the result of surprise savings. Meanwhile, Liu et al. (2013) assess website’s attractiveness, linking it directly to instant gratification, and a visual appealing deal is more prone toward a more positive normal evaluation. In general, we deem that ad characteristics are what companies can improve in order to induce positive attitude from Facebook members towards their marketing messages.

The third independent variable that shows significant positive effect on positive affect in the first regression is hedonic consumption tendency. The low mean of 2.51 indicates that our respondents are quite practical with their shopping; they purchase products according to their utilitarian needs, rather than in pursuit of something different, something rewarding, or something novelty like Hausman (2000) says. This result goes in line with previous research from Beatty and Ferrell (1998) and Park and Kim (2008), where the authors study consumer tendencies in connection to positive emotion, implying that for people who enjoy shopping for the experience it provides, they are more likely to feel excited and joyous about what is displayed. Moreover, because hedonic tendency refers to personal traits to take on activities pursuing pleasure (Saleem et al., 2012, p. 1053), this result shows possible linkage to Hunt et al. (2012)’ study on motivates for Facebook use, in which entertainment purpose was found to be the most salient.

Customized advertisements is the fourth independent variable that shows significant positive effect on positive affect. This relationship supports the study conducted by Pappas et al. (2014), in which personalization of ads is found to be linked with consumers’ positive emotions. However, customized advertisements only has a mean of 2.61. Furthermore, this construct has the highest Beta (0.312) in regression 1, meaning that our respondents perceived customized advertisements as the most important
indicator for positive affect. For these reasons, we decided to look further into questions 24 to 26 that are included for this particular construct. The needs relevant and liking relevant aspects of ads have means around 3, while the important customer aspect only stops at the mean of 1.98. These numbers indicate that our respondents are neutral about the relevance of Facebook ads, and they do not feel like they are important customers upon seeing these ads. Therefore the need to identify appropriate customer groups might be what companies should aim to do.

Time availability is the fifth independent variable having significant positive effect on positive affect. In Beatty and Ferrell (1998)’ study time availability was investigated in the context of in-store purchase; the more time people have to browse around the store, the more likely that they will make impulse purchases. In the context of Facebook, the more time members spend browsing around pages, the more exposed they are to a number of different ads. Time availability has a mean of 3.68, which is the highest for all constructs. This high mean indicates that time is considered flexible and our respondents do not feel like they are under pressure or have to reach any quick decision. This finding supports Foroughi et al. (2012)’ result where no pressure on time has an impact on consumers’ positive judgments.

Among seven independent variables tested, impulse buying tendency and money availability had no relationship with positive affect. The first result is in contrast with the study of Park and Kim (2008). In order to explain the differences in results, we considered our descriptive statistics (see Table 6); impulse buying tendency has a mean of 3.15, which implies that our respondents are neutral about their shopping needs. They seem to be in control of what they usually buy, but they do indulge sometimes. This might be the reason why our respondents are indifferent about ads, and that how they perceive of ads does not lie in whether or not they have the tendency to engage in impulse buying behavior.

Additionally, just like impulse buying tendency, money availability showed no relation to the two dependent variables. This result is not compatible with Beatty and Ferrell (1998)’ original research on this particular situational variable. This means that for our respondents, whether they have money or not does not affect their view on Facebook ads. We think that further studies into what influences consumers’ view, besides having money as a factor, might be needed in order to explain this result.

6.2 Regression 2
In the second regression, the coefficient (see Table 13) shows that among seven independent variables tested, there were only two variables hedonic consumption tendency and customized advertisements, which had significant positive effects on the dependent variable felt urge to buy impulsively. These were also the only two variables that show significant positive effects on both dependent variables. The first result is in line with Foroughi et al. (2014)’ finding, where hedonic consumption tendency influences how much a consumer would purchase directly and indirectly, by positive emotions. Our finding indicates that for those who like to shop to satisfy hedonic desires, they are more likely to experience an urge to impulse purchase as they see ads on Facebook.

The impact of customized advertisements on felt urge to buy impulsively was also supported. Our hypothesis states that the customization of ads would have an influence
on buying urges because consumers are presented with what they are familiar with and/or hold some level of liking to. This assumption is supported by Goldsmith and Freiden (2004) and Pappas et al. (2014), in the sense that ads customization can result in purchase intention. Furthermore, customized advertisements hold the higher Beta value of 0.352, meaning that a change of one unit in customization would result in about 35% change in buying urges. This again emphasizes the importance of ad relevance being offered to consumers.

Promotional effect and atmospheric effect have no relationship with felt urge to buy impulsively. Our assumption was based on the findings by Beatty and Ferrell (1998) and Zhou and Wong (2003). According to Zhou and Wong (2003), promotional and atmospheric effects of ads are positively associated with impulse buying; meanwhile Beatty and Ferrell (1998) state that felt urge to buy impulsively is positively related to the actual act of impulse purchase, thus we assume that promotional and atmospheric effect should have an impact on felt urge to buy impulsively. Our finding was not supported. An explanation for this finding might be that the urge to buy happens under a complicated process, with positive emotion as the mediating factor. Another explanation might lie in the consumers’ perception of the ads they encounter with. The mean for promotional effect is only 2.38 while mean for atmospheric effect is 2.22; these numbers indicate that the deal and how the ads look are just not good or attractive enough to actually make people feel like they want to buy the products offered.

Our seventh hypothesis was not supported, in which we assumed that impulse buying tendency had a positive effect on felt urge to buy impulsively. Felt urge to buy impulsively is demonstrated to be affected by personal impulse trait (Beatty and Ferrell, 1998). The finding implies that buying urges can still happen, whether our respondents possess the impulsive trait or not. One possible explanation could be that there might be a culture difference between our respondents in Sweden and those in the U.S. in the study conducted by Beatty and Ferrell (1998). Another explanation could be the fact that our respondents seeing only ads is not enough of a trigger for them to actually felt an urge to buy; it can be a combination of different factors and thus further studies into what consumption traits, what information presented on ads, or what situational elements that cause impulse buying urges.

The relationship between two situational characteristics, time and money and availability, and felt urge to buy impulsively was not supported. Our assumption of time availability was based on Beatty and Ferrell (1998)’ findings, because the more time the consumers have, the higher the chance they will browse in-store and encounter with more products, thus increase the levels of impulse buy urges; in our case, the more time one has to browse around Facebook, the more ads he or she will encounter and thus it has some impact on buying urges. Badgaiyan and Verma (2015) also find that the availability of money will certainly affect felt urge to buy. One possible explanation for our findings might be that because buying urges do not necessarily turn into actual buying (Badgaiyan & Verma, 2015), one can still experience buying urges regardless of their time or income. Another explanation might lie in the order in which these variables were tested. For example, Chang et al. (2014) study situational characteristics as moderating factors between positive emotional responses evoked by external stimulus and impulse buying behavior, in which the availability of money is the mediator for the impact of positive emotion induced by stimulus on impulse buying.
6.3 Regression 3
In the third and last regression analysis we tested the two dependent variables, where positive affect was used as the independent variable and felt urge to buy impulsively was used as the dependent variable. Prior research has shown that the affective aspect of impulse buying involves with before, during, and after the purchase has been made. For our study, we focus on pre-purchase emotions as the result of exposure to stimuli. Positive affect had a strong significant positive effect on felt urge to buy impulsively. The Beta value is high (B= 0.805), which means one unit change in positive affect could increase buying urges by 0.805. Our finding supports prior research by Beatty and Ferrell (1998), Park and Kim (2008), and Pappas et al. (2014), in which positive emotion play an important role as a mediator in the relationship between ad, personal, and situational characteristics and urge to buy impulsively or purchase intention. This result, together with the fact that the majority of our respondents expressed negative attitude towards advertising on Facebook, shows if companies can make their ads so that more positive attitude is induced, they can have a good chance to get their brands known or products sold due to increasing buying urges.
7. Conclusions and recommendations

In this chapter, we will answer our research question and provide theoretical contribution and practical implications. We will also present our study’s limitations and suggestions for future research and end the chapter with the truth criteria.

7.1 General conclusions

The purpose with our thesis is to investigate the effects of ad characteristics, personal consumption characteristics, and situational characteristics on positive affect and felt urge to buy impulsively. In order to fulfill this purpose, we conducted a quantitative study on Facebook members in Umeå municipality. Our research question is stated as follow:

**What effects do ad characteristics, personal consumption characteristics, and situational characteristics have on positive affect and felt urge to buy impulsively?**

For our quantitative study, we developed a conceptual model composed of ad characteristics, personal consumption characteristics and situational characteristics, which were identified in prior research. The findings from our study show that promotional effect and atmospheric effect have a significant positive impact on positive affect, which supports the studies by Heilman et al. (2002) and Liu et al. (2013). The same result occurs for time availability, thus supports the studies of Foroughi et al. (2012). Among seven independent variables, only hedonic consumption tendency and customized advertisements show significant positive effects on both positive affect and felt urge to buy impulsively, supporting the results from Beatty and Ferrell (1998), Foroughi et al. (2014), Pappas et al. (2014), and Park and Kim (2008). Positive affect is also found to be significantly and positively affect felt urge to buy impulsively according to the original study by Beatty and Ferrell (1998). By testing our conceptual model, we find out that impulse buying tendency and the availability of money of consumers do not have any effects on their emotional reactions towards advertising on Facebook, or provoke any kind of buying urges, which we found to be surprising. However, we were able to explain these results because the urge to buy impulsively does not necessarily turn into actual action (Badgaiyan & Verma, 2015), money availability is deemed irrelevant. We also suggest further studies into what causes felt urge to buy impulsively in order to explain the unsupported hypothesis using impulse buying tendency as the independent factor. With our study, we are able to answer the research question. Accordingly, theoretical contribution, as well as some practical suggestions in orders to improve consumers’ attitude as well as buying urges through Facebook advertising will be provided.

7.2 Theoretical contribution

For the analysis of collected data, three regression analyses have been carried out. Based on the results of these regressions, we can see that certain variables concerning ad characteristics, personal consumption characteristics, and situational characteristics have significant effects on positive affect and felt urge to buy impulsively.

Unlike all previous studies about impulse buying in which the researchers focus on offline and online stores’ environment, our study focus on a particular social media site, Facebook, which we can assume playing a mediator role which leads consumers to the
actual online stores through the action of ad clicking (Koufaris, 2002, p. 210). With this mediating role, the factor that might have commercial effect on consumers is the ads with marketing messages presented. Using Zhou and Wong (2003) study of promotional effect and atmospheric effect in-store posters, we have been able to test these effects in the context of online ads on Facebook. The result shows that while these ads characteristics positively influence consumers’ positive affect, they experience no urge to buy impulsively. It also partially reflects how consumers think about Facebook ads’ informative and experiential functions.

According to our findings, we are also able to conclude that in the context of Facebook, hedonic consumption tendency is the only one among the two personal consumption characteristic variables that shows a positive impact on both positive affect and felt urge to buy impulsively. Based on the definition of hedonic consumption tendency as personal traits to take on activities pursuing pleasure and tension relief provided by Saleem et al. (2012, p. 1053). This finding reflects the research conducted by Hunt et al. (2012) about Facebook usage motives, in which entertainment purpose is found to be the most significant. Hence, it furthers compliments our unique research context.

Previous researchers like Goldsmith and Freiden (2004) and Pappas et al. (2014) have studied the effect of customized/personalized advertising on consumers’ purchase intention. We test this situational variable in a more specific context of felt urge to buy impulsively and are able to conclude that customized advertisements indeed have a positive significant effect on felt urge to buy impulsively. Additionally, by performing regression analysis on three situational variables (time availability, money availability, and customized advertisements), we found that the relevance of ads to consumers’ likings and needs is the most positively accepted, which further emphasize our study context of Facebook where members are exposed to ads that are either based on their likings or their activities on the Internet. Based on our findings, even though Facebook companies utilize personalization and customization as their way of advertising, there is a need for companies to better target their potential consumers; since posting ads with mass customization might not be as effective.

7.3 Practical implications
In this section, we will bring up some recommendations for companies using Facebook as an advertising channel based on our findings. Out of all variables tested for our conceptual model, ones related to consumers that cannot be controlled by companies are impulse buying tendency, hedonic consumption tendency, and money availability, but for those that can be controlled, which are promotional and atmospheric of ads, customized advertisements, and time availability, companies should pay attention to in order to improve consumers’ perception of ads. By controlling characteristics of ads, companies might actually be able to create certain impact on consumers’ personal consumption characteristics, through which making a good impression on consumers about their brands and boost sales. Even though the number of marketing messages a company can send out on Facebook is not limited, a straightforward, useful and well-designed content should be the focus.

Our first recommendation to companies is to improve the attractiveness and aesthetic appealing of the advertisement posted on Facebook since our findings show that consumers are somewhat negative towards the ads design on Facebook. If companies
improve the attractiveness and aesthetic appealing of the ads it might improve the consumers’ positive feelings about ads on Facebook and the consumption experience.

Our second recommendation is linked to the first recommendation in the sense that it would increase the positive feelings about ads on Facebook. Companies need to do careful market research before targeting people on Facebook. Based on our findings we see that our respondents do not always think the ads on Facebook provide a great deal or make them feel as important customers. We can also see that our respondents are neutral to the statements about ads on Facebook presenting products that are customized to their needs or products that are compatible with their likings. The fact that the ads on Facebook do not make them feel as an important customer or that the ads are not customized to their needs can lead to an irritation and negative feelings towards ads on Facebook and even the brands themselves. By targeting the right people, companies might have the opportunity to make a good impression.

Our third recommendation is that companies who use Facebook as their advertising channel should not use it just for the sake of advertising. Because people do not use social media to buy, it might be a good idea for companies to use Facebook not only for boosting sales. This recommendation goes with what Cauley (2011) has said: ‘Consumers shy away from what they view as commercialism.’ Thus it is essential for company to develop and share interesting, original, and helpful content, in addition to special deals and offers rather than purely conveying sales. Moreover, it can be an economical way to communicate directly with their customers, so that they can know what customers really think about the companies and save room for future improvements.

7.4 Limitations and suggestions for future research

One can argue that one limitation we had was the fact that we were not able to use a probability sampling technique and determine a sample that represent the whole population based on the demography of gender ratio male: female = 1 : 1 (SCB, 2014b). One could also argue that if there would have been a more controlled environment where all people had the same known probability to be selected to the sample, it would have been possible to draw statistical conclusions about the population and also generalize the result to other populations. However, our sample represented the population in terms of voluntary participation and corresponded to prior research by Denti et al. (2012). Furthermore, as Calder, Phillips and Tybout (1982, p. 241) say, a research question stated in a theoretical way can be answered both with a non-random and a random sample. Thus we argue that our use of a non-probability sampling technique, self-selection, is not a limitation as our research question is stated in a theoretical way and we are interested in theory testing and to test the relationship between variables.

Another limitation we had was that we were not sure how many potential respondents we actually reached through Facebook, since it is possible that several of the Facebook members were members of several of the groups we posted the link to the survey in. As a matter of fact, since we were not able to determine a sample that represents the population based on demographic information, we suggest future researchers either to test our conceptual model in a more controlled environment where it is possible to generalize the results to the population, or conduct studies to explain why female voluntary participation is higher than that of male.
Another limitation we had in our study was our research context of Facebook, since it would be too time demanding and a too broad study to bring in more social media. Because of this limitation we suggest a future research where consumers’ attitudes towards ads are investigated on more social media than just Facebook, where also the differences between different social media are examined. We also felt limited by the fact that we only know customers feelings towards ads on Facebook in general, and not were able to get a deeper understanding into what they really think about ads on Facebook. Therefore we suggest that future researchers conduct a qualitative study where an understanding of consumers’ feelings towards ads on Facebook is investigated more deeply. By conducting such a study it would be possible for companies to better understand how customers feel about ads on Facebook and what the company can do to increase the positive feelings, as we in our study found that customers generally are negative or neutral towards ads on Facebook. When conducting such a study it is also important to be aware of the ethical aspect and ensures that the information isn’t abused in any way by companies.

7.5 Truth criteria
Reliability concerns the consistency of the findings; if the results would remain the same if the study were conducted again, or if the results occurred by chance (Bryman, 2011, p. 49; Saunders et al., 2009, p. 156). To measure if our questionnaire had a high level of internal reliability and if the findings were consistent we used Cronbach’s Alpha for each construct in the analysis. We used the rules of thumb provided by previous researchers, and Cronbach’s Alpha above 0.70 was accepted and seen as reliable (Bryman, 2011, p. 162; Gliem & Gliem, 2003, p. 87; Tavokol & Dennick, 2011, p. 54). We went through the process of removing questions that were the reason for causing low internal consistency, and all of our constructs were above 0.70. We also see our findings as reliable since we only used question in our questionnaire that have been tested in previous studies. Before we handed out the questionnaire we pilot tested the questionnaire to make sure all questions and instructions were clear, which further strengthen the reliability of our findings. Last, the findings were tested through statistical measures which decrease the subjectivity of the study.

Replicability refers to the possibility to replicate a study, and to make it possible to replicate a study, the researcher must describe his/her approach in detail (Bryman, 2011, p. 49). It is important to describe every step in the study to reduce bias and make it possible for other researchers to replicate the study. To ensure our study is replicable we have described our research process in detail and in a logical way. All methods used have been explained and argued for so other researchers can replicate our study. Also questions and scales used in the questionnaire is taken from previous research which increase the replicability. For above mentioned reasons we believe that our study can be replicable and re-tested in other cities in Sweden or on the whole Swedish population.

Validity in a study concerns whether an indicator that is supposed to measure a concept really measures that concept (Bryman, 2011, p. 162; Bryman & Bell, 2011, p. 159; Saunders et al., 2009, p. 372). Causality refers to the internal validity of a study and concerns whether a conclusion that contains a causal relationship is lasting or not (Bryman & Bell, 2011, p. 42). For a study to be valid it must first be reliable (Saunders et al., 2009, p. 373) Our study has a high level of internal reliability since all constructs had a Cronbach’s Alpha higher than 0.70. Because our questions measured the concept
they were supposed to measure based on previous studies, we consider our study to have a high level of internal validity.

Generalization refers to the external validity of a study and concerns the applicability of the findings to other settings (Bryman, 2011, p. 51; Saunders et al., 2009, p. 158). To be able to generalize the findings to other contexts, it is important that the sample is representative to the own population (Bryman, 2011, p. 51; Polit & Beck, 2010, p. 1452). We used a non-probability sampling technique where not all members in the population had the known probability to be chosen. To be able to generalize the findings to other contexts the best method to use is a probability (random) sampling technique (Polit & Beck, 2010, p. 1452). Because of this we cannot generalize our findings to our population or to other populations. Instead of generalizing the findings to other populations we have explained the findings in the perspective of our sample and our respondents. After all, according to Polit and Beck (2010, p. 1452), most researchers only have a vague idea of a target population, and what they are more likely to have is ‘an explicit accessible population’. In our case, the population from which we chose our sample is simply defined from demographic description: those who aged 18 and above, use Facebook and live in Umeå municipality.
8. Reference list


Chauhan, R. S., Buckley, M. R., & Harvey, M. G. (2013). Facebook and personnel selection: What’s the big deal?. *Organizational Dynamics, 42 (2)*, 126-134.


9. Appendix

Appendix 1: Introductory letter
In both Facebook groups and on flyers;

Hello!

We are Beatrice Bjuhr and My Tra Pham, two students of Business Program of Umeå University. We are writing our Master Thesis on consumption behavior of Facebook users, who live in Umeå. The goal of our thesis is to investigate the factors that might influence impulse purchase intention of those who use Facebook. Therefore we would appreciate if you could spend 8 minutes to complete the survey. The survey is divided into 4 categories: background information, personal shopping habit, your perception of Facebook ads, and your consumption reaction towards Facebook ads.

The deadline to complete this survey is on April 12 2015. Your information will be kept anonymous. If you have any question, please contact us using the information below. We appreciate you for participating in our survey!

Kind regards,

Beatrice Bjuhr: bebj0007@student.umu.se
My Tra Pham: trmy0002@student.umu.se

Link to the survey (only in Facebook groups): http://goo.gl/forms/M2OU3pLOeA
Link to the survey (only on flyers): http://goo.gl/forms/Pp66fMVB32

Only on flyers;

Hej!

Vi är Beatrice Bjuhr and My Tra Pham, två studenter på ekonomprogrammet vid Umeå Universitet. Vi skriver just nu vårt examensarbete i konsumentbeteende hos Facebook-användare, som bor i Umeå. Målet med vår uppsats är att undersöka faktorerna som kan influera impulsköp bland dem som använder Facebook. Därför skulle vi bli väldigt glada om du skulle vilja spendera 8 minuter på att svara på vår enkät. Enkäten är indelad i 4 kategorier: bakgrundsinformation, personlig shopping vana, din uppfattning av Facebook reklam, och din konsumtionsreaktion gentemot Facebook reklam.

Sista dagen att fylla i enkäten är den 12 april 2015. Din information kommer att hållas anonym. Om du har några frågor kan du kontakta oss på mejladresserna nedan. Tack än en gång för ditt deltagande!

Med Vänliga Hälsningar,

Beatrice Bjuhr: bebj0007@student.umu.se
My Tra Pham: trmy0002@student.umu.se
Länk till enkät: http://goo.gl/forms/Pp66fMVB32
Observera att enkäten är på engelska.
Appendix 2: Introductory letter in online survey

Hello!

We are Beatrice Bjuhr and My Tra Pham, two students of Business Program of Umeå University. We are writing our Master Thesis on consumption behavior of Facebook users. The goal of our thesis is to investigate the factors that might influence impulse purchase intention of those who use Facebook. Therefore we would appreciate if you could spend 8 minutes to complete the survey. The survey is divided into 4 categories: background information, personal shopping habit, your perception of Facebook ads, and your consumption reaction towards Facebook ads.

The deadline to complete this survey is on April 12 2015. Your information will be kept anonymous. If you have any question, please contact us using the information below. We appreciate you for participating in our survey!

Kind regards,

Beatrice Bjuhr: bebj0007@student.umu.se
My Tra Pham: trmy0002@student.umu.se
Appendix 3: Survey questions

Background information

1. Gender:
   Male
   Female

2. Age:
   18-29
   30-39
   40-49
   > 50

3. What is your employment status? (Can choose more than one option)
   Student
   Employed/ Self-employed
   Unemployed
   Retired

4. What is your monthly income? (CSN included)
   Less than 10000 SEK
   10000- 15000 SEK
   15000- 20000 SEK
   More than 20000 SEK

5. How do you get access to Facebook? (Can choose more than one option)
   Computer/ Laptop
   Mobile phone/Smartphone
   Tablet
   Other:

6. Do you disable Facebook ads?
   Yes
   No

7. How often do you view and/or click on Facebook ad? (Ads including posts from company or product pages that you have clicked like).
   Less than once a month
   Once a month
   Several times a month
   Once a week
   Several times a week
   Everyday

8. How often do you shop online?
   Less than once a month
   Once a month
   Several times a month
   Once a week
Several times a week
Everyday

PAGEBREAK

Personal shopping habit
Please indicate how much you agree with the following statements on a scale 1 to 5, where 1 is strongly disagree and 5 is strongly agree.

9. When I go shopping, I buy thing that I had not intended to purchase.
10. I am a person who makes unplanned purchases.
11. It is fun to buy spontaneously.
12. I like to shop for the novelty of it.
13. Shopping satisfies my sense of curiosity.
15. I feel like I’m exploring new worlds when I shop.
16. I go shopping to be entertained.
17. I get a real ‘high’ from shopping.

PAGEBREAK

Your perception of Facebook ad
(Reminder: ad including posts from company or product pages that you have clicked like).

18. What is promoted in ads displayed on Facebook appears to be a bargain.
19. In these ads, the price provided is less than what I expect it to be.
20. What is promoted in ads displayed on Facebook is a great deal.
21. At the price provided in these ads, I would save a lot of money.
22. Ads displayed on Facebook are attractive.
23. Ads displayed on Facebook are aesthetically appealing.

PAGEBREAK

Customized advertisements
(Reminder: ad including posts from company or product pages that you have clicked like).

24. I find that through information from my profile on Facebook, I am presented with product advertisements that are more compatible to my likings.
25. Products presented to me on Facebook are customized to my needs.
26. Product recommendations on Facebook make me feel as an important customer.

Your responses are towards Facebook ads:
Upon looking at Facebook ads, in general I feel:

27. Excited
28. Enthusiastic
29. Fun
30. Happy
31. Interested
32. Joyful

**PAGEBREAK**

**Your consumption reaction towards Facebook ads**
(Reminder: ad including posts from company or product pages that you have clicked like).

33. I experience a number of sudden urges to buy things I have not planned to purchase.
34. I saw a number of things I want to buy even though they are not on my shopping list.
35. I experience no strong urges to make unplanned purchase.
36. I felt a sudden urge to buy something.
37. I feel that I have limited time available to me for this purchase.
38. I feel that it is no rush for this purchase.
39. I do not feel I can afford to make any unplanned purchasing.
40. I feel that I have enough extra money so that I can splurge a little if I find something I really like.