

## **Impulse Buying: A Comparison of Influences for Young and Adult Consumers**

*Natalie Brici, La Trobe University, [N.Brici@latrobe.edu.au](mailto:N.Brici@latrobe.edu.au)*

*Gillian Sullivan Mort, La Trobe University, [G.Sullivan-Mort@latrobe.edu.au](mailto:G.Sullivan-Mort@latrobe.edu.au)*

*Chris Hodgkinson, La Trobe University, [c.hodkinson@latrobe.edu.au](mailto:c.hodkinson@latrobe.edu.au)*

### **Abstract**

Much research is conducted in relation to impulse buying, but the motivations of young consumers are little understood. Two sets of mini-focus groups were conducted with young and older consumers to examine the comparative motivations. Findings analysed using Leximancer indicate noticeable differences in motivation across age groups. Younger consumers used impulse buying to regulate negative moods, showed less consideration of finances and reported more regret following impulse buying. Implications relate to the need for quantitative research by age to elucidate the relationships between factors like mood, impulse buying and the retail context and a need to build awareness in young consumers of the link between negative moods and their tendency towards impulse buying as a method of mood regulation.

**Keywords:** Impulse Buying, Young Consumers, Adult Consumers, Leximancer, Motivation