

Abstract

The effects of pre-shopping affect—positive and negative mood—and companionship on impulse buying tendencies were examined among 177 Hong Kong university students through a policy-capturing study. Eight scenarios were used after being selected in a preliminary study, with four designed for studying positive affect and companionship and four designed to study negative affect and companionship. High reliability was found, suggesting that participants used a consistent policy for responding to all scenarios. As well, the results of a manipulation check indicated that participants did project themselves into all scenarios, which allowed for deeper processing of the stimuli. Only positive affect was found to be significantly associated with impulse buying tendencies, in which lower positive affect led to greater tendency to buy on impulse. This result suggested a new finding in literature.