

COGNITIVE AND AFFECTIVE MECHANISMS IN IMPULSIVE BUYING: EVALUATING TRIGGERS' EFFECT

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Methods. The study employed a cross-sectional survey-based design aimed at examining the relationships between external triggers of impulsive buying, personality traits, and impulsive purchasing tendencies measured by the IBS-20 scale. A sample of 126 economically active individuals, as defined by the ILO criteria, participated in the study. Respondents represented different age, income, and regional groups of Ukraine, with women comprising 79.4% of the sample. Two psychometric instruments were used: Impulse Buying Scale-20 – to assess the overall level of impulsive buying, its affective and cognitive dimensions, Big Five Inventory-20 – to measure the five personality traits. Respondents evaluated their susceptibility to four categories of external triggers: visual, aromatic, audial, mental. For non-normal distribution of the variables, non-parametric statistical methods were applied.

Results. External triggers significantly influenced impulsive buying, with effects moderated by personality. Visual cues predicted overall, affective, and cognitive impulsivity, especially among individuals high in Neuroticism and low in Conscientiousness. Aromatic cues-especially perfume and candle scents-were strongly linked to all IBS dimensions and personality traits, whereas bakery and coffee aromas mainly affected highly neurotic consumers. Audial cues produced strong effects: music predicted all IBS components and Neuroticism, while crowd noise increased affective and cognitive impulsivity through cognitive overload, interacting with Conscientiousness. Psychological triggers were most powerful: internal drive predicted all IBS components and correlated with Neuroticism and Conscientiousness, while social influence affected only affective impulsivity.

Novelty. The study provides an integrated analysis of sensory and psychological triggers together with personality traits, identifying Neuroticism-not Extraversion-as the main predictor of reactivity. Visual cues drive both cognitive and affective impulsivity, scents elevate emotional responses, and auditory cues influence cognitive load. Internal motivational states outweigh external stimuli, underscoring the role of emotional pre-activation. In the context of Ukraine's heightened societal stress, the findings reveal how macro-emotional conditions intensify impulsive behaviour.

Practical value. Emotional tension increases impulsivity while economic uncertainty heightens consumer caution. Marketers can improve targeting by aligning sensory cues with personality profiles, e.g., visual and aromatic cues for high-Neuroticism consumers and reduced sensory load for low-Conscientiousness groups to avoid overload

Keywords: neuromarketing, impulsive buying, cognitive and affective mechanism, external triggers, neuroticism, conscientiousness, extraversion, openness, impulsive buying scale.

Statement of problem. The growing proliferation of digital marketplaces, personalized advertising, and real-time purchasing environments has substantially increased consumers' exposure to stimuli that provoke rapid, unplanned decisions. In this context, impulsive buying has become not merely a behavioral tendency but a strategically

targeted phenomenon actively shaped by technological and neurocognitive insights.

Neuromarketing research demonstrates that purchasing impulses are closely tied to rapid, automatic neural processes, including reward anticipation, emotional arousal, and attentional capture, which can be experimentally modulated [1].

Therefore, understanding the cognitive and affective mechanisms through which such triggers exert their influence is a critical and timely scientific task. Impulsive buying as an unplanned consumer response characterized by a powerful, sudden urge to purchase is a dual-process phenomenon rooted in both cognitive deficits (a lack of planning and reflection) and affective surges (emotional responses and immediate gratification) [2]. The analysis establishes that the affective pathway, driven by the brain's reward system and the desire for instant gratification, is often the initiating mechanism for the impulsive urge [3].

Recent studies employing psychophysiological measures show that impulsive buying is governed by an interaction of dual-process dynamics: fast, affectively driven systems and slower, reflective systems responsible for cognitive control, risk evaluation, and delayed reward processing.

Triggers reliably activate bottom-up processes while simultaneously inhibiting top-down regulatory mechanisms and operate via the Stimulus–Organism–Response (S–O–R) framework, where environmental cues (e.g., sensory marketing, social suggestion, holiday nostalgia) successfully prime the consumer's internal affective state, thereby bypassing rational cognitive control [4].

Analyses of recent papers. Modern research establishes that Impulsive Buying is not a singular act but rather a complex behavior governed by parallel cognitive and affective antecedents [5]. This dual-process conception is essential for accurately modeling consumer behavior.

The cognitive aspect of impulsive buying is characterized primarily by a lack of planning and reflection [2] and involves the failure of rational evaluation processes, where the individual overlooks task effectiveness, utility, or long-term consequences [5]. In parallel, the affective aspect involves intense emotional responses that occur before, during, or after a purchase [2]. This pathway is driven by emotional intuition and hedonic reactions such as enjoyment, pleasure, or social warmth [5]. When an individual experiences the impulsive urge, it is often described as an «irresistible force» to buy, resulting from low cognitive control and an inability to fully evaluate

consequences, driven by the profound desire for immediate satisfaction [6].

The behavioral manifestation of impulsive buying is intimately linked to the neuroscience of reward and motivation. The psychological drive for impulsive buying is fundamentally instant gratification – the urge to satisfy a craving immediately rather than waiting for a more rational, delayed reward [3].

Neuroscience research consistently indicates that the brain chemical dopamine plays a crucial role in this process. Elevated dopamine activity, associated with pleasure and motivation, directly heightens the tendency to make impulsive decisions by making immediate rewards overwhelmingly more compelling than delayed, rational choices [3]. This establishes a structural hierarchy where the affective evaluation process, reinforced by dopaminergic reward, functions as the initial and dominant mechanism generating the purchasing “urge”. Cognitive failure, therefore, often serves not as the cause, but rather as the absence of necessary restraint, allowing the powerful affective drive to proceed unchecked [2]. This distinction is crucial, as it implies that the most effective counter-strategies must address emotional acceleration before cognitive oversight can even be engaged.

The evidence synthesized from existed scientific research confirms that impulsive buying behavior arises from the successful interaction between tailored external triggers (Stimulus) and internal vulnerabilities (Organism), circumventing critical self-regulatory controls (Response).

Retailers use sensory cues (cash-zone displays, aroma, music, holiday nostalgia) to function as affective primers, successfully stimulating pleasure and hedonic value within the consumer (O). This positive emotional state elevates the desire for instant gratification, making self-control failure imminent [7].

Environmental pressures, such as urgency signals, limited-time deals, and social scarcity (FOMO), are employed to impose time constraints that actively override the ability to engage in planning or consequence evaluation, forcing a rapid, unplanned, or cognitive impulsive buying response [8].

Despite of cognitive and affective aspects of impulsive buying, another significant issue

of internal consumer's regulation is personality traits, when high emotionality makes an individual highly sensitive to affective triggers for mood repair, while high level of extraversion makes them susceptible to cognitive override due to spontaneity [9].

In all cases, the behavior is gated by the individual's self-control capacity, which is weakened by negative emotions and strengthened by structured personality traits and supportive social environments [10].

However, the exact pathways through which external triggers and mental drivers modulate attention, valuation, and emotional reactivity remain insufficiently clarified.

Aim of the paper. The purpose of the article is to conduct a comprehensive analysis of the interrelationship between perception of the different external triggers of impulsive buying, level of IBS-20 [11] and personal traits

Materials and methods. External factors in both physical and digital retail environments are meticulously engineered to act as stimuli that bypass cognitive deliberation and trigger affective responses. This research is based on the following classification of the triggers (fig. 1).

Impulse purchases are strongly stimulated by visual cues [6].

Retail environments utilize aesthetic design, dynamic lighting, and visually appealing product arrangements to create an immersive shopping experience. These techniques are deployed to elicit strong emotional responses, such as pleasure and arousal, which are key drivers of the affective buying mechanism [7].

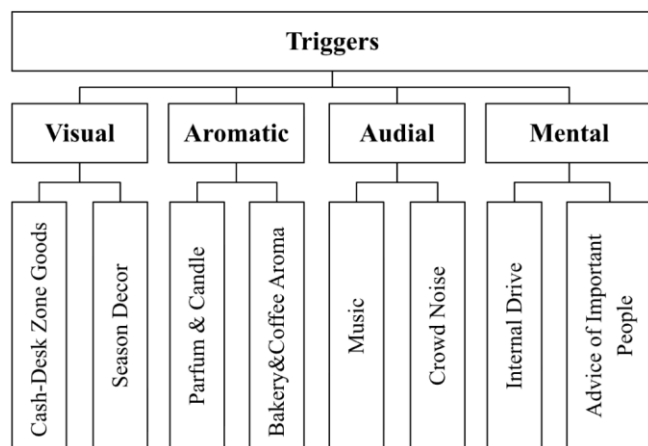


Fig. 1. Classification of Triggers
Source: based on [1, 2, 5-7].

Outlet ambience necessarily includes non-visual sensory elements, such as aromatic and audial cues, which engage emotional pathways. These cues are strategically managed to create a desirable emotional state that attempts to capture the attention of impulse buying customers [12, 13].

Auditory sensory cues, while sometimes contributing to shopping stress (e.g., crowd density), can be tailored (e.g., music) to generate specific affective states [14]. Research confirms that ambient stimuli must first succeed in elevating mood or pleasure within the Organism (O) before the purchasing response (R) is likely to occur. This designates sensory marketing as an affective gatekeeper, ensuring the consumer is in a receptive, emotionally aroused state.

Contextual factors, such as seasonal themes, profoundly influence consumer susceptibility. Impulse buying behaviors are known to increase during special occasions like the holiday season [3]. Retailers leverage holiday imagery and decoration to trigger a blend of emotional and social factors, creating an undeniable sense of nostalgia and fostering a mindset open to increased spending [15] (a primarily affective strategy)

The internal state of the consumer (the Organism in the S-O-R model) determines the likelihood of an impulsive purchase, particularly when regulatory mechanisms are weakened. Research confirms [16] a strong relationship between negative emotional conditions and impulsive behavior. It states that individuals who report higher symptoms of anxiety or depression are more likely to exhibit elevated levels of impulsivity.

The resulting impulsive purchase often serves as an immediate, though ultimately dysfunctional, self-regulation mechanism. The theory of mood improvement suggests that shopping to alleviate a negative emotional state is a common precursor to impulsive and potentially compulsive buying [17].

Concluding the results of the literature review it can be stated that it should be investigated the connection of external stimulus (S) in the form of triggers of impulsive buying and personal traits via BFI-20 components (Openness to Experience, Conscientiousness, Extraversion, Agreeableness, Neuroticism), reflect-

ing the organism (O) internal ability to regulate responses (R), resulting in propensity for impulsive buying based on IBS-20 level.

So, the formulated hypothesis are:

H0 – perception of external triggers doesn't influence impulsive buying and has no correlation to personal traits.

H1 – perception of external triggers influences impulsive buying and correlates to personal traits.

To test the formulated hypotheses, an empirical study was conducted for a group of 126 individuals that can be included into the economically active part of the population according to the International Labor Organization.

According to survey the main group of respondents was women – 79.4%, while men – 20.6% of respondents. A study of the structure of respondents by age showed that the most represented group of respondents was the age group 41-50 years, the share of which was 32.5%, the group 18-24 years – 25.4%. The least represented groups were the age groups 51-60 years and 60+ – 12.7% and 11.9%, respectively.

Based on the target audience – economically active individuals, it was found that the category «Employee» – 66.7% and «Student» – 23.8% received the greatest share. At the same time, the least represented categories were «Business owner» – 5.6% and «Not working – not studying» – 4.0%.

The distribution of respondents by total monthly income was also analyzed, where the greatest share falls on the income range from 21,000 to 30,000 UAH/month. 26.2% and 11,000 - 20,000 UAH/month – 25.4%. The least represented group was «more than 50,000 UAH» – 10.3% and «less than 5,000 UAH» – 7.9%.

According to the region of residence, the largest proportion of respondents falls on the Eastern and Central regions (Dnipro, Poltava, Donetsk, Kirovohrad regions) – 44.4% and the Western regions (Lviv, Ivano-Frankivsk, Ternopil, Zakarpattia) – 46.0%. Only 1.6% of respondents live abroad at the time of the survey. The Luhansk region and the Autonomous Republic of Crimea were not included in the study.

To define the level of propensity for impulsive buying the IBS-20 was used [11] (Table 1).

Table 1

Statistics of IBS-20

Indicators	N	Min	Max	Mean	Std. Deviation
IBS-20	126	22	91	49,1508	14,36221
IBS-AF	126	9	43	22,3175	7,83393
IBS-Cogn	126	4	20	9,6667	3,34186

The analysis was conducted also for the personal traits' questionnaire based on the BFI-20 OCEAN: Openness, Conscientiousness, Extraversion, Agreeableness, Neuroticism. According to survey

Table 2

Statistics of personal traits by BFI-20

Indicators	O	C	E	A	N
Mean	15,39	14,46	12,69	15,02	13,06
St. Deviation	3,075	3,276	2,705	2,325	3,551
Minimum	5	7	6	9	4
Maximum	20	20	19	20	20
N	126	126	126	126	126

Conducted test has shown that the variables are not normally distributed and the parametric methods couldn't be used. To examine the correlation between impulsive buying behaviour (IBS-20), trigger categories (visual, aromatic, audial, and mental), and personality traits (BFI-20), the study employed the Pearson Chi-square (χ^2) test of independence (Table 3).

Visual Trigger, such as Cash-Desk Zone Goods demonstrates significant effect only for Conscientiousness ($\chi^2 = 13.309$, $p = 0.010$). That means that individuals with low Conscientiousness are more likely to be impulsively triggered by checkout-zone products.

The trigger "Seasonal Décor" has significant associations with general level of IBS-20 ($p = 0.001$), affective impulsivity ($p < 0.001$) and cognitive impulsivity ($p = 0.021$). Also, it demonstrates strong relation with Neuroticism ($p = 0.007$). So seasonal visual cues strongly intensify affective and cognitive impulsive buying and individuals high in Neuroticism exhibit elevated sensitivity to such cues.

Kruskal-Wallis Test for Triggers of Impulsive Buying

Triggers' Group	Triggers	Statistics index	IBS-20			BFI-20				
			Total	AF	Cogn	O	C	E	A	N
Visual	Cash-Desk Zone Goods	Chi-Square	10,002	7,509	8,011	1,985	13,309	2,463	2,600	5,994
		Asymp. Sig.	0,040	0,111	0,091	0,738	0,010	0,651	0,627	0,200
	Season Decor	Chi-Square	19,682	20,669	11,540	1,023	2,252	6,316	4,955	14,118
		Asymp. Sig.	0,001	0,000	0,021	0,906	0,689	0,177	0,292	0,007
Aromatic	Parfum & Candle	Chi-Square	17,712	20,316	12,276	7,075	10,178	3,489	5,907	13,349
		Asymp. Sig.	0,001	0,000	0,015	0,132	0,038	0,480	0,206	0,010
	Bakery & Coffee Aroma	Chi-Square	8,082	7,277	7,344	2,703	3,897	5,553	3,000	17,554
		Asymp. Sig.	0,089	0,122	0,119	0,609	0,420	0,235	0,558	0,002
Audial	Music	Chi-Square	20,170	22,932	15,153	5,517	10,807	8,859	2,775	12,905
		Asymp. Sig.	0,000	0,000	0,004	0,238	0,029	0,065	0,596	0,012
	Crowd Noise	Chi-Square	15,443	13,078	6,310	8,152	10,693	0,358	6,283	2,063
		Asymp. Sig.	0,001	0,004	0,097	0,043	0,014	0,949	0,099	0,559
Mental	Internal Drive	Chi-Square	25,825	29,458	29,374	5,065	11,962	6,661	2,656	24,475
		Asymp. Sig.	0,000	0,000	0,000	0,281	0,018	0,155	0,617	0,000
	Advice of important People	Chi-Square	6,477	15,587	7,016	2,156	1,638	5,325	1,421	7,055
		Asymp. Sig.	0,166	0,004	0,135	0,707	0,802	0,256	0,840	0,133

Aromatic triggers also demonstrate strong association with IBS-20 and BFI-20 components. So, perfume & candle scents show significant associations with IBS-20 Total ($p = 0.001$), affective ($p < 0.001$), Cognitive ($p = 0.015$) components, Conscientiousness ($p = 0.038$) and Neuroticism ($p = 0.010$). It make it possible to conclude that aromatic cues evoke stronger impulsive tendencies and disproportionately affect high-Neuroticism individuals, who may have heightened affective reactivity to olfactory stimuli. Meanwhile such trigger as «Bakery & Coffee Aroma» has no significant IBS-20 associations. Only Neuroticism shows a strong association ($p = 0.002$). It can be said that soft food-related scents selectively activate impulsive responding among individuals with

elevated Neuroticism, consistent with stress-related hedonic compensation mechanisms.

Music, which show strong associations with IBS-20 Total ($p < 0.001$), Affective ($p < 0.001$) and Cognitive ($p = 0.004$) components and relation with Neuroticism ($p = 0.012$), acts as a robust neuromarketing trigger, increasing impulsive behavior across affective and cognitive pathways. Neurotic individuals show heightened susceptibility, possibly due to reduced emotional regulation under auditory stimulation

At the same time crowd noise does not associate with Neuroticism but has significant associations with affective ($p = 0.004$), cognitive ($p = 0.043$) components, and Conscientiousness ($p = 0.014$). That means that ambient noise contributes to impulsive behaviour

through cognitive overload and diminished self-regulation, but this effect is not directly driven by Neuroticism.

More complex relations demonstrate mental (Psychological) Triggers such as internal drive with very strong associations across IBS-20 Total, AF, and Cogn (all $p < 0.001$), significant effects for Conscientiousness ($p = 0.018$) and a strong association with Neuroticism ($p < 0.001$). So, internal motivational states are the most powerful predictors of impulsive buying. High-Neuroticism individuals demonstrate substantially elevated susceptibility, supporting theories of compensatory and emotion-driven purchasing.

On the other hand such stimuli as advice of important people show significance only to affective component ($p = 0.004$) and no meaningful associations with Neuroticism or Conscientiousness. In this case it can be stated that social influence affects affective impulsivity but does not interact with personality traits or impulsive buying in a stable pattern.

Summarizing the results across sensory and psychological trigger categories, Neuroticism demonstrates consistent and statistically significant associations, especially with seasonal visual cues, perfume/candle scents, music, internal drive and bakery aroma. This supports the theoretical assumption that individuals high in Neuroticism are more reactive to emotionally salient environmental triggers, aligning with models of affective sensitivity, emotional regulation deficits, and stress-compensatory decision-making.

Moreover, low Conscientiousness interacts strongly with impulsive responses in visu-

ally dense and audially stimulating environments.

The analysis confirms that sensory and cognitive triggers do not function uniformly, but rather interact with stable personality dispositions, partially explaining variance in impulsive consumer behavior within neuromarketing contexts.

The following step was to examine the associations between sensory and psychological triggers, impulsive buying tendencies (IBS-20), and personality traits (BFI-20). Spearman's rank-order correlation coefficient (ρ) was used due to the ordinal nature of the trigger variables and the non-normal distribution typical for behavioural and self-report measures.

The regression models has supported an integrative view: impulsive buying emerges not from isolated affective states or cognitive deficits but from the dynamic interaction between them, embedded within an environment saturated with persuasive cues (Table 4).

Across all three domains of impulsivity – IBS-Total (Total), IBS-Affective (AF), and IBS-Cognitive (Cogn) – significant positive correlations were observed with most visual, aromatic, and auditory triggers.

So, cash-desk zone product displays showed weak-to-moderate positive correlations with Total ($\rho = .278, p < .01$), AF ($\rho = .244, p < .01$), and Cogn ($\rho = .230, p < .01$) impulsivity, indicating increased susceptibility to impulsive purchases in point-of-sale environments. Seasonal decor demonstrated even stronger associations ($\rho = .320-.323$, all $p < .001$), suggesting that emotionally salient visual contexts intensify both affective and cognitive impulse buying.

Table 4

Kruskal-Wallis Test for Triggers of Impulsive Buying

Triggers' Group	Triggers	Statistics index	IBS-20			BFI-20				
			Total	AF	Cogn	O	C	E	A	N
Visual	Cash-Desk Zone Goods	ρ	,278**	,244**	,230**	-0,068	,322**	0,016	-0,082	0,140
		Sig. (2-tailed)	0,002	0,006	0,010	0,448	0,000	0,858	0,363	0,119
	Season Decor	ρ	,320**	,323**	,273**	0,000	-0,055	0,116	0,151	,321**
		Sig. (2-tailed)	0,000	0,000	0,002	0,996	0,539	0,197	0,091	0,000

Aromatic	Parfum & Candle	ρ	,303**	,347**	,289**	0,011	-,241**	0,109	0,112	,266**
		Sig. (2-tailed)	0,001	0,000	0,001	0,905	0,006	0,225	0,213	0,003
	Bakery & Coffee Aroma	ρ	,248**	,238**	,239**	-0,099	-0,155	,198*	-0,020	,350**
		Sig. (2-tailed)	0,005	0,007	0,007	0,268	0,083	0,027	0,824	0,000
Audial	Music	ρ	,378**	,411**	,307**	-0,115	-,224*	,201*	0,103	,255**
		Sig. (2-tailed)	0,000	0,000	0,000	0,200	0,012	0,024	0,249	0,004
	Crowd Noise	ρ	,335**	,317**	,214*	-,230**	-,266**	0,050	-0,058	0,047
		Sig. (2-tailed)	0,000	0,000	0,016	0,010	0,003	0,577	0,516	0,598
Mental	Internal Drive	ρ	,440**	,478**	,472**	-,177*	-,253**	0,151	-0,071	,365**
		Sig. (2-tailed)	0,000	0,000	0,000	0,048	0,004	0,092	0,429	0,000
	Advice of important People	ρ	,221*	,334**	,197*	-0,049	-0,089	,190*	0,078	,224*
		Sig. (2-tailed)	0,013	0,000	0,027	0,584	0,324	0,033	0,385	0,012

Perfume & candle scents and Bakery & coffee aroma were significant predictors of impulsive behaviour, with correlations in the .24-.35 range. The strongest effect emerged from bakery aromas ($\rho = .350$ for Neuroticism; $\rho = .248$ -.239 for IBS indices), a pattern consistent with research on warm olfactory cues activating reward-related purchase behaviour.

As for audial triggers, music produced one of the most pronounced effects in the dataset (Total $\rho = .378$, AF $\rho = .411$, Cogn $\rho = .307$; all $p < .001$) and crowd noise correlated significantly with all IBS-20 components ($\rho = .214$ -.335, $p < .05$).

Overall, sensory triggers (visual, aromatic and audial) demonstrated consistent positive associations with impulsive buying, with the affective dimension showing the strongest responsiveness. Test of correlations between mental triggers and impulsive buying has shown that internal psychological activation exhibited the largest correlations across the entire study (Total $\rho = .440$, AF $\rho = .478$, Cogn $\rho = .472$; $p < .001$).

This indicates that internal states, such as emotional tension, craving, or spontaneous motivation, are the most powerful determinants of impulsive behaviour. Meanwhile, social influence showed moderate associations with impulsivity ($\rho = .197$ -.334). The effect was strongest for the Affective dimension (AF $\rho = .334$, $p < .001$), indicating that socially salient advice triggers emotional purchase tendencies.

So, affective factors demonstrated some of the strongest associations with impulsive buying, consistent with dual-system and affect-integration models. Elevated positive affect likely facilitates approach motivation, reward-seeking, and a perception of reduced risk, while negative affect may act as a catalyst for compensatory consumption. This dual pathway confirms earlier work suggesting that impulsivity can arise both from hedonic enhancement («buying to feel good») and emotion-regulation motives («buying to stop feeling bad»).

The intensity of affective arousal appears to reduce reflective evaluation, increasing susceptibility to contextual triggers. This aligns with neurocognitive research highlighting that

heightened limbic system activation narrows attention to immediately rewarding stimuli, diminishing prefrontal inhibitory control.

Considering the personal traits and propensity for impulsive buying, it was found that Neuroticism demonstrated significant positive correlations with almost all high-impact triggers (Table 4). This consistent pattern confirms that emotionally reactive individuals are more sensitive to both sensory and psychological triggers. This aspect is especially important during war. According to Wartime survey of Ukrainian society [18] the predominant emotions are tiredness, tension, irritation, powerlessness, disappointment, caution, fear, anger and confusion – all that accelerate Neuroticism. On the other hand, the economic trends has shown that the propensity for saving and postponement of purchase are the recent trends in behavior of the households [19]. Therefore, the traditional approaches to increasing the propensity for buying should be revised according to those trends.

Another crucial aspect of self-regulation in impulsivity is Conscientiousness, that correlated negatively with multiple triggers, such as cash-desk zone displays ($\rho = -.322$), perfume & candles ($\rho = -.241$), music ($\rho = -.224$) and crowd noise ($\rho = -.266$), internal drive ($\rho = -.253$). Therefore lower conscientiousness represents a vulnerability factor for impulsive purchasing across environments.

An interesting association has been demonstrated by Extraversion. Traditionally this factor is considered as a crucial one, but according to survey it showed selective, statistically significant associations only with aromas ($\rho = .198$), music ($\rho = .201$) and social influence ($\rho = .190$). Despite this pattern supports the known tendency of extraverts to respond more strongly to stimulating environments and interpersonal cues, it has no so significant influence on the general propensity for impulsive buying.

Moreover such traits as Openness and Agreeableness didn't demonstrate systematic associations, though Openness negatively correlated with crowd noise ($\rho = -.230$), suggesting that discomfort in chaotic environments reduces buying impulses.

Finally, weaker executive control, lower conscientiousness, and greater distractibility predict higher impulsive buying. This supports models such as Barratt's framework of impulsivity, which identifies deficits in inhibitory control and cognitive stability as core drivers of impulsive behaviour.

The findings reinforce integrative theories suggesting that cognitive and affective mechanisms do not operate independently. Instead, impulsive buying reflects their dynamic interaction. Heightened affect increases the cognitive load and weakens control resources. Simultaneously, cognitive tendencies such as low self-regulation amplify the effect of emotional reactivity. This interplay becomes particularly pronounced under situational triggers that elevate emotional salience or reduce the time available for reflective judgment.

Conclusions. The present study has examined how cognitive and affective mechanisms jointly contribute to impulsive buying, with particular emphasis on the role of situational triggers. The results demonstrate several key patterns.

Affective impulsivity is the most trigger-sensitive component of consumer behavior and internal psychological activation and music are the strongest behavioural triggers.

Neuroticism is the most relevant personality predictor across sensory, emotional, and social domains. Low conscientiousness systematically increases susceptibility to a wide range of retail triggers. Therefore, cognitive mechanisms such as executive control, attentional biases, and decision-making tendencies toward fast, heuristic reasoning showed meaningful correlations with impulsive purchasing behavior.

The analysis confirmed that contextual triggers significantly amplify the relationship between internal mechanisms and impulsive actions. Sensory and psychological triggers operate simultaneously across perceptual, emotional, and personality-mediated pathways.

This study advances the understanding of impulsive buying due to integration of cognitive, affective, and situational components into a unified model rather than examining them in isolation. It demonstrates, through correlational mapping, that impulsive buying arises from

interdependent clusters rather than discrete predictors and provides empirical support for dual-system and affect-control models within real consumer contexts.

It was shown that impulsive buying is a multidimensional phenomenon arising from the interplay between emotional reactivity, cognitive control processes, and environmental triggers. The joint influence of these mechanisms aligns with contemporary neuroscientific and psychological models, emphasizing that impulsive purchases cannot be explained by simple deficit or temptation-based theories. Instead, impulsive buying reflects complex interactions between the consumer's internal states and a trigger-rich marketplace environment. Understanding these interactions provides a richer framework for interpreting consumer behaviour and designing more ethical and effective marketing strategies.

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КОГНІТИВНІ ТА АФЕКТИВНІ МЕХАНІЗМИ ІМПУЛЬСИВНИХ ПОКУПОК: ОЦІНКА ВПЛИВУ ТРИГЕРІВ

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Методи. У дослідженні було використано опитування респондентів, спрямоване на вивчення взаємозв'язків між зовнішніми тригерами імпульсивних покупок, рисами особистості та схильністю до імпульсивних покупок, вимірними за шкалою IBS-20. У дослідженні взяла участь вибірка зі 126 економічно активних осіб, визначених за критеріями МОП. Респонденти представляли різні вікові, економічні та регіональні групи України, причому жінки становили 79,4% вибірки. Було використано два психометричні інструменти: Шкала імпульсивних покупок-20 – для оцінки загального рівня імпульсивних покупок, їх афективних та когнітивних вимірів, та Опитувальник Великої п'ятірки-20 – для вимірювання п'яти рис особистості. Респонденти оцінювали свою сприйнятливність до чотирьох категорій зовнішніх тригерів: візуальних, ароматичних, слухових, ментальних. Через ненормальний розподіл змінних було застосовано непараметричні статистичні методи.

Результати. В результаті дослідження було встановлено, що зовнішні тригери значно впливають на імпульсивні покупки, причому ефекти модеруються особистістю. Візуальні сигнали свідчили про вплив на загальну, афективну та когнітивну імпульсивність, особливо серед осіб з високим рівнем нейротизму та низьким рівнем сумлінності. Ароматичні сигнали, особливо аромати парфумів та свічок, були тісно пов'язані з усіма вимірами імпульсивності та рисами особистості, тоді як аромати хлібобулочних виробів та кави переважно впливали на споживачів з високим рівнем нейротизму. Звукові сигнали мали сильний вплив: музика охоплювала всі компоненти IBS та нейротизму, тоді як шум натовпу збільшував афективну та когнітивну імпульсивність через когнітивне перевантаження, взаємодіючи з сумлінністю. Психологічні тригери були найпотужнішими: внутрішній потяг засвідчив вплив на усі компоненти IBS та корелював з нейротизмом та сумлінністю, тоді як соціальний вплив впливав лише на афективну імпульсивність.

Новизна. Дослідження пропонує інтегрований аналіз сенсорних та психологічних тригерів разом з рисами особистості, визначаючи нейротизм, а не екстраверсію, як основний предиктор реактивності. Візуальні сигнали стимулюють як когнітивну, так і афективну імпульсивність, аромати посилюють емоційні реакції, а слухові сигнали впливають на когнітивне навантаження. Внутрішні мотиваційні стани переважають зовнішні стимули, що підкреслює роль емоційної преактивації. У контексті підвищеного соціального стресу в Україні результати показують, як макроемоційні умови посилюють імпульсивну поведінку.

Практична цінність. Емоційна напруга підвищує імпульсивність, тоді як економічна невизначеність посилює обережність споживачів. Маркетологи можуть покращити таргетування, узгоджуючи сенсорні сигнали з профілями особистості, наприклад, візуальні та ароматичні сигнали для споживачів з високим рівнем нейротизму та знижене сенсорне навантаження для груп з низькою свідомістю, щоб уникнути перевантаження.

Ключові слова: нейромаркетинг, імпульсивні покупки, когнітивний та афективний механізм, зовнішні тригери, нейротизм, сумлінність, екстраверсія, відкритість, шкала імпульсивних покупок.

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