THE HONG KONG POLYTECHNIC UNIVERSITY

DEPARTMENT OF MANAGEMENT & MARKETING

DEPARTMENTAL RESEARCH SEMINAR

“Impulse Buying and Variety Seeking:
Two Faces of the Same Coin?”

By

Dr Piyush Sharma

Date: Monday, 30 April 2007
Time: 3:35 p.m. - 4:35 p.m.
Venue: M802

All interested are welcome
Impulse Buying and Variety Seeking: Two Faces of the Same Coin?

ABSTRACT

Dr Piyush Sharma

Impulse buying and variety seeking are both recognized as low-effort feelings-based behaviors, yet the similarities and differences in their socio-psychological origin have not been explored. This gap is addressed by developing a conceptual framework incorporating three relevant consumer traits and testing it with two empirical studies. Both these behaviors are shown positively associated with impulsiveness and change-seeking traits, whereas self-monitoring trait is negatively associated with impulse buying and positively with variety seeking. Trait self-monitoring is also shown to moderate the influence of the other two traits in opposite directions, as hypothesized. Some implications and directions for future research are discussed.