

Getting into NERVES: Post-Buying Experiences of Impulsive Mothers, Proposing ETHICS Paradigm on Enhancing Impulse-Purchase Decisions 109

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Abstract

Impulse buying on its general context refers to the unplanned acquisition of goods after feeling an urge to buy. Nowadays, market inventors purposely provide strategies to heighten enticing factors to attract impulsive buyers. Yet, it is often neglected seeing the after purchase experiences of these buyers, making this pool of unplanned purchasers' one-time customers. Thus, the aim of this study is to conduct an in-depth exploration and illustration of the post-buying experiences of impulsive mothers through thematic clusters toward providing a paradigm to more effectively understand impulsive buyers' uncontrolled tendency to purchase. To realize these objectives, researcher utilized qualitative-exploratory research using Philip Mayring's approach to qualitative content analysis and a semi-structured conversational interview method to twelve informants who satisfied set criteria by the researcher. Three thematic clusters in the acronym **NERVES** emerged after the analysis of the data gathered: **N**eglected finances talked about the serious financial problems faced by the informants; **E**nticing **R**egrets on **V**alues unmet referred to the emotional setbacks of the informants after being unsatisfied in their actual acquisition of the product/service; and **E**quity through **S**marter search stood as the response and application of learning of the informants from their experiences. Salient finding of this search is the 8.33% of the respondents who strongly claimed their satisfied feeling after their purchase, turning them to be loyal to the brand though they are impulsive. To further strengthen the findings, comparison in the marketing platform is utilized by the researcher, where it is made evident that Ethical Marketing Platforms paved the way of for the transition of impulsive buyers to loyal customers through **ETHICS** paradigm. Hence, the researcher then concluded that impulsive buyers are actually consumers searching for equity and has higher power to purchase, but their unmet expectations caused them to disconnect to the product. Also, it was established that unplanned buyers after being engaged to bad experiences became smarter future purchasers.

Keywords: Impulsive Buyers, Post-buying Experiences, Ethical Marketing, Brand Loyalty, Integrity

I. Introduction:

Generally, impulsive buying refers to purchasing or acquisition of goods on impulse rather than from premeditation (International Journal of Advance Research in Computer Science and Management Studies, 2014) or in other words, it is the act of availing something a person was not planning to; after feeling a sudden urge to get that item or to avail that good.

This type of buying behaviour has been in talks for over decades in the field of marketing as marketers' saw the significance of impulsive buying and its implications to innovate strategies that are tactical and applicable to their segmented target markets. Accordingly, impulse buying is a big business, forty percent of all sales of a company especially those based in the United States result from this buying behaviour (LaCour, 2013). Coursed

through the radical shift to mostly online platforms because of the pandemic, people have become more exposed to impulse purchase. Impulse items appeal to the emotional side of consumers and most items bought on impulse are not considered functional or necessary in the consumers' lives, and often, this tendency makes a buyer guilty after being pleased of his or her purchase. This main reason transpires now of the consequences an impulsive buyer faces after purchase. The pre-purchase decisions, in-purchase satisfaction and post-buying experiences are three crucial states in understanding Impulsive buying behaviour.

In the Philippines, online markets seem to substitute the existence of traditional marketplaces. Marketing platforms are being utilized more efficiently due to the ease and convenience offered by online marketplaces. As it grows in its emergence in the industry, more and more Filipino households are being engaged into it, which eminently introduces the exposure of people to “virtual pricing” which is significant in the rise of Impulsive Buying Behavior of an individual.

The role of marketing to a customer is very inseparable. The attachment of a customer to a product positioned in the market creates an atmosphere of belongingness, and that attachment rises a person's impulse. These impulses heated by the marketers through marketing platforms give experiences to its customers, whether a good or a bad one. These experiences simply navigate people to give immediate judgement as to whether something will be done again or not, or in the market side, product exposure determines customer loyalty. Lived experiences of people shoot them to support or oppose a product and alike. This is the very reason why customer satisfaction is always at top priority for marketers. For when a person is satisfied, the central tendency is to repetitively buy and support the product, which will then give rise to brand equity. But when satisfaction remained unmet, many other immersing problems will be faced by a marketer. Accordingly, this fact draws a marketer to satisfy customers' needs, by positioning it anchored to the motivation-need theory of Maslow, but the bigger dilemmas are the two overlapping concepts of wants and expectations.

Research from around the globe collaboratively recognize the resounding origin of this type of buying behaviour, its implications and adverse effect to the perspective of the marketers and of the consumers. Touching on the realm of making this buying behaviour is to make impulse-buying *negative* in the perspective of the customer yet *positive* for the marketer. Some findings over the years suggest that emotions and feelings play a decisive role in purchasing, triggered by seeing the product or upon exposure to a well-crafted promotional message. But more than all these, none have even touched what have been the perceptions of those admitted impulsive buyers after engaging to this type of buying behaviour. The back door issue would be nailing into the feelings, or even emotions of people who have initially experienced this type of buying pattern. Having stated of these reasons, it is at urgent need to explore the post-buying experiences of impulsive buyers.

II. Research Problem

The study seeks to explore the post-buying experiences of impulsive mothers across Wakas, Bocaue, Bulacan.

Specifically, this research aims to answer:

1. What is the profile of the informants in terms of:

- 1.1 age
- 1.2 highest educational attainment, and;
- 1.3 monthly income?
2. What are the post-buying experiences of impulsive mothers:
 - 1.1 Financially
 - 1.2 Emotionally, and
 - 1.3 Physically?
3. What are the informants' learnings after their engagement to impulsive buying?
4. What is/are the root cause/s of their experiences?
5. What paradigm can be derived from the post-buying experiences of impulsive mothers?

III. Review of Literature

Various papers and research from years; gathered finite information as to understand the factors that heighten up the impulsive tendency of a person to buy unnecessary goods. For over sixty years, impulse buying---its core concept, its factors and its characteristics have been on the table talk. Each paper strongly negotiates its claim to understand this topic more clearly, such as the compilation made by Muruganantham et al. (2013) where they clustered research related to impulse buying, making a review of it to come up with a framework that will give clearer understanding to the factors that affects impulse purchase. According to their review, impulse buying is a result of the interaction and intervention of various internal and external factors and of innate personal aspects such as personality traits and socio-cultural traits that causes a huge lift on the impulsive tendency of a person.

With the findings, they were able to formulate four (4) emerging themes to concretely explain the deriving reasons behind impulsive buying and clustered it as "External Stimuli", "Internal Stimuli", "Situational and product Related Factors", and "Demographics and Socio-cultural" factors. And as to give an elaboration of this framework, the following concepts are taken note by the researcher:

Theme 1: External Stimuli and Store Environment

This factor emphasizes on the independent variables placed by marketers. These are the physicals that appeals to the senses of a consumer. Primarily these external stimuli are the marketing strategies, and positioning made by marketers. Part of this as known, is the store atmosphere or the general appearance of the store in a consumer's view, which is influenced by attributes such as lighting, layouts and interiors, presentation of merchandise, fixtures, floor coverings, colors, sounds, odors, and dress and behavior of sales and service personnel.

According to Hulten & Vanyushyn (2011), impulsive buyers are giving more attention to the in-store displays. Thus, this includes the odor of the store, and other physical attributes of the store that rises to the impulsive tendency of a person. Which is also a claim supported by the study conducted by Kaur and Singh (2007) in the buying behavior of Indian youths where they found out that sensory stimulants such as the background music in the store, odor, or feel of the products play an important role in shaping the shopping exercise of Indians.

Also, Dave (2010) pointed out that retail stores settings must be pleasing to the sense and fashion of the buyers, where he found out that all the in-store measures taken by the retailer affects the impulse stimuli of the customers. And he therefore concluded that these factors contribute towards conversion of the overall promotional mix that acts as basis for differentiating a store from others and hooking customers to it. On Mattila and Wirtz's (2008) study, they showed that store environmental factors positively affect impulse buying behavior especially when the store environment is perceived as over-stimulating or perceived as an environment that brings enjoyment and excitement.

Place, Physical Evidence, Price, and Promotion are just four of the 8P's of Marketing given more attention of this theme.

Theme 2: Internal Stimuli

However, the Personalization/Preference, and Process are the aspect given much attention to this theme, that aside from the external factors, a deeper factor considered is the emotional stimulus that is unquantifiable. On a sense, Chang et.al, (2011) concluded that consumers who had more positive emotional responses to the retail environment are more likely to make impulsive purchases, or they are those whose impulsive tendency is higher.

This factor is not limited to the emotional aspects but also bounds on the preference of a consumer towards satisfying his/her wants and expectations. After the negotiation and infilling of the senses, impulse will now take place into penetrating the mood and emotion of the customer.

Variety seeking behavior was found to be associated with impulse buying in a study of Sharma et al, (2010). That is why it is very important to consider the individual personalization of a buyer towards his/her purchase. The involvement with the products may also vary during impulse buying when compared to general buying. Impulse buying or purchasing with little or no advance planning is also a form of low-involvement decision making (Michael et al, 2010). Hawkins et, al. (2007) supported this claim as on the findings of their search, it is established that buyers seek variety and differences which may be a major reason for brand switching as well as impulse purchasing. Of which the switching might happen given that the process and the personalization is not satisfied.

And as to conclude this factor, Sneath et al. (2009) stated that impulse buying can also be induced because of depression of an individual and an attempt to improve the mood, where it was elaborated that the need of satisfaction for a customer leads him/her into impulse purchase. For instance, impulse buying is often associated with joy and pleasure but has also been found related to negative emotions and low self-esteem.

Thus, the impulsive tendency of a person rises up with the biggest intention of bridging ones mood. There are instances that impulsiveness of a consumer relates on what he or she is currently experiencing. That is also an immerging factor why the process and personalization must be given emphasis.

The greatest negotiating factor in an internal stimulus is the deep sense of understanding how satisfaction makes a person impulsive. Likewise, it may also bring up the undying talks about the wants and expectations. These

considerations are just some of the many pre-defined notions on how a person perceives his buying behavior before a purchase, though it is planned or impulsive.

Harmancioglu (2009) suggested that to promote the impulse buying urge and behavior of new products, marketing managers may emphasize excitement; fun and variety in their promotional activities, most of the time this strategy appeals to the mood and to the emotion of the one seeing it. That's why many firms are striving hard to invest on making their product and future consumers to go exposed with how they are making the environment more vibrant and appealing to the emotion.

Theme 3: Situational And Product Related Offers

Another immersing consideration is the situational and product related offers that bound on the perspectives of the marketers in the positioning of products more largely to encapsulate the target market with variety and related offerings. According to Jeffrey & Hodge (2007), the more the time spent by a consumer in the store prior to seeing an impulse item, the more is the chance that he/she buys impulsively, given the intervention as well of the two themes. Personal attachment and experience with the product is the main focus of this theme that also transcends to the idea that the more a consumer is exposed with the product, the main tendency is to buy it, impulsively. Specifically, a highlight on the product is the main premise.

Relationship between the store environment and the consumer's impulsive moods is moderated by the situational factors such as time pressure was founded by Xu (2007) where it is discussed that the relation of the factors that appeals to the consumers' preference and actions might be referred on the way he/she perceives the place of establishment and its product variation. As discussed earlier with Sterns' classification of impulsive buyers, this theme mainly makes the planned impulsive buyer go on the specifications of his/her purchase.

The product substitute goes deeper than how it is defined in the market today. Substitution became an eminent pathway for impulsiveness given that the association and significance of a product is concretely emphasized on its related use and purposes, and on its conclusion, several other researchers, touches this realm such as the functional benefits of Schiffman et.al, (2010) which states that Functional benefits can also trigger the impulse buying phenomenon. And to support the context of the previous search, Yu and Bastin (2010) found that impulse buying varies across a broad range of product categories which include clothes, books and equipment for exercises. Meaning to say, at all forms and deals, substitution might happen, given the time, need and unavailability of a product.

Another technique advertisers' use is the placement of their product in the environment. Like online shopping, advertisers will make products physically and conveniently available to promote an impulse purchase. The combination might now happen but must intervene to push a buyer to go with impulse buying. Mohan, Sivakumaran, and Sharma (2013) found that the friendliness of employees, lighting conditions, and appropriate background music all affect impulse buyers.

And lastly, pressuring peers as to their needs, and situations bound a buyer to go more impulsive. Harmancioglu

et al. (2009) found that knowledge about the new product drive impulse buying intentions and behavior which is determined by the word-of-mouth and compliance with social norms, and other socially motivated factors--- which is a theme that is never outdated in the industry. Enforced with the power of an individual to convince another is the central message because word-of-mouth has been the greatest and fastest avenue towards product promotion and positioning, thus it is now established that products relative use and situational use makes a product more appealing to impulse purchasers, and the product with the applied interventions of the external and internal stimuli makes it more powerful to attract.

Theme 4: Demographics And Socio-Cultural

And of the 8Ps of Marketing, People are one of the most significant, which is inevitable to be unique and different from one another. Local market conditions and various cultural forces could also impact the way consumer; go for impulse purchasing (Vohs and Faber, 2007). These influential considerations are the most perennial dilemmas as to the variations though only defined in one pattern, yet the tendencies became unnatural or natural due to the customs, traditions and beliefs shared through individual perspectives and indifferences.

An additional claim is given by Mattila and Wirtz (2008) who highlighted that social factors influence impulse buying. Social factors include two types: store employees and other customers. Social factor (e.g. employee friendliness) was found to directly influence impulse buying. Store managers might be able to reduce the negative effect of crowding by training their employees to be extra friendly at busy times. This is a technique that draws consumer to be more impulsive, given that employees are extending their utmost intention to help the customer in choosing their desired product.

Yu and Bastin (2010) gave emphasis that praise from others, such as salesperson, friends, peers, and others during the shopping may increase the chances of impulse purchase. That is the reason why most of the time during peoples purchase, there are these people who would come near and share insights. Commendations from these people heighten the focus of the consumer to please more the person who appeals to praise him/her. And that would catch the consumer to be impulsively engaged after a moment.

Diversity makes marketing more challenging and exciting. People's individual uniqueness and raring are just two (2) of the most influential factors considered on impulsive tendencies through socio-cultural and demographics, which are until now on table talk to fully comprehend.

IV. Research Methodology

The researcher utilized a qualitative exploratory approach, through Philipp Mayring's approach to qualitative content analysis, from a semi-structured conversational interview among twelve (12) informants, to comprehensively explore the post-buying perceptions and experiences of impulsive buyers. Through this type of research, the researcher will be able to assess collectively the individual experiences and perceptions of mothers engaged in this buying patterns. Informants' criteria were set to ensure that the researcher will be able

to exhaust data from right sources.

Though the topic might be absurd, yet it is believed by the advocate, only few of the many will tell that they are engaged in impulse purchase and most of the time, individuals tend to misunderstand what impulsive buying really is.

It is very difficult for a person to admit that he/she spends too much for nothing, and none the less this entails more on the psychological perspectives. So, in consideration to this thought, and as discussed on our related concepts, Stern make use of defining impulse buying categorically into four (4) stages, which the proponent of this study sees as an opportunity to make a more comprehensive compilation and will give stand not only to pure impulse buying but also with the suggested impulse, planned and reminded impulse buying respectively.

V. Results and Discussion

A. Informants Profile

Table 1: *Informants' Age*

Age Bracket	Frequency (f)	Percentage (%)
25-30 years old	7	58.33
31-35 years old	2	16.67
36-40 years old	2	16.67
40-45 years old	1	8.33
Total	12	100%

Table 1 shows the variation of age of the informants which is a factor considered during the data gathering procedure.

Table 2: *Informants Highest Educational Attainment*

HEA	Frequency (f)	Percentage (%)
Primary Level (Elementary)	3	25.00
Secondary Level (High School)	7	58.31
Tertiary Level (College)	2	16.67
Total	12	100%

Shown in the above table, Table 2 is the Highest Educational Attainment of the informants. From the data profiled, it could be said that most of the informants are high school graduates or has the formal education atleast obtained secondary education.

Table 3: *Informants' Monthly Income*

Monthly Income	Frequency (f)	Percentage (%)
2,500 - 4,999	3	25.00
5,000 – 9,999	6	50.00
10,000 - 14,999	2	16.67
15,000 – 20,000	1	8.33
Total	12	100%

Table 3 shows the monthly income of the informants. As per the compilation of the researcher, the informants' sources of monthly income are from technical-vocational applications such as sewers, market vendors, and other related works.

With the data presented, it could be concluded that most of the informants' monthly income ranges only from 5,000-9,000. At this amount, simple livings for informants are assumed. Yet, on its consideration, this has been a consistent factor why most of the informants became more tentative as to their spending.

B. Emergent Themes

Three (3) emerging themes were formulated by the researcher after the interview that reflected the explored lived experiences of impulsive mothers across the research locale, namely: **N**eglected Finances, **E**nticing Regrets on **V**alues Unmet and **E**quity through **S**marter Search or the acronym NERVES.

Table 4: *Emergent Themes that Represents the Post-Buying Experiences of Impulsive Mothers across Wakas, Bocaue, Bulacan*

Emergent Theme	Theme Cluster	Formulated Meanings
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Neglected Finances	Lack of Financial Discipline	❖ Unaware purchase ❖ Spending too much ❖ Price pressure ❖ Wrong budget allotment
	Spending Unearned Money	❖ Unpaid loans ❖ Debts
Enticing Regrets on Values Unmet	Perceptions on Product Equity	❖ Appearance ❖ Short product usage ❖ Unused products
	Emotional Setbacks	❖ Dissatisfaction ❖ Guilt ❖ Sadness ❖ Misconceptions ❖ What ifs
Equity through Smarter Search	Learning	❖ Smarter choices in the future ❖ Listing of things to buy. ❖ Choosing what must be prioritized. ❖ Needs more than wants.
	Disconnection	❖ Diminished attraction to the same product ❖ Value-wise purchase ❖ Equity versus appearance

Table 4 shows the emergent themes of the study, established through clustered themes and formulated meanings. All of the themes are from significant statements of all informants included in the transcript. The elaboration and exploration of the immersing themes are as follows:

Theme 1: Neglected Finances

Neglected Finances pertain to the financial difficulties faced by the informants after being engaged to Impulsive Buying. In this, two sub-concepts are given, the Lack of Financial Discipline and Spending Unearned Money.

In today's marketing context, which is characterized by growing levels of aspiration, willingness to spend on the part of consumers, influence of westernization and the availability of products, marketers and retailers have several opportunities to make use of impulse buying (Kumar, 2007), with this the context of willingness to spend and the post-spending experiences of informants are given attention on.

Most of the data sources concretely give phase as to the type of life they have experienced financially. With this, it is interpreted not as only on the unearned spending habit that gave way into debts and unpaid loans, more so it also referred to the lack of financial discipline of the informants' performance.

Financial discipline refers not only to savings, but its general context is more focused on spending earned money wisely. This discipline resounds on how to hold finances properly, making it circulate for any good and fruitful cause. It goes to always check on the cash flow, where when there are innings, there are still no outings. Financial discipline requires great tolerance and eradication of being too materialistic. Materialistic is intertwined connected with being possessive and being too spendy. Because of materialism a person tend to buy much more than what is needed, and spending too much on things unnecessary.

Furthermore, Manolis (2012) and Sultan et al. (2012) both claimed that impulse buyers might lack self-control when making purchases and because of it is their higher desire to purchase unplanned, that's why the tendency is more dependant to the arising determinants or of the factors readily discussed. In leui of their claim, the informants stated that the unwanted purchase happened as the external stimuli hits the senses.

A considerable factor here is the dependence of a consumer to her/his perceived purchase power, which is also expected to give tendency to buy unwantedly, given that there is money on hand.

A critical scenario to illustrate this purchasing tendency is through Dawson and Kim (2009) who have predicted that with the tremendous growth potential of online shopping, there is scope for consumers to get involved in online impulse buying. Credit cards and its incentive for extra shopping give the opportunity for online shoppers to make frequent visit to online retail shops which may result in increased impulsive buying.

The price pressure or the perceived power to purchase by a consumer gets higher when the price tempts them to purchase, or in other words, whenever there are opportunities as they thought to extend their spending capacity, price pressure tends to go higher than usual. According to Ramaswamy and Namakumar (2009), consumer's propensity to purchase on impulse receives a further impetus when they see an item on sale or with discounts.

Consumers prefer buying when there are sales and discounts for there is this resounding thought that pushes

them, as to how they will be able to extend the purchase power of their money, yet as what has been revealed in an article by Forbes Magazine, this is just a marketing strategy that grants tendency for the marketer to dispose stocked supplies.

This writing gave emphasis on how marketers make way to appeal to the impulse of the customer by simply making the price look lower than it is. This encouragement in the perspective of a consumer often pushes her to be motivated to purchase more because of what she think is discounted.

Also stated by Dawson and Kim's (2009) study, they founded out that impulse buying is linked to up and cross-selling strategies. This cross-selling is often promoted as to give free products on its pilot testing as they purchase products at a limited condition. This is to attract the customer who is willing to pay for the product on its extensive pricing scheme.

On the other hand, **Spending Unearned Money** revolves on the experiences of the informants where they faced a serious dilemma in their finances such as debts and unpaid loans, due to their impulsive tendency. Accordingly, lack of knowledge in handling finances well might really lead bad financial standing.

This is a long-lying scenario where the informants must pay still for the debts they incurred during their purchase. Being so confident with the cash-flow often leads people to spend much of what they must live. Simple living is being neglected because of the context of assurance that when there is job, there is financial security.

And to conclude, most of the spending inhabited by the informants are due to lack of knowledge in handling their finances, thus it is reflected on the following statements that the informants became regretful after spending too much on things unnecessary.

Therefore, it is justified that the sub concept of **Neglected Finances** is more of the phases concerning the financial lives of the respondents, in accordance to their lived experiences after their engagement in impulse buying. Regrets are taken to be part of this yet have not been in focus because the proponents of this paper wanted to give weight more on the financial aspects that triggered the respondents to be regretful, than of the emotional setbacks itself, for the emotional aspect is categorized and will discussed on the next theme.

Theme 2: Enticing Regrets on Values Unmet

Enticing Regrets on Values Unmet refers to the emotional perspectives of the informants on their lived experiences; this is the most crucial aspect of the study for it determines the core of the assumptions stated in chapter 1. This is an explanation of the whole experiences of informants which will also give involvement to the expansion of understanding with the consumers' point of view. The emergent theme is clustered into two, such as Perceptions on Product Equity that circles on Product Appearance, Short Product Usage and Unused Product, and Emotional Setbacks which revolves on the dissatisfaction, guilt, sadness, misconceptions, and what ifs of the informants. The following paragraphs as supported by the informants' statements will discuss further the clustered themes.

Emotional aspects that were experienced by consumers after a purchase was made, occurs in almost all-consuming situations differentiating from a high degree of emotional effects to a lower degree (Holbrook, 1986). Emotions are also an important aspect of impulse buying according to Herabadi (2003). Since impulse buying relates to the emotions and feelings a customer experiences with the purchase and after purchase, it can be notified that impulse behaviour could be related to an emotional consumption experience.

Perceptions on Product Equity are defined by the researcher as the exposure of the informants' emotion to the product in pre-purchase and post purchase. This refers also to the experiences shared by the informants where they supported claims that most of their buying experiences are from their eagerness to satisfy their wants, yet on its context, the following results are shown specifically for the Product Appearance.

Sense of sight is the most tempting part of being impulsive. It is the only sense that raises the tendency as to whether continue with purchase or stop with purchase. When the eyes are penetrated and once it absorbed the marketing materials, the main tendency is that it will cause a person to respond which will be the act of purchase. Enticing packaging and other marketing materials brings mood to a consumer, which is a considerable aspect why unplanned purchases happen.

An immerging talk also gives weight on the appeal of the product aside from the appearance is its perceived used, which is more on how a consumer seeks to set a standard of what she wanted to receive. The lack of knowing the main longing of the consumer might lead to her unloyalty purchase, or sometimes defined as one-time buyer.

The perception of the informants with their exposure with the product entails to give and shed light on how they have known the brand or the product, used at any platform available. Roberts and Manolis (2012) found that self-control was negatively correlated with impulse buying. That means that as self-control increased, impulse buying decreased. Their research also suggested that marketers and advertisers would work at breaking down one's self-control to make the individual more vulnerable to impulsive urges. Congruent to this is Sultan, Joireman, and Sprott's (2012) study on self-control practices and impulse buying and found that those who practiced self-control tasks were less likely to make impulse purchases. All in all, as self-control becomes inhibited or ignored, the likelihood of making an impulse purchase increase.

Thus, it is also exposed that as of how Abraham Maslow derived his concept of motivation need theory, bringing only what it may cause to the consumer. And one tempting way to lost self-control is to create an artificial need in the mind of the buyer---which is the root thought of the Motivation-Need Theory. Informants of the study proved that platforms utilized to position the product affect their buying behaviour.

And a platform to introduce all marketing materials is to first attempt to make the environment pleasing, as Xu (2007) stated that store environments influence the consumers' emotional states which may further lead to impulse buying inside the store, especially when the atmosphere fits on to the mood of the customer. This even justifies that emotion plays a very vital role towards the decision-making and impulse purchase of a consumer. A factor considerable to this matter is the high social status that may increase the tendency to make impulse

purchases. Based on the findings of Dittmar (2001), impulse purchases are likely to occur when the impulse buyer has a concern for his or her self-image or in other words, when there is sense of self-awareness among oneself the buyer, the higher will be his/her impulse purchasing tendency. Another strong characteristic of impulse buyers is their need to impress others. Impulse buyers may feel that they need to purchase a certain product to fit in with their peers, or perhaps for social status at the workplace. Roberts and Manolis (2012) concluded that some consumer purchases occur due to the need to impress others. Their study suggested that just the mere thought that a product will impress someone else could result in an impulse buy. Dittmar claimed that impulse buyers who are indulged in their external image might have a stronger urge to make impulse purchases, given that this group of people would prefer more on improving their extrinsic.

Digging deeper to this issue are the internal stimuli or the emotional setbacks of the informants. **Emotional Setbacks** are the sets of emotions felt by the informants after their engagement with impulsive buying, specifically underscores to the dissatisfaction, guilt, sadness, misconceptions, and what ifs. Sharma et.al, (2010) categorized impulse buying as hedonic behavior that is associated with feelings and psychosocial motivations instead of thinking and functional benefits. That thorough understanding is needed to be able to cope up with a comprehensive compilation, starting the context with regrets.

It is usual for an individual to feel regretful out of something that waste one's effort, time, resources, finances and other. Informants shared their disappointments. Disappointments are facets where people see nothing but the dark side of a scenario. Their disappointments often lead to other succeeding emotional setbacks such as sadness and other emotional stresses. All these disturbances are due to their unsatisfied longing over the product they purchased, which caused them immediate feeling of sadness.

And aside from sadness, bad experience may also lead to feeling of anger. Informants also faced emotional problem as they engaged to their impulse with their family's disapproval which caused them to be angrier. The informants as shown in the transcript data became very upset which pushed them to speak too vulgar and their temper rises too much causing them to be very angry not with themselves but to the manufacturers or sellers of the products they purchase.

In addition, Rook (1987) mentioned in his studies that impulse purchasing also can be associated with negative effects such as regret and guilt. Taking together, people can experience different emotions that can lead to positive as well as negative effects.

While much research has been done on giving in to the impulse and on losing the internal struggle (Vohs & Faber 2007), information on the effects after an impulse purchase and its relations to post consumption behavior is rather scarce.

Furthermore, it will be of relevance to examine what emotions the consumer will feel after an impulse purchase. Also, whether these emotions will change the perception on a specific product or action and what implications these feelings and perceptions have on future behaviour. So, with the significant claims of this theme as discussed, researchers are more forward looking that their emotional aspect is given more in-depth understanding as to their perceptions and expectations that are not met.

Theme 3: Equity through Smarter Search

The third and final theme revolves on how the informants, being able to cope up with their emotional setbacks, have been able to give a much emphasizing realm that touches down on their insights and their learnings after being engaged to impulsive buying. These themes discussed the Learning of the mothers that includes the insights and advises of the informants and the Disconnection which will give tension to the creation of the framework, for it involves the eradication of attraction to the product.

Learning as operationally used by the researchers, refers to the insights that relates to the experiences of the informants. Through acknowledging their lived experiences, the researcher has been able to come up with comparisons and lacking on the system, why these tendencies gave rise to the post-buying experiences of these informants.

Informants also gave significance on listing what is necessary and what must be bought alone in the market. They also give emphasis on how their experiences enable them to think of handling their finances better in the future, and their family members' approval. But as to understand the concept of this learning is more on its application. Based on the statements of the informants, it is never enough for them to say that stopping is easy when it comes to impulse purchase, and on its length, it is necessary to understand the context of Disconnection.

The proponent of the study defined **Disconnection** as the means and ways of application made by the informants to eradicate their tendencies to be impulsive, thus this includes their negative perceptions over what they received, diminishing their exposure in the product, and searching for equity or value rather than of the products appearance.

Also, informants stated that it is important for them to see that what they purchase is of equity. That is why, informants of the study are more aware in to looking for the quality of the product after being engaged to impulsive buying. And most of the respondents agreed that when they got unsatisfied or when the product they received lacks equity, they are strongly admitting that they will no longer purchase the product. Beatty and Ferrel (1998) also mentioned in their studies that more research needs to be done on how the reactions to the buying experience affect consumers' perceptions as well as future behaviour. Satisfaction or dissatisfaction may not be sufficient for defining future behaviours (Soscia 2007).

These findings now support Li's study in 2011 that focused on consumers' experiences as they were impulse buying. According to his search, he found that impulsive buyers did in fact experience pleasure, but this came along with guilt after purchase. Impulse buyers tended to experience guilt because they believed that they had lost self-control when they were impulse buying. However, they would continue to shop because the pleasure was rewarding. But on the findings driven by the researchers' the flow of an impulsive buyer to buy again will no longer be on the same product they had experienced to be bad.

As shown in the statements presented, informants' experiences though rewarding, pushed them to no longer buy the product. Future behaviour will be influenced because the next time one is in a similar situation to behave in the same way, the person will be warned by its memories not to make the same mistake (Baumeister et al.

2007).

These three (3) themes discussed were now the focal points of the researcher as to how a framework will bridge the gaps and contested understandings and insights by impulsive mothers. These points of consideration are now the used concepts in the formulation of deeper understanding between this behavioral buying tendency.

After assessing the post-buying experiences of the informants, it would now be an opportunity for the marketer to understand the context of this study, and as to provide the gaps that are shown in this study, researchers would like to propose a framework out of the emergent themes and the findings of the search. And it is discussed though the framework below:

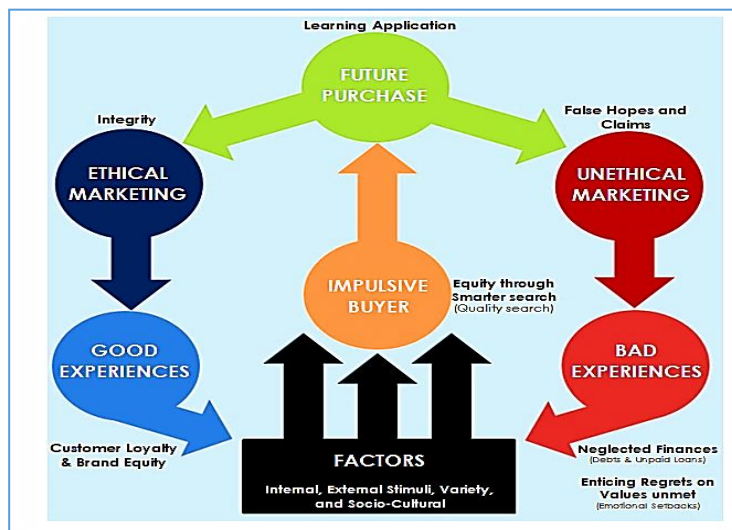


Figure 1: The NERVE Paradigm

Shown in the above figure are the process that includes the emergent factors of the study and the succeeding progression of purchasing perceptions. According to the findings of this search, the dilemma holds not on the consumers' impulsive traits but of inconsiderate understanding that her perceived value is unmet. It includes the post-buying experiences (negative post-buying) of the informants, which involves Neglected finances, and Enticing Regrets on Values Unmet. These considerations like of the first illustration are on the back of an impulsive buyer. The main tendency now of the informants is to learn from that bad experiences which made her perceive the third theme which is Equity through Smarter Search.

And to continue the search of the informants for quality and equity, rising the concept that her future purchase will be better than before, an immerging application of it will be through Ethical Marketing or the application of the informants' learnings. With the ethical practices in pre-and post- purchase, the tendency is to give satisfaction to the consumers which will somehow meet the expectations of the customers, because what has been asked by the market is ethically given by the marketer. And that sense of satisfaction will eliminate not

guilt but will diminish sense of remorse in the side of the impulsive buyers, which will latterly translate into a good and better post-buying purchase.

Now, the gap between the market and the marketers are given concrete solutions through this framework, as on the immersing experiences of the informants why they will no longer purchase a good or avail a service. Translated in this part of the study are the statements of the informants that are relevant into the immersing problems of the market to its marketers, which is a considerable factor into making the mutual trust between the consumer behaviour and marketer.

Ethical Marketing refers to the application of marketing ethics in the process of delivering and selling goods or services in the market. It is less of a marketing strategy and more of a philosophy that informs all marketing efforts. It seeks to promote honesty, fairness, and responsibility in all advertising. Ethics is a notoriously difficult subject because everyone has subjective judgments about what is “right” and what is “wrong. (*What is Ethical Marketing?*)

Giving weight to the discussion of the lived experiences of impulsive mothers across the locale finds place on a framework that bounds the maximization or utilization of Ethical Marketing. According to the emergent themes, the assessed experiences are more of bad and negatives, due to the poor market experience. Most of the informants as experiences lies on the things that they thought, they are purchasing unworthy products. having stated of their financial capability and its perceived value for them.

False marketing has been in talks for many years and is a common barrier in Ethical Marketing. False advertisements are sometimes exercised with the intention of making the product very useful, and very good yet as on its physical or true realm, the quality is not provided. Most of these false advertisements are seen on quad-media a platform that is in easy access for all.

The power of marketing is to inspire people and encourage consumers to purchase wanted or unwantedly, that's thy the power of an inventor lies on making the product significant to the need of the consumers, but as for its ethical practice, welfare of the future market, quality of product and its other relating practices must be observed. The problem lies now on the perspective of the inventor to extend and penetrate the market without considering the perspectives of its segmented market. That is why, this paper encourages to call the attention of the marketers to also give focus on the ethical aspect of doing business, for it is valued by the customers.

And on these significant realizations from the informants, the call for an ethically anchored marketing strategy and process is requested to all marketers. Also, it can be concluded that Ethical Marketing may open better purchasing experiences for the customers.

C: Ethical Marketing Paradigm Application and Comparison

The fourth part of the results and finding will now give focus to the comparative analysis of the proposed paradigm and its application in translating impulsive buyers to loyal customers. This part of the study is significantly offered for the market trend makers and market inventors.

The table below shows the overall perception of the informants with their lived experiences being engaged with impulsive buying.

Table 5: *Informants overall experience*

Informants	Overall Experience
1	Regretful
2	Bad but An Opportunity to learn
3	Regretful
4	Regretful
5	Bad
6	Bad
7	Regretful
8	Bad and Regretful
9	Regretful
10	Regretful
11	Bad
12	Happy

The above table enlisted the overall experiences of the informants. The informants were the one who rated their overall experience based on their individual perspective. No intervention in the side of the researcher is used to assess the significance of the after-purchase experience more effectively, more so to establish credibility with the information rendered by the informants. When computed in number form, majority will be seen at the table to share the same sentiments, those are experiences and regrets:

Table 6: *Informants Overall Experiences Percentage*

Informants Overall Experience		
Experience	No. of answers	Percentile
Regretful/Bad	11	91.67%
Happy	1	8.33%
Total	12	100%

It is clearly established that majority of the informants' experiences after being engaged to impulse buying are regretful and could be said to be a bad experience. But another significant understanding in the results, aside from the emergent themes on the general views of the customer after being engaged to impulsive buying; is the claim strongly piled up by an informant telling that "She experienced sense of satisfaction. She is happy with her purchase and does not regret though she engaged herself into impulsive buying"

In the prior part, a proposed paradigm to easily understand the concept of impulsive buying behavior is proposed, but more than the proposal, the greater question is its effective use and how will it prove that ethical marketing translates impulse into loyalty.

It is very easy to entice a customer with marketing materials that may appeal to the senses, but the products positioned to appeal only to the senses are not enough to make a customer loyal to a brand. Making the artificial need enforced in the Ethical standard in operation of business is a more effective in the delivery of producing better after-purchase experience for impulsive buyers.

In response to give deeper understanding from after-purchase experiences of the informants, and to give a specific focus on the proposed NERVE Paradigm, another paradigm in focus of the Ethical Marketing Platform utilization is then provided by the researcher illustrated below:

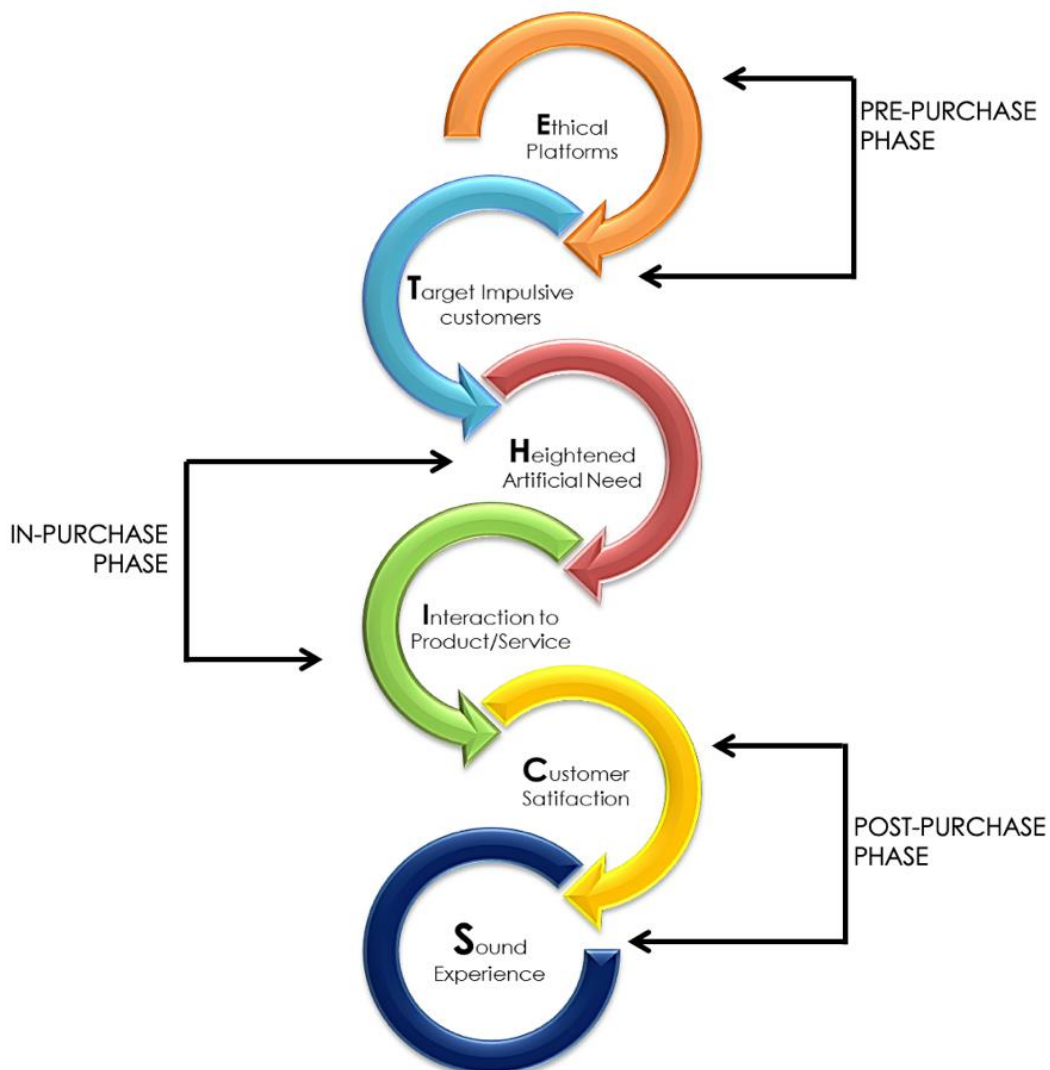
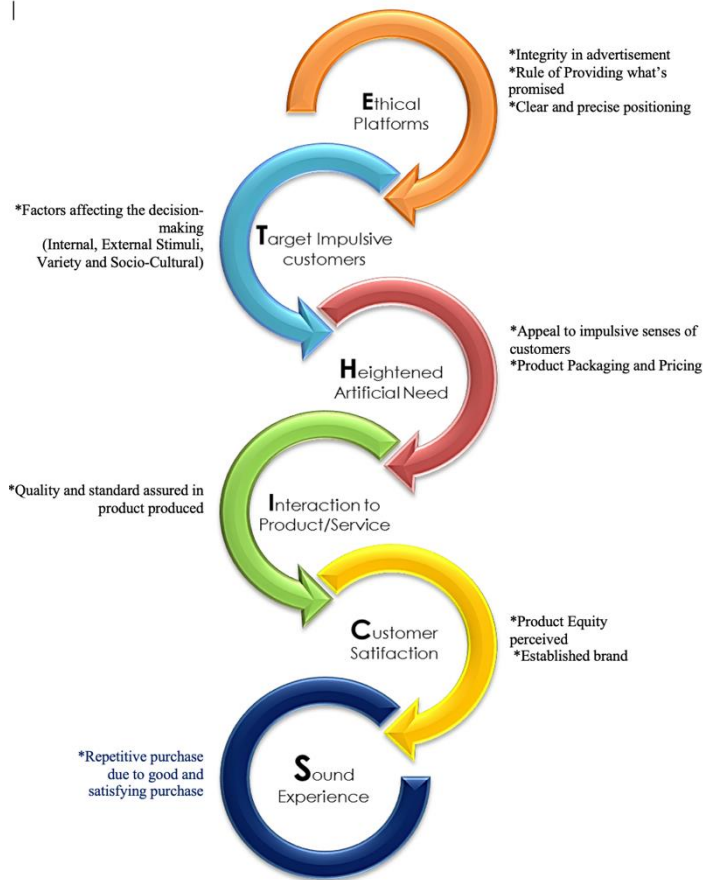


Figure 2: *ETHICS Paradigm*

Figure 3: *ETHICS Paradigm in Themes*

Theme 1: Ethical Platform

The first theme strategizes the power of integrity in business exercise. It is never enough to provide a well positioning statement for the brand, instead what is more important is to position the product based on its features and use. A product positioned in integrity is nonetheless most important in doing business.

Provide what is promised for the customer also reflects customer sensitivity and attachment. A firm that is greatly concerned with the relative use of product to its end user is a fundamental consideration in this theme. It is then emphasized in this concept that *beyond profit*, *Integrity* in business operation must be prioritized. Clear and precise positioning requires the technical aspect of advertisement that is at focus in the realm of providing the function of the product produced. What is being advertised must be reflective to the product being offered.

Theme 2: Target Impulsive Customers

Segmentation and market targeting are vital and crucial in a business, especially for an establishing business. The second theme underscores the importance of utilizing the marketing platform ethically to provide the various factors that affect impulsive buyers to go high. The stimuli discussed in the pioneering chapters established the importance of *pushing factors* in the effect of the decision-making and self-control of an impulsive buyer.

The challenge for the firm is to relate the product to the existence of the target market, and latterly move according to the perceived segments in the market.

Theme 3: Heightened Artificial Needs

Appealing to the impulsive nerves is the simplest strategy to catch an impulsive buyer. The product packaging serves as the immediate advertisement of a company in the market that is why the acceptance of people from the colors, fonts, styles, and other graphical designs in product packaging must also be assured by firms.

Product bundling may also be utilized to become more competitive in the market price. As known, immediate reaction of a person in acquiring a product is its price. That is why *price-pressure* using high value perception must be eliminated. Pressuring the customer to avail a product at high price will be very hard, but on the other hand, when low-value perception is utilized in pricing the tendency is to lose the fourth theme that is why it is then strategized for marketers to use bundling to make pricing more competitive.

The artificial need in the mind of the customer can only be created once the relative use of the product fitted to the customers perceived used. That is why marketer should also look on the positioning the product in the mind through perceived benefit and use.

Theme 4: Interaction To Product/Service

Impressions as known might lead to whether customer patronization or customer turnover. For the fourth theme, it pays attention to the details of the product being offered. Quality is always demanded to be connected with high pricing, but actually in the modest things businesses exercise today, *good quality is equal to standard*.

Packaging well the product is good. But the best is to provide the customer with quality, where the benefit promised, and relative use is not settled or compromised. The engagement of an impulsive buyer to the product is the determinant of future purchase that is why quality must be standard for all business exercise.

Always remember that everyone is vulnerable to be impulsive, and impulsive people have higher power to purchase. Value innovation and proposition must be in flow together in proving the brand. Give focus to the maximum use of the product. A product of good quality is surely bringing the fifth theme for any impulsive buyer:

Theme 5: Customer Satisfaction

Once an impulsive buyer gets the quality, he/she perceived out of his/her acquisition of the product, it will surely enable him/her to *defend the product unknowingly*. Establishing brand is the major difficulty of any business especially for those starting, which is why the focus attended by this study is to enable the market to forecast the future trend in the market by deeply digging the characteristics of an impulsive buyer.

No wonder, a satisfied customer can be the spokesperson of a brand without pay. Once a consumer got satisfied of what he/she received out of his/her impulse purchase, it will turn out to widely share his/her feeling with others. And the word of mouth is very effective into building and establishing the brand especially for local markets. Like of the lived experiences of impulsive mothers as major informants of this search, having known of their sentiments, it could be reflected that pressure from others also paved way for them to impulsively buy a product.

And the highest form of brand establishment is Brand Equity. A satisfied customer values the purchasing power very much and proving them quality to satisfy will make them feel unregretful of their purchase. Brand Equity is the first step into achieving loyalty. Once the product has been positioned good enough and it possessed the features it claims, consumers will personality relate them over the product. Once customers relate him/herself with a product, it starts to form a positioned *value* within and would translate him to be loyal to a brand.

Theme 6: Sound Experience

Being impulsive grants the feeling of being pleased, and rewarded but most of the time it causes an impulsive buyer to become regretful. Ethical Marketing platforms when utilized will result to the five major themes discussed prior. A good and rewarding experience makes an impulsive buyer reflective and repetitive to acquire the same brand or product. *Once standard is assured, equity is perceived and satisfaction is given, impulse become steady and calm*. As self-control increases into an impulsive buyer; the knowledge to decide wisely into product acquisition increases as well.

Ergo, it is then consolidated after the thorough delivery of interview inputs that impulsive buyers are equity searching buyers whose need for satisfaction and purchase decision is much risky than an ordinary buyer. Thus, providing the best after-purchase experience for an impulsive buyer will translate an impulsive to loyal buyer.

VI. Conclusion

Through the findings, the following conclusions were drawn:

1. The post-buying experiences of impulsive mothers are more of regrets and of bad experiences, due to their financial and emotional setbacks.
2. Experiences push an impulsive mother to continue with purchase or not, which is why, providing satisfying and good post-buying experience will make a consumer loyal to the product.
3. Customers post-buying experiences translate them to be smarter buyers, and wiser money spenders.

4. The impulsiveness of a consumer is uncontrolled and varies on the capacity and will to purchase. Also, Age and Educational Background varies only on experiences but not on purchasing tendencies.
5. Ethical Marketing is important for the consumers. This includes that the wants of the consumers can be incorporated with their needs and expectations, given justly by the market and industry players.
6. Ethical platforms make impulsive buyers' loyal customers, for ethical marketing platforms sets product equity and once satisfied translate impulse into loyalty.

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