Role of Higher Education to Adjust the Impulse Eating-Buying Behavior. A Systematic Literature Review and Bibliometric Analysis

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Received: 16 December 2022; Accepted: 15 March 2023; Published: April 2023

Abstract

Individual traits as impulsivity, used as emotion regulation or reward, trigger the increased consumption of unhealthy food, which affects the academic performance. The aim of this paper is to provide an overview of research published on impulsive eating and buying that helps enhance the higher education learning environments, to provide direction to the scientific knowledge to deliver a better understanding of impulsive actions and self-regulation. Three databases on literature related to the two terms from 1962 to June 2020, drawn from Scopus and WoS, were reviewed. The methodology is based on co-citation and cluster analysis, using two analytic tools: VOSviewer and CitNetExplorer. Main authors, keywords, affiliations, and sources on this research area are determined. Co-citation and coupling analysis show up a closer relationship between the two fields. As a result of clustering, six research streams are identified: (1) cognitive and trait influences on impulsiveness, (2) children and habits, (3) adolescents, (4) consumer behavior, (5) emotion control, and (6) personality and reward. Finally, a research agenda is proposed. The findings of this research highlight the importance of the role that education institutions are playing in order to promote healthy eating and access to healthy food consumption in their communities.

Keywords: higher education; impulsive eating; impulsive buying; bibliometric review

1. Introduction

The individual has developed a so-called self-regulatory system, where he or she decides what goals to pursue and plans how to do so. Part of this self-regulation process is veiled by self-control mechanisms; the individual's behaviors are thus managed with the aim of achieving long-term goals and overcoming the temptations that arise along the way, and which can be responded to through impulses (Fujita, 2011; Hoch & Loewenstein, 1991).

Strack, Werth, and Deutsch (2006) defines the two forces that determinate behavior: the reflective system and the impulsive system. Self-regulatory resources are the energy for the reflective system, as they represent self-guides, policies, and other rules that push up the individual behavior to stick to a plan (Vohs, K. D., 2006). Increasing the knowledge about how to control the impulsive system, and how to enhance the self-regulatory resources in the individual will empower consumers and students on their decision making and their healthy choices. In turn, healthy food choices and a healthy lifestyle led to better academic results.

Although research scholars have paid attention to impulsive traits and their relation to healthy consumption, to the best of our knowledge the different inner motivations that trigger impulsivity have been studied separately. Hence, the existing literature makes lower description about how the individual can improve their knowledge on impulse buying and impulse eating, so they can enhance their behavior and develop better learning strategies that raises their standard of living (Erfanian, Lee, & Omar, 2022).

The current study is focused on analyzing the further production of research on impulsivity in the areas of food and buying, in which people are more prone to yield to temptation (Friese & Hofmann, 2009; Verplanken, Herabadi, Perry, & Silvera, 2005). Accordingly, the aims of this review are: 1) To set out the research relationships between impulse buying and impulse eating in terms of scientific production, 2) To design which are their main clusters of references, and thus their primary research streams, and 3) To develop a research agenda in order to focus future research to prepare the consumer as an individual in terms of an academic health-oriented lifestyle.

The methodology for this literature review is based on a bibliometric citation analysis which allows a parallelism between the literature on “impulse buying” and “impulse eating” to be established. The systematic literature review is based on two powerful tools – VOSviewer and CitNetExplorer – and a clustering exploration on direct citation relations (van Eck & Waltman, 2017). VOSviewer is more related to authors, since it clusters them, allowing its co-occurrence and co-citation analysis to be identified. CitNetExplorer is a more specialized tool not based primarily on authors, but on the visualization of the citation networks of publications. This tool generates the “genealogy” of a research
field from the links to the core publications (Bahoo, Alon, & Paltrinieri, 2020; Fernández-Pinedo & Muñoz, 2019). CitNetExplorer, contrary to VOSviewer, can only manage data from the WoS. In this sense, it is more limited to databases derived only from this source.

The structure of the paper is as follows. First, the data collection method is overviewed. Then, there is a discussion of results. Finally, conclusions and the research agenda are proposed.

2. Theoretical Framework

Rook (1987) defines impulse buying as “a consumer experiences a sudden, often powerful and persistent urge to buy something immediately”. This urge to buy is related to the trait of impulsivity, which is the tendency to perform actions quickly and unplanned, pursuing a desire to behave in a certain way and which brings immediate gratification (Dholakia, 2000; Sengupta & Zhou, 2007).

Several authors across disciplines support the coexistence of two systems in the decision-making process. From the perspective of consumer behavior, authors such as Shiv and Federokhin (1999) define two processes that occur when the individual is exposed to the selection of alternatives. The first is an automatic process related to impulsive behavior, and the second is related to a cognitive and deliberate process.

Therefore, the individual can present the trait of impulsivity (Dholakia, 2000; Sengupta & Zhou, 2007) and specifically in impulsive consumption, products will exert a greater or lesser impulsive effect depending on the affective level perceived by the individual (Federokhin & Patrick, 2010; Ahn & Kwon, 2020), making it clear that impulsivity in consumption is not originated by the product, but rather by the impulsive individual, activated by external stimuli (Friese & Hofmann, 2009; Vohs & Faber, 2007). Dholakia (2000) contextualizes the duality of the affective-cognitive systems of Shiv and Federokhin (1999) and defines a model of impulsive consumption that can be applied to all types of products including food consumption.

In addition, the antagonistic concept of impulsivity is self-control, which is related to healthy habits. Some authors demonstrate that retailers, through the management of in-store marketing levels, can influence shopping behaviors, therefore, it can influence the consumption of unhealthy food (Grandi, Cardinalli, & Bellini, 2020).

According with Redine, A., Deshpande, S., Jebarajakirthy, C., & Surachart Kumtonkun, J. (2023), the growth of impulse buying production over the years is palpable. In the last decade the
growth is more than notorious, with a total of 33 articles in 2021 alone, mention it as a continuous exponential growth of impulse buying literature.

Eating and appetite control is a broad topic of research. The literature review identifies overeating as the main cause for the development of obesity in the individual. Also, several authors support that the origin of overeating (binge eating) and spontaneous food craving comes mainly from impulsive eating (Strien & Frijters, 1986). It can be stated that impulse eaters feel impulsivity towards food consumption. Such impulses are activated through the automatic system and in turn related to the affective element, especially in food rich in fats and sugars (Dholakia, 2000; Federokhin & Patrick, 2010; Sengupta & Zhou, 2007). In fact, a lower inhibitory control is associated with overeating, (Guerrieri, R., Nederkoorn, C., Stankiewicz, K., Alberts, H., Geschwind, N., Martijn, C., & Jansen, A., 2007), including external impulse eating (overeating in response to external food cues) and emotional impulse eating (overeating in response to negative emotional states), which leads to overweight and obesity. Both consequences are controversial as they lead to large financial and social costs, due to the high number of health problems they are associated with (Dohle, S., Diel, K., & Hofmann, W., 2018; Leehr, E. J., Schag, K., Vogel, J., Dresler, T., Zipfel, S., Fallgatter, A. J., & Giel, K. E., 2023).

Finally, situational factors highlighted by the literature coincide both in impulsive and impulse eating, such as high stress and low self-esteem (Honkanen, Olsen, Verplanken, & Tuu, 2012).

Several assessments tools of measure are being proposed by scientist, but the most widely used by research (Polivy, J., Herman, C. P., & Mills, J. S., 2020), are the Herman and Polivy Restraint Scale (Herman & Polivy, 1980), Three Factor Eating Questionnaire (TFEQ) (Stunkard & Messick, 1985) and the Dutch Eating Behavior Questionnaire (DEBQ) (Van Strien, Frijters, Bergers, & Defares, 1986).

It is noteworthy that there are numerous studies that aim to analyse different aspects of impulsivity in consumption, and for this purpose they use selection tasks between foods that have different arousal and affective levels, i.e., comparing chocolate, cake or potato chips with other types of products or more neutral foods, such as salad or fruits (Friese & Hofmann, 2009; Sengupta & Zhou, 2007; Verplanken, Herabadi, Perry, & Silvera, 2005; Vohs & Faber, 2007). The working basis of much of this research focuses on the measurement of time of latency or reaction time that arise from stimulus presentation until reaction occurs, as it is considered a measurement that reflects the invisible processes of the mind.

A recent meta-analytic review of impulse buying (Iyer, Blut, Xiao, & Grewal, 2020) highlights moderators and situational factors that increase or minimise the impulsive effect. In addition, the antagonistic concept of impulsivity is self-control, which is related to healthy habits. Some authors demonstrate that retailers, through the management of in-store marketing levels, can influence shopping
behaviors, therefore, it can influence the consumption of unhealthy food (Grandi, Cardinali, & Bellini, 2020).

Health-oriented lifestyle behaviours are among the important factors that may predict and formulate academic performance of students (Moradi, F., Sabet, S. A., & Soufi, S., 2022). Despite the fact that higher education institutions have traditionally been responsible to design beneficial activities for the overall learning and Universities play a key role on the achievement of sustainable human development (Hussain, I., 2007; Llopis-Albert, C., Rubio, F., Zeng, S., Grima-Olmedo, J., & Grima-Olmedo, C., 2022), students are autonomous, critical and reflective, and those who are in better health have better academic performance and learn more (Erfanian et al., 2022; Llopis-Albert, C., & Rubio, F. (2021)).

3. Data Collection Method

For a bibliometric analysis, this research was conducted using Scopus and Web of Science (WoS) Core Collection data. The restrictions on the search on the databases are published articles from 1962 to June 2020, research that should be extrapolated to the whole population and studies carried out in Europe and/or countries with similar characteristics in terms of demographic composition and development.

A previous literature review was initially held to identify main topics and keywords. Further, the data collection was based on the following keywords: “impuls* AND buying” OR “impuls* AND eating” on Scopus. A bibliographic dataset of 508 articles was obtained from Scopus (Scopus#508). This dataset was obtained on June 06th, 2020. Moreover, WoS keywords were separated in two main topics. First, “impulse buying” and “impulse buying trait”, excluding those investigations that are related to compulsivity (considered as a disease or pathology), such as gambling, smoking, or compulsive tendencies. Thus, we obtain a database of 144 records that we will call #WoS144. In addition, second round of keywords based on research around “impuls* eating” has a wide scope, so it was reduced to “external eating” and “restrained eating”. A total of 75 articles were found in Web of Science Core collection and called #WoS75. These two datasets were obtained on January 11th, 2020.

The analysis was conducted in five stages. First, to map the situation on the three databases selected, there is an overview on main sources, affiliations, authors, and keywords. Second, VOSViewer tool is used to define clusters of keywords and authors. The third stage is based on co-
citation analysis, to define similarities through citations. The strength of the relationship is given by the number of references, and how frequently two authors are cited together, so these authors share commonalities in theory, topic, methodology, or context. Fourth, bibliographic coupling with the aim of establishing similarities and relationships due to the strength between publications is determined by the number of cited references shared by the articles (Rakas & Hain, 2019). Hence, this technique allows to define clusters without the citation criteria, and the time lapse barriers. Finally, CitNetExplorer is used to visualize a genealogy of authors in the two WoS databases.

4. Discussion and Results

As a previous result, based on the number of publications per year from the Scopus database, it can be stated that the important increase in the number of publications is especially evident from 2009 – with 19 publications. In 10 years, production increased to 45 publications in 2019. This fact denotes an upward trend in scientific production in both impulse buying and impulse eating. It also points out an increase of scholars’ interests probably due to the impact of the topic on contemporary society.

4.1 Authors and co-citation analysis

A comparison between the three databases in terms of sources is shown in Table 1. The most prominent journal is Appetite with 61 articles in Scopus, being also the main journal in WoS with 18 publications. In WoS, journals such as Advances in Consumer Research with 10, and Journal of Business Research with 7 publications are the more prominent. It is worth highlighting that British Food Journal is also an important source in WoS, with 3 publications.
Table 1. Main Sources

<table>
<thead>
<tr>
<th>Journal</th>
<th>Scopus#508</th>
<th>Wos#144</th>
<th>Wos#75</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appreciate</td>
<td>61</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eating Behaviors</td>
<td>16</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Journal of Retailing and Consumer Services</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Int. Journal of Retail and Distr. Management</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personality and Individual Differences</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physiology and Behavior</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>International J. of Obesity</td>
<td>7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Regarding authors’ productivity, the number of documents by author is shown in Table 2. The main author is Van Strien with 16 publications in WoS#75, followed by the authors that published Scopus#508: Jansen with 12 publications, Nederkoorn with 10; and Friese and Meule with 8. In the case of WoS#144, more restricted in the number of papers, authors do not surpass 10 publications, Sharma, Sivakuraman, and Zhang being the most prominent authors in this database with 4 publications.

Table 2. Documents by author

<table>
<thead>
<tr>
<th>Author</th>
<th>Scopus#508</th>
<th>Wos#144</th>
<th>Wos#75</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jansen, A.</td>
<td>12</td>
<td></td>
<td>Van Strien, T. 16</td>
</tr>
<tr>
<td>Nederkoorn, C.</td>
<td>10</td>
<td>Sivakumaran, B. 4</td>
<td>Engels, R.C.M.E. 6</td>
</tr>
<tr>
<td>Friese, M.</td>
<td>8</td>
<td>Zhang, Y.L. 4</td>
<td>Braet, C. 5</td>
</tr>
<tr>
<td>Meule, A.</td>
<td>8</td>
<td>Beatty, S.E. 3</td>
<td>Cebolla, A. 4</td>
</tr>
<tr>
<td>Blechert, J.</td>
<td>7</td>
<td>Dittmar, H. 3</td>
<td>Elfhag, K. 4</td>
</tr>
<tr>
<td>Hofmann, W.</td>
<td>7</td>
<td>Akram, U. 2</td>
<td>Lee, K. 4</td>
</tr>
<tr>
<td>Houben, K.</td>
<td>7</td>
<td>Beattie, J. 2</td>
<td>Sung, J. 4</td>
</tr>
<tr>
<td>Aarts, H.</td>
<td>6</td>
<td>Chen, Y.H. 2</td>
<td>Song, Y.M 4</td>
</tr>
<tr>
<td>Epstein, L.H.</td>
<td>5</td>
<td>Baumgartner, H. 2</td>
<td>Brouwer, I.A. 3</td>
</tr>
<tr>
<td>Guerrieri, R.</td>
<td>5</td>
<td>Chu, C.H. 2</td>
<td>Penninx, 3</td>
</tr>
</tbody>
</table>

Belén-Perdigones & Gómez-Suárez (2023)
VOSViewer helps to define clusters and similarities from the two topics being analyzed (impulse buying and impulse eating) using author criteria, based on co-citation analysis. Figure 1 shows the link between the four clusters that gather authors with similarities in topics or methodologies. As a result of this clustering analysis, four authors obtain the maximum representation on each cluster: Jansen, Baumeister, Hofmann, Rook, and Herman.

![Figure 1. Co-citation author relationships](image)

To exhibit the relationship between impulse buying and impulse eating, the bibliographic coupling analysis in Figure 2 shows four clusters of authors, and how they are related to each other based on their common references. The visual analysis denotes how authors linked, obtaining the same cited reference. This reveals that authors are influenced by the same articles, which means the same knowledge base. It is important to highlight that the Scopus#504 database has articles from the two strong fields of research.
The affiliation of authors is compiled in Table 3. The most important institutions, by number of researchers, in the Scopus#508 are Maastricht University, Utrecht University, and Universiteit van Amsterdam. Due to the similarities of these results with WoS#75, we can infer that institutions from the Netherlands are very prominent in publishing on this field.

Table 3. Documents by affiliation

<table>
<thead>
<tr>
<th>Scopus#508</th>
<th>Wos#144</th>
<th>Wos#75</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affiliation</td>
<td>#publications</td>
<td>Affiliation</td>
</tr>
<tr>
<td>Maastricht University</td>
<td>22</td>
<td>PCSHE Pennsylvania Commonwealth System of Higher Education Pennsylvania State University</td>
</tr>
<tr>
<td>Utrecht University</td>
<td>14</td>
<td>Pennsylvania State University Park</td>
</tr>
<tr>
<td>Universiteit van Amsterdam</td>
<td>11</td>
<td>University of Alabama System</td>
</tr>
<tr>
<td>Julius-Maximilians-Universitat</td>
<td>10</td>
<td>University of Alabama Tuscaloosa</td>
</tr>
<tr>
<td>Vrije Universiteit Amsterdam</td>
<td>9</td>
<td></td>
</tr>
</tbody>
</table>
The most cited papers in Scopus and WoS are shown and ranked in Table 4. The table presents a citing ranking compiling research results in both databases. Some articles are indexed in only one database or in both Scopus and WoS, so the number of citations is differentiated per database.

**Table 4. Most 40 cited papers in Scopus and WoS**

<table>
<thead>
<tr>
<th>Article</th>
<th>Year</th>
<th>SCOPUS</th>
<th>WoS</th>
</tr>
</thead>
</table>


Personality traits and eating behavior in the obese: Poor self-control in emotional and external eating but personality assets in restrained eating


*Data from April 24th, 2021

4.2 Keyword and visual analysis

Seven clusters were built by the analysis done by VOSViewer. The relationship between the seven clusters is shown in Figure 1. Each cluster has been represented by a different color
and the bigger the circle, the higher number of mentions of this keyword on this database. Table 5 complements this figure showing the keywords associated in the different clusters.

![Figure 3. Keywords and relationship between clusters](image)

**Table 5. Clusters of keywords**

<table>
<thead>
<tr>
<th>Cluster 1</th>
<th>Cluster 2</th>
<th>Cluster 3</th>
<th>Cluster 4</th>
<th>Cluster 5</th>
<th>Cluster 6</th>
<th>Cluster 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>attentional bias</td>
<td>childhood obesity</td>
<td>binge eating</td>
<td>buying behavior</td>
<td>emotion regulation</td>
<td>adolescents</td>
<td>anxiety</td>
</tr>
<tr>
<td>cognitive control</td>
<td>delay discounting</td>
<td>body mass index</td>
<td>consumer behavior</td>
<td>emotional eating</td>
<td>impulsive buying</td>
<td>personality</td>
</tr>
<tr>
<td>dieting</td>
<td>food choice</td>
<td>children</td>
<td>behavior</td>
<td>mindfulness</td>
<td>materialism</td>
<td>reward</td>
</tr>
<tr>
<td>eating behavior</td>
<td>food consumption</td>
<td>emotion</td>
<td>impulse purchases</td>
<td>stress</td>
<td></td>
<td></td>
</tr>
<tr>
<td>impulsiveness</td>
<td>impulsivity</td>
<td>overweight</td>
<td>retailing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>motivation</td>
<td>obesity</td>
<td>self-control</td>
<td>shopping</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>restrained eating</td>
<td>overeating</td>
<td></td>
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<td></td>
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<tr>
<td>self-regulation</td>
<td>response inhibition</td>
<td></td>
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<tr>
<td>external eating</td>
<td></td>
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_Belén-Perdigones & Gómez-Suárez (2023)_

Hence, as a result, six research areas are identified:

1. Cognitive and trait influence on impulsiveness; cognitive control, self-regulation and impulsivity, and its relationship with eating (restrained eating, external eating, and emotional eating) and consumer behavior (impulse consumption occurs with a lack of control).

2. Children’s’ eating behavior: coincidence with keywords clusters 2 and 3. Eating behavior is a response to educational and family eating habits (cluster 2) and its relationship with emotion and self-control (cluster 3). This branch focuses on exploring these aspects in children and we decide to consider “children” as a whole research stream.

3. Consumer behavior: more focus on the impulsivity trait, impulsive buying and consumer behavior, which includes shopping and consumption.

4. Emotion control: studies that reflect the importance of emotion and mood on impulsivity are compiled on this stream.

5. Adolescents: considering that youngsters are more prone to impulsivity, studies around them constitute its own research stream.

6. Personality and reward; studies on eating behavior which have inner focus on personality from an anxiety perspective, which consider food or shopping as a reward and mood deflection.

A visual analysis with CitNetExplorer is then run. Figure 4 depicts the main lines on impulse buying. Stern (1962) and Bellenger (1978) could be considered as the precursors of impulse buying. In addition, Rook (1987) designed the first scale. Nevertheless, although those were the pioneering references, the most popular are Rook (1995) and Beatty & Ferrell (1987), being the most cited authors. Rook (1995) proposed the Buying Impulsiveness Scale, with nine items identifying people with this impulsivity. Beatty & Ferrell (1987) proposed the Beatty’s scale based on Impulse Buying Tendency (negative and positive affect).
In the other hand, Figure 5 shows the genealogy of impulse eating. Van Strien (1986) shows up as one of the precursors and the main author. This result is not surprising, due to its development of the Dutch Eating Behavior Questionnaire (DEBQ) and its adaptations to different countries and populations.

Figure 4. Author’s genealogy

Figure 5. Author’s genealogy
5. Conclusions and Research Agenda

The consequences of impulsive behavior have both social and individual costs. Impulse eaters have a higher Body Mass Index (BMI), obesity, overeating, and suffer binge eating, which have a high relation with diseases such as heart attack and diabetes. Impulse eating is triggered by emotion, restrain eating, social models, stress and habits (Goossens, Braet, Van Vlierberghe, & Mels, 2009a, 2009b; Nguyen-Rodriguez, Chou, Unger, & Spruijt-Metz, 2008). In addition, impulsive consumers have financial challenges, lower academic achievement, great difficulty achieving long-term plans and financial problems (Friese & Hofmann, 2009; Metcalfe & Mischel, 1999; Tangney, Baumeister, & Boone, 2004).

The more information people have about the stimuli and traits that influence their decisions and consumption, the better they can react and prepare themselves. This review examines the academic production and demonstrates the research agenda that might facilitate a change in how to manage obesity and unhealthy eating, to avoid compulsive behaviors, and to buy wisely.

Furthermore, it is important to prevent and develop conscious individuals that can work on their own self-regulation. Due to new ways of learning, such as virtual learning, students and the higher education community have increased their concerns about learning at home. To meet the objectives, the research relations between impulse buying and impulse eating and its academic production have been demonstrating throughout exposed along the analysis, showing strong evidence that both fields are taking similar paths, and share authors, keywords, and sources.

Six research streams are identified. Firstly, there are cognitive, and trait influences on impulsiveness; literature about cognitive control, self-regulation and impulsivity, and its relationship with eating (restrain eating, external eating, and emotional eating) and consumer behavior (impulsive consumption occurs with a lack of control). Secondly, there is children’s eating behavior; coinciding with keyword clusters 2 and 3, eating behavior is a response to educational and family eating habits (cluster 2) and its relationship with emotion and self-control (cluster 3). This branch focuses on exploring these aspects on children; we decided to consider “children” as a whole research stream. Thirdly, there is consumer behavior; more focus on impulsivity traits, impulsive buying and consumer behavior which include shopping and
consumption. Fourthly, there is emotion control; studies that reflect the importance of emotion and mood on impulsivity are compiled on this stream. Fifthly, there are adolescents; considering that impulsivity is more prone in youngsters, studies around them constitute their own research stream. Finally, there are personality and reward – studies on eating behavior that have inner focus on personality from an anxiety perspective, that consider food or shopping as a reward and mood deflection. None of these trends includes the dimension of online vs. offline. Moreover, there has been growing interest in the analysis of buying behavior, especially in the consumer behavior dimension.

Furthermore, we define the research agenda. On Table 6, we compile future research questions from several main papers, that identify which are the main recommendations and questions proposed by the authors’ main papers themselves, that highlights the principal concerns for further investigation.

Table 6. Future Research Questions and Agenda

<table>
<thead>
<tr>
<th>Article</th>
<th>Future Research Questions and Agenda</th>
</tr>
</thead>
</table>
| Coley, A., & Burgess, B. (2003). | 1) Further research should be conducted which expands this study to include a non-student sample, demographic subcultures, social classes, and lifestyle factors.  
2) Explore Impulse Buying within television, internet, telemarketing, direct mail shopping, and other non-store formats.  
3) Explore also cultural differences in Impulse Buying Behaviour. |
| Mohan, G., Sivakumaran, B., & Sharma, P. (2013). | 1) Future research may use experimental design to manipulate various environmental cues and study their impact on real impulse buying behaviour and study the impact of other situational variables on impulse buying such as in-store browsing and type of shopping trip.  
2) Future research may explore the influence of store environment in others retail categories such as personal products, apparel, accessories, and personal electronics (Jones et al., 2003)  
3) Given that store environment drives impulse buying, could it drive variety seeking behavior as well? |
1) The next step should be a longitudinal study to investigate whether increased reward sensitivity early in life predicts weight problems later.  
1) (BMI) Future studies in unselected samples would clarify which factors moderate training effects and for whom such training is likely to be effective.  
2) Future studies could also include additional control conditions matched for food cue exposure (such as passive viewing of the same images presented in the active training task) to control for related processes such as food cue exposure with response prevention.  
3) Another potential research avenue is to examine whether combining food no-go training with other interventions (e.g., implementation intentions as in Veling et al., 2014) or adding more explicit instructions/information about hypothesized mechanisms strengthens training effects. |
4) To examine the effects of personalized training, whereby participants choose or upload their own high energy density food images (that they would like to consume less of) as no-go stimuli and select their own ‘desirable’ low-calorie food images (that they would like to consume more of) as go stimuli.

5) Continue to examine this in more detail using e.g. the dietary restraint scale (Herman & Polivy, 1980).


1) Future research may also consider that group influence could indirectly affect impulsive behaviours through other moderators, in addition to the susceptibility to influence studied in this research. Finally, consumers may engage in more or less impulsive.

2) Future research may need to consider other perspectives about impulsive purchasing in a social group context.


1) Future research examining nonclinical behaviours should test whether making prudent, regulated consumer choices later leads to weaker self-regulatory abilities in another unrelated domain, a prediction for which we have preliminary support (Vohs et al. 2006)

2) Future research may need to consider other perspectives about impulsive purchasing in a social group context.


1) The finding that BMI had an independent interaction effect over and above the other factors points to further moderator variables for which BMI may be a proxy to consume high-fat food or stronger facilitating need states among high BMI individuals.

2) Future research along these lines may contribute to a more fine-grained theoretical understanding of the various processes that enable people to overcome their impulses and may even prove useful for the treatment of impulse-related societal problems such as overeating, overdrinking, or risky sexual behaviour.


1) Future research should start to combine these promising findings with the recent knowledge gained about automatic processes that are involved in self-control (Palfai, 2004).

2) Interventions may attend to various stages of impulsive behavior determination (Strack & Deutsch, 2004) such as attentional biases (Fadardi & Cox, 2007; Friese, Bargas-Avila, Hofmann, & Wiers, 2009), evaluative associations that form the basis of automatic affective reactions (Gibson, 2008), or automated behavioral motor tendencies (Kawakami, Phillips, Steele, & Dovidio, 2007; Wiers, Rinck, Kordts, Houben, & Strack, 2008).


1) For further research, marketers may benefit from theoretical frameworks such as the MODE model or the RIM (Fazio & Towles-Schwen, 1999; Strack & Deutsch, 2004) by gaining further insights into the underlying psychological processes of impulse buying.

Finally, we define key findings based on the in-depth review. First, internal forces within the individual that help manage both eating and impulse buying can be studied together in order to analyze the impact of external stimuli on the individual. These stimuli may be around impulsive consumption of unhealthy products or foods. In addition, current technology could be used to deeply study impulsive traits and emotions in different contexts, so that recommendations on which self-regulatory mechanisms can help control impulses can be obtained.
Second, children and adolescents are two streams in which there is greater interest from scholars because impulsivity has its roots in those ages. Additionally, their particularities raise a real interest given the novelty of the new generation and the social changes that have occurred after COVID-19 that has generated an impact and change in their habits. Given the latter, the digital and online transformation evolves into a new decision-making process, so it is important to study how it affects impulsivity in the online interaction (Coley, A., & Burgess, B., 2003).

Finally, it is important to highlight the role played by higher education institutions both in education on healthy eating and access to healthy food consumption by the university community, as well as in deepening research related to expanding knowledge on how to boost the learning environment through healthy lifestyles. This contributes to create healthier adults who are more aware of what actions they can take to improve their learning.

**Acknowledgements:** This study has been carried out within the framework of the research group TECHNOCONS, “Consumer Behaviour and Technology”. Special thanks to Nadia Fernández de Pinedo, Senior Lecturer at Universidad Autónoma de Madrid, for her guidance on the design of this study.  

**Author Contributions:** All authors have contributed equally. All authors have read and agreed to the published version of the manuscript.  

**Funding:** This research received no external funding.  

**Conflicts of Interest:** The authors declare no conflict of interest.  

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**Belén-Perdigones & Gómez-Suárez (2023)**


https://doi.org/10.2307/1248439


