


Study 2: Qualitative Survey Code Books

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Supplementary material for: Carol Moser, Sarita Schoenebeck, and Paul Resnick. 2019. Impulse Buying: Design Practices and Consumer Needs. In Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems (CHI'19). ACM, Glasgow, UK.






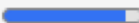













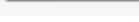



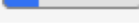



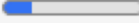











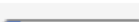

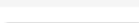

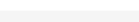

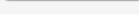

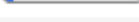

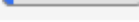



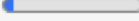












Products bought on impulse

“What type of things have you impulsively purchased online in the past?”

		Name		
	<input type="radio"/>	Clothing		89
	<input type="radio"/>	Household items		66
	<input type="radio"/>	Children/Baby		51
	<input type="radio"/>	Beauty		34
	<input type="radio"/>	Electronics		30
	<input type="radio"/>	Shoes		30
	<input type="radio"/>	Anything discounted		24
	<input type="radio"/>	Fashion accessories		22
	<input type="radio"/>	Food		20
	<input type="radio"/>	Books		14
	<input type="radio"/>	Pets		14
	<input type="radio"/>	Outdoor gear		10
	<input type="radio"/>	Health		9
	<input type="radio"/>	Anything from Amazon		7
	<input type="radio"/>	Movies / Music		7
	<input type="radio"/>	Pantry (e.g., paper towel)		7
	<input type="radio"/>	Games		6
	<input type="radio"/>	Holiday items		5
	<input type="radio"/>	Crafts / Art / Hobby		4
	<input type="radio"/>	Sports / Exercise		4
	<input type="radio"/>	Things not really "needed"		4
	<input type="radio"/>	Adult/sex products		3
	<input type="radio"/>	Office supplies		3
	<input type="radio"/>	Anything from eBay		2
	<input type="radio"/>	Automotive		2
Result: 25 of 25 Code(s)				






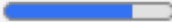

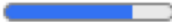

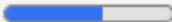



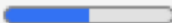































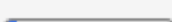




Successful Strategies

“What strategies, if any, have you used successfully to resist making impulse purchases online?”

		Name		▼
	<input type="radio"/>	Avoid technology		23
	<input type="radio"/>	Avoid online shopping		20
	<input type="radio"/>	Put in cart/wishlist and wait		15
	<input type="radio"/>	Budgeting		10
	<input type="radio"/>	Reflect on my actual needs		9
	<input type="radio"/>	Avoid online groups that encourage buying		8
	<input type="radio"/>	Don't save my payment info on sites		8
	<input type="radio"/>	Limit funds I available for online shopping		8
	<input type="radio"/>	Don't buy when no money in bank		7
	<input type="radio"/>	Wait to buy (no mention of using cart/wishlist)		6
	<input type="radio"/>	Avoid online browsing /window shopping		5
	<input type="radio"/>	Avoid social media		5
	<input type="radio"/>	Distraction		5
	<input type="radio"/>	Remove apps from phone		5
	<input type="radio"/>	Review current financials		5
	<input type="radio"/>	Talk it over with someone		4
	<input type="radio"/>	Add to cart/wishlist instead of buying		3
	<input type="radio"/>	Avoid promo emails / notifications		3
	<input type="radio"/>	Quickly exit before checkout		3
	<input type="radio"/>	Reflect on alternative uses for money		3
	<input type="radio"/>	Do further product research		2
	<input type="radio"/>	Restricting access online payment sources		2
	<input type="radio"/>	Talk myself out of it		2
	<input type="radio"/>	Think about the cost/price		2
	<input type="radio"/>	Track what I already own		2
	<input type="radio"/>	Create a no-buying period		1
	<input type="radio"/>	Don't click on ads		1
	<input type="radio"/>	Must throw something away first		1
	<input type="radio"/>	Only buy discounted items		1
	<input type="radio"/>	Reflect on consequences		1
	<input type="radio"/>	Review recent spending		1
	<input type="radio"/>	Use a shopping list		1
Result: 32 of 32 Code(s)				
































Unsuccessful strategies

“What strategies, if any, have you used that were NOT successful in helping you resist making impulse purchases online?”

		Name		▼
	<input type="radio"/>	Avoid technology		12
	<input type="radio"/>	Avoid online shopping		9
	<input type="radio"/>	Using pure willpower		9
	<input type="radio"/>	Hide wallet/credit cards		7
	<input type="radio"/>	Use willpower to just "window shop"		7
	<input type="radio"/>	Avoid groups that encourage buying		6
	<input type="radio"/>	Budgeting		6
	<input type="radio"/>	Ignoring (sales, promos, etc)		5
	<input type="radio"/>	Remove apps from phone		5
	<input type="radio"/>	Don't save payment info on sites		4
	<input type="radio"/>	Limit funds available for online shopping		4
	<input type="radio"/>	Wait (no mention of cart/wishlist)		4
	<input type="radio"/>	Avoid social media		3
	<input type="radio"/>	Put in cart/wishlist and wait		3
	<input type="radio"/>	Distraction		2
	<input type="radio"/>	Reflect on actual needs		2
	<input type="radio"/>	Stop spending when no money in bank		2
	<input type="radio"/>	Talk it over with someone		2
	<input type="radio"/>	Think about cost/price		2
	<input type="radio"/>	Limit the number of purchases		1
	<input type="radio"/>	Only buy discounted items		1
	<input type="radio"/>	Quickly exit before checkout		1
	<input type="radio"/>	Read negative reviews		1
	<input type="radio"/>	Review recent spending		1
Result: 24 of 24 Code(s)				

Desired apps/tools

“If you could talk to the designers of an app or an online tool that is meant to help you control the amount of impulse buying you do online, what would you tell them to design / build / create for you?”

		Name		▼
	<input type="radio"/>	Enforce spending limits	<div style="width: 100%;"><div style="width: 100%;"></div></div>	26
	<input type="radio"/>	Require a waiting period before buying	<div style="width: 100%;"><div style="width: 100%;"></div></div>	25
	<input type="radio"/>	Tracks spending / budgeting tools	<div style="width: 100%;"><div style="width: 100%;"></div></div>	25
	<input type="radio"/>	Make checkout harder	<div style="width: 100%;"><div style="width: 25%;"></div></div>	12
	<input type="radio"/>	Require a needs assessment	<div style="width: 100%;"><div style="width: 20%;"></div></div>	10
	<input type="radio"/>	Reduce desire through objective produ...	<div style="width: 100%;"><div style="width: 10%;"></div></div>	9
	<input type="radio"/>	Require multiple confirmations when b...	<div style="width: 100%;"><div style="width: 10%;"></div></div>	8
	<input type="radio"/>	Block ads	<div style="width: 100%;"><div style="width: 10%;"></div></div>	7
	<input type="radio"/>	Display alternative uses of money	<div style="width: 100%;"><div style="width: 10%;"></div></div>	7
	<input type="radio"/>	Don't let me save my credit card info	<div style="width: 100%;"><div style="width: 10%;"></div></div>	5
	<input type="radio"/>	Track time spent shopping	<div style="width: 100%;"><div style="width: 10%;"></div></div>	5
	<input type="radio"/>	Block certain websites	<div style="width: 100%;"><div style="width: 10%;"></div></div>	4
	<input type="radio"/>	Track how much I save by not buying	<div style="width: 100%;"><div style="width: 10%;"></div></div>	3
	<input type="radio"/>	Calculate how many hours of work it ta...	<div style="width: 100%;"><div style="width: 10%;"></div></div>	2
	<input type="radio"/>	Flag potential impulse products	<div style="width: 100%;"><div style="width: 10%;"></div></div>	2
	<input type="radio"/>	Involve an accountability partner	<div style="width: 100%;"><div style="width: 10%;"></div></div>	2
	<input type="radio"/>	Make access to e-shops harder	<div style="width: 100%;"><div style="width: 10%;"></div></div>	2
	<input type="radio"/>	Anything that prevents the impulse	<div style="width: 100%;"><div style="width: 0%;"></div></div>	1
	<input type="radio"/>	Block me from shopping when intoxicat...	<div style="width: 100%;"><div style="width: 0%;"></div></div>	1
	<input type="radio"/>	Blocks sites from tracking me	<div style="width: 100%;"><div style="width: 0%;"></div></div>	1
	<input type="radio"/>	Distract me	<div style="width: 100%;"><div style="width: 0%;"></div></div>	1
	<input type="radio"/>	Impose a penalty/punishment for buying	<div style="width: 100%;"><div style="width: 0%;"></div></div>	1
	<input type="radio"/>	Make me do an inventory assessment	<div style="width: 100%;"><div style="width: 0%;"></div></div>	1
	<input type="radio"/>	Make me set goals	<div style="width: 100%;"><div style="width: 0%;"></div></div>	1
	<input type="radio"/>	Make products more expensive	<div style="width: 100%;"><div style="width: 0%;"></div></div>	1
	<input type="radio"/>	Physically block me from purchasing	<div style="width: 100%;"><div style="width: 0%;"></div></div>	1
	<input type="radio"/>	Show inspirational quotes	<div style="width: 100%;"><div style="width: 0%;"></div></div>	1
	<input type="radio"/>	Show me consequences to environment	<div style="width: 100%;"><div style="width: 0%;"></div></div>	1
	<input type="radio"/>	Show me my purchase history	<div style="width: 100%;"><div style="width: 0%;"></div></div>	1
Result: 29 of 29 Code(s)				