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Impulsive Buying Behaviour and Restaurant Selection and Consumption

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Abstract

The study explores à la carte restaurant and its connection with impulsive buying, in terms of restaurant selection, menu selection and extraordinary experiences which reflects the purpose of the study and was explored with three research questions. Prior research of restaurant consumption and impulsive buying was not clear on how consumers select a restaurant and choose on the menu impulsively. The relation between extraordinary experiences and impulsive buying was also limited. The theoretical framework consisted of impulsive buying and previous studies of restaurant selection, menu selection and extraordinary experiences. A qualitative method in the form of semi-structured interviews was conducted on fourteen Swedish consumers. The findings suggest that impulsive buying is more present in terms of menu selection and extraordinary experiences due to various factors such as service and influences from the environment. Restaurant selection had signs of impulsiveness, however, the overall process was rather planned. The study contributes to research on impulsive buying behaviour and restaurant consumption and extraordinary experiences, as well as practical and future implications that could be useful.

Keywords: *Impulsive Buying Behaviour, á la Carte Restaurants, Restaurant Selection, Menu Selection, Extraordinary Experiences.*

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1. Introduction

Would it not be nice to just buy that sweet treat on the menu or choose a restaurant that feels good at the moment? Eating is fundamental in life but it can also be a pleasant experience, which can be fulfilled in a restaurant. The restaurant scene includes various motives such as eating and drinking but also, socialising and consuming. Restaurants are services as they provide an experience to consumers, but at the same time offer products (e.g food and drinks), as well as inputs from the environment which affect the visit (Pedraja & Yagüe, 2001; Han, Back & Barrett, 2010; Ryu & Han 2011; Hu, Chen & Ou, 2009). In Sweden, the restaurant industry is a large market where lunch and dinner restaurants amount for around 45,4 percent of the total sales of this sector and where a sales revenue of 63,2 billion SEK was reached in 2019 (Statista, 2023a; Statista, 2023b). For Swedish households the expenses for restaurant and hotel consumption added up to 5,2 percent which was more than clothing (4,0 percent) and electronics (3,9 percent) (Statistics Sweden, 2022b). Thus, one could say that Swedish consumers have an active restaurant consumption, which is to be explored further.

At the same time, there is an overwhelming supply of restaurants, leading to customers having to assess the options that suit them (Jung et al. 2015). This implies that consumers have different choices in deciding which restaurant to visit and what to eat from the menu. Studies have found food quality along with service quality to be the prime factors when selecting a restaurant (Jung et al. 2015; Auty, 1992; Clemes, Gan & Sriwongrat, 2013). In order to choose where to eat, social media is another factor that can influence the decision (Yaris & Aykol, 2022; Hwang, Eves & Stienmetz, 2021).

On the other hand, restaurant consumption and expectations are different depending on the purpose of the visit. For ceremonial occasions, like birthdays or christmas dinners, the customer is usually met with a pre-planned schedule and meals, which minimises room for making unplanned purchases. A more spontaneous type of restaurant visit can be found in canteen restaurants as it is related to quicker meals. Á la carte restaurant visits can be seen as planned, as the customer books a table for a set time, however the experience in the restaurant may offer some unplanned purchases (Gustafsson et al. 2006; Gustafsson, 2004). When consuming in á la carte restaurants different elements are taken into account which could influence the consumers experience (Souki et al. 2020; Hansen, Jensen & Gustafsson, 2005). Souki et al. (2020) explored perceived quality in relation to à la carte restaurants and how different factors could influence the attitude and behaviour of the consumers and among these factors were service quality, atmosphere and food quality, that could impact emotions and satisfaction. The expectations a consumer holds for a restaurant visit can vary from low to high. The canteen food experience is quite ordinary and might not offer any surprises and the same principle applies to á la carte restaurants, as the routine is generally the same each visit. However, as the expectations are set, the experience may go beyond them and offer something unexpected, and lead to an extraordinary meal experience (Hanefors & Mossberg, 2003).

Extraordinary food experiences have been studied in the area of tourism, where tourists can be pleasantly surprised by certain food experiences, which in return makes them extraordinary and therefore cannot be compared with everyday occurrences (Goolaup & Mossberg, 2017; Goolaup, Soler & Nunkoo, 2018). For example, hedonic aspects affect the consumer in terms of sharing the extraordinary experience with others who have similar social capital along with the concept of pleasure that is also relevant (Goolaup, Soler & Nunkoo, 2018). Although this has been studied within the tourism area, it can be relevant to general restaurant consumption as well.

On another note, consumers can have different motives for visiting a restaurant and these ventures can be difficult to evaluate beforehand. If the consumers do not have any previous experience with the restaurant, they need to search for external information in order to evaluate it or choose to visit it with no pre-expectations (Pedraja & Yagüe, 2001). This indicates that restaurant visits can be both planned and unplanned. This alludes that consumers take various factors into account before going to a restaurant, however some visits can be less planned and impulsive behaviour can become more present.

Impulsive buying is a widely examined phenomena within marketing and is continuously studied today. It can be viewed as an unplanned purchase of products and services and has become more common today due to the sea of products available and new retail formats that enable this type of consumption (Button, 2020; Wang et al. 2022; Kalla & Arora, 2011). Button (2020) argues that when consumers buy a product, they may not have a need for it and can directly move to the post-purchase stage, for instance excluding the search and evaluation stage. However, there is still reflection, for example by contemplating which product to purchase. Impulsive buying is not only about going to the store and buying a product, it has developed and become a phenomenon affected by various factors such as emotions and technological advancements, like the internet (Button, 2020; Wang et al. 2022). According to Iyer et al. (2019), it was concluded that utilitarian and hedonic motives influence impulsive buying. For example, having hedonic motivation will project a positive mood for consumers than utilitarian motives. Impulsiveness also indicates a lack of self-control for the consumers, which is a prevalent factor when it comes to impulsive buying (Iyer et al. 2019; Efendi, Indartono & Sukidjo, 2019).

Studies that have examined the relationship between impulsive buying and restaurant consumption found hedonic factors to have an impact (Kalita & Sarma, 2017; Chung, Song & Lee, 2017; Yi & Jai, 2020). Kalita and Sarma (2017) write that impulsive behaviour when eating out can occur due to the need to fulfil a feeling right at that moment, thus satisfying hedonic needs. However, external factors such as advertisements or people can impact one to eat out impulsively. Other research discovered how impulsive buying of restaurant products can be impacted by social-commerce, where consumption is completed through social media (Chung, Song & Lee, 2017). The results implied that hedonic and utilitarian (e.g shopping value) motives were of relevance. For example, messages with time limited offers can have an effect on both utilitarian and hedonic shopping value, while hedonic shopping value in restaurants occurs more due to the nature of the experientiality in restaurants (Chung, Song &

Lee, 2017). This evidently shows how information provided on social commerce can trigger impulsive buying behaviour of restaurant products. Yi and Jai (2020) are on the same track where the value of utilitarian and hedonic factors are highlighted in regards to online impulsive buying of restaurant daily deals. On the contrary, they (2020) conducted research on emotions, desires and beliefs and found that the emotional attribute is one of the key factors that encourage impulse buying within marketing for restaurants.

The studies presented above describe impulsive behaviour prior to being in a restaurant but also the aspects of how emotions affect consumption. Miao's and Matilla's (2013) study focused on the pre-purchase mood in connection with impulsive buying, along with the post-purchase behaviour. The factors studied were health motives and whether they were health or indulgence based. Primary motives were shown to influence impulsive buying in restaurants and especially when it comes to indulgence motives. Furthermore, if one believes that food consumption will have a positive effect on their mood, it is likely they will consume impulsively. It is further suggested that both hierarchical needs and temporal needs impact impulsive buying (Miao & Matilla, 2013). Ahn and Kwon (2022) and Li, Deng and Moutinho (2015) write how experiences and impulsive buying have a relatedness in the context of tourism. For example, Ahn and Kwon (2022) highlight that when a customer experiences pleasure the chances of impulsive buying are more likely. On the other hand, Li, Deng and Moutinho (2015) express that impulsiveness has a significant effect on emotional responses and experiences. They (2015) also address how this area is understudied within the tourism context, highlighting the relevance to investigate it more, but in this study the context of restaurants and extraordinary experiences will be researched.

The presented studies above demonstrate how impulsive buying in the context of restaurant consumption is accomplished due to different hedonic motivations. However, it also highlights a gap in the studies of impulsive buying and restaurant consumption, as there are no recent studies investigating impulsive buying in connection to selection of restaurant and menu. A need to understand motives without any preset needs is also of interest to explore and how impulsive behaviour is manifested. Choosing a restaurant can make a consumer contemplant where to eat, due to the widespread of choices. However, there is still an unclear understanding of how consumers purchase in restaurants and how they choose where to eat, and how the impulsive behaviour is initiated. Adding to this, how extraordinary experiences can have an impact on impulsive buying and vice versa. Therefore, a gap that has been identified and is intended to be investigated to a greater extent is impulsive buying in selection of restaurants and menu selection when in the restaurant, with the aspect of extraordinary experiences and how they interrelate for Swedish consumers, that have not been studied in this context.

1.1 Purpose

The purpose of this study is to gain an understanding of how consumer's impulsive buying behaviour is linked to selection of à la carte restaurants and restaurant consumption.

1.2 Research Questions

1. How is impulsive buying behaviour related to the selection of restaurants?

2. How is impulsive buying behaviour related to selection on the menu?

3. How is impulsive buying behaviour related to extraordinary experiences?

2. Theoretical Framework

In this chapter the theoretical framework will be presented as seen in figure 1. Impulsive buying is the base of the study which will be introduced first. Thereafter, impulsive buying will be discussed in relation to the three research questions.
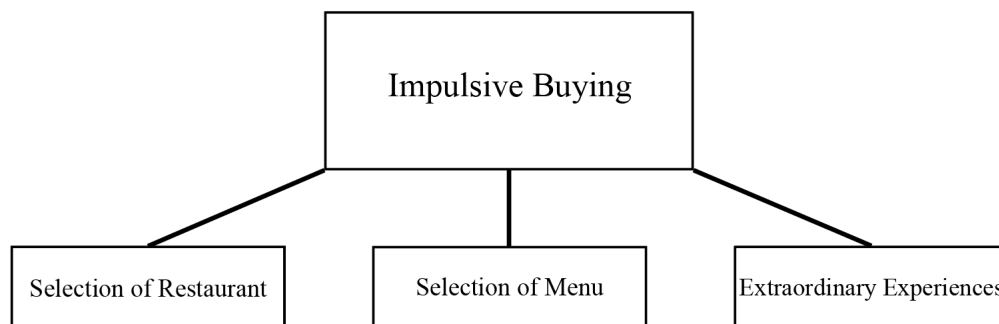
Figure 1. Theoretical Framework.

2.1 Impulsive Buying

Impulsive buying is a relevant area within marketing. According to Redine et als. (2023) systematic review of impulsive buying, it is a phenomenon that has been studied for over 70 years and has been brought to light to a greater extent between 2000 and 2010, due to evolution of technology as well as people's ability to consume more. Studies have indicated that there is an urge that needs to be satisfied on the spot, which in return leads to impulsive buying. The purchase is not planned and can have an emotional effect on consumers (Rooks, 1987; Bayley & Nancarrow, 1998).

It has been found that the presence of others influences impulsive buying meaning that when there is a close connection between the peers it can generate impulsive behaviour for low and high impulsive individuals (Wang, Lu & Wang, 2020). This means that even the people that are not as impulsive cannot resist buying, likewise the presence of others has an effect by not wanting to miss out. On the other hand, highly impulsive individuals buy impulsively in order to satisfy hedonistic goals but there is also an aspect of lack of self-control that can also be seen within impulsive buying (Wang, Lu & Wang, 2020). For example, Baumeister (2002) writes that if one keeps track of their money they may not be as prone to buy impulsively, thus having greater self-control.

Emotional responses can make consumers feel the urge to buy impulsively, which can be feelings of arousal or enjoyment. However, there are antecedents, such as promotional offers or the consumer's budget which can evoke these feelings. The emotional responses can lead to consumers feeling an urge to buy impulsively (Redine et al. 2023). In connection to the emotional side of impulse buying, there are hedonic aspects which affect the behaviour and can make consumers feel both pleasant and unpleasant (Rook, 1987). Impulsive buying can satisfy consumers' hedonic desires in terms of feeling excitement (Hausman, 2000). Santini et al. (2019) explain that hedonic value has a positive effect on impulsive buying, because when consuming for enjoyment purposes consumers can become impulsive. Bayley and Nancarrow (1998) describes four impulsive buying styles; compensatory impulsive, accelerator impulsive, breakthrough impulsive and blind impulsive. For example, compensatory impulsiveness emphasises that consumers purchase something for themselves, which can be viewed as a reward or a way to uplift their emotions.

Strack, Werth and Deutsch (2006) present a model called the Reflective-Impulsive Model (RIM) that explains the behaviour of impulsiveness in contrast to reflectiveness and how they are related depending on context. Reflective behaviour is associated with a decision-making-process where the individual takes time to reflect over a purchase compared to impulsive behaviour where the person's evaluation process is less controlled. The model assumes that the two behaviours are interconnected as they can influence each other, however one behaviour may be more dominant. On this note, one system can be more present depending on what is bought, since some purchases may require more reflecting, however impulsive traits can still be present (Strack, Werth & Deutsch, 2006). Strack, Werth and Deutsch (2006) bring forward an example of when the impulsive behaviour overrides reflective behaviour with the feeling of hunger. As hunger strikes, the decision-making-process is based on fulfilling the need as soon as possible rather than evaluating factors such as nutrition and health. In contrast to when the need to eat is not immediate and the process might lead towards reflectiveness where various factors are taken into account. This example showcases the distinction of when one state is more dominant than the other, although it is worth noting that both are present. Continuing on this path, the authors (2006) mention how impulsive buying becomes more present when it is based on habits, meaning that consumers automatically reach for familiar products without reflection, also referred to as habitual buying. Food is an example of a habitual product as it can be consumed without much conscious effort.

Impulsive buying has been linked with services and just like when buying products, service purchases can be done spontaneously and with lack of self-control (Sharma, Sivakumaran & Marshall, 2014). Furthermore, the authors (2014) argue that services play an important role in people's everyday life and therefore worth examining further in connection with the phenomenon. Sharma, Sivakumaran & Marshall (2014) write that tangible services such as restaurants where attributes like music or lighting, possess a lower risk than intangible services like financial, where attributes such as knowledge and trust are more prominent. The reason tangible services hold a lower risk is based on environmental factors that contribute to the mood and amplify the impulsivity (Sharma, Sivakumaran & Marshall, 2014).

Impulsive purchases are unplanned purchases, but all unplanned purchases do not necessarily have to be impulsive (Rodrigues, Lopes & Varela, 2021). Riedel and Lawley (2022) write about unplanned purchases in connection to discretionary purchases. These kinds of purchases are linked with consumers who have the budget to buy something but have not planned what the purchase is supposed to be. The planning is on a general level rather than being specific which therefore makes it unplanned and not impulsive. The authors (2022) illustrate this type of purchase with an example of buying oysters where the purchase itself is based on hedonic motivations, such as eating something out of the ordinary daily routine and indulging in luxuries (Riedel & Lawley, 2022). Wood (2005) connects discretionary unplanned purchases to "the consumer society" where these kinds of purchases are more about improving and adding something to enrich the daily life rather than only buying something necessary.

In regards to this, unplanned purchases are motivated by the desire to experience something out of the ordinary. Therefore, Woods (2005) discussion is more focused on the social and economic status of the consumer. While impulsive buying might be viewed as something negative as the person loses self-control, another aspect comes into play when an unplanned purchase is seen as something positive and that does not generate negative feelings afterwards such as guilt. This is connected to the discretionary income of consumers and how they choose to spend it on products beyond necessities without much planning beforehand (Wood, 2005). Stilley, Inman and Wakefield (2010) are on a similar path and discuss mental budgeting when it comes to unplanned purchases. Similar to Wood (2005), they (2010) explain that consumers put aside a certain budget when planning a shopping trip, however, the purchase remains unplanned. The consumers are aware that unplanned purchases may occur and therefore make room for them on their shopping trips.

2.2 Restaurant Selection and Consumption

2.2.1 Selection of Restaurant

Previous studies have found various factors that are included in the decision of which restaurant to select. Food quality was found to be the most important factor when choosing a restaurant (Gregory & Kim, 2005; Alonso et al. 2013). However, price was also a key factor when selecting (Gregory & Kim, 2005; Alonso et al. 2013), which was found in a more recent study by Chua et al. (2020). Chua et al. (2020) investigated different types of restaurants in regards to occasions such as quick meals and celebrations and came to the conclusion that price was the most important factor, even for full-service restaurants. They (2020) conclude that the reason could be due to the many choices of restaurants. Other criterias were; word of mouth, personal and past experience, variety of menu items, popularity, reputation, location, sales promotion and online reviews. Similar factors were also mentioned by Gregory and Kim (2005) and Alonso et al. (2013). Eating out has become more than just consuming food, it is also about feeling pleasure, satisfaction and enhancing one's overall culture (Gregory & Kim, 2005). Gregory and Kim (2005) explain that there are many behaviours to be understood in the decision-making-process. The passive consumer

behaviour is linked with impulsive and irrational choices and are therefore more likely to be persuaded by marketing strategies (Gregory & Kim, 2005; Alonso et al. 2013).

Eating in restaurants can be affected by impulsive behaviour in terms of external and internal factors. For example, external factors such as advertisement or the atmosphere of the restaurant can influence the consumer, which makes it inevitable to indulge with, thus leading to impulsive consumption (Kalita & Sarma, 2017). Social media can also impact impulsive buying behaviour by seeing various content from others, for instance pictures (Aragoncillo & Orus, 2018). On the other hand, internal factors such as the consumer's lifestyle has an effect on selecting where to eat impulsively (Kalita & Sarma, 2017). Social media is a strong communication tool that can influence consumers' view of the restaurant and their intention to visit. A positive attitude about the restaurant and shared experiences from others through electronic word of mouth can shape and impact their viewpoint (Alnsour & Al Faour, 2020).

Thus, when eating out the behaviour is affected by both the surroundings and one's own outlook. However, Hyun, Han and Kim (2016) study in the domain of luxury restaurants found that various factors lead to impulsive ordering behaviour. For example, the more time a consumer spends in the restaurant, the more likely they are to make impulsive purchases. Trust was another aspect examined, thus if there is more trust the impulsive behaviour will increase as it will decrease risk assessment. Trust can grow with for instance brand prestige, meaning that a restaurant is considered to be of high quality. Therefore, consumers trust that the restaurant will deliver quality and are aware of the brand's impact (Hyun, Han & Kim, 2016). Other aspects which affect trust are the aid of effective advertisement, the selection of the menu (being adequate for the consumers from prior ordering), third party certification, and word of mouth (Hyun, Han & Kim, 2016). Therefore, in luxury restaurants the importance of the offerings as well as external aspects like advertising affect consumers.

Kim, Eves and Scarles (2009) presents a model of local food consumption on holidays that examines three factors; motivational, demographic and psychological. The demographic factors included age, gender and education which influence food consumption. There is a difference between the genders where females are more prone to care about the price and safety of food compared to males who value taste. As for the physiological factors, neophilia and neophobia were investigated. Neophilia explains an individual who is open to try new foods while neophobia implies the opposite (Kim, Eves & Scarles, 2009). Within the motivation sphere there are nine factors which influence the consumption of food (exciting experience, escape from routine, health concerns, learning knowledge, authentic experience, togetherness, prestige, sensory appeal and physical environment). An exciting experience implies trying new foods which creates an experience one can look forward to. It can also be connected to extraordinary food consumption, since the consumer can become pleasantly surprised (Kim, Eves & Scarles, 2009). On the other hand, togetherness is about spending time with others while eating which enhances the experience further. Escape from routine indicates that consumers want to experience something outside the daily life, while the physical environment could also enhance the experience in the sense of its attributes.

Authentic experiences suggest that eating food from that specific country makes it more original since it is where the food originates from (Kim, Eves & Scarles, 2009).

2.2.2 Selection of Menu

An à la carte restaurant sells food and drinks which consumers can see on the menu with a set price and where factors such as service quality can influence the consumers (Souki et al. 2020). Pricing is also an important factor when looking at a menu, which can affect the purchase intention as well as the quality, along with how detailed a menu is can affect consumers and their selection (McCall & Lynn, 2008). When looking at a menu for casual and fine-dining restaurants, consumers think it is important to find a meal which could be difficult to make at home (Peters & Remaud, 2020). However, in Peters and Remaud`s (2020) study consumers did not find that the description of the dish on the menu was important as Filimonau and Krivcova (2017) did. In their study (2017) information presented on the menu is something consumers valued, however the menu being detailed was also important along with what the food is made of, including nutrients, calories and allergens. In return this suggests that the restaurant cares for their customers. (Filimonau & Krivcova, 2017). Continuing, a study whether visual or verbal information influenced the consumer to purchase an item from the menu found that menus with pictures had more effect than with description (Soh & Sharma, 2021). It was also brought forward that pictures and descriptions together were more effective than only description. This could be because visual information requires less information costs, thus energy spent searching on the menu compared to descriptive information, implying that consumers have to spend more time processing the text (Soh & Sharma, 2021).

Wansink, Painter and Ittersums (2001) study illustrates how descriptive menus could lead to higher sales and return rates. The study was conducted in a university cafeteria where descriptive and regular names of meals were compared. The result showed that consumers were more likely to buy meals with descriptive labels. For example, instead of "Chocolate Pudding" the name "Satin Chocolate Pudding" could be more compelling. The descriptive labels were also associated with higher quality of the dishes (Wansink, Painter & Ittersums, 2001).

A general explanation of the á la carte meal experience is presented by Hansen, Jensen and Gustafsson (2005) where five aspects were found to affect and contribute to the experience. The first one centred around the core product and involved everything concerning the served meal. For instance, the presentation of the plate but also the skills of the waiters. The waiter was connected with this in terms of meal recommendation and how it was perceived by the consumer. Visually at the restaurant, colours, objects and furniture as in what kind of style the restaurant wants to mediate are all connected to the restaurant environment. The atmosphere is similar to the environment, however, for this factor aspects like background noise or music was considered. As for the last factor the social interactions were of value, including both the service personnel and the dinner company (Hansen, Jensen & Gustafsson, 2005).

On the other hand, impulsive buying in relation to ordering behaviour in the restaurant has shown to be affected by three factors; store environment, influence of reference group and personality trait (Lu & Su, 2018). For the store environment three elements (design, social and ambient), were discussed within this factor. The social element was the most influential, meaning the social interactions made with the restaurant staff. Following, the design element concerns how the restaurant was furnished. Alongside this, ambient elements could make the consumer spend more time in the restaurant, such as the music, which in return could lead to unplanned spending. The second factor was influence of reference groups, meaning that others can impact the ordering behaviour. The third factor explained personality traits, where extraversion was found to influence the ordering while openness to experience was not as influential in this context (Lu & Su, 2018).

2.3 Extraordinary Restaurant Experiences

Extraordinary experiences differ from ordinary experiences, in the sense of emitting stronger emotions as well as not happening very often (Duerden et al. 2018). Duerden et al. (2018) introduces three different types of extraordinary experiences; memorable, meaningful and transformational. A meaningful extraordinary experience affects the individual on a personal level, where they can reflect over the happening but at the same time influence their lives (Duerden et al. 2018). For example, Arnould and Prices (1993) article about extraordinary experience in relation to river rafting found that the guide is of importance as they can enhance the meaning to the people taking part in the experience. Additionally they (1993) emphasise the importance of the service itself, since it is providing an extraordinary experience which the consumer may not realise at the moment. The transformational experiences allude a deeper understanding of oneself in terms of values, beliefs and intentions. Therefore, the experience can be a way to find out more about oneself as there can be learning outcomes (Duerden et al. 2018). Lastly, memorable experiences suggest that experiences can produce strong emotions to the consumer that can be remembered, which in return could lead to a repeated visit (Duerden et al. 2018). In line with this, Bhattacharjee and Mogilner (2014) found that extraordinary experiences can leave a mark on the consumer, which they can carry with them in life. The experiences can become special and therefore not easily forgotten, which adds to the person's self. This means that it can help with consumer self-development and has been found to be especially important for younger individuals who are still developing (Bhattacharjee & Mogilner, 2014).

Tsaur and Lo (2020) write how extraordinary experiences can be seen as something memorable and connected to feelings of intense emotions. In their (2020) study it was found that memorable experiences are linked to emotions in fine-dining restaurants (e.g. full-service and quality food or visits for special events). Four factors could lead to memorable dining experiences which affected three positive emotions; comfort (e.g. happiness or pleasure), being cared for and stimulation (e.g. curiosity or suprise). One of the factors was excellent service behaviour, meaning that the consumer is provided with service that is of quality and has an effect on comfort and being cared for. High perceived value implies that the restaurant provides the consumer with extra thought and was found to influence the stimulation and

being cared for factor. Exquisit and delicious cuisine suggest that the food offered is unique and memorable which has an influence on comfort. Lastly, the physical environment and unique atmosphere that constitutes the design of the restaurant also had an impact on the stimulation (Tsaur & Lo, 2020). Hence, this suggests how memorable experiences can affect consumers' satisfaction in restaurants.

Hanefors and Mossberg (2003) present extraordinary meal experiences and elements which create them. Motivation and expectation are found in the pre-consumption stage, where motivation for an extraordinary meal implies wanting to experience something outside the everyday routine. Hunger is no longer the main criteria, it is rather experiencing something beyond it while expectations implies there is no script and a sense of curiosity. For instance, a non script experience can indicate an unplanned purchase in terms of impulsive behaviour, as there are no clear lines to guide the consumer. In other words, impulsive purchase can be unplanned, and can therefore be viewed as non scripted (Hanefors & Mossberg, 2003). During the consumption, interaction and involvement could create an extraordinary meal experience because the consumer is part of creating their experience and engaging with the service staff. After consumption, satisfaction is brought to light, thus how the experience was for the consumer which finalises the extraordinary meal experience and could leave the consumer with pleasure, feeling surprised and memories that last (Hanefors & Mossberg, 2003).

On the contrary, Rezende and Silva (2012) present different types of service experience providers in restaurants. One of them is authentic environments which can create an experience where consumers take part in foods with cultural and historical implications. This can create an experience where individuals can interact with history and step out of everyday life. Rezende and Silva (2012) highlight that the authentic experience can vary in figure, for instance it can be linked with tourism but at the same time be something simple as a common bar. The main criteria is that it is seen as authentic. The content of the menu can also be authentic which can be verified by factors such as local production, being organic, fair trade labelling and subject constructs (Morgan, Hammington & Edwards, 2008).

On the other hand, distinction environments explains restaurants considered to be of higher class, where both the service and interior design is of importance. Rezende and Silva (2012) highlight that people visit these types of restaurants in order to have a memorable experience. In fancy á la carte restaurants the visual presentation and environmental factors are of value in enhancing the experience. The price can be considered higher at restaurants like these (Rezende & Silva, 2012), showing a connection between Tsaur and Lo (2020) presentation of memorable food experiences, and the influence of the physical environment and the foods offered.

3.Method

3.1 Research Design

A qualitative method was applied in the study where impulsive buying behaviour in restaurants was explored in terms of menu selection, selection of restaurant, and extraordinary experiences. The researchers wanted to collect empirical material where the participants could share personal experiences and behaviours in regards to these aspects which was accomplished using semi-structured interviews. This interview approach made it possible for the respondents to share their experiences and perceptions. Semi-structured interviews give the ability to further explore the participants' answers (Denscombe, 2018). According to Adeoye and Olenik (2021) the chosen method is optimal when you want to get an understanding of unique perspectives which was the aim, since experiences are subjective and can have different meanings. At the same time, semi-structured interviews are flexible as one can further explore a topic brought up in real-time rather than following strict guidelines (Adeoye & Olenik, 2021; Qu & Dumay, 2011). Therefore, the semi-structured interviews made it possible to explore other aspects that were of relevance in depth, in order to answer questions that were not included in the interview guide.

3.2 Study Sample

In total fourteen individuals were interviewed, consisting of eight females and six males aged between 21 and 53. The sample consisted of five university students and eight individuals with various occupations, as portrayed in table 1. The study was limited to consumers in Sweden, since the Swedish restaurant industry is large and has not been studied on Swedish consumers in this context and for that reason was valuable to be explored further. After fourteen interviews saturation was reached, since similar findings were seen among the respondents. Ahrne and Svensson (2022) write that reaching the right amount of saturation in qualitative studies cannot be known precisely, but when similar answers begin to form it is a good indicator. Saturation is different for every study, however, it is important to assure that there is data that can be used to analyse, meaning that there are enough themes encountered. To be certain that the saturation is satisfactory two or three interviews should be added in order to ensure that it is fully reached (Moser & Korstjens, 2018). With this in mind, three more interviews were completed.

The participants were selected based on three criterias. The selection consisted of choosing individuals with previous experience of consuming at an à la carte restaurants, that had a food interest and had visited these types of restaurants at least three times this year. Restaurant consumption was a prominent part of the selected respondents' everyday life and a majority of them had a connection to eating out at dinner restaurants, ten claiming to either "liking" or "loving" eating out. Four of the respondents had a neutral outlook, however they were still valuable to the research because it was something they did regularly. Half of the group visited à la carte restaurants at least once a week, while the other half consumed once a month. The

sampling process started with purposive sampling and was accomplished by asking potential participants what their relation is to eating out and how often they do it. From this sample eight were selected with this technique. A purposive sampling approach insinuates that respondents are chosen by the researchers based on criteria which includes individuals that can provide data about the phenomena (Robinson, 2014; Gill, 2020). A difficulty with this sampling technique is finding participants that fulfil the criteria setup (Gill, 2020). However, in this case finding individuals with experience of consuming in à la carte restaurants was not complex, since it is a common practice. The researcher accessed the individuals in the purposive sampling through their own network, by asking around for people with knowledge in the area of à la carte restaurant and that were food interested.

To find more participants and ensure that they would provide rich data, the researchers asked the participants from the purposive sampling, if they knew anyone of relevance to participate in the study. A snowball effect was established where six individuals from the sample of fourteen were recruited. Snowball sampling, implies that the respondent refers to individuals they think would be suitable for the study (Noy, 2008; Denscombe 2018). A disadvantage with snowball sampling, is that the referee knows the person, and that there could be similarities in the answers (Ahrne & Svensson, 2022). Aspers (2011) further explains that snowball sampling can be disadvantageous due to the possibility of interviewing people in the same network. In this study, the issue was not notable since participants from the purposive sampling were not familiar with each other, as well having different experiences. The sample consisted of individuals with different experiences that could be compared and differed, making the variation of participants more valuable. The combination of the sampling techniques enabled the study to get a variation of participants which provided varied data.

Participants	Age	Gender	Occupation	Sampling Technique
1.Selma	23	Female	Student - Business	Purposive
2.Ofelia	23	Female	Student - Media Technology	Purposive
3.Anna	30	Female	Saleswomen	Purposive
4.Simon	21	Male	Student - Geography	Purposive
5.Adam	33	Male	Salesman	Purposive
6.Joakim	40	Male	Department Manager	Snowball
7.Rony	22	Male	Student - Biomedicine	Snowball
8.Saga	24	Female	Student - Spanish	Snowball
9.Sonia	25	Female	Economist	Purposive
10.Malin	53	Female	Regional Sales Manager in IT	Snowball
11.Angelina	24	Female	Private Financial Advisor	Purposive
12.Arne	31	Male	Team Leader	Snowball
13.Zaid	28	Male	Security Guard	Snowball
14. Nathalie	26	Female	Data Scientist	Purposive

Table 1. Information about the Participants.

3.3 Collection of Empirical Material

An interview guide was constructed based on the theoretical framework and divided into three sections. A pilot study was conducted with one participant prior to collecting the empirical material in order to see if the interview guide was applicable and if anything needed to be adjusted. Denscombe (2018) writes that pilot studies are a good indicator to see if the method is applicable for the study. The pilot study resulted in questions being reformulated as some questions were not easy to answer, however new questions were added to the guide that the researchers came up with during the pilot study. Thereafter, the interview guide was finalised and can be seen in appendix 1 and 2. The interviews were conducted in Swedish due to it being the participants native language and with that they could feel more comfortable answering the questions.

Before starting the interviews, à la carte restaurants were explained to remind them of the restaurant type that was being investigated. À la carte restaurants were explained as dinner restaurants with table service and a menu. Roberts (2020) writes that it is important to select questions that are suitable for the study. The interview guide was based on the theoretical framework and divided into four sections. The first section was named background, where the respondents were asked questions in regards to themselves and their eating out habits, in order to capture a general background about the consumer, if the answers were suitable in accordance with the study and sample requirements, the interview could proceed. The other three themes were based on the theoretical framework, thus impulsive buying in connection to restaurant selection, menu selection and extraordinary experiences, within each theme the impulsive aspect was included as presented in figure 1.

All interviews were done digitally via the platform Zoom, due to the availability of the respondents and the scheduling. Interviews via digital tools are still as useful as physical ones because the person can be seen, however the technological aspects need to be considered (Saarijärvi & Bratt, 2021). The interviews were conducted in a calm environment to assure that no external factors affected them or the recordings and lasted between 20 and 40 minutes. One researcher held the interview while the other took notes to facilitate the transcription. The interviews were voice recorded and transcribed, followed by coding.

Before starting the interviews, the purpose of the study was explained to the participants and that they would remain anonymous. The names of the participants were changed in order to ensure anonymity (see table 1). They were also made aware that the interview would be voice recorded, with their permission and that the recordings would be stored on phones with passwords and only be accessed by the researchers. However one respondent, did not give consent to being voice recorded, therefore the answers were written in real-time. It was made clear that they could withdraw from the study at any point. Eriksson and Kovalainen (2016) highlight the importance of keeping the data secure as well as making the purpose of the study clear and that it is voluntary. Therefore, these precautions were considered before conducting the interviews.

3.4 Analysis of Empirical Findings

A thematic analysis was applied where patterns were searched for in the transcribed material (Bennett, Barett & Helmich, 2018). The themes selected were based on impulsive buying in relation to the three research questions and thereafter, sub-themes were found within each question. The coding was done in an excel ark where the answers were examined and compiled to find common patterns that were later highlighted with quotes in the study. The analysis was accomplished with a deductive coding approach meaning that a coding frame was made to ensure that the included data is relevant to the purpose of the study and related to the theory (Linneberg & Korsgaard, 2019). Linneberg and Korsgaard (2019) suggests that the coding can precede from the theoretical framework to make it more flexible, as the interview guide was based on it, this occurred naturally.

However, the coding was based on similar patterns between the respondents that emerged and created sub categories which Bennett, Barett and Helmich (2018) signify is relevant for a deductive approach in order to highlight new themes that may appear. Therefore, the coding was done in correspondence but also deviated from the theoretical framework. Sub themes were found in each of the research questions. For selection of restaurants the themes were centred around the planning process (planned vs unplanned). As for the menu selection the sub themes discovered were menu design, service, environment and budget. Lastly, extraordinary for restaurant experiences the themes discovered were environment, service, pleasure, surprise and lastly the cuisine. The transcripts were reviewed once more from a new perspective which resulted in new patterns emerging in the sub-themes. As various factors were encountered they were connected with theory while also contradicting material was observed, which will be presented in section four.

3.5 Quality of Method

The quality of the study was done based on Lincoln and Guba´s (1985) four criterias of trustworthiness consisting of confirmability, transferability, credibility and dependability (Stahl & King, 2020).

Transferability is about describing the study in detail, for the reason that it can be done in another context or on another group (Amankwaa, 2016; Thomas & Magively, 2011). Transferability can be achieved by describing the sample group, thus the demographics and where the study takes place (Thomas & Magively, 2011). In the study, the sample is explained thoroughly in Section 3.2 Study Sample, meaning both the characteristics of the respondents such as age, gender, occupation and where the interviews took place. Following this, Amankwaa (2016) writes that writing in depth about all aspects of the research is important in order to reach transferability. For that reason the research design was described in detail in order for it to be understood by the readers.

Dependability is when every decision made by the researcher is illustrated in the research process which implies that the results from the study can be applied in other studies and are

consistent (Thomas & Magilvy, 2011; Amankwaa, 2016). This can be done by clearly explaining the purpose of the study (Thomas & Magilvy, 2011). The introduction gave the research a background to rely on that further connected to the purpose. Another aspect supported by Thomas and Magilvy (2011) that helped the research gain dependability was to introduce the participants and how they were chosen for the study. The respondents were carefully selected by making sure they fulfilled pre-decided criterias. The criterias were set to make sure that their insights were able to contribute to the research. Along with this, the section 3.2 Study Sample introduces the participants' background, such as age and occupation. Lastly, Thomas and Magilvy (2011) explain the importance of describing how data was collected, which also verifies that the result, interpretations and analysis are correct (Amankwaa, 2016).

The credibility is linked with the trustworthiness of the research, meaning that the presentation of results matches with what the respondents said in the interview. It is important that they are accurate and that the interpretations are done correctly (Thomas & Magilvy, 2011; Stahl & King, 2020). To make sure that the transcriptions were accurate, all of the interviews were recorded (except one, where answers were written down in real-time) making it possible to go back and listen to the answers again. Adding to this, each interview was transcribed shortly after they took place to make sure that each interview was separated from another. One respondent was contacted by phone, after the interview in order to clarify an answer due to a confusion, a process that is highlighted by Thomas and Magilvy (2011) called member-checking.

Confirmability is described as reaching objectivity in the study, thus that the findings can be related to reality (Stahl & King, 2020). Meaning that the collected material is from the respondents' perspectives and not influenced by the researchers (Amankwaa, 2016; Thomas & Magively, 2011). Having multiple peers in the research is relevant in order to discuss various elements (Amankwaa, 2016). To fulfil this, there were two researchers in the study that communicated regularly in order to make sure objectivity was reached as well as describing the respondents' experiences well. Checking if something is not understood during the interviews is a way to ensure that the respondents fully explain their thoughts (Thomas & Magively, 2011). During the interviews it was made sure to ask the respondent follow-up questions if something was not comprehended or that needed to be explained further. Thus, having semi-structured interviews was helpful for this part, since follow up questions were possible to be asked for that specific participant. Thomas and Magively (2011) highlight that it is important that the researcher is aware of their own perceptions and how they may influence the study, that is why the researchers ensured to focus on the participants' experiences.

4. Findings and Analysis

In this section the analysis will be presented alongside the findings of the study. The analysis will be done in regards to the findings from figure 2 and presented based on the three research questions. Figure 2, illustrates the overall findings and how impulsive buying is linked to selection of à la carte restaurants, menu selection and extraordinary experiences. These results will be discussed in more detail in the upcoming sections.
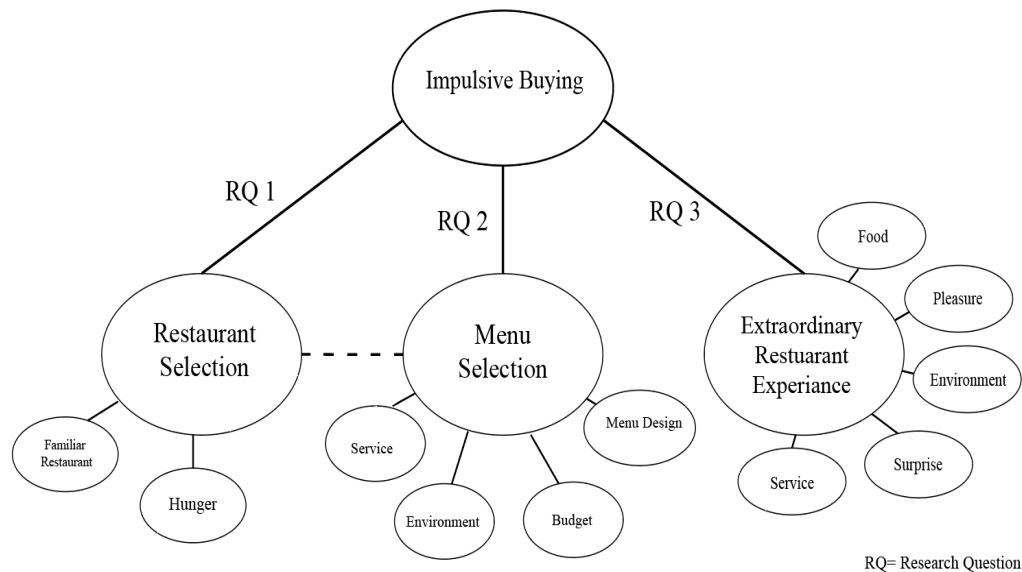
Figure 2. Impulsive Buying and à la Carte Restaurants.

4.1 Selection of Restaurant and Impulsive Buying

Different factors influenced the selection of à la carte restaurants. This was researched on a general level aside from impulsive buying in order to understand how consumers come to the decision to visit a restaurant. From the findings it can be understood that type of food is the main factor which affects the selection, while price was the second most important factor. The type of food included a restaurant that could offer what they wanted to eat, but also the theme of the food (e.g Italian) and the content of the menu. Simon explained a combination of factors that are valuable for him;

> *"Good reviews and yes, Tripadvisor, The Fork or something like that. That the food is what you want to eat, if you want Italian, it should be Italian food and what you have heard from friends and the price too"*

This goes in line with previous studies by Gregory and Kim (2005) and Alonso et al. (2013), where quality of food and price were the main factors that contributed to choosing a restaurant. Other important factors included reviews, word of mouth, the atmosphere and

environment of the restaurant, but also the purpose of the visit. Showing that it is not only about the type of food but external factors as well that can influence the decision. These results can also be connected to previous studies, indicating that choosing a restaurant is more than food consumption and could be linked to the purpose for visiting (Gregory & Kim, 2005; Alonso et al. 2013; Chua et al. 2020). This was explained by Rony:

> *"So, it depends on the purpose, if you are like a larger group of people, then it is important where it is located, meaning close to everyone. It is important if it has good ratings, the prices are important of course and what kind of food" (Rony, 22)*

This suggests that the selection of restaurants is complex and different for each consumer, although there are common denominators such as type of food, price and reviews that can affect them to a greater extent. An interesting juxtaposition found was the impact of other consumers in the restaurant. Nathalie meant that a crowded restaurant could be viewed as unattractive and that the restaurant was inconsiderate towards their customers, on the contrary, Malin claimed that it makes her want to visit it. Once again, highlighting how complex the selection of restaurants can be and that it varies from person to person.

On the other hand, impulsive behaviour in the selection of restaurants was not as straightforward. For example, the influence of price when selecting a restaurant received mixed responses. Many felt that it affected their selection, however in the contradicting group, price was not relevant because it was more about the experience. The individuals where price dictated their selection can be connected with Baumeister (2002) study and how some are more likely to be less impulsive due to being price sensitive, as impulsiveness is connected with lack of self-control. This suggests that they have less control of their spending in the restaurants, meaning they are more likely to be impulsive. Worth noting, all participants that were students considered the price to be of relevance. The reason could be that they do not have a full-time salary like the rest of the group, thus decreasing their ability to spend more money in the restaurant. Kim, Eves and Scarles (2009) model of local food consumption explains how demographic factors such as age and education could influence food consumption, as depicted in this study. An association cannot be seen in regards to women caring more about the price, thus this was contradictory to the authors (2009) findings, however their study was conducted within a tourism spectrum, but it can still be understood how demographics influence selection of restaurant from an educational perspective.

Additionally, only some mentioned that the selection of restaurants was based on trying to find a new place, thus these consumers were more on the side of neophilia meaning they enjoy trying new dishes (Kim, Eves & Scarles, 2009). These were also the individuals that showcased impulsive behaviour when selecting a restaurant, initiating that visiting new restaurants was appealing to them and could be done spontaneously. Therefore, neophilia could lead to more impulsive behaviour when choosing a restaurant, since impulsiveness can promote hedonic aspects and feelings of excitement, pleasure and enjoyment (Rook, 1987;

Hausman, 2000; Redine et al. 2023). The results imply that individuals who are picky, have a smaller supply of restaurants to choose from, leading to less impulsive restaurant selection.

A finding discovered was hunger being the trigger of selecting a restaurant impulsively. Meaning that they felt hungry which initially led to eating out. This was a common behaviour among the participants, for example, Anna expressed an impulsive outing with her friend;

> *"Yes! We were both hungry and craved for sushi, so we walked around town and found a small place in Hötorget. So we thought: Ah, we should try. We thought the outside looked nice and I was pleasantly surprised. The food was very good and the staff were very nice and it is a place I have returned to"*

Strack, Werth and Deutsch (2006) mentioned that impulsive behaviour is more common when feeling hungry, which goes in line with the findings and can be understood as fulfilling the need for food as soon as possible. Further, Bayley and Nancarrow (1998) write about compensatory impulsiveness and how it is linked with purchases that enhance one's emotional state. At the same time, Kalita and Sarma (2017) emphasise the importance of internal factors such as lifestyle that can affect the consumers food consumption. The mentioned authors refer to hedonic needs of the consumer and can be connected to the findings of selecting restaurants impulsively when feeling hungry. Impulsive buying can fundamentally involve wanting to satisfy an urge, which leads to a purchase (Rook, 1987; Bayley & Nancarrow, 1998), implying that when feeling hungry, restaurants are visited to satisfy an utilitarian need and in return potentially receive a pleasant experience that could result in future visits. From the findings it can be understood that the utilitarian needs are more present in impulsive restaurant selection in terms of hunger.

An interesting point identified was that familiar restaurants were impulsively selected by a large part of the respondents. A reason is that consumers want to minimise the risk of not being satisfied, thus choosing a restaurant they have previous experience with. Sharma, Sivakumaran and Marshall (2014) study indicated that tangible services such as restaurants have a lower risk due to their characteristic and where impulsive purchasing is more likely. A connection can also be drawn with Strack, Werth and Deutsch (2006) and their explanation of habitual buying where impulsive buying comes forward as familiar foods are selected and reflection is minimised. With this said, consumers feel more comfortable visiting a restaurant impulsively that is familiar to them, as understood from Rony and Arnes answers. This indicates the value of security and avoiding feeling disappointed and where impulsive behaviour becomes more present when choosing something recognisable.

> *"When I was out in town with some friends and we got hungry and wanted dinner, so we went to a restaurant we knew was good"* (Rony, 22)

> *"[....] we hadn't eaten lunch at work so after work we thought, do you have time , both had time so we chose a restaurant in the middle of the street that we knew what kind of restaurant it was beforehand"* (Arne, 31)

However, a majority of the participants expressed that they would rather plan their visit, when asked the question; "How much of the restaurant selection process is impulsive or unplanned?". This inities that impulsive behaviour is not focal in their restaurant selection process, but there are still ways where they are impulsive in their selection, which will be explained further below. However, only few implied that a large part of their selection was impulsive. For example, Angelina describes her unplanned process as such;

> *"I'd say 90% of the time it is impulsive. Except if it is birthdays or if it's friends you don't see very often. But otherwise, if something isn't booked, I tend to go rather impulsively. I don't usually plan, the friends I'm with, we are impulsive in the way that when we are hungry we go out and eat. Or that you are on TikTok and come to the conclusion that you want to try a restaurant"*

Angelina's explanation depicts a connection of hunger and online reviews influencing to visit a restaurant impulsively. As implicated by Chua et als. (2020) study and that online reviews as well as type of occasion can affect how a restaurant is chosen, when there are many choices to select from. In this case it is understood that consumers are impulsive when selecting a restaurant but with the help from external factors. Similarly, when advertising was discussed and how it influences the selection of restaurants, many brought up that social media affects them, especially different types of content on TikTok and Instagram, where it can be ads or reviews. Interestingly, many associated advertising with social media. Social media was shown as effective in influencing the group by giving them an insight into the place with visual content presenting the restaurant and their dishes as well as reviews from others that captures their attention and creates a desire to visit the place. This goes in line with Alnsour and Al Faour`s (2020) and Aragoncillo and Oru´s (2018) findings of the influence of social media communication and electronic word of mouth and intention to visit. Nathalie explained various factors that influenced her selection. She valued the restaurant's branding and presence on Instagram and online. Further, she mentioned the importance of good food, caring waiters and the overall impression, where an unattractive restaurant indicated lack of concern. Hyun, Han and Kim (2016) mention how brand prestige can influence trust in luxury restaurants and Natahlie was the only participant to discuss branding, suggesting that there is more trust for the restaurant, which can lead to an impulsive selection, as discussed by the authors (2016). As the consumer feels trust towards the restaurant the risk is reduced, Sharma, Sivakumaran and Marshall (2014) also indicate how less risk implies more impulsive behaviour, which go hand in hand in this scenario.

On the other hand, a small part of the participants explained that the process could be both planned and unplanned, signifying that they prefer to plan their restaurant visit to some degree. There were patterns found between respondents where a restaurant visit was planned, but the specific restaurant was unplanned. This can be linked with Wood (2005) and Stilley, Inman and Wakefield (2010) explanation of how consumers plan a shopping trip and have a budget during it while the purchases are unplanned. Although their main focus is on a planned budget with unplanned purchases, this can be equivalent to the partly unplanned restaurant

visit. The respondents have planned their restaurant visit which means that they have planned to spend money on food. However, the restaurant remains unclear which shows that it can be partly unplanned. This process seemed to be more visible when the respondents were abroad. Further, there was an interesting association where some explained how it is more difficult to be impulsive in Sweden due to the unavailability of tables in restaurants. Meaning that there are no time slots available to book a table, restricting impulsivity since they have to plan ahead and book a table if they want to visit a specific restaurant. Worth noting, unplanned in this context was understood as simply unplanned and not as strictly impulsive. Therefore, the participants showcase that the participants can have "unplanned" behaviour without being impulsive.

According to Strack, Werth and Deutsch (2006) Reflective-Impulsive Model, it can be understood that consumers are more reflective when selecting a restaurant. On the other hand, impulsiveness can be interrelated since there is an utilitarian need, for example, hunger that needs to be satisfied. In that way, selecting a restaurant is impulsive. However, a large portion of the restaurant visits are planned as it is the essence of choosing a restaurant. Meaning that the selection is based on the type of food served at the restaurant, occasion, location or price. Implying some sort of planning in their decision making, which points to less space for impulsivity. On the contrary, we see fragments where impulsive behaviour can be present, such as planning to eat but not knowing exactly where. In conclusion, the reflective side is more dominant in the selection of à la carte restaurants, with parts of impulsive behaviour coming through when choosing.

4.2 Selection of Menu and Impulsive Buying

Impulsive buying was more present in relation to menu selection than restaurant selection. There were influences from the environment, the service personnel to the menu design. When selecting from the menu some factors were more important compared to others. Type of food was, understandably, the most important factor when looking through the menu and mentioned by all respondents. The definition of type of food is that the consumers looked for dishes they enjoyed or wanted at that moment. When it came to drinks the taste was relevant but also that it matched with the dish and a common drink mentioned was "Coke". However, price, company and the influence of service personnel were also relevant. These findings are similar in relation to previous literature (Souki et al. 2020; Hansen, Jensen & Gustafsson, 2005).

When researching how much of the menu selection is planned versus unplanned, most explained that it is usually unplanned. Meaning, that the selection of the dish is decided on the spot. However, some expressed it can be both planned and unplanned, for example, if it is a new restaurant the menu selection is usually unplanned, while visiting a restaurant with previous experience, the selection can be planned. On the contrary, it was mentioned that when going to a new restaurant or having a planned visit the menu selection can also be planned beforehand by visiting the restaurant's website. However, with impulsive visits the menu selection becomes less planned, as Sonia implied, while Saga explained that she has a

pre-made plan of what she wants to eat in terms of main dish and drink, but she can buy other things when in the restaurant.

Process	Menu Selection	Empirical Finding
Unplanned	Decide what to eat in the restaurant.	"I don't usually check the menu beforehand, unless I see it on the spot. It can be a Korean, Italian or fusion restaurant. Most of the time, you know what kind of food it is. Then you choose accordingly" (Joakim, 40)
Unplanned	New restaurant, decide on spot.	"Sometimes I like to take things I know are good and sometimes when I'm at a new restaurant I usually just take something that sounds good. But if I've been there, I usually take the same" (Angelina, 24)
Unplanned	Spontaneous visit, decide in restaurant.	"[....] then, if I spontaneously go to a restaurant, I may not have had time to look at the menu before, then I take it on the spot" (Sonia, 25)
Unplanned	Ordering of extra dishes.	"It usually always happens that you still decide to buy a main course and usually a drink as well, but then sometimes if you're extra hungry, when you're sitting there you might want a starter like garlic bread just because you're so hungry and it's usually not planned" (Saga, 24)
Planned	Previous experience, order the same dish.	"But when I go to a restaurant that I still know and have eaten at before, I usually go back to have the same dish. I would probably say all planned visits are preselected, the dish is then preselected, and when it comes to new restaurants and planned visits there, the dishes are usually chosen on the spot" (Selma, 23)
Planned	Check the menu before visiting.	"When I decide on a restaurant, I usually check the menu before I go there, firstly to check the price and such but also to check if they have something that I like, so I definitely check the menu before I go there" (Ofelia, 23)

Table 2. Unplanned - Planned Menu Selection.

It is clear that the menu selection is mostly unplanned, however it can be discussed if it is impulsive. As Rook (1987) and Bayley and Nancarrow (1998) mention, impulsive behaviour is an urge that needs to be fulfilled on the spot. This can be understood in different ways when trying to understand the impulsiveness of the menu selection and a connection can be drawn to the beginning of the visit. As mentioned, a majority explained that the menu selection is mainly unplanned. There is still planning in terms of choosing what style of food to eat, for

example to visit an Italian restaurant but that the original plan of what to eat can change like choosing pizza over pasta. However, some can still become impulsive at the beginning and choose something else to eat that was not originally planned, like Anna:

"Then it could be if they have something else on the menu. They can recommend something. Or I can also sometimes ask what do you recommend? I might have planned to eat something but then they recommend something else that might be more expensive, but it turns out okay" (Anna, 30).

Secondly, as the consumer is already seated in the restaurant and looking at the menu, there must be some kind of planning beforehand. Whether this is with the intention of going inside the restaurant to order a dish or drink. Once it is ordered the individual has fulfilled their "original" purpose with the visit. However, as time passes, both internal and external factors affect the ordering behaviour. At this point, the impulsive behaviour becomes dominant, in terms of ordering side dishes, such as desserts which was confirmed when the responders were asked; "What has led to an impulsive purchase when you have been in a restaurant?". The main finding was purchasing something extra from the menu, such as desserts, side dishes, starters or drinks as a result of impulsiveness, while the main course is planned. This is influenced by both cravings and the surroundings such as seeing others eating a dish or recommendations from the waiters. Adam's response explains how an impulsive ordering can be affected by various factors.

"That you see something on the menu that sounds interesting, like a name of a dish, like that they have some interesting ingredient, then it might be fun to try this or that you see a guest eating something and then you ask the waiter what it is he ordered for something and then I can also want, then it becomes impulsive. Or usually dessert tends to be impulsive." (Adam, 33)

In accordance with Lu and Su (2018), social elements such as service influenced the impulsive ordering behaviour. Many explained that conversing with the service personnel could lead to ordering dishes which they may not have contemplated. Souki et al. (2020) and Hansen, Jensen and Gustafsson (2005) present similar findings of how service quality and the skills of the waiters can influence consumers, which could be found in our study as well, since many valued the waiters recommendation and their behaviour. However, these factors can be seen in impulsive ordering and indicate the essentiality of waiters and keeping close contact with consumers during their visit. The company of the consumers had a major influence in the ordering behaviour, in a way that they could share meals or become influenced to try something by discussing it. This highlights how others, meaning one's company and other guests like with Adam, can inspire one to buy something which in return could enhance the experience. This is in line with Lu and Su`s (2018) results and how reference groups can affect impulsive ordering behaviour, likewise, Hansen, Jensen and Gustafsson (2005) explain that in an à la carte restaurant the social interaction can amplify the experience.

Additionally, the more time spent in a restaurant could result in impulsive ordering, where individuals felt a need to purchase more in order to stay longer. There were implications

where consumers felt that they were a burden by taking up a table if they had finished eating. Similar results have been gathered prior in relation to restaurant consumption and impulsive behaviour with the influence of others (Kalita & Sarma, 2017; Hyun, Han & Kim 2016). As Wang, Lu and Wang (2020) address, impulsive behaviour can be manifested due to the company's influence and a fear of missing out, which Anna showed signs of:

> *"Yes. Because I am influenced by others. If someone takes, for example, a starter and dessert, I want that too. Yes, but like trying something new, like us ordering different dishes and then you can sort of share"*

Consulting with others suggests that consumers value others' opinions and will order desserts or drinks in order to match the group's mood and the overall experience.

The environment was another aspect which could influence impulsive ordering, where factors such as the look of the restaurant, the overall atmosphere, (e.g. if it is hectic) and the need of comfortability (e.g. comfortable furniture) become fundamental. In regards to previous studies (Kalita & Sarma, 2017; Lu & Su, 2018) the ambience and environment of the restaurant could influence impulsive behaviour among the participants. As Kalita and Sarma (2017) explained, happenings in the surrounding are difficult to ignore and in one way or the other the consumer has to interact. From the findings it was gathered that a hectic atmosphere conveyed a negative feeling while a pleasant atmosphere could result in buying more in order to stay longer. After completing an impulsive purchase, a mixture of feelings were discovered. Half of the group had positive feelings and felt that being impulsive was worth it, while some expressed anxiety and feelings of regret, when the dish did not taste as expected. Rooks' (1987) indication of impulsive buying being both pleasant and unpleasant was aligned with our study but it depended on how the overall restaurant experience and essentially the taste of the food.

Another aspect of unplanned purchases was discretionary purchases in relation to budget. Riedel and Lawley (2022) write about a set budget for an unspecified purchase which makes it unplanned rather than impulsive. Our study investigated this phenomenon and found a relation with the menu selection. Half expressed that they had a planned budget for a restaurant visit while the rest did not, but there were two individuals that were deviant in the sense that they did not have a budget but could still check the prices. The group with a planned budget can be categorised as discretionary unplanned purchases, and understood as reflective rather than impulsive, in accordance with the Reflective-Impulsive Model (Strack, Werth & Deutsch, 2006), as they have a plan for their purchase. However, there were times when they exceeded their budget due to impulsivity. Therefore, an observation is that the individuals did not follow their budget which essentially means that they were impulsive, for example, ordering a dessert. All of the students were a part of the discretionary group and it was noted that the budget set by them amounted to a main dish, which would indicate less space for buying more. Another observation is that if the budget is set for one dish, it suggests a possibility to buy something extra and exceed the budget. This is not entirely in line with what Riedel and Lawley (2022), as they write about wanting to experience something out of

the ordinary and for enjoyment purposes in connection with the set budget. Some mentioned that it was fine to go over the budget and feelings of guilt were not present. On the contrary, individuals without a planned budget felt that restaurant visits were for enjoyment purposes and a budget would be a restriction to the experience, further giving room for impulsive ordering.

Deciding which dish to order was not a long process, however some explained that it can take time depending on the menu design and situation. Malin, Angelina and Nathalie highlight how decisions can vary:

"It goes quite quickly if I understand the menu, sometimes the menu is quite unclear, then I can be a bit unsure if I should take it or not and then if I'm craving two things at the same time, that's my biggest problem then it usually takes quite a long time, because then I'm very unsure which one to choose, so it depends on the menu" (Malin, 53)

"It depends If I know the menu, it can go pretty fast. If it's a menu I haven't seen, then it can take some time and cause decision agony. This is usually when I become more impulsive" (Angelina, 24)

"Hmm… A while, I go through the menu thoroughly, sit with the menu and think a bit" (Natahlie, 26)

As presented above some take their time to choose from the menu, while others' decisions are influenced by the menu design and previous encounters with it. It depends on the person, their preferences and experiences, however, most expressed that they make quick decisions, indicating impulsive behaviour in accordance with the Reflective-Impulsive Model as they make decisions without much thought (Strack, Werth & Deutsch, 2006). As the evaluation process is shorter, it can be summed up that reflection and impulsivity are interrelated per the empirical findings. Meaning that consumers are impulsive when the decision time is shorter, but there are still fragments of reflectiveness, thus both aspects are present where one could be more dominant. Similarities can be found with McCall and Lynn (2008) and how a detailed menu can influence the selection.

Wansink, Painter and Ittersums (2001) study found that detailed labels with eye catching names could be more interesting for consumers to want to try a dish. This did correspond with the present study, as the results suggest that it does not necessarily lead to an impulsive purchase, but that it catches the eye. Although Simon expressed that it would not initially make him want to buy a dish, a fun name would definitely make him look at it but that in the end it is the description of the dish that matters for the final decision. Additionally, he also discussed collaborations with influencers for dishes.

> *"But if you see a dish at a restaurant that is in collaboration or has been composed by a famous person you like or something, you are more likely to take it, or atleast take a look at it"*

Hyun, Han and Kim (2016) discuss how trust can increase impulsive behaviours as the risk assessment is decreased. For example, trust can be linked with effective advertisement along with word of mouth. In the answer above, Simon mentioned how a celebrity can make him want to order something just because it is associated with a famous person which in some ways suggests trust. Meaning that he trusts the opinion of the person in question to make the menu selection and consequently open to order more impulsively.

On the contrary, the description of the dish would make consumers buy it impulsively compared to menus with pictures. However, a small group preferred to have both visual and verbal information. Menus with pictures of the dishes were associated as less luxurious and something that is seen abroad. Soh and Sharma (2021) found that menus with pictures had more impact than text. However, we see as Filimonau and Krivcova (2017) that descriptions have a bigger influence, in regards to our study this implies that descriptions are more attractive and could result in an impulsive purchase. Soh and Sharma (2021) write that verbal information requires more reflection, but connecting to Hyun, Han and Kims (2016) view that spending more time in the restaurant can lead to impulsive buying, initially suggesting that reading and looking through the menu requires more thinking. This could potentially result in a longer stay in the restaurant, and in return led to more ordering. When it came to drinks, the results suggest that a descriptive name is more appealing although pictures were more accepted than with dishes. The reason can be found within the answer of Ofelia and that images of a drink could make it more appealing for her to try it.

> *"[....] let's say a drink and I see what it looks like, oh my god I want to try that [....] I would say more with drinking like, oh this I want to try, then I'm more impulsive"*

Consumers have different preferences when it comes to the menu design however in the end it is the text that influences the consumer the most.

In accordance with the Reflective-Impulsive Model (Strack, Werth & Deutsch, 2006) the consumer's are more impulsive when it comes to the menu selection rather than reflective. There are many factors that affect this, such as the company, service staff and budget. However, reflection can still be done before going to the restaurant by looking at the menu or reflecting on the spot what to eat if it is a new restaurant.

4.3 Extraordinary Restaurant Experiences and Impulsive Buying

Restaurant consumption and impulsive buying was studied from another perspective, where extraordinary restaurant experiences were researched. It was researched how impulsive buying was related to extraordinary experiences in à la carte restaurants. The participants had

encountered different experiences where various elements made it extraordinary. Most of the shared experiences were encountered on vacations. For example, Angelina shared how an acrobatic performance made it extraordinary for her in the restaurant and something one may not encounter often. Joakim also shared his experience of eating crocodile in Vietnam, which was not something he had envisioned to be possible to eat, and that made it out of the ordinary for him, consistent with Tsaur and Lo´s (2020) finding that unique cuisine makes experiences memorable. As highlighted below Nathalie's experience was extraordinary due to the service personnel and that she ate food from that particular country, making it authentic as well.

> *"I sat in a nice, intimate place in the restaurant, the service was good. The waiter came and asked often enough but not too often. The food was great, it was like, the food felt authentic. It was at a restaurant in Rome and I got a really good feeling"*

Rezende and Silvia (2012) discuss how service can contribute to an authentic environment and enhance the experience and they highlight how it can be related to tourism, which goes in line with the findings in the study, as most had experienced an extraordinary restaurant visit abroad. Kim, Eves and Scarles (2009) also mention how authentic experiences are created due to eating food where it originates from which makes it authentic and was highlighted by Natahlie. Further, spending time abroad is another indicator of doing something outside of everyday life, as per Duerden et als. (2018) explanation of extraordinary experiences and that it does not occur often.

The extraordinary experiences were expressed as memorable which made individuals feel comfortable as well as good and can be associated with Tsaur and Lo´s (2020) explanation of positive emotion, in the sense of comfort. In terms of the emotion of stimulation where elements of surprise could make the experience memorable (Tsaur & Lo, 2020), was observed in the findings, with Angelina and Sonia's experiences and how entertainment contributed to making it special. Dureden et al. (2018) explained that extraordinary experiences can emit stronger emotions and that memorable experiences are a type of extraordinary experience which could lead to wanting to visit the place again. This is undoubtedly an important aspect for the participants since many expressed that it was memorable and some even implied that they would want to visit again or wished more restaurants were like that. Therefore, the extraordinary experience and the pleasure of it makes it memorable. This is further strengthened by Bhattacharjee and Mogilner (2014) explanation of extraordinary experiences leaving long lasting memories for consumers. Factors such as entertainment, being abroad and eating unusual dishes made the experiences extraordinary, leaving the consumers with a pleasant memory.

Impulsive buying and extraordinary experiences were found to be related. The findings point to impulsive behaviour being more present during extraordinary experiences. The reason was that people enjoyed themselves which appears in line with the emotional aspect and how it contributes to impulsivity (Rook, 1987; Hausman, 2000; Redine et al. 2023). With this

information it can be understood that when consumers are experiencing something extraordinary the impulsive behaviour becomes more dominant, and the time for reflection is minimised, per the Reflect-Impulsive Model (Strack, Werth & Deutsch, 2006). The authors (2006) explain that both reflectiveness and impulsiveness are a part of an individual's shopping experience but to different degrees. During extraordinary restaurant experiences the way consumers resonate can be recognised in connection with their emotions. When they experience something that makes them feel good it can trigger impulsiveness (Redine et al. 2023). As noticed with, Sonia's experience;

> *"The food was served with a show, it made you feel specially treated, well treated and then of course you can sit there longer, eat more and it doesn't hurt as much to pay so much money for"*

It was found that the service personnel can affect the experience, in terms of the interactions made. According to Hanefors and Mossberg (2003) this makes the consumer a part of creating the experience, which in return makes it extraordinary and is also highlighted by Arnould and Price (1993). This also goes in line with Tsaur and Lo (2020) and how service behaviour can affect the comfort of the consumers and them feeling cared for, indicating the importance of service staff, and how they can enhance experiences and make them memorable. Along with this, service has also been linked with impulsive buying, as service personnel can affect consumers decision making (Lu & Su, 2018). For example, Anna expressed how the waiters can impact her decision:

> *"That was like the whole experience. It was very nice service personnel. The environment was very nice. The food....I was pleasantly surprised by the food which made me order more and I ordered dessert, which made me order more...That we sat there until closing time"*

There was an acknowledgment that the service personnel can affect the impulsive ordering behaviour, as the individuals trust their recommendations, because it decreases the risk of not enjoying the food (Hyun, Han & Kim, 2016). This is observed with both menu selection and extraordinary experiences, but it was more prominent with extraordinary experiences, showing the importance of service contact and consumer`s value of their opinion.

There was a clear indication of the interplay between the environment and extraordinary restaurant experience. Angelina shared two extraordinary experiences, where one experience was extraordinary due to the taste of the food while the other centred around the happenings in the restaurant which made the experience out of the ordinary. Meaning that happenings in the surrounding could amplify the experience, which is in accordance with previous studies (Tsaur & Lo, 2020; Rezende & Silva, 2012) and how the physical environment can contribute to the experience where it is not just about satisfying hunger. Hanefors and Mossberg (2003) mention that for extraordinary meal experiences it goes beyond satisfying hunger and can be associated with Santini et al. (2019) and how consuming for enjoyment purposes can lead to impulsive buying, which can be observed with the environment's ability of making the

consumers stay longer and order more. Henceforth, it is not always the food that provides an extraordinary experience, but rather external factors in the surrounding, for instance entertainment, reputation or the look of the restaurant, that can elevate the visit and effect the hedonic needs. With this in mind, impulsive buying is more prone to occur during an extraordinary restaurant experience, because consumers are influenced to a higher degree by things happening in the surrounding. Therefore, the experiences are more pleasurable, thus leading to increased consumption.

In accordance with the Reflective-Impulsive Model (Strack, Werth & Deutsch, 2006), consumers' restaurant consumption during extraordinary experiences is more impulsive due to the happenings in the restaurant which the consumer wants to indulge with and the sensation of the overall experiences. The reflection is not as paramount because ordering something more extends the experience.

5. Conclusion

The purpose of the study was to gain an understanding of how consumers' impulsive buying behaviour is linked to selection of à la carte restaurants and restaurant consumption, which was explored with three research questions in regards to impulsive buying behaviour in relation to restaurant selection, menu selection and extraordinary experiences.

Based on the findings from research question one it can be concluded that selection of à la carte restaurants is preferably planned by consumers. The selection being planned was due to several factors such as, budget, occasion, advertising and type of food, leading to less impulsive restaurant selections, as these factors require some form of reflection. However, two prominent factors were found leading to impulsive restaurant selections, which was when consumers felt hungry or visited restaurants they had previous experience with. Impulsive behaviour was present when a restaurant visit was planned, although the specific restaurant remained uncertain.

In comparison to selection of à la carte restaurants, the empirical findings show that inside the restaurants when consumers scan through the menu, they are more prone to impulsive buying. This is due to both internal and external factors, such as atmosphere, company, waiter's guidance and personal needs. However, the menu design where text was favoured, could influence the choice of dish. It was also discovered that consumers may come to the restaurant with a pre-made plan, displaying signs of reflectiveness, however the plans can go in a different direction due to adjustments of the pre-made plans, leading to budget expansion and impulsive choices. This is when consumers are impulsive. These findings highlight that impulsive buying cannot be missed when consumers are in the à la carte restaurant.

On the other hand, a connection was also discovered between extraordinary restaurant experiences and impulsive buying behaviour. The reason impulsive buying was more dominant in this kind of experience can be recognised by both internal and external factors,

such as the service, entertainment, emotions and being abroad. In return, the extraordinary experience resulted in impulsive buying behaviour which in exchange created a memory for the consumer. The extraordinary experience was considered more memorable than an ordinary restaurant experience, resulting in consumers being more impulsive in their menu selection, where emotions were heightened in regards to the factors mentioned and where reflecting was not a priority.

In conclusion, the three research questions together present that the process of visiting an á la carte restaurant is an experience in itself, from the selection of the restaurant to leaving individuals with a long lasting memory. The experience starts with an interaction with internal and external factors such as seeing advertisements or word of mouth which can then encourage individuals to visit the restaurant. However, impulsive buying behaviour in à la carte restaurants consumption is more present in the menu selection process and when the experience is extraordinary, since more factors in the surrounding affect consumers and emotions are amplified.

Our findings of how impulsive buying behaviour is related to restaurant consumption has contributed to previous research of Kalita and Sarma (2017), Lu and Su (2018) and Hyun, Han and Kim (2016) and that consumers can be affected by various factors leading to impulsive buying in connection to menu selection. However, our study brings forward how impulsive buying is related to the restaurant selection as well as extraordinary experiences and how pleasant experiences and delightful dishes can enhance it. This extends the findings of Tsaur and Lo (2020) and Hanefors and Mossberg (2003) of extraordinary experience, in terms of how impulsive buying behaviour can influence restaurant consumption. Our findings also provide theoretical insights as to impulsive behaviour not being as active in restaurant selection, which widens previous research on restaurant selection and different factors that are taken into account when choosing (Gregory & Kim, 2005; Alonso et al. 2013; Chua et al. 2020). Meaning that impulsive behaviour can be viewed as a part of the restaurant selection but that other factors are of greater importance. Concluding, Strack, Werth and Deutsch (2006) Reflective-Impulsive Model played a large part in understanding the behaviours manifested in each of the research questions. The model gave the implications to make a distinction where in the process consumers were impulsive or reflective. It was found that the restaurant experience can be both reflective and impulsive, but that one side can be more dominant in various situations.

5.1 Practical Implications

As presented, impulsive buying behaviour was found to be more dominant in relation to menu selection and extraordinary experiences compared to selection of restaurant. Implying from a practical perspective the importance for restaurants to consider their menu design with description in focus and appropriate foods that are in accordance with their concept. When the consumers are inside the restaurant the consumption takes action and aspects as discussed in the study can impact the consumers impulsive buying behaviour as well as their planning process. Desserts were ordered the most impulsively, which suggests that restaurants should

focus on highlighting their dessert supply to the consumer by presenting them well and reminding them of the offerings. The pricing should also be considered since many individuals are prone to buy desserts impulsively. Social media was a useful communication tool to intrigue consumers to want to visit the restaurant. This implies planning from the consumer's side, however, it can also lead to a desire to visit a place, which should be the end goal for businesses. In that way social media advertising can be an effective part of à la carte restaurants marketing strategy. As surroundings are influential, in terms of choosing restaurants to selecting on the menu, it is important to have engaging service personnel as well as an environment suitable to the restaurant's concept. This could potentially result in longer stays and a pleasant time for the consumers where they impulsively order more and where the restaurant can create customers satisfaction and loyalty, which can influence their business in a positive way.

5.2 Future Implications

The study was limited to Swedish consumers, therefore an inquisition for future research is to conduct it in another geographical region and see how it compares or differs to the current, as there can be cultural differences. The study was accomplished using semi-structured interviews, however, to extend the empirical findings, observations inside the restaurant can be completed in order to understand how consumers behave in real time. In this way it can be observed directly how impulsive behaviour emerges and in that way consumers may unconsciously display acts of impulsive buying, showing their consumption in a natural state. This can be taken a step further and explore how impulsive consumers are in restaurants abroad compared to when consuming in their native country. In that way the implication of experiences abroad being extraordinary is studied further, as many participants' experiences were abroad. Researching generational differences would be interesting as most participants were between the ages 21 and 33, with two in their 40s and 50s, giving implication to explore how experiences contrast between older and younger generations. Adding to this, as the result suggests, the impulsivity in the selection of restaurants was limited. Consumers do not visit restaurants impulsively as much as they plan, which is an area that should be examined further. The study gives an insight on why consumers choose to plan their restaurant visit, but future research with a focus on this phenomenon could contribute to a deeper understanding and suggestions on how impulsive behaviour can encourage consumers to visit a restaurant. The need for impulsive restaurant visits is still unclear, in terms of how much profit it can generate and if it is preferred from the perspective of the restaurant owners. Therefore, this study gives the implication to research this to a greater extent.

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7. Appendix

7.1 Appendix 1 - Interview Guide (Swedish)

Syftet med denna studie är att få en förståelse för hur konsumenternas impulsiva beteende är kopplat till valet à la carte restauranger (middag-kvällsrestauranger, där det finns bordsservering och baseras på en meny) och restaurang konsumtion. Tre forskningsfrågor kommer att undersökas i denna intervju; Hur är impulsivt köpbeteende relaterat till val av restaurang? Hur är impulsivt köpbeteende relaterat till val på menyn? Hur är impulsivt köpbeteende relaterat till extraordinära upplevelser? Du kommer att förbli anonym under hela studien och när resultaten presenteras i studien. Du kommer att bli röst inspelad, vilket bara vi (forskarna) kommer att ta del av och inspelningarna kommer att förvaras på ett säkert ställe, med lösenords åtkomst. Du kan när som helst avsluta intervjun eller din medverkan. Har vi ditt tillstånd att delta i denna studie?

Bakgrund
- Berätta om dig själv (ålder, kön, yrke)
- Vad är ditt förhållande till att äta ute?
- Hur ofta äter du ute?
    - Hur ofta äter du i denna typ av restaurang?

Val av Restaurang
- Vilka är de viktigaste faktorerna när du väljer restaurang?
- Har någon form av reklam påverkat dig att välja en restaurang?
- Hur mycket av processen när du väljer restaurang är impulsiv eller oplanerad?
- Hur påverkar priset ditt val av restaurang?

Val på Meny
- Kan du förklara ett impulsivt eller oplanerat restaurangbesök som du haft?
- Hur väljer du en rätt och dryck på menyn?
    - Vad är den viktigaste faktorn när du väljer?
- Tycker du om att prova nya rätter och/eller drycker?
- Hur mycket av menyvalet är planerat i förväg kontra oplanerat?
- Har du en planerad budget på hur mycket du ska spendera i restaurangen? Om ja, överskred det budgeten?
    - Gick det över budgeten för att du var impulsiv? (Om ja)
- Vad har lett till ett impulsivt köp när du varit på restaurang?
    - Hur kände du efteråt?
- Känner du dig mer impulsiv om rätten beskrivs med enbart text eller om det finns en bild på rätten på menyn?
- Har namnet på en maträtt fått dig att vilja köpa den impulsivt?
- Hur mycket påverkar servicen ditt impulsiva beteende? (Val på menyn)
- Tror du att du blir mer impulsiv av att spendera mer tid på restaurangen?

- Hur mycket tid lägger du ner på att reflektera över en beställning?
- Känner du dig mer impulsiv på en restaurang när du är i sällskap?
- Kan miljön i restaurangen påverka din impulsivitet?

Extraordinära Restaurangupplevelser
- Har du varit med om en extraordinär restaurangupplevelse?
    - (Om nej) Vad hade en extraordinär restaurangupplevelse varit för dig?
    - (Om ja) Förklara en eller flera extraordinära restaurangupplevelser du har varit med om.
        - Vad var det som gjorde det extraordinärt för dig i restaurangerna?
- Hur fick det dig att känna, hur kände du i samband med denna upplevelse?
- När du tänker tillbaka på upplevelsen, skulle du säga att den var mer meningsfull, minnesvärd eller transformerande? (förklara de tre)
- När du har varit impulsiv bidrog det till den extraordinära upplevelsen?
- Har du ett större minne av restaurangupplevelsen om du har varit impulsiv?

7.2 Appendix 2 - Interview Guide (Translated to English)

The purpose of this study is to gain an understanding of how consumer impulsive buying behaviour is linked to selection of à la carte restaurants (Dinner-evening restaurants, where there is table service and based on a menu) and restaurant consumption. Three research questions will be explored in this interview; How is impulsive buying behaviour related to selection of restaurant? How is impulsive buying behaviour related to selection on the menu? How is impulsive buying behaviour related to extraordinary experiences? You will remain anonymous throughout the study and when the results are presented. You will be voice recorded, which only we (the researchers) will take part of and they will be stored in a safe place, with password access. You can withdraw from the study at any point. Do we have your permission to take part in this study?

Background
- Tell us about yourself (age, gender, occupation)
- What is your relation to eating out?
- How often do you eat out?
    - How often do you eat in this type of restaurant?

Restaurant Selection
- What are the most important factors when selecting a restaurant?
- Has any form of advertisement influenced you to select a restaurant?
- How much of the restaurant selection process is impulsive or unplanned?
- How does price affect your choice of restaurant?

Menu Selection
- Can you explain an impulsive or unplanned restaurant visit you have encountered?
- How do you choose a meal or drink on the menu?

- What is the most important factor when you choose
- Do you like to try new foods and/or drinks
- How much of the menu selection is planned beforehand versus unplanned?
- Do you have a planned budget of how much you are supposed to spend in the restaurant? If yes, did it exceed the budget?
    - Did it go over the budget because you were impulsive? (If yes)
- What has led to an impulsive purchase when you have been in a restaurant?
    - How did you feel afterwards?
- Do you feel more impulsive if the dish is described with only text or if there is a picture of the dish on the menu?
- Has the name of a dish made you want to buy it impulsively?
- How much does the service affect your impulsive buying behaviour? (Choosing on menu)
- Do you think spending more time at the restaurant makes you more impulsive?
- How much time do you spend reflecting over a orderinging?
- Do you feel more impulsive in a restaurant when you are with others?
- Can the setting in a restaurant affect your impulsivity?

Extraordinary Experiences
- Have you been part of an extraordinary restaurant experience?
    - (If no) What would an extraordinary restaurant experience be for you?
    - (If yes) Explain one or more extraordinary restaurant experiences you have had.
        - What made it extraordinary for you in the restaurants?
- How did it make you feel, how did you feel about this experience?
- Looking back on the experience, would you say it was more meaningful, memorable or transformative? (explain the three)
- When you have been impulsive, did it contribute to the extraordinary experience?
- Do you have a greater memory of the restaurant experience if you have been impulsive?