

# **FACTORS AFFECTING IMPULSE BUYING BEHAVIOR**

**By**

**MUHAMMAD KHALID SHUJA  
35809**

A thesis presented to the Department of Management Sciences,  
Bahria University Karachi Campus, in partial fulfillment of the  
requirements for the MBA Degree



**SPRING, 2019**

**Bahria University Karachi Campus**



## MBA Thesis 2<sup>nd</sup> Half-Semester Progress Report & Thesis Approval Statement

### Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
1	15 <sup>th</sup> April 2019	BUKC	Instrument discussion	
2	5 <sup>th</sup> May 2019	BUKC	Results discussion and analyzes in SPSS	
3	10 <sup>th</sup> May 2019	BUKC	Final discussion on results	

### APPROVAL FOR EXAMINATION

Candidate's Name: M.Khalid Shuja

Registration No.: 35809

Thesis Title: \_\_\_\_\_

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at \_\_\_\_\_ that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: \_\_\_\_\_

Date: 5/7/19

Supervisor's Name: Syed Zakir Abbas

HoD's Signature: \_\_\_\_\_

Date: 5/7/2019

## **Acknowledgement**

IN THE NAME OF *ALLAH*, THE *MOST GRACIOUS* & THE *MOST MERCIFUL*

First of all I would like to thank Allah (SWT) who gave me strength and health to complete my thesis. I would like to thank my parents for their prayers, providing me guidance at every step of life and financing my studies. Furthermore, I would like to thank my teachers for their support and precious time and helping me in completing this thesis.

I would like to express the deepest appreciation to my supervisor **Sir Zakir Abbass** who has the attitude and the substance of a genius: he continually and convincingly conveyed a spirit of adventure in regard to research and scholarship, and an excitement in regard to teaching. Without his guidance and persistent help this research would not have been possible.

In the end I would thank my family and friends who have been my continuous support.

## **Abstract**

**Purpose:** this study was carried out to analyze the factors which affect impulse buying behavior of the consumer. This will help marketers understand the most influencing factors which impact impulse buying behavior and then they could use the information to boost their sales. This will also help students to understand the basic consumer behavior and also what triggers impulsive buying behavior. The dependent variable for the study was impulse buying behavior and independent were age, gender, income, store, salesperson, recent advertisement, cost, promotional scheme, other people in store and peer pressure.

**Methodology & Design:** This is a quantitative research, 356 respondents were surveyed and asked several questions through questionnaire to gather the required data for analyze. Survey was conduct on social media platforms by circulation the online form. Sampling technique used was convenience sampling.

**Findings:** The results of this research conclude that factors gender, store, salesperson, recent advertisement, cost, promotional scheme, other people in store and peer pressure affect impulse buying behavior positively. We can conclude that the most influential factors as store environment, sales persons attitude and peer pressure. The results also show negative relationship of age with impulse buying behavior and income has no significant affect on impulse buying behavior.

**Limitations:** This study was only carried out in Karachi, Pakistan. This could not be implemented to other geographical locations. The sample size was small. Responses were given by respondents on individual basis chances of biasness can be considered.

**Recommendations:** If marketer is looking to boost his product sale through impulse buying they need to study these factors and their impacts to work on it properly gender, store, salesperson, recent advertisement, cost, promotional scheme, and other people in store and

peer pressure. They should work on the environment of their store and educate their sales force because those are the two element causing most impact on impulse buying behavior

## Table of Contents

MBA Thesis 2 <sup>nd</sup> Half-Semester Progress Report & Thesis Approval Statement .....	i
Declaration of Authentication.....	ii
Turnitin Similarity Report .....	iii
Acknowledgement.....	iv
Abstract.....	v
CHAPTER 1 .....	5
INTRODUCTION.....	5
1.1 Background .....	5
1.2 Problem Statement .....	3
1.3 Research Objectives .....	4
1.4 Research Questions .....	4
1.5 Significance of the Study.....	4
1.6 Scope of the Research.....	4
1.7 Organization of the Thesis .....	5
CHAPTER 2 .....	6
LITERATURE REVIEW .....	6
2.1 Introduction.....	6
2.2 Impulse Buying .....	6
2.2.1 Types of impulsive buying behaviors .....	8
2.3 Factors affecting the impulse buying behavior .....	8
2.3.1 External factors .....	9
2.3.2 Internal Factors .....	13
2.3.3 Situational Factors.....	14
2.4 Research Hypotheses.....	16
2.5 Conceptual Framework.....	16
CHAPTER 3 .....	17

Research Methodology .....	17
3.1 Research design.....	17
3.2 Research Strategy .....	17
3.3 Research Population .....	18
3.4 Sample Size & Sampling Technique .....	18
3.5 Research Instrument .....	18
3.6 Data Collection.....	18
CHAPTER 4 .....	19
Results .....	19
4.1 Respondent Profile .....	19
4.1.1 Age .....	19
4.1.2 Gender .....	20
4.1.3 Occupation.....	21
4.1.4 Income .....	22
4.1.5 Descriptive analysis: .....	23
4.2 Reliability Analyses.....	24
4.3 Analyzing Impulse buying .....	24
4.4 Correlation analysis .....	27
4.5 Hypothesis Testing .....	28
4.5.1 Regression analysis .....	28
4.5.2 Age affects impulse buying behavior.....	29
4.5.3 Gender affects impulse buying behavior.....	30
4.5.4 Income level affects impulse buying behavior .....	31
4.5.5 Recently watched advertisement affects impulse buying behavior .....	33
4.5.6 Store environment affects impulse buying .....	34
4.5.7 Salesperson affects impulse buying .....	35
4.5.8 Cost affects impulse buying .....	36
4.5.9 Promotional activities affects impulse buying.....	38

4.5.10	Attraction towards product affects impulse buying .....	39
4.5.11	Peer pressure affects impulse buying .....	40
4.5.12	Presence of other consumers in store affects impulse buying .....	42
4.6	Summary of Hypotheses Testing .....	43
CHAPTER 5	.....	45
Discussion	.....	45
5.1	Factors impacting impulse buying behavior .....	45
5.1.1	Age .....	46
5.1.2	Gender .....	46
5.1.3	Income .....	46
5.1.4	Recently watched advertisements .....	46
5.1.5	Store environment .....	47
5.1.6	Salesperson's personality .....	47
5.1.7	Cost .....	47
5.1.8	Promotional schemes.....	47
5.1.9	Attraction towards products.....	48
5.1.10	Peer pressure .....	48
5.1.11	Presence of other customers .....	48
CHAPTER 6	.....	49
Recommendations and Conclusion	.....	49
6.1	Recommendations .....	49
6.2	Limitations of the Research .....	49
6.3	Future Research.....	50
6.4	Conclusion .....	50
References	.....	52
APPENDIX	.....	57