

DETERMINANTS OF IMPULSIVE BUYING BEHAVIOR: AN EMPIRICAL ANALYSIS OF CONSUMERS' PURCHASE INTENTIONS for OFFLINE BEAUTY PRODUCTS

BY

**TAYYABA TANVEER
51496**

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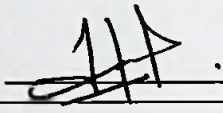
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Abstract**Purpose**

The ultimate purpose of this research is to explore the determinants of impulse buying behavior for offline beauty in Karachi.

Methodology & Design

This study is using deductive approach. Research type of this study is quantitative. The sampling technique of present study is non-probability sampling. Cronbach's alpha, is used to measure to internal consistency and respective composite reliability of each construct has been computed through statistical package for social sciences version 23. Present study is cross-sectional w.r.t time horizon.

Findings

The finding of the research indicate that hedonic Motivation as an internal determinant significantly triggers Impulse Buying Behavior. Consumer's Mood as an internal determinant significantly triggers Impulse Buying Behavior. Store Layout as an external determinant significantly triggers Impulse Buying Behavior of customers of beauty products in modern market setting. Product Promotion as an external determinant significantly triggers Impulse Buying Behavior of customers. Person's Situation as a situational determinant significantly triggers Impulse Buying Behavior of customers of beauty products in modern market setting. Materialism as a situational determinant insignificantly triggers Impulse Buying Behavior of customers. Product Attributes as a situational determinant significantly triggers Impulse Buying Behavior of customers of beauty products in modern market setting.

Limitations

Certain limitation while conducting this research includes; time constrain, resource constrains and data collection due to lockdown.

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Keywords

Impulse buying behavior

Hedonic consumption

Consumer mood

Person's situation

Product promotion

Store layout

Product attribute

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