

**Study of Impulsive buying behavior in relation to role of
family joint decisions.**



By:

Name: SADIA JALALI Enrolment # 01-221122-056

MBA

Supervisor: Sir Kashir Asghar

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Department of Management Sciences (GS)
Bahria Institute of Management and Computer Sciences
Bahria University Islamabad

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Abstract

This research investigates about the impulse buying behavior in the Pakistani retail industry. The results are limited to Rawalpindi and Islamabad and investigate multiple aspects of impulse purchasing and how family decisions and joint purchases affect impulse purchase in Pakistan retail environment. The influence of physical and social attributes effect buying decisions.

The Qualitative method is used in the study to appreciate the respondents view rather than imposing the perceived information. The study is exploratory and the respondents have the choice of open-ended questions.

The research consists of the impact of Consumer behavior, social and physical attributes, influence of family decisions and joint purchases on impulse buying in Pakistani retail industry. The results were in harmony with existing research and a direct correlation between ambiance and impulse buying was exhibited.

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Contents

Abstract	II
Acknowledgement.....	III
CHAPTER 1- 1 -	
1.1 Introduction	- 1 -
Literature review.....	- 6 -
2.1 What is impulse buying?	- 6 -
2.2 Impact of impulse buying.....	- 7 -
2.3 Retailing	- 8 -
2.4 Islamic Physical and social environment.....	- 9 -
2.5 Store environment and impulse buying	- 10 -
2.6 (Product placement) shelf space and impulse buying	- 14 -
2.7 Consumer Buying Behavior and Impulse Buying	- 16 -
2.8 Gap in Literature	- 18 -
2.9 Problem Statement.....	- 19 -
2.10 Gap	- 19 -
3.1 Methodology:.....	- 20 -
3.2 Philosophy.....	- 20 -
3.2.1 Objectives and Paradigm Establishment	- 20 -
3.2.2 Philosophy.....	- 21 -
3.3 Approach.....	- 21 -
3.4 Method of Data Collection.....	- 21 -
3.4.1 Primary and Secondary Research	- 22 -
3.4.2 Inductive Approach	- 22 -
3.4.3 In-depth Interviews.....	- 22 -
3.5 Rationale, Procedure for Sampling and Study Procedure	- 23 -
3.5.1 Sampling.....	- 23 -
3.5.2 Study Procedure.....	- 24 -
3.6 Data Analysis Method	- 24 -
3.7 Ethical Concerns.....	- 25 -
4.1 Research Finding and Analysis	- 26 -

4.1.1	Introduction	- 26 -
4.2	Findings of the study.....	- 26 -
4.3	Relationship between consumer behavior and impulse buying in Pakistani retail industry	- 26 -
4.3.1	Discussion and analysis:.....	- 28 -
4.4	Consumer perception of influence of family decisions and joint purchases.....	- 29 -
4.4.1	Discussion and analysis:.....	- 31 -
4.5	Consumer perception of impact of physical attributes on impulse buying.....	- 31 -
4.5.1	Discussion and analysis:.....	- 33 -
4.6	Consumer perception of impact of social attributes on impulse buying	- 34 -
4.6.1	Discussion and analysis:.....	- 35 -
5.1	Conclusion.....	- 37 -
5.2	Recommendations	- 38 -
5.2.1	Recommendations to the Retail Industry:.....	- 39 -
5.2.2	Recommendations to other researchers	- 39 -
5.3	Significance of Study	- 39 -
5.3.1	Reflection	- 39 -