

FACTORS AFFECTING IMPULSE BUYING BEHAVIOR

By

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**A thesis presented to the Department of Management Sciences, Bahria
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Supervisor-Student Meeting Record

	Date	Place of Meeting	Topic Discussed	Signature
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APPROVAL FOR EXAMINATION

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ABSTRACT:

Retail sector has expanded very significantly in the recent 5 to 10 years providing opportunities to the consumers, shoppers to buy thing in more convenient manner and is also a leading cause in impulse buying behavior. Impulse buying has always been considered as an important topic in consumer buying decisions. Impulse purchase happens when a customer sees the product in a shop and the inner feelings strongly urge the customer to purchase and bring it into possession. When buyers purchase a product or service without a plan such instances of purchase are known as impulse buying. In its simple definition, the act of unplanned and unstructured purchase has been regarded as impulse buying. The main purpose of this research paper is to find the impact of factors such as product quality, service quality, brand name, store atmosphere and perceived value on impulse buying behavior. Our main objective was to check in these above mentioned variables which variable is more influencing and has positive relationship with the impulse buying behavior. In this study we made a closed ended questionnaire and distributed it and collected information. A total of 305 questionnaires were filled by respondents and who are the shoppers of big stores like Imtiaz, Naheed, Hyperstar, Metro, Chase and were asked to give information in response to our pre-selected variables. We used SPSS to do analysis of the information obtained from questionnaires and in SPSS we used Crobach's alpha to check the reliability of the questionnaire and it was found to be significantly reliable. Besides Crobach's Alpha we used multiple linear regression to check the impact of several independent variables on impulse buying behavior and we found out that among all the independent variables Product quality and perceived value are the variables which have more significant relationship with impulse buying behavior and in these two variables product quality is positively related while perceived value is negatively related with impulse buying.

Keywords: Impulse Buying Behavior, Product Quality, Perceived Value, Brand Name, Store Atmosphere, Service Quality