Analyzing the Impact of Consumer Traits and Situational Factors on Impulse Buying in Retail Sector of Pakistan: Empirical Findings from Retail Sector

Swaleha

02-221173-018

35851

A Thesis submitted to Department of Management Sciences,
Bahria University – Karachi Campus, in part fulfilment of the requirement for the MBA Degree

Fall 2018, Weekends

Bahria University, Karachi Campus

MBA Thesis 2nd Half-Semester Progress Report& Thesis Approval Statement

Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
1	11 Nov 2018	Supervisor cubicle BUKC	Data Analysis	
2	18 Nov 2018	Supervisor cubicle BUKC	Chapter 4 and 5	
3	25 Nov 2018	Supervisor cubicle BUKC	Chapter 6	

APPROVAL FOR EXAMINATION

Candidate's Name: SWALEHA Registration No.: 02-221173-018

Thesis Title: Analyzing the Impact of Consumer Traits and Situational Factors on Impulse Buying in Retail Sector of Pakistan: Empirical Findings from Retail Sector

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 11 % 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: 6-2-19

NAVEEDN. SIDDIQUI

Supervisor's Name: _____

HoD's Signature: _____ Date: _____

Acknowledgement

All the praise goes to Almighty Allah, who give me a capability to perform and accomplish an objective in best possible manner.

Secondly, the institute Bharia University give a superior platform to enhance and deliver the knowledge in a form of thesis/project, which helps to convey the updated insight over current matter.

To perform a thesis or a project effectively there is a constant support of a supervisor that guides us in each and every step. So, I am very glad and thankful to my supervisor Naveed N. Siddiqui for their kind assistance and acknowledgment.

Furthermore, the overall faculty and students of Bahria University is very supportive, as they deliver a better understanding while gathering data within university or among their contacts by spreading the thesis questionnaire.

Finally, the constant support of parents and family members is very necessary while accomplishing this objective. Therefore I am obliged to every single individual for their acknowledgment and support, especially to my parents who gave me all the resource and support that is necessary for completing the project.

Abstract

Purpose

The main aim behind doing this research work is to gather and extensive and authentic information about emerging pattern of impulse buying. As the retail industry is growing rapidly, it becomes very necessary to recognize the occurrence of IB and how it get affected by Consumer Traits and Situational Factors.

Methodology & Design

It's an Empirical Research done by gathering the responses of 450 respondents (retail customers) from Karachi through spreading well-constructed questionnaire data has been collected. Gathered data statistically analyzed and validated by using the tool of ADANCO.

Findings

The study shown the significant relationship of two variables of situational factors, i.e. store environment and motivational activities by retailers that impact Impulse Buying. Furthermore rest of the variables have found to be insignificant on the basis of statistical analysis.

Limitations

Study s having various limitations as the time frame is limited and just restricted to te retail sector. The gathered data belongs to the respondents of Karachi and results are not necessarily same in other region as per the mindset and cultural differences.

Recommendations

In future there will be a strong need to incorporate further factors that lies under the category of store environment and motivational activities by retailers and gather their impact on impulse buying. Similarly retail mangers can use this study to meet the promises with customers.

Keywords

Impulse Buying, Consumer Traits, Situational Factors

TABLE OF CONTENTS

CHAPTER 1 1
INTRODUCTION 1
1.1 Introduction 1
1.2 Background 2
1.3 Problem Statement 3
1.4 Research Objectives 4
1.5 Research Questions 4
1.6 Significance of the Study 5
1.7 Organization of the Thesis 5
CHAPTER 2 6
LITERATUREREVIEW 6
2.1 CONSUMER TRAITS AND IMPULSE BUYING 6
2.1.1 IMPULSIVE BUYING TENDENCY 6
2.1.2 SHOPPING ENJOYMENT TENDENCY 9
2.1.3 MATERLIALISM 11
2.2 SITUATIOAL FACTORS AND IMPULSE BUYING 13
2.2.1 PERSON'S SITUATION 14
2.2.2 STORE ENVIRONMENT 16
2.2.3 MOTIVATIONAL ACTIVITIES BY RETAILERS 19
2.2.4 PRODUCT ATTRIBUTES 19
2.3 Summary of Literature Review 21
2.4 Research Hypotheses 22
2.5 Conceptual Framework 24
CHAPTER3 25
Research Methodology 25
3.1 Research Approach& Type 25
3.2 Research Design 25

3.3 Research Population 25
3.4 Sample Size & Sampling Technique 26
3.5 Research Instrument 26
3.6 Data Collection 27
3.7 Data Analyses Method 27
3.8 Summary of Research's Characteristics 28
CHAPTER 4 29
Results 29
4.1 Respondent Profile 29
4.2 Reliability Analyses 30
4.3 VALIDITY ANALYSIS 32
4.4 Hypothesis Testing 37
4.4.1 Impulse Buying Tendency 38
4.4.2 Shopping Enjoyment Tendency 38
4.4.3 Materialism 39
4.4.4 Person Situation 39
4.4.5 Store Environment 39
4.4.6 Motivational Activities by Retailers 40
4.4.7 Product Attributes 40
4.5 Summary of Hypotheses Testing As Per Proposed Model 2 40
4.6 Theoretical Justification of Results 41
4.6.1 Shopping Enjoyment Tendency 41
4.6.2 MATERIALSM 41
4.6.3 Store Environment 42
4.6.4 Motivational Activities by Retailers 42
CHAPTER 5 43
Discussion 43
5.1 Discussion 43

5.1.1 Impulse Buying Tendency....43
5.1.2 Shopping Enjoyment Tendency....44
5.1.3 Materialism....44
5.1.4 Person's Situation....44
5.1.5 Store Environment....45
5.1.6 Motivational Activities by Retailers....45
5.1.7 Products Attributes....45
CHAPTER 6....46
Recommendationsand Conclusion....46
6.1 Recommendations....46
6.2 Limitations of the Research....47
6.3 Future Research....47
6.4 Conclusion....48
References....49
APPENDIX....55