

# **RETAIL OUTLET FACTORS TRIGGERING IMPULSE BUYING BEHAVIOUR: A CRITICAL STUDY IN KARACHI**

**BY**

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



**FALL, 2016**

**Bahria University Karachi Campu**

## Acknowledgment

I would like to thank **Almighty Allah**, the most Gracious, who enabled me to produce this thesis on the research topic of "**Retail outlet factors triggering Impulse Buying Behaviour: a Critical study in Karachi**". After this, I would like to commend my parents who have put up with me and believed in me that has been a core reason behind my success.

I am heartily thankful to Ms. Faiza Abdullah, Lecturer at Bahria University, whose supervision and guidance allowed me to develop a sound knowledge of the concept and theories so that I could carry out the required research for this thesis.

Finally, I would like to thank all the respondents and cooperating bodies to my research who allowed me to survey and analyze the situation in Karachi. Also would like to thank all my friends who have supported me throughout the study. Thank you all for sparing your precious time.

## *Abstract*

*In the last few years, the trends of Impulse Buying have shown a drastic change due to the advancement (and modernization) in the economic era. Customers are now shifting towards supermarkets and wholesale centers. This change in the customer purchasing arrays have created a requirement to look the components that result in this Impulsive purchase patterns of customers.*

### **Purpose**

*The aim of this thesis is to identify the external variables (including in-store promotional signage, window display, in-store display & sales personnel behavior, and) that affect the consumetr in the city of Karachi.*

### **Methodology**

*In order to succeed in the above mentioned purposes, we have conducted a survey through the use of a questionnaire. A total of 362 respondents responded to the survey that make up the sample size for this study. It is also important to mention here that all the individuals that participated in the survey preferred shopping in whole-sale stores and supermarkets.*

### **Findings**

*Using the techniques learned in statistics that include (but are not limited to) regression & Correlation, the findings of the study reveals that the four variables (mentioned above) have a positive correlation with this impulse buying behavior of customers.*

### **Practical Implications**

*This study will benefit store owners and marketers in understanding how they can improve their strategy to attract more customers and generate greater revenue.*

#### **Keywords for the thesis:**

*Impulse Buying Behavior, sales personnel behavior, in-store display, window display, and in-store promotional signage*

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