

IMPACT OF IMPULSIVE BUYING ON CUSTOMER BUYING BEHAVIOR

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Statement

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Supervisor – Student Meeting Record

Z	Date	Place of meeting	Topic of discussion	Signature of student
5	11/01/16	Cubical	Review Data Analysis	
6	26/01/16	Cubical	Review Discussion & Recommendation	
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APPROVAL FOR EXAMINATION

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Abstract

Aim of Study:The aim of this study is to identify the impact of impulsive buying on consumer buying behavior. Main endeavor of the research is to recognize the impact of window display taking place on consumers buying behavior second aim would be to identify impact of income level of consumer on consumer buying behavior third aim is to identify the impact of impulsive attitude on consumer buying behavior.

Research Methodology: The research was conducted on the basis of convenience sampling technique. The data was collected on the basis of convenience from the customers. Sample size is 300; data was collected with the help of close ended questionnaire. For data collection three independent variables were identified i.e. window display, income level of customer and impulsive buying nature of the customer and their impact on customer buying behavior was analyzed.

Research Findings: The result of the study demonstrates that there is a considerable impact of aspects of impulsive buying on customer buying behavior. For this research three variables were identified and three hypotheses were made, according to analysis of data all three hypotheses were accepted which shows that there is a significant impact of impulsive buying on customer buying behavior.

Significance of the research: This research shows the brighter sight of the aspect of study. This research has shown the importance of different factors that is useful for the organization in terms of customer buying behavior. This study has highlighted the importance of window display as an important element in customer buying behavior.

Key words: impulsive, buying behavior, income level, customers, window display

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