

A Study on Impulse Buying Behaviour of Consumers towards Apparels with reference to In-store Environment

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ABSTRACT

The objective of this paper was to study the relationship between in-store shopping environment and impulsive buying behaviour of consumers and to analyse the most important in-store environment factor influencing impulsive buying behaviour towards apparels. The study was descriptive research design and convenience sampling is used as sample design. A questionnaire was distributed among 300 respondents both male and female from Delhi NCR. Factor analysis was used to calculate the significance of the factors. Regression Analysis has shown the relationship between in-store shopping environment and impulsive buying behaviour of consumers towards apparels reflecting the most significant and not significant factor.

KEYWORDS: Apparels, Impulse buying behaviour, Hedonic effects, In-store environment.

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