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Impact of Store Atmospherics on Impulse Buying Behavior Regarding Shopping Goods in Pakistan

By Irfan Sabir

GRIN Publishing Sep 2015, 2015. Taschenbuch. Condition: Neu. Neuware - Master's Thesis from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 3.5, , language: English, abstract: Currently all the businesses are facing cut throat competition and companies and retailers are using different components of store atmospherics to attract the customers and to get competitive edge in the market by differentiating themselves from their competitors and consequently to be successful in the market. Current research is among very few on the components of store atmospherics and Impulse Buying in Pakistan. It will be helpful for producers, retailers and marketers by providing them roadmap to develop different strategies to increase sales and ultimately getting a larger market share by influencing buying decision making process of the consumers. Quantitative research approach has been used in this study and data has been collected through survey research method in which adapted questionnaire is used as instrument of survey. The sample size was 600 consisting of different cities (Islamabad, Lahore, Okara, Sahiwal, Pakpattan, Arifwala and Multan). Research data has been analyzed by applying descriptive statistical techniques through SPSS software. Descriptive statistics, pie graphs, scatter diagram, correlation...



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