Personal and In-Store Factors Influencing Impulse Buying Behavior amongst Generation Y Consumers of Small Cities

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Abstract
For decades, impulse buying is considered to be as one of the significant factor to increase sale volume in the retail sector. Past studies have investigated the impulsive buying behavior of Generation Y consumers in retail settings of somewhat medium and large sized cities. Therefore, how certain situational or in store factors can propagate impulse buying in retail setting of small cities has been widely ignored. This paper seeks to explore the influence of situational variables categorized as personal factors (Time availability, Family influence, Money availability) and in-store factors (Store environment, Sales promotions, and Friendly store employees) on generation Y impulse buying behavior in Pakistani context in general and country’s small cities in particular. Self-administered survey was used to elicit information from 422 purposively selected respondents (living in various cities of Punjab, Pakistan). Data have been analyzed by using SPSS and AMOS for structural equation modeling (SEM). Results revealed that personal factors i.e. time availability & family influence has significant and positive impact on impulse buying behavior of Generation Y consumers in Pakistan, also in-store factors except money availability has significant impact on impulse buying behavior. Recommendations for retail management have been given at the end of the article.

Keywords: Situational factors, In-store factors, Impulsive buying behavior, Small cities, Generation Y.
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