IMPULSE PURCHASE BEHAVIOR: A CASE OF RETAIL CUSTOMERS OF JALANDHAR AND LUDHIANA

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ABSTRACT

A planned purchase is characterized by deliberate, thoughtful search and evaluation that normally results in rational, accurate and better decisions. Contrary to a planned purchase, impulse buying is a spontaneous and immediate purchase where the consumer is not actively looking for a product and has no prior plans to purchase. The present research contributes to the understanding of the factors which contribute to the unplanned or impulse purchases in the retail stores. The research objectives include identification of demographic profile of customers going for impulse purchase, to study the relation between brand loyalty and impulse purchase. The present study has been analyzed by using various statistical tools like factor analysis, Univariate Logistic analysis etc.

KEYWORDS: Impulse Purchase, Planned Purchase, Retail Stores, Brand loyalty, Univariate Analysis.