

BINUS UNIVERSITY INTERNATIONAL

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Marketing Major

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THE INTERNAL AND EXTERNAL INFLUENCES OF IMPULSE BUYING

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Abstract

Objectives – The study was conducted to define the internal and external influences of impulse buying using synthesis method

Method – The questionnaires were distributed to 300 convenient samples, which distribute 100 in each store of Matahari, Hypermart and Gramedia in Pejaten Village Mall using interception method. Data were then analyzed using, reliability testing, correlations and ANOVA analysis. Further, the findings were used to answer hypotheses and provide recommendations for marketers and retailers.

Result – The study identified that consumer characteristic excitement is positively influence impulse buying.

Findings – In this research, each of the store type have a different degree of impulse buying and Matahari as clothing store have the highest degree of impulse buying. In the perceived stimulation, each of the store have different perceived stimulation in Matahari and Gramedia, the research result shows that there are some of detail perceived stimulation that influence the excitement of impulse buying, but in Hypermart, there are some perceived stimulation that directly influence impulse buying.