



**FACTORS INFLUENCING IMPULSE BUYING BEHAVIOR TOWARDS SELF CARE  
PRODUCTS**

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**JULY 2019**

**DECLARATION OF ORIGINAL WORK**



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**“DECLARATION OF ORIGINAL WORK”**

I, \_\_\_\_\_ (I/C Number: \_\_\_\_\_ )

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**LETTER OF SUBMISSION**

Madam Geetha A/P Muthusamy,

JULY 2019

Faculty of Business Management,

Universiti Teknologi MARA,

Kampus Bandaraya Melaka,

No. 110, Off Jalan Hang Tuah,

75300 Melaka.

Dear Madam,

**SUBMISSION OF PROJECT REPORT**

Enclosed herewith is a thesis entitled "FACTORS THE INFLUENCE IMPULSE BUYING BEHAVIOR SELF CARE PRODUCTS". I hope this thesis will meet the requirement and expectation from you and the faculty. I would like to thank you for all the guidance and support throughout the completion of this thesis.

Sincerely,

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NUR ATIQA MOHD RAFIE

Matrix Number: 2016537839

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## **ABSTRACT**

Consumers buy products not only because of need to them but also because of sudden urge to buy them. The impulse buying behavior towards self care products have been studied by researchers and marketing academician more than a half century. The aim of this research is to study the influence of factors such as credit card, store environment, window displays and level of income on impulse buying behavior towards self care products. The detailed literature review of the dependent variable and independent variables were gathered and constructed appropriately in this paper. This study will be useful for researchers and practitioners towards comprehensive insight of the shopper's impulsiveness in theoretical framework. A survey was conducted at KLCC shopping mall. The respondents were shoppers that buy self care products at selected health & beauty stores in KLCC shopping mall. This topic is quantitative because there is certain population, questionnaires were distributed to get their respective opinions pertaining to our topic. The findings were analyzed to answer research questions and recommendations were proposed in this paper.