

**A STUDY ON IMPULSE BUYING BEHAVIOUR OF EUROPEAN  
TOURISTS AT AIRPORT ENVIRONMENT: KKIA TERMINAL 1**

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## **Abstract**

This study examines the relationship between factors that influencing impulse buying behaviour of European tourist in airport environment. The contribution of retailing to total airport revenue is becoming more important. In this study, will examines the relationship of passengers' impulse buying, impulse buying tendency, shopping motivation, money available and time available in the airport environment. The sample of data will collected at Kota Kinabalu International Airport ( KKIA ), Terminal 1. The limitations is to focus on impulse purchase behaviour of European tourist and specifically on Airport environment. Here research limit only in Kota Kinabalu International Airport Terminal 1. Focus group are European Passenger. 100 Questionnaire are distributed to Focus Group within two weeks directly and SPSS 20.0 version are using to analyze data. This study searching the relationship of Impulse buying tendency, shopping motivation, money available and time available as factors that effect impulse buying behaviour as dependent variable.