



UNIVERSITI TEKNOLOGI MARA

**A STUDY ON IMPULSIVE BUYING BEHAVIOUR
AMONG CONSUMERS IN KOTA BHARU**

NOR LAILI BINTI NAWI

2009877966

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) FINANCE**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KELANTAN

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اوتنورستيتي تيكنولوگي مارا
UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

BACHELOR OF BUSINESS ADMINISTRATION (HONS) (FINANCE)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGY MARA

DECLARATION OF ORIGINAL WORK

I, **NOR LAILI BINTI NAWI**, I/C Number: **880718-03-5340** hereby declares 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 otherwise stated.
- ✦ All verbatim extracts have been distinguished by quotations marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: 28 April 2011

ACKNOWLEDGEMENT



“In the name of Allah, the Merciful, the Beneficent”

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ABSTRACT

This research is conducted to study the impulsive buying behavior in Kota Bharu, Kelantan. The objectives of this research are to know the relationships of individual's mood, discount price and window display with impulsive buying behavior. This study also aims to find the major factor that associate with impulsive buying behavior among consumers. In collecting data, primary data is used. Questionnaires had been distributed in Kota Bharu area in order to get feedback from consumers. The result shows that there is an association or significant relationship between individual mood, discount price and window display with impulsive buying behavior among consumers.