



**PRECEDENCE OF IMPULSIVE BUYING DECISION AMONG
99SPEEDMART BUKIT KAPAR CUSTOMERS**

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DECLARATION OF ORIGINAL WORK



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ABSTRACT

Retailers nowadays are desperately to differentiate their offerings from others' competitor as well as to enhance the desirability of products in order to catch and attract more attention among prospective customers. The purpose of this research is to identify the precedence of impulse buying decision among 99SpeedMart Bukit Kapar customers. this reseach will conducted at 99SpeedMart Bukit Kapar , Kapar, Selangor Darul Ehsan. The result of the present study will proves that there is a relationship and significant between impulse buying decisoin among 99SpeedMart Bukit Kapar customers and other three precedences factor of impulse buying decision which are promotion , packaging and in-store display. This study provides information as to promotion, packaging and in-store display should be considered an precedences element that stimulate and influence customer impulse buying decision and as support to increase the sales of volume at the 99SpeedMart Bukit Kapar outlet.