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**INTRINSIC FACTORS AFFECTING IMPULSE BUYING
BEHAVIOR TOWARDS FMCG PRODUCTS –
EVIDENCE IN THE GREATER AREA OF JAKARTA**

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Abstract

Objectives- This study aims to examine the effects of intrinsic factors in influencing impulse buying behavior towards FMCG products from the greater area of Jakarta.

Method- The author used the Cronbach Alpha method to test the reliability and Exploratory Factor Analysis (EFA) to test the validity of the survey respectively. To analyze the hypothesis, the author used Binary Logistic Regression.

Result- The result of this study showed that the intrinsic factors namely, emotional instability, extraversion, openness to experience, collectivism, shopping enjoyment tendency, materialism and impulse buying tendency have a positive significance towards impulse buying behavior.

Conclusion- Account stores (supermarkets/hypermarkets) should put more attention at a number of intrinsic factors to increase their stimulation of impulse purchases at their accounts. Managerial implications are also provided for practical suggestions and recommendations.

Keywords- Impulsive Buying, Intrinsic Factors, FMCG, Emotional Instability, Agreeableness, Extraversion, Openness to Experience, Conscientiousness, Collectivism, Individualism, Shopping Enjoyment Tendency, Materialism, Impulse Buying Tendency.