

**ASSESSING THE IMPACT OF SITUATIONAL AND PERSONAL  
FACTORS TOWARDS IMPULSIVE BUYING BEHAVIOR:**

**A STUDY OF SEPHORA CUSTOMERS IN INDONESIA**

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**Abstract**

**Objectives** – This research aims to justify the relationship between personal (money availability, economic well-being, family influence, time availability and credit card usage) and situational (sales promotions, store environment, friendly store employees and store music) factors towards customers impulsive buying behavior.

**Method** – To test the reliability and validity, Cronbach's alpha and factor analysis are used. To test the hypothesis, multiple linear regression has been used for this research.

**Results** – The finding shows that money availability, economic well-being and friendly employees have a significant relationship towards customers impulsive buying behavior when they shop at the Sephora store. Thus, marketers need to create a strategy to maintain the loyal customers to increase sales.

**Conclusion** – The main findings of this study is what are the personal factors and in-store factors that create customers impulsive buying behavior when they shop at Sephora store in Jakarta. Marketers need to enhance the intensity of selling their product to the existing customer.

**Keywords** – Consumer behavior, Impulsive buying behavior, Impulsive purchase, Sephora Impulsive purchase.