

Arlos, Ramelia C., Cabarles, Ruchel M., Ciriaco, Chanlee Hans A., Estocada, Clarise P., Fuentes, Ronalyn D., Ignacio, April Lyn M., Lacatan, Jaynard C., Moreno, Jehazeel B., Oro, Donna Joy D., Villanueva, Lea Rose P., **FACTORS AFFECTING IMPULSIVE BEHAVIOR OF FEMALE CONSUMERS**, Unpublished Undergraduate Research Paper, Bachelor of Science in Business Administration, Northern Iloilo State University-West Campus, Estancia, Iloilo, March 2024.

ABSTRACT

This descriptive correlational study aimed to determine the factors affecting impulsive buying behavior of 344 female consumers of Estancia, Iloilo. The data were gathered using a researchers-modified questionnaire duly validated and reliability tested. Data were analyzed using mean, standard deviation and Spearman rho. Findings revealed that when taken as an entire group and when classified as to age, marital status, and net monthly income female consumers were always have pure reminder, suggested and planned type of impulse buying behavior. Planned impulse dominated among the impulse buying behaviors. The factors that always influence the impulsive buying behavior of female consumers when taken as an entire group and when classified as to age, marital status, occupation, and net monthly income were in-store browsing, location, salesperson, and promotional approach. There was a significant relationship between factors and impulse buying behavior of female consumers.

Keywords: *Impulsive buying behavior, External factors, Planned impulse, Pure impulse, Reminder impulse, Suggested impulse*