

# **Impact of Social Factors on Consumer Impulsive Buying Behavior in Sri Lanka**

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Impulse buying is normally thing within the consumers. The purpose of the research is identifying the social factors influencing the impulsive buying behavior: the case FMCG in Sri Lanka. The objectives are to identifying the social factors affect to impulse buying behavior and analysis how demographic variables influence to the impulse buying behavior. Pilot survey conducted before collect data from sample. In pilot survey identify validity and reliability of the questions and some one question remove from the questioner. After that collected data from the sample. Data collection based on the Colombo district by 100 respondents. Date analysis done by using SPSS 20 software and finally identify strong, week and also moderate relationships between the dependent variable and independent variables.

**Keywords:** Social Factors, Impulsive Buying Behaviour