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The promotional tactics used by a store to increase the sale and frequency of purchase can be a good predictor of impulse buying (Mohan, Sivakumaran, & Sharma, 2013). Promotion is an important part of marketing management (Kotler & Keller, 2009). Thus, promotional tactics help to understand the impulse purchase made by the individuals. ...

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Broadly, it is defined by Philip Kotler as follows: "Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market."

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