

This study attempts to test association between impulse buying and cognitive dissonance. Some of other results were unveiled. A high level of association was shown in females and impulse buying but not with the income level. Sales promotion was also highly associated with the impulse buying. Bank card payment demonstrated a positive behavior though it was not strong enough. Sample of 200 respondents was selected on convenience basis. A close ended questionnaire was used. Two hundred questionnaires were distributed to a convenience sample in the city of Lahore, Pakistan. 168 valid questionnaires were received and included for the analysis. Cronbach's alpha and Factor loading were used to check the reliability and validity of the data respectively. Linear regression and T-test were applied to determine the relationship among the variables. Normality was tested through pp plot, mean and standard deviation.

The conclusion and suggestions given in this study will be helpful for the strategy makers and consumers both to avoid cognitive dissonance. Self-knowledge will be useful for the consumer for better understanding of market and to make prudent buying decisions in future. This research will be useful for marketers to understand consumer behavior in order to craft better strategies, which will keep the consumer satisfied, happy and stick with the organization. The new input of the study might come from the lack of research in the area of impulse buying, cognitive dissonance and their relationship.