

ANALYSIS OF SPONTANEOUS PURCHASE BEHAVIOR THROUGH EMOTIONAL SELLING CLIMATE IMPLEMENTATION

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Abstract

In the current era of globalization and technological advances, it requires more and more attention, especially in dealing with advances in science and technology which are very advanced in accordance with the progress of the times. In the development of science and technology there are many positive impacts, but it does not rule out the possibility of causing many problems to arise. In producing a product or service that is the same or similar with good quality and quality, thus causing a narrower market share. So in this case that makes companies continue to compete to be able to find out the wants and needs of consumers. Gramedia Bookstore is one of the companies engaged in the retail sale of books, office stationery, computer accessories and school supplies which is still surviving in this competition, but there is a possibility that the Gramedia Bookstore will experience a decline in sales, due to the increasingly tight competition of companies engaged in the business. in the book retail sector which has almost the same quality and quality as Gramedia Bookstore which offers a wide range of product choices at more competitive prices, so the company must come up with ideas or steps that must be taken to determine a step that must be taken.

Keywords: Spontaneous buying, Emotional marketing, Sales climate, Bookstores, Consumers

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