IMPULSIVE BUYING BEHAVIOR OF INDIAN YOUTH: 
A GENDER WISE STUDY

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ABSTRACT
The purpose of the present paper is to explore the concept of Impulsive buying behavior & gender wise inequality. This study was carried out on the students of B-school of central India. The Impulsive buying was measured by the scale developed by Shimp and Sharma (1987). The 190 respondents were used collect the samples. This study is carried on the youth and youth is the backbone of economy. It is expected that the findings will provide vital inputs to marketers in framing their marketing strategies keeping in mind the various tendencies among youth & their behavior. The result shows that the impulsive buying behavior has no gender wise disproportion.

KEY WORDS: Impulsive buying, disproportion, inequality, consumer behavior, B-School.

References:


