

IMPORTANCE OF SUB CULTURAL FACTORS IN IMPULSE BUYING

BEHAVIOUR OF YOUNGSTERS IN NORTHERN INDIA

DEEPAK JOSHI

Assistant Professor, Management, Department of Fashion Communication,
National Institute of Fashion Technology, Kangra, India

ABSTRACT

As we have been seeing that there has been an increase in impulse buying behavior of consumers, relying on the same marketers / retailers are leaving no stone unturned to entice customers and escalate his buying at the point of purchase / shop. We have seen youngsters are shopping extra items or are making their decisions at point of sale. This study tries to understand, if there is any role of gender, background area and domicile of a particular state as subcultural factors in impulse buying. It also finds out what youngsters feel about impulse buying. It is interesting to note that most of the youngsters are interested in impulse buying. While majority of them, who are not interested consider it to be, wastage of money.

KEYWORDS: Consumer Behaviour, Impulse Buying, Culture, Subculture