IMPULSE BUYING BEHAVIOR AMONG TEENAGE GIRLS WITH A SPECIAL PREFERENCE TO THE AGE GROUP BETWEEN FIFTEEN AND EIGHTEEN

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ABSTRACT

Title: Impulse buying behavior among Teen age girls with a special preference to the age group between fifteen and eighteen

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Problem: Teenagers spend an increasing amount of time in shopping. They have a great interest in fashion and it has become a way for them to present their identity. The teen age girls make a great deal of impulse purchases. To understand them and their impulse consumption, companies have to know the demographic and understand what motives and influences their shopping process as well as their final consumption choice.

Purpose: The purpose of this study is to identify and gain a deep understanding of the factors that drive teen age girls’ impulse purchase. This study focuses on impulse buying characteristics in Teen age girls.

Research questions: What kind of product teen age girls buy impulsively”? What are the reasons for the impulsive buying behavior?

Methodology: the researcher has connected the data through primary data collection with the help of structured questionnaire.

Theoretical frame work: theories connected to impulse buying, four distinct types of impulse buying, Factors affecting the impulse buying, Common marketing components and strategies on impulse purchase, and online impulse buying.
KEY WORDS: accessible time, alluring, consumers' brains, economic behavior, fashion trends, impulse buying, impulsive purchase, in-store advancements, inner signals and attributes, irrational process, in-store display, in-store shopping environment, shop display, overpowering desire to purchase, Packaging peripheral relationship, positive purchasing, supermarket, teenage girls, unplanned purchasing, Visual Marketing, visualization.

References


