

IMPULSIVE BUYING BEHAVIOR AMONG PROFESSIONAL STUDENTS IN REFERENCE TO GENDER

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ABSTRACT

Impulse buying is a spontaneous purchase where the consumer has no prior plans to purchase. In addition to it, impulse buying may be described as an intense, exciting urge to buy without regard to the consequence of the purchase decision. It has been suggested that more purchases result from impulse than from planning. Most College students are inclined to be more impulsive than older adults in that they are less likely to postpone the purchase in order to gather more information. Our research falls within this direction as it explores the phenomenon of impulse buying among professional students in Indian setting. The purpose of this paper is to explore gender differences in impulsive buying behavior among professional students and to compare gender differences of affective and cognitive processes to impulsive buying. Sample consisted of 140 (60 female and 80 male) students and data was collected from B.Tech. & Management students by using questionnaire of impulsive buying behavior based on Verplanken and Herabadi scale. Sample was selected from different Engineering and Management Colleges of Agra city. After scoring, t-test was applied. The findings indicate that there are significant differences in impulsive buying tendencies between male and female students.

KEY WORDS: Gender, Affective Processes and Cognitive Processes, Impulsive Buying behavior