

PREDOMINANT EXTRINSIC AND INTRINSIC FACTORS OF IMPULSE BUYING AMONGST POST GRADUATE STUDENTS IN KHARGHAR, NAVI MUMBAI

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ABSTRACT

This study studies the factors of Impulse Buying in young people. The study focuses on deriving the factors that are predominant in Impulse Buying Behaviour. The sample used for this study is taken from The Institutional Area in Kharghar, Navi Mumbai which is home to engineering, Management, Dental and Medical Colleges. The Sample taken for this study comprised of 125 post graduate students. Through factor analysis the derived factors could be classified into two broad factor. The first factor was extrinsic in nature and the second, third and fourth factors were intrinsic in nature. The study also tries to understand if there is a relation between Gender and Impulse buying and Income and Impulse buying.

KEYWORDS: Impulse Buying, Intrinsic Factors, Extrinsic Factors