

An Analysis of the Factors Influencing the Buying Behavior of Young Consumers of Branded Goods

Bhajan Lal¹ and Dr. Ritika Moolchandani²

Research Scholar, Department of Management¹

Assistant Professor, Department of Management²

Bhagwant University, Ajmer, Rajasthan, India

Abstract: India is the country with the largest youth population in the world. As we know that information or a potential customer database is essential to survive in the market and develop a competitive edge for the success of any business. The objective of this article is to explore the factors that influence the behavior of customers purchasing branded goods in the Indian market. This is a conceptual paper based on secondary data with the help of content analysis. The result reflects towards the factors that influence the purchasing behavior of young customers in making purchase decision of branded goods in India. Celebrity endorsement and brand image are some of the factors that influence Indian young customer purchasing behavior. The key findings of the research can help policy makers and managers design and implement strategies to encourage purchasing.

Keywords: Customers, Consumer Buying Behaviour, Branded Goods and Youth etc

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