

## Impulse Buying Behaviour Among College Students: Triggers, Patterns and Perceptions

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### Abstract

Impulse buying has become an increasingly prominent feature of contemporary consumer behaviour, particularly among young adults exposed to digital media, evolving lifestyles, and modern consumption ideologies. This study examines the nature, determinants, and perceived outcomes of impulse buying behaviour among female college students in India. Primary data were collected from 60 respondents using a structured questionnaire, and the analysis employed percentage-based descriptive techniques. The findings reveal that impulse buying among students is largely moderate and situational, driven primarily by personal liking, emotional gratification, self-care motivations, and social contexts rather than income alone. While factors such as discounts, advertisements, and digital exposure contribute to spontaneous purchases, internal psychological drivers exert a stronger influence. Notably, more than half of the respondents reported no long-term positive outcomes, despite experiencing short-term emotional relief. The study also highlights students' awareness of excessive screen time and limited financial literacy as key contributors to impulsive spending. The paper underscores the importance of targeted financial education and mindful consumption strategies to promote sustainable spending behaviour among young women.

### Keywords

College Students, Consumer Behaviour, FOMO, Hedonic Consumption, Impulse Buying.

