

TABLE OF FIGURES

Figure 1: Flow chart of Research plan	45
Figure 2: Scales of measurement	54
Figure 3: Graphical representation of correlation between pairs	69
Figure 4: Age of the respondents	83
Figure 5: Distribution as per gender.....	83
Figure 6: Educational profiles of the respondents.....	83
Figure 7: Income wise distributions	84
Figure 8: Impulse buying tendencies in experiential services.....	108
Figure 9: Impulse buying tendencies in experiential services as an Interaction between gender and income groups.....	110
Figure 10: Impulse buying tendencies in online shopping as an interaction of gender and income groups.....	113
Figure 11: Frequency of purchasing a service	120
Figure 12 Reasons of buying services.....	121
Figure 13: Impulse buying in experiential services	130
Figure 14: Impulse buying of utilitarian services.....	135
Figure 15: Mediating effects of internal factors on Impulsive buying of experiential services..	141
Figure 16: Moderated mediation of internal and external factors on Impulsive buying of experiential services.....	142
Figure 17: Impulsive buying in experiential services	143
Figure 18: Mediating effects of internal factors on Impulsive buying of utilitarian services	144
Figure 19: Moderated mediation of internal and external factors on Impulsive buying of utilitarian services	145
Figure 20: Impulsive buying in utilitarian services.....	146
Figure 21: Impulsive buying in experiential services	160
Figure 22: Impulsive buying in utilitarian services.....	161