

ABSTRACT

Previous studies have proved the gendered and age differences in spending for children in the western countries. In this paper we focus on the spending and saving pattern of consumers in their adolescence in the city of Chennai (India). In this study, we analyze the factors determining the pocket money received by an individual. Age and years of an adolescent receiving an allowance were significant among the students. It was also observed that the willingness to save was prevalent among the majority influenced by a few factors. Additional emphasis on the spending decision of adolescents on various categories of commodities and how it was different from what they think they would spend the money on has also been discussed in this paper.