Dear Editor

Enclosed you will find the manuscript titled “Consumer Decision Making among Indian Adolescents.”

This article touches upon an emerging topic of how adolescents make buying decisions. In this article, we test the existing consumer decision making scale in Indian context and try to validate it. The finding that the scale which has been proved reliable in different cultures was not found to be valid in Indian context especially in case of Indian urban adolescents was quite an insight. The study proposes new decision making styles which were found reliable in Indian urban adolescents’ context. We believe this study is very timely, given that research on emerging economies is gaining momentum and consumer buying decisions are an important part of it.

 This manuscript has not been published or submitted elsewhere for publication. I hope our paper stands up to journal’s expectation.  Please let me know if any changes in formatting or content are required to make it publishable.

Thanking you

Warm regards
Arpita Srivastava