BUZZ CHRONICLES > BANKING Saved by @AnmolNarula11 See On Twitter

## Twitter Thread by Gitesh





@GabbbarSingh IMO it is got to do with the nature of products & consumer behaviour. Most of the banks' products are consultative sell rather an impulse buy at grocery stores. A customer has more chances of buying a shaving gel while buying milk than someone taking a car loan on a visit to ATM!