

# An Analysis of Indian Consumer Behavior towards Local and Global Commodities

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**Abstract:** *Globalization and liberalization create opportunities for numerous international brands to compete in the Indian marketplace. Consumer behavior is intricate and frequently not regarded as sensible. Another obstacle arises from the fact that consumer personalities vary not just between countries, but also within and among different areas. The marginalized consumer, who lacks equitable access to the same range of options as the typical consumer, must also be considered. The notion of 'consumer animosity' posits that consumers will refrain from purchasing products originating from specific countries, not due to their poor quality, but rather due to enduring "hostility stemming from past or ongoing military, political, or economic events" involving the offending nation. In the present study, it is observed that the occurrence of this event did not take place in the Indian example, despite the fact that a war between India and China occurred in 1962. The pricing, quality, and utility of a product might impact consumer purchasing behavior. When designing products, it is important to consider the consumers' taste, preferences, likes, dislikes, feelings, attitudes, and behavioural features, as well as any other factors that influence their preference for Indian products. Consumer behavior is complex and often unreasonable. Another challenge emerges due to the variability of consumer personalities, which not only differ between countries but also within and among different regions. The disenfranchised customer, who may lack equitable access to the same array of choices as the average consumer, must also be taken into account. Companies can exploit their country's favorable image in the production or design of particular items, such as Iran's expertise in woollen rug manufacturing or India's specialization in tea production. This is especially advantageous if the company's global reputation is poor. On the other hand, corporations can also gain advantages by having a favorable international reputation, similar to Norway. Certain companies, such as those in Germany's automotive and engineering sectors, have the potential to gain advantages from both. However, in growing markets, consumers' impressions of a product's origin or production location become vital, particularly when dealing with unknown brand names entering the market.*

**Keywords:** Consumer behavior, International products, Globalization, Local market