

Study of Indian Consumer Behaviour Towards Domestic and Foreign Goods

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Abstract: Numerous international brands have competitive opportunities in the Indian marketplaces as a result of liberalisation and globalisation. Consumer behaviour is complicated and frequently not thought of as sensible. Consumer personalities vary across borders, as well as within and within regions, which presents another difficulty. It's also important to consider the vulnerable consumer, who may not always have as many options as the typical consumer. Consumer enmity, according to this theory, refers to the persistent "antipathy related to previous or ongoing military, political, or economic events" from the offending nation, rather than inferior quality of the items. Despite the fact that India and China fought a war in 1962, this did not occur in the Indian example in the current study. The buying decision may be influenced by a product's price, quality, and functionality. While creating the products, it is important to consider the tastes and preferences of the consumers, as well as their likes and dislikes, feelings and attitudes, behavioural aspects, and all other factors that may cause them to favour Indian items.

Keywords: Local market, globalisation, international items, and consumer behaviour

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