

A Review on the Study of Indian Consumer Behavior toward Local and International Products

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Abstract: *Globalization and liberalization offer competitive openings for several world brands in the Indian markets. Consumer behaviour is complex and very often not considered rational. A further challenge is that consumer personalities differ across borders and also between and within regions. The vulnerable consumer, who does not always have access to the same number of choices as the average consumer, also needs to be taken into account. The concept of 'consumer animosity' asserted that consumers will avoid products from certain countries not because of inferior quality but rather lingering "antipathy related to previous or ongoing military, political, or economic events" from the offending nation. This has not happened in the Indian case in the present study even though there was a war between India and China in 1962. The price, quality and functionality of a product could influence the purchase behaviour. The taste and preference of consumers, their likes and dislikes, their feelings and attitude, their behavioural aspects and all other factors which influence them to prefer Indian products should be taken into account while shaping the products.*

Keywords: Consumer behaviour, International products, Globalisation, Local market.

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