IJARSCT
ISSN (Online) 2581-9429
International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
Impact Factor: 6.252
Volume 2, Issue 3, July 2022

Study of Indian Consumer Behaviour Towards Domestic and Foreign Goods

Prof. Gaurav Mishra and Singh Pavan Ashok
Jai Bharat College of Commerce (Night), Mumbai, Maharashtra, India

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

I. INTRODUCTION

India is a developing nation with enormous potential. The Indian economy is currently expanding at a rate of 9–10% annually, and India's relevance to the world is being boosted by its rapidly increasing exports and domestic consumption. Numerous international brands have competitive opportunities in the Indian marketplaces as a result of liberalisation and globalisation. Indian customers, who have rising discretionary incomes, display a wide range of purchasing preferences. Distributors reportedly leave adequate area in their showrooms for regional Chinese companies to be stocked alongside imported names because of the growing interest in foreign goods. This study was motivated by the significant rise in customer demand for imported goods and the strong appeal of "Made in China" brands. A brand can be either native or international in emerging markets.

China's economic growth is mostly attributed to economic reform, the opening-up policy, a secure international environment, large-scale development, an export-oriented strategy, centrally-led investment, and public support. China has maintained high economic growth rates for three decades, but the country is still known as a low-cost supplier in the international market. When compared to the southern and eastern sections of India, the influence of a product's nation of origin on Indian customers is more prominent in the country's western and northern regions.

The body of research on country-of-origin effects indicates that, as multinational production has increased, international businesses are becoming less aware of the significance of country of origin as a source of competitive advantage and as a factor in consumer preferences. Multinational corporations are moving to India for a variety of reasons. The market in India is very large. Additionally, its economy is among the fastest expanding in the globe. Additionally, the government's FDI policy has been a significant factor in luring global corporations to India. India had a prohibitive foreign direct investment policy for a considerable amount of time. As a result, fewer businesses expressed interest in making investments in the Indian market. However, the situation changed when the nation's financial system liberalised, particularly after 1991. The government currently works hard to entice foreign investment by loosening many of its regulations. Numerous global corporations have consequently expressed interest in the Indian market.

The disparities between emerging and developed markets, middle-class customers' rising purchasing power in emerging countries, as well as their growing knowledge with goods from various origins, highlight the need to investigate whether the COO concept as it is currently understood can be applied in this situation. Consumer enmity, according to this theory, refers to the persistent "antipathy related to previous or ongoing military, political, or economic events"

IJARSCT
ISSN (Online) 2581-9429
International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
Impact Factor: 6.252
Volume 2, Issue 3, July 2022

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. The ability to use a product, an accessible price with quality tied to functionality, psychic distance, and hostility all play a role in a developing market like India.

II. CONCLUSION

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. However, in the context of emerging markets, consumers' perceptions of the location where the product is designed or manufactured become decisive, e.g., Iran and woollen rugs, India and tea. Companies can generally capitalise on their country's favourably perceived capacity to design or manufacture a product category if their global country image is unfavourable or conversely, capitalise on the global country image (e.g., Norway), or both (e.g., Germany and cars, engineering).

Indian businesses must focus on their quality and pricing in order to compete with MNCs' products as long as they are available in India. They must also play a crucial role in their home nations. 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. The swadeshi movement is not necessary in India, but the best products for Indian consumers are, and this will reduce Indian consumers' desire for MNCs' products.

REFERENCES

[1]. Consumers' Attitude Towards the Products of Indian and International Businesses on ResearchGate
[2]. Impact of Country of Origin on Indian Consumers | SciAlert
[3]. INDERSCIENCE - Brand Extensions And The Impact Of Cross-Cultural Acceptance
[4]. ResearchGate - Changing Dynamic Of Indian Customers' Consumer Behaviour