

Consumer Behaviour in Indian Perspective – Text and Cases

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Since the turn of the millennium a decade ago, there have been numerous developments in world economics, which have had an impact on the Indian economy. The global economy and global markets have had a significant impact on Indian markets ever since our economy was liberalised. The Indian markets have been impacted by the recession in major economies like the U.S. and Europe. Customers were exercising care while making purchases, even if they were king or queens in the buyers market. This was completely different from their spending patterns during the boom, when they had shown an extravagance while making purchases of products or services. However, the Indian markets were not significantly impacted by the global slowdown due to the efforts made by the organisations to constantly innovate and develop as well as their capacity to adapt to changing market conditions. Now that economies all around the world are recovering, marketers are once more busy attempting to entice customers with specialised goods and brand services. The Indian market is renowned for its diversity, and marketers there are actively involved in marketing a wide variety of goods and product variants in order to meet the wide variations in consumer tastes that can be categorised according to location, religion, etc. Modern consumers are technologically adept and have started using the internet to buy goods and services. There is now a whole chapter in this textbook devoted to consumer behaviour online. The author's modest attempt to provide students with a text book that would examine the numerous components of consumer behaviour may be seen in this second edition. The reader will have little trouble understanding the content due to its straightforward wording. Real-world examples from the Indian market are used whenever

available to ably support the text's subject matter. A variety of secondary materials, including books and periodicals, served as the foundation for this book.

The author has made an effort to provide students pursuing MBA and other Postgraduate degrees with a text book that will aid them in understanding the various parts of consumer behaviour through the second edition of "Consumer Behaviour in Indian Perspective." The variety of interests and preferences among Indian consumers and how this may influence their purchasing behaviour have been taken into consideration when developing the textbook.

A real Indian case study opens each chapter of the book, while another pertinent case study takes up the bulk of the book's final session. Additionally, each chapter includes a summary of the main points covered in that chapter as well as chapter-specific discussion questions. A second list of "suggested readings" has been provided at the end of each chapter for those interested in reading more.

Key characteristics:

- The subject matter in the text has been backed with genuine Indian examples to aid simple learning of the same.
- Each chapter begins with a real case study and closes with another case study.
- Each chapter includes a summary and discussion questions that are all pertinent to the subjects covered in that chapter.
- A separate list named "Suggested Readings" has been provided at the end of each chapter to encourage further reading.
- This textbook now includes a new chapter on "Online Consumer Behaviour" due to the growing popularity of e-transactions.