ABSTRACT

There are different kinds of companies mushroomed everywhere in India. The companies and their advertising focus on consumer behaviour. There is a tremendous shift in consumer behaviour in 21st century in India as compared with the behaviour of consumer in earlier ages. The research paper focuses on the changing trends in consumer behaviour in 21st century in India. Consumers with the advance of the technology prefer online purchase of the products; earlier online marketing and selling was viewed by consumers with skepticism, but now they are looking towards it as a mediator between manufacturers and consumers. This mediation assures consumers products of good quality with low price rates. Now consumers rely on plastic money for payments instead of payments with cash. Another changing trend in consumer behaviour is obsession for shopping. Instead of looking the utility of the products they are buying products for the projection of financial and social status. Consumers want to buy branded products especially from malls than from small and medium retail shops.

Keywords: shift, consumer, online marketing, skepticism, malls

INTRODUCTION

The world has been undergoing different types of changes positively; the changes that has changed the world, people and their lives totally. Most important changes that we must focus are globalisation and technological inventions. The result of these changes is beginning of a new era in 21st century. Every sector, it may education, commerce, banking or marketing, got affected and faced tremendous change in 21st century in India. Consumer behaviour is not an exception to this change. Different trends in consumer behaviour are developed in this new tech-savvy era.

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants. It is also concerned with the social and economic impacts that purchasing and consumption behaviour has on both the individual consumer and on broader society. Consumer behaviour blends elements from psychology, sociology, social anthropology, marketing and economics, especially behavioural economics. It examines how emotions, attitudes and preferences affect buying behaviour. Characteristics of individual consumers such as demographics, personality lifestyles and behavioural variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and consumption are all investigated in formal studies of consumer behaviour. The study of consumer behaviour also investigates the influences, on the consumer, from groups such as family, friends, sports, reference groups, and society in general. (Wikipedia.NP) Consumer behaviour has affected by various factors and new trends are developed in India in 21st century. A brief review of changing trends in consumer behaviour in 21st century in India is as follows;
BUYING BASED ON ELECTRONIC FORMS OF COMMUNICATION

Consumers have been targeted by different electronic forms of communication such as internet, smartphones, and interactive televisions. Consumer behaviour is shaped and modified by these means of communication. Especially pre-purchasing activities are highly influenced by various marketing strategies used by companies in India through these means of communication. In earlier days people did not believe advertisements through e-forms of communication but in 21st century people by verifying truth and validity of the promotions done through e-forms of communication has started trusting that advertisements. Their decisions are molded by these forms of communication. Information provided through these forms make the consumers to think about the product; thinking about the product leads to desiring to purchase the product. So it is clear that people in India make their decisions of purchasing products based on the information they receive through various e-forms of communication.

E-COMMERCE OR E-CONSUMERISM

E-commerce is a transaction of buying or selling online. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction’s life cycle although it may also use other technologies such as e-mail. (Wikipedia.NP.) In India companies use e-commerce to attract its customers as it save time energy and money of both consumers as well as of manufacturers. Consumers in India prefer this easy way of shopping where they can buy from groceries to vegetables and so on.

TRADITIONAL RETAILING V/S DIGITAL RETAILING

In 21st century there is a shift in consumer behaviour from purchasing products from virtual shops than traditional retail shops. In the last decade of 20th century and first decade of 21st century, people were doubtful about the products sold online. But now they think more critically and skeptically. They make decisions about purchasing either from retail shops or online by comparing the rates and quality of the products. It has been seen that consumers get quality products with lowest price online. Hence they prefer online shopping instead of from retail shops. Digital shops break down the chain of brokers; they bridge the customers to the manufacturers. In this way instead of paying more due to brokerage consumers have started buying from digital retail shops.

CELEBRITY INFLUENCE

In India consumer behaviour is highly influenced by celebrities, their activities and movements. Celebrities have become role-model for them. Consumers buy products which have been promoted by their favorite celebrity.

People watch them very closely and try to even imitate them in many ways whether it is about the way they carry themselves or the product or service they prefer to use. So, it is not at all astonishing and that you don’t need to find reasons if companies are using celebrities in advertisements to influence the Indian consumers. Consumers like the adverts more if their favorite celebrity is presenting those advertisements. (dsim.in.NP)

Consumers in India more often take their decision of buying products based on the celebrity, promoting the product, they like.

TREND OF BUYING BRANDED PRODUCTS

Consumers have become more cautious about the quality of the products. There are many consumers who do not bother about the price of the product but they are concerned about the quality of the product. Though branded products are expensive consumers prefer to buy them. Along with quality consumers also get social up gradation when they buy branded products. It marks their reputation and status in their society. Because of these different reasons a new of buying branded products is settled.
TREND OF SHOPPING IN MALLS

In 21st century number of malls has been started not only in metropolitan cities but also in small cities too. Consumers get attracted towards the show off of malls. Many consumers rarely buy products in retail shops. Malls provide consumers every essential below a single roof. They need not to waste their energy and money for traveling from one place to another to buy products. But this change in consumer behaviour will affect a lot on traditional retail shops. In future we may hardly find any retail shop. This is a negative effect of shift in trend of consumer behaviour, because it will affect families of retailers and in return the total economy of India.

ETHICAL CONSUMERISM

Ethical consumerism can be defined as the practice of purchasing products and services produced in a way that minimizes social and/or environmental damage, while avoiding products and services deemed to have a negative impact on society or the environment. (igd.com.NP)

In India consumers are more cautious about environmental issues. Thus they prefer buying products which minimizes damage to the environment. Ethical consumerism or green consumerism is practiced in India in 21st century. They express wish to buy eco-friendly products though they are expensive.

CONCLUSION

In India the changes happened in consumer behaviour in 21st century do have positive as well as negative effects. Also positive effects like no brokerage, ethical consumerism, buying products through e-commerce, getting informed by e-forms of communication and so on. But dangers a consumer to face are e-bullying, threat to traditional retailing, unnecessary shopping and more. But consumer behaviour has been changing tremendously in 21st century due to globalisation and technological advancements which is inevitable.

REFERENCES