

Dr. S.L. Gupta • Dr. Sumitra Pal

An Indian Perspective

CONSUMER BEHAVIOUR

TEXT & CASES



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CONSUMER BEHAVIOUR

Text & Cases

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PREFACE

P

The study of consumer behavior has never been more relevant, particularly in the rapidly evolving landscape of the Indian market. As India transitions into a digitally empowered, youth-driven, and increasingly aspirational economy, understanding consumer behavior has become both a science and an art. The proliferation of smartphones, access to high-speed internet, social media influence, rising disposable incomes, and changing cultural dynamics are reshaping how Indian consumers discover, evaluate, purchase, and engage with brands.

This book emerges at a time when consumer behavior is no longer just a theoretical subject confined to business schools, but a practical necessity for marketers, entrepreneurs, policy makers, digital strategists, and anyone aiming to engage with the Indian audience. From the traditional preferences of Bharat (rural India) to the fast-paced, experience-driven lifestyle of urban millennials and Gen Z, Indian consumer behavior is diverse, dynamic, and deeply rooted in cultural, social, and economic contexts.

While there are numerous global texts on consumer behavior, very few provide a grounded, Indian perspective that speaks to the unique nuances of our market. The goal of this book is to bridge that gap by offering readers an in-depth, contextual understanding of Indian consumer behavior, supported by real-world examples, contemporary case studies, and data-driven insights. Whether it's understanding why tier-2 and tier-3 cities are driving e-commerce growth, how influencer marketing is reshaping brand engagement, or why regional content is outperforming national campaigns, this book attempts to cover it all.

Each chapter is designed not only to introduce key concepts but also to bring them alive through Indian examples and case studies from brands like Amul, Tata, Flipkart, Nykaa, *Patanjali*, Ola, Zomato, and many more. We've included insights from both legacy brands and digital-first companies that are redefining the marketing playbook.

Current Relevance

We are living in an age of transformation. The post-pandemic world has drastically altered consumer behavior. Shopping journeys have gone omnichannel, customer trust is increasingly built through social proof, and personalization has become a fundamental expectation rather than a premium service. In India, these changes are layered with cultural complexity, linguistic diversity, and socioeconomic disparity—making consumer behavior even more intriguing to understand and predict.

Moreover, the Indian government's focus on digital inclusion, financial literacy, and entrepreneurship through initiatives like Digital India, Startup India, and *Aatmanirbhar Bharat* has significantly influenced buying patterns. Consumers are more informed, empowered, and vocal than ever before. Today's Indian consumer isn't just a buyer—they're brand ambassadors, critics, co-creators, and activists.

For businesses, this means marketing strategies must evolve from mass advertising to targeted, culturally sensitive, and hyper-local engagement. Understanding consumer psychology, motivations, preferences, and post-purchase behavior is no longer optional—it's essential.

Structure and Approach

This book is organized to serve both academic and practical needs. Each chapter begins with a conceptual overview followed by a blend of Indian case studies, industry insights, and data from reputed sources. Topics include:

1. Psychological, cultural, and social factors influencing consumer behavior
2. The rise of digital consumers in India
3. Rural vs. urban consumer patterns
4. Brand loyalty and the role of trust in Indian markets
5. Influence of religion, festivals, and regional culture on purchase decisions
6. Sustainability and conscious consumerism in India
7. Impact of AI, big data, and personalization on modern Indian consumers
8. The role of influencers, reels, and regional content in shaping preferences

The book culminates with emerging trends, a look at the future of consumer behavior in India, and how businesses can stay agile and relevant in an ever-changing marketplace.

Final Thoughts

Whether you are a student seeking to understand the theoretical underpinnings of consumer behavior or a professional trying to decode the mindset of the modern Indian customer, this book aims to be your comprehensive guide. We hope that the real-life examples and case studies not only illustrate the concepts clearly but also inspire innovation, empathy, and a deeper understanding of the vibrant Indian consumer landscape.

As India continues its journey to becoming one of the world's largest consumer markets, those who understand its people will shape its future.

Prof. (Dr.) S L Gupta
Sumitra Pal

AI TOOLS FOR CONSUMER BEHAVIOUR STUDIES

AI

1. Content Creation & Copywriting in Marketing

1. *ChatGPT (OpenAI)*: Generates engaging marketing copies, social media posts, and ad scripts in Hindi & English.
2. *Copy.ai*: AI-powered copywriting tool for ads, emails, and product descriptions tailored for Indian audiences.
3. *Writesonic*: Creates SEO-optimized blog posts and website content for Indian businesses.
4. *Jasper AI*: Helps craft persuasive sales copies and multilingual content for Indian markets.
8. *Peppertype.ai*: AI content generator for social media, blogs, and ads in regional languages.
6. *Rytr*: AI writing assistant for emails, landing pages, and ad copies in Indian English.
7. *Anyword*: Predicts ad performance and generates high-converting copies for Indian consumers.
8. *Hypotenuse AI*: Creates product descriptions and marketing content for e-commerce brands.
9. *ContentBot*: AI-driven blog and newsletter writer for Indian startups.
10. *Kafkai*: Generates niche-specific content for Indian industries like healthcare and finance.

2. Social Media Marketing

11. *Canva Magic Write*: AI-powered social media post creator with Indian templates.
12. *Predis.ai*: Auto-generates Instagram & Facebook posts with trending Indian hashtags.
13. *Lately.ai*: Converts long-form content into social media snippets for Indian audiences.
14. *Hootsuite AI*: Schedules and optimizes social posts for Indian time zones.
15. *Buffer AI*: Suggests best posting times for Indian social media users.
16. *SocialBee AI*: Curates and repurposes content for Indian LinkedIn & Twitter audiences.
17. *Vista Social*: AI-driven social media management tool with Hindi support.
18. *Taplio (for LinkedIn)*: AI-powered LinkedIn post generator for Indian professionals.
19. *Flick AI*: Finds high-performing hashtags for Indian Instagram marketers.
20. *Repurpose.io*: Converts YouTube videos into short clips for Indian social platforms.

3. SEO & Content Optimization

21. *Surfer SEO*: AI-driven content optimization for Indian search queries.
22. *Frase.io*: Generates SEO-friendly content briefs for Indian keywords.
23. *Clearscope*: Optimizes content for Indian Google rankings.
24. *MarketMuse*: AI content strategy tool for Indian industries.
25. *SEMrush Writing Assistant*: Enhances SEO content for Indian markets.
26. *WordLift*: AI-powered SEO plugin for Indian websites.
27. *Alli AI*: Automates on-page SEO for Indian e-commerce sites.
28. *SEO.ai*: AI content generator for Indian search intent.
29. *TopicMojo*: Finds trending topics for Indian blogs.
30. *NeuronWriter*: AI content planner for Indian SEO.

4. Email Marketing & Automation

31. *Phrasee*: AI-generated subject lines for Indian email campaigns.
32. *SmartWriter.ai*: Creates personalized cold emails for Indian B2B leads.
33. *Mailchimp AI*: Optimizes email send times for Indian subscribers.
34. *HubSpot AI*: Personalizes email content for Indian customers.
35. *Sendinblue AI*: Automates email workflows for Indian SMEs.
36. *Omnisend AI*: Sends behavior-triggered emails for Indian e-commerce.
37. *Moosend*: AI-driven email marketing for Indian audiences.
38. *Persado*: Generates emotionally engaging email copies for Indian users.
39. *ConvertKit AI*: Enhances email sequences for Indian creators.
40. *SalesHandy*: AI-powered cold email outreach for Indian startups.

5. Chatbots & Customer Support

41. *Haptik*: AI chatbot for Indian customer support in Hindi & English.
42. *Verloop.io*: WhatsApp chatbot for Indian businesses.
43. *Yellow.ai*: Multilingual AI chatbot for Indian brands.
44. *Tars*: Creates conversational chatbots for Indian lead generation.
45. *Botpress*: AI chatbot builder for Indian websites.
46. *Landbot*: Interactive chatbots for Indian customer engagement.
47. *ManyChat*: AI-powered Facebook Messenger bot for Indian sellers.
48. *Flow XO*: No-code chatbot builder for Indian SMEs.
49. *Watson Assistant (IBM)*: AI chatbot for Indian enterprise support.
50. *Kommunicate*: AI + human hybrid support for Indian businesses.

6. Video Marketing & AI Avatars

51. *Synthesia*: AI video creator with Indian avatars & Hindi voiceovers.
52. *InVideo AI*: Auto-generates promotional videos for Indian brands.
53. *Pictory*: Converts blogs into videos for Indian social media.
54. *Lumen5*: AI video maker for Indian marketing campaigns.
55. *DeepBrain AI*: Creates AI presenter videos in Hindi & regional languages.
56. *HeyGen*: AI spokesperson videos for Indian ads.
57. *Vizard.ai*: Auto-edits videos for Indian YouTube creators.
58. *Fliki*: Text-to-video tool with Indian accents & languages.
59. *Colossyan*: AI video generation for Indian corporate training.
60. *Rephrase.ai*: Hyper-personalized video ads for Indian consumers.

7. Ad Optimization & PPC

61. *AdCreative.ai*: Generates high-converting ad creatives for Indian audiences.
62. *Pencil*: AI-powered ad copy generator for Indian Meta & Google Ads.
63. *Smartly.io*: Automates ad campaigns for Indian D2C brands.
64. *Adzooma*: AI-driven PPC optimization for Indian businesses.
65. *Zoho Ads AI*: Enhances ad targeting for Indian demographics.
66. *WordStream*: AI-powered Google Ads tool for Indian marketers.
67. *Albert AI*: Autonomous ad buying for Indian campaigns.
68. *Acquisio*: AI bid management for Indian PPC campaigns.
69. *AdEspresso*: Optimizes Meta ads for Indian markets.
70. *Optmyzr*: AI-powered PPC automation for Indian advertisers.

8. Influencer & Affiliate Marketing

71. *Influency*: AI-based influencer discovery for Indian brands.
72. *Upfluence*: Finds Indian influencers for collaborations.
73. *AspireIQ*: AI-driven influencer marketing platform for India.
74. *Grin*: Manages Indian influencer campaigns with AI insights.
75. *Affistash*: AI-powered affiliate marketing for Indian e-commerce.
76. *Refersion*: Tracks affiliate sales for Indian businesses.
77. *Klear*: AI influencer analytics for Indian social media.
78. *Traackr*: Measures influencer ROI for Indian campaigns.
79. *IZEA*: AI-powered influencer matching for Indian brands.
80. *Post for Rent*: AI-driven influencer collaborations in India.

9. Voice & Vernacular Marketing

81. *Google's Project Relate*: AI voice assistant for Indian accents.
82. *Slang Labs*: Voice search optimization for Indian languages.
83. *Liv.ai*: Converts Indian vernacular speech to text.
84. *Vernacular.ai*: AI voice bots for Indian customer support.
85. *Josh Talks AI*: Localized content generator for Indian languages.
86. *Koo AI*: Vernacular social media tool for Indian brands.
87. *Shabda*: AI-powered Hindi content generator.
88. *Bhashini (by Govt. of India)*: AI translation for Indian languages.
89. *Tarento Voice AI*: Voice assistants in Indian regional languages.
90. *AI4Bharat*: Open-source AI tools for Indian languages.

10. Analytics & Predictive Marketing

91. *Tableau CRM (Einstein AI)*: Predicts Indian consumer behavior.
92. *Adobe Sensei*: AI-driven analytics for Indian marketing data.
93. *Google Analytics AI*: Insights for Indian website traffic.
94. *Mixpanel*: AI-powered user behavior analysis for Indian apps.
95. *Hotjar AI*: Heatmaps & session recordings for Indian websites.
96. *Crayon*: AI competitor tracking for Indian markets.
97. *Crystal Knows*: AI-based personality insights for Indian leads.
98. *Zoho Analytics*: AI-powered reports for Indian businesses.
99. *Sisense*: Predictive analytics for Indian sales trends.
100. *Domo*: AI-driven business intelligence for Indian marketers.

11. E-commerce & Personalization

101. *ViSenze*: AI visual search for Indian e-commerce.
102. *Dynamic Yield*: Personalizes product recommendations for Indian shoppers.
103. *Barilliance*: AI-driven cart recovery for Indian stores.
104. *Nosto*: AI-powered product suggestions for Indian buyers.
105. *Recombee*: Hyper-personalization for Indian e-commerce.
106. *Klevu*: AI search for Indian online stores.
107. *Truendo*: AI-powered pricing optimization for Indian sellers.
108. *Syte*: Visual AI for Indian fashion e-commerce.
109. *Findify*: AI search & recommendations for Indian Shopify stores.
110. *Emarsys*: AI-driven e-commerce marketing for Indian brands.

S

SNAPSHOT OF THE BOOK

No.	Chapter	Pages	Figures	Tables	Examine your Knowledge			Review Questions	Case Studies
					MCQ	FB	T/F		
1.	Understanding Consumer Behaviour	20	12	2	7	3	5	9	–
2.	Consumer Research	24	3	–	5	5	1	5	1
3.	Market Segmentation	14	9	2	3	5	5	15	1
4.	Consumer Needs and Motivation	14	2	1	5	2	–	8	1
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6.	Consumer Perception	16	2	2	4	5	5	13	1
7.	The Process of Learning and Memory	30	18	–	4	4	4	6	1
8.	Nature of Consumer Attitudes	18	11	3	6	3	4	7	1
9.	Models of Consumer Behaviour	14	9	–	5	4	2	5	–
10.	Group Dynamics and Consumer reference groups	12	1	1	5	4	5	5	1
11.	Communication, Advertising and Consumer Buying Behaviour	34	17	2	8	3	4	12	2
12.	The Family and Lifestyle Marketing	22	13	–	7	4	4	6	–
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A.3: Jewellery Style of India: A Consumer Behaviour Perspective		3	–	–	–	–	–	–	–
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About the Book

This book explores the psychological factors and decision-making processes behind consumer purchases. It covers motivation, social influences, and how family, culture, and peers shape preferences. The role of perception, memory, and past experiences in influencing decisions is also discussed. Finally, it highlights consumer loyalty and attitudes, focusing on how brands build lasting relationships with customers.

Silent Features

- **Comprehensive Coverage of Consumer Behaviour Concepts**
- **Interactive Chapter Opening Cases:** Every chapter starts with an opening case study designed to ignite curiosity and encourage engagement with the upcoming contents of consumer behaviour.
- **Interactive AI Tools**
- **Indian Case Studies:** Real-life case studies from a variety of industries are integrated into each chapter to showcase practical applications of consumer behaviour concepts.
- **Practical Exercises:** Designed for both students and professionals, it effectively bridges theoretical concepts with real-world practice.

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