

Tracking Transformation: A Decade of Consumer Behaviour in India

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Abstract:

Over the past decade, India has undergone significant socio-economic transformations that have profoundly impacted consumer behaviour patterns across various demographic segments. This research presents a systematic analysis to trace the evolution of consumer behaviour in India over the past ten years. As India has experienced significant socio-economic changes, including rapid urbanization, digitalization, and shifts in income distribution, understanding these transformations is crucial for businesses and policymakers.

The study employs a comprehensive review of existing data sources, including market reports, government publications, and academic studies, to map key trends and shifts in consumer preferences, spending patterns, and purchasing behaviours. By synthesizing data from diverse sources, the research identifies notable patterns such as the rise of e-commerce, the influence of social media, and changes in consumer values towards sustainability and health. The findings highlight how demographic changes, technological advancements, and economic developments have collectively reshaped the Indian consumer landscape. This decade-long analysis provides valuable insights into emerging market segments and offers strategic recommendations for businesses seeking to navigate the evolving consumer environment in India.

Overall, the paper contributes to a deeper understanding of the dynamic nature of consumer behaviour in one of the world's fastest-growing markets, offering a critical resource for stakeholders aiming to leverage the opportunities presented by India's transforming consumer base.

Keywords:

Consumer Behaviour, India, Digital Transformation, E-commerce, social media, Economic Shifts, Sustainability, Market Trends.