

# CONSUMER SWITCHING: EVOLVING PATTERN OF CONSUMERS IN KOLKATA WITH THE APPEARANCE OF E-COMMERCE WEBSITES

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**Abstract:** Once there was a time when we used to go physically to some particular shop for buying necessary commodities, from groceries to fashion items, everything. We used to wait on a busy street to get a yellow ambassador. We often availed the hackney or regular rickshaw to move one point to another nearest point within our locality. We preferred to go to a respective budget-friendly restaurant where there was no online delivery option on some special occasions. However, except for a heritage coffee house, we did not go to a cafe to have a unique white tea or cappuccino. This picaresque portrayed the familiar scenario of Kolkata just one or two decades ago. Not like that, we had stopped doing all of such deeds as mentioned above on a regular basis, but some rising of speedy technological avant-garde throughout most of the world in the name of development caused by globalization indeed could lead us towards a more flexible, susceptible and preoccupying life amid the consumerist era. Furthermore, thus, we tend to rely on internet-based convenient services. Nowadays we usually prefer online cab or bike service over our traditional hereditaments. The regular rickshaw status, which required physical strength more than an electronic rickshaw, became almost invisible in many places in Kolkata and other states of West Bengal. There is no doubt that buying goods online is cheaper for consumers than local shops, once on which we entirely depended. Not just because of goods' more affordable price, but easy delivery options, less effort given to this particular task et Cetra. This dissertation will not only try to emphasize the current scenario of consume pattern in Kolkata but also provide a relatively sustainable solution for the minor beneficiary poor people who suffer utterly due to cognate, unregulated, and mismanaged ways of forming development policies engendered by the cons of globalization.

**Keywords:** Globalization, Way of Living, Consumption Pattern, Conscious Consumerism, e-Commerce Marketing, Passive Exclusion.

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## 1. INTRODUCTION

“Consumerism is the religion of the twentieth century.”

(Miles, 1998)

We have recently met the Covid-19 pandemic and its crises through health, economy, and many more related to our daily lifestyles. There have been many problems regardless of poor and rich, from someone's joblessness to someone's morning work closing. All in all, is due to Covid protocols taken by the Government itself. This is, in fact, noticeable that most of

the Government's protocols have much been concerned financially for small and medium-sized enterprises (MSME) in maximum ways and so their families across the whole nation firmly apart from covid contingency crisis. The state had to be more careful, especially for the less-beneficiary sections, to maintain society's stability appropriately. Whatsoever only Covid and political conditions have not been the only two direct threats, but there is another giant shark, namely 'Globalization.' Thus, privatization came through liberalization. That particular event has been started grasping in the past three decades ago in the United States and other developed countries, a decade earlier than attacking developing countries like India, which had assigned 0.7% of the amount from the GDP in the name of relief-fund amid the pandemic. This is nothing but an instance of neoliberal policy-making in our government. Many of us have not just been introduced but are over-consumed on an everyday basis through the e-commerce websites. Those are namely Amazon, Flipkart, Zomato, Swiggy, Instamart, BigBasket, Groffers, Uber, Ola, and many more. From where anyone can purchase items from a first or third party or easily order foods by sitting at home, not only during disastrous weather or can be moved any point to any point physically without hesitation of time and uncertainty of fare. The actual list of benefits is genuinely vast. Recently, a similar online beauty product purchasing website, Nykaa, started as a start-up subdued the Indian cosmetic market. Indeed, primarily female consumes the cosmetic industry, and the number of females respective in any city or nation never overflowed but somewhat remains unnoticeable. Hence, the old beauty shops have been suffering from customers' consumerism culture since the shark occupied the industry. Pandemic has only propelled us to be their consumer willingly or unwillingly in a large domain. Economist Stiglitz has shown us how International Monetary Fund and World Trade Organization work as per developed countries' tactics. Moreover, countries like Latin America, Africa are greatly suffering as much as India. Their fundamental policies make wealthy countries wealthier, and on the other side, poor developing countries are resource-wise becoming more inadequate than before. In the name of globalization, some tremendous rich countries are trading only their values and beliefs across the globe. Needless to mention here, the word 'Global' within 'Globalization' does not represent the whole; instead, it became a pathway of making the rest world so-called 'westernized'. Indian Government's actions even propagate the new consumerism pattern and decree to foster privatization, leading to a laissez-faire economy. How could our activities, besides policies, change the status of the utter sufferer's portion actively inclusive that nobody left behind, which is the primary motivation for this dissertation.

## 2. SWITCHING CONSUMER PATTERN AND ITS GENESIS

### 2.1 Understanding Globalization and its negative impact on Economy

In order to comprehend the contemporary consumer pattern, it is necessary to keep a concept of the aspects of globalization that affect profoundly. Global changes accompany the world and the economic relationships among its actors, from international communities to small communities' businesses and consumers are both active and refuse. Against the backdrop of the worsening economic - social, political - legal, environmental, finance and other relations between countries of the world as part of integration unions and at the international level it is important that study the negative consequences of the economic crisis the nature of globalization. Economic consequences on globalization have a direct impact on the world in general, changes in macroeconomic and microeconomic impacts, economic development countries and their associations, the environment, finance, migration process, political environment, etc. Underestimate the negative effects of globalization in the world community can lead to large-scale crises in the global economy and the destruction of global economic interaction under the pressure of negative consequences that support the internationalization of economic life. Therefore, the analysis of cause and effect the negative impact of globalization on the global economy is unquestionably related and is a timely scientific task that requires a Resolution. (Shopina, Oliinyk, Finaheiev, 2017). Globalization helps developing countries connect with other parts of the world and drive economic growth by solving poverty problems in their country. In the past, developing countries could not open the world economy due to trade barriers. We cannot share the same economic growth as developed countries. However, the World Bank and international management encourage developing countries with globalization. Achieve market reforms and drastic changes through large-scale lending. Many developing countries have begun to take steps Open the market by eliminating tariffs and easing the economy. Developed countries were able to invest in developing countries and create jobs for the poor. For example, India and China have helped reduce poverty globally (blogspot.com.2009). Globalization is strengthening relations between developed and developing countries. All countries did it depending on other countries. Developing countries depend on developed countries for only services, but developed countries depend heavily on developing countries for resources in order to produce them. One of the main advantages of an output of globalization is that goods and people are shipped more easily and quickly. As a result, free trade between countries Increased and reduced the possibility of war between nations. Moreover, Communication between

individuals and businesses worldwide has helped promote accessible business between countries and has led to economic growth. However, globalization brings many economic and employment benefits to developing countries, along with many disadvantages brought to developing countries must also be considered. One of the reasons for increasing inequality between the rich and the poor is the pseudo-benefit of globalization for developed countries. Not universal. The rich become richer, and the poor become more relatively poor. Many developing countries do this While benefiting from globalization, many of these countries are lying behind. China, India, even Bangladesh have overcome considerably than already wealthy countries in the last two decades. However, countries like Africa are still the best Poverty rate. Even rural China, which has not opened up to the world market, suffers significantly from high poverty (blogspot.com.2009).

On the other hand, developed countries establish companies and industries by taking advantage of subordinate wages in developing countries, leading to pollution in developing countries. In addition, the establishment of companies and factories in developing countries has grown. Countries adversely affect the economies of developed countries and increase unemployment.

Globalization has many blessings and drawbacks to the subculture withinside the growing nations. Many growing nations' cultures have

been modified through globalization and have become imitated by other cultures, including American and European nations. Before globalization, it'd now no longer be viable to recognize approximately different nations and their cultures. Due to essential gear of globalization like television, radio, satellite tv for pc, and the internet, it is far viable nowadays to recognize what is going on in any nation, including America, Japan, and Australia. Moreover, humans international can recognize every different higher thru globalization. For example, it is simple to look more outstanding and more fantastic Hollywood stars suggest the culture one of a kind from America. In addition, today, we can see an immediate effect due to globalization on the younger humans withinside the distinct terrible nations. It is very usual to see in different developing nations that teenagers wearing western brand's sports T-Shirts and footwear, listening to western music, using ipad and iphone, and consuming western fancy foods which is approximately the upward push of globalization because it would lead to subdue to their own identities, cultures, customs, languages and subcultures, and sublanguages. Those were hegemonized. They feign and act like first-world nations - needless to say though they are not. Furthermore, globalization results in the disappearance of many observations and utterances from nearby languages since many humans use only one singular hegemonic language. In addition, significant adjustments have placed withinside the circle of their familiar life, younger population seeking to vamoose their own lands and persist by themselves. (Kurdishglobe, 2010). It is not acceptable when the forthcoming future of one nation is affected in such a way by globalization who could carry their own culture and customs to utter future.

## 2.2 Globalization and Consumerism

The relationship between globalization and consumerism is unthinkable to neglect. It is appropriately exemplified within the growing scholastic work on commercialism and customer way of life that "we are dwelling in a client society and intake and customers are significant to socio-cultural in addition to financial life" (Dagevos, 2005). As the economic system develops and is in line with capita profits promotions, consumerism tends to increase and expand intake activities past essential gadgets to discretionary intake (Mukherjee et al., 2012). With the primary collaboration of the upward push of intake with the upward push of the industrial-capitalist manner of production as such, theorists emphasized that the multiple systemic mutations bearing area in the financial system and association in addition to numerous man or woman modifications have additionally contributed in the direction of such transition. They are switching apparatus, demographic tendencies, beliefs, patterns, significances, and different aspects of the way of life, a shift from nation to marketplace financial system, the motion of populace to cities, a boom in unattached infant families, and an outburst of inventions, and all suggested the latest manufacturing and its consequential input. The lot has been commercialized with intense deviations in day-to-day life. Before that, input evolved into an act of essentiality. Outcomes have been possessed and maintained for their sound significance. However, symbolism and observational values have become essential in wanting resolution in present-day conditions. The hyperlink among items and the feature it conforms to is believed to be greater artistic and unplanned. It is not always the item; however, the manner of life indicates and uses it to assemble the want. Consumption is perceptible as the social, artistic, and financial processes. Thus, it has developed the idea of 'client way of life,' which encompasses now no longer only the rational alternatives made via means of customers and their effect buy behavior, but also "the socio-eco-cultural, experiential, symbolic, and ideological elements of intake." Within growing globalization at

some stage in the remaining few decades, the intake sector has acquired reinvigorated measurements. Across the world, funding and manufacturing strategies, increase in delivery and media, advances in data and communicate technologies, urbanization in growing nations, growing literacy stages, and rapidly growing client expectancies have all improved worldwide marketplace incorporation. It is frequently considered because it is vital to understand the trend in the direction of globalization of the marketplace. Researchers mentioned that companies need to learn how to function as if the arena has been one substantial marketplace-ignoring external nearby and countrywide differences. He asserted that globalization had fetched a confluence of many wishes, demanding western regulated products which are advanced, helpful, dependable, and occasional priced. It refuted the idea of commercialization. The multihoming method became the herbal shape of multinational divisions, wherein every country denotes a respective unit. It provided 'unrestricted' and 'fee influential' components via the following westernized manufacturing and allotment sports section-wise.

Here, ethnicity became an agent for a way of life. It became believed that norms and ideals found in a countrywide way of life result in regular client behavior, even if international locations are ethnically miscellaneous (Bansal, 2017). However, with increasing westernization, the sameness amongst shoppers inside nations has downsized. This had contended that a marketplace section in a single country is seldom unique; it has near cousins everywhere; along with that, as buying and selling international locations lessen and take away systemic, political, and financial barriers, the look for comparable customers becomes greater vital than countrywide differences" (Cleveland & Laroche, 2007). This has presented promoters with a perplexing function to phase demands on a multinational basis or move for worldwide trade throughout numerous polities' provisions and comparable components.

### 2.2.1 Post-Globalization Consumer Classes in India

In the last few years, the emerging markets have noticed a noteworthy transition in their boom and line with respective earnings. Founded on the wave in per capita incomes, the WDR (World Development Report) in 1978 conveyed a collection of "low earnings" and "middle earnings" international locations the use of a cusp of more than 250 dollars in line with per head income. In 1989, a brand-new class became an "excessive earnings" cluster (Prydz & Wadhwa, 2019), which caused a great alternative withinside the global financial system. With a surge in Foreign Direct Investment between 2001–2018, international locations classified as low-income countries (LIC) entered middle-income countries (MIC) status. Quick financial boom, inferior deprivation, and expanded actual earnings shortened the wide variety of lower-income nations to thirty-one in 2010 from sixty-four in 2001, and it has boosted the progressive-earnings international locations to eighty (Ravallion, 2010). The shift of lower into middle income delivered pristine grades among the wealthy and the terrible through encouraging international mob intake. It locomoted many households to the middle class in growing international locations. The middle-class below the relative earnings method are families with an inline with a per head earnings variety of seventy-five and one twenty-four of the median family in line with per head earnings. Scholars wrap middle class as in growing international locations below absolute method as corporations of families: one with each day in line with finances expenses among 3 dollars and 5 dollars and the alternative among 5 dollars and 10 dollars. Excluding revenue designs, few students outline the middle-class as a category gaining a permit to one-of-a-kind assets that mainly focus on city locations, as middle-class clients are sufficiently knowledgeable and relatively new. However, what reasons are not observed through assets, however, through different assets inclusive of mortal prosperity, instruction, executive function, and possession of outstanding occupational dexterity (Dhawan, 2010).

### 2.3 Evolving Consumer Pattern in Kolkata

Kolkata, the only metropolitan city in West Bengal, is a progressive district whose standard of life is easily comparable to any developed country metropolis or city . The shopping mall culture progressively gains reputation amongst purchasers and the motives for such popularity. Modern prepared retail has gone on a foray into Kolkata, as is obvious in recent growing multi-storeyed shopping malls that provide access to purchasing and amusement and provision for ingesting below one ceiling. Traders and shopping mall supervisors ought to be mindful about the blessings scented with the aid of using purchasers at shops, whether or not purchasers are transferring their desire from conventional zone-primarily based shopping to purchasing in shops and the elements answerable for such extrude so that it will optimally function themselves. The look at unearths that are usually within the shops for purchasing, purchasers decide on ingesting at cafe section, window shopping, amusement inside the multiplex, and video game parlors. They also conduct occasions, advertisements, hypes, contests, and products prepared within the shops and spend their amusement time their e with their circle of relatives and friends. Over the last few years, the mall way of life has won a reputation, and purchasers are repeating their visits for

subsequent purchases marked with the aid of using the boom of ordinary customers at shops. In shops, purchasers decide on the AC setting, accessibility of numerous kinds of the stuff below a single ceiling, high-satisfactory assistance, a massive number of car parking facilities, ambiance, the comfort of purchasing, and the store proprietor's self-assurance is not always cheating. Such lifestyle elements, alongside the reputed image of being in shops, supplemented with more disposable profits, are the leader motives that activate them to the shops. In the start, there had been the best grocery stores, the amiable community shops promoting each day's requirements. The eighties brand's retail chains like Raymonds, Bata, Khadims, Hoffman, Reebok, and others began completing their look in urban and semi-urban towns. More than single logo shops got into the notion within the 1980s and the Fast-Moving Consumer Goods (FMCG) sectors, shops like Sudhiksha, Global, Dhruva and Planet-M, Music-world store, Crosswords, and Oxford are a few others in the music and book segment. Shopping Centres commenced being snagged up in the 1990s ahead. A specific instance turned into the status quo of open markets in Kolkata. The beginning of the twentieth century noticed the emergence of terrific markets and hypermarkets. Currently, massive game-changers like ITC, Hindustan Unilever, Bharti Walmart, Future retailers, Ambani, Tata, and Goyenka are coming into the prepared retail section. The massive multinational seller kingpins are ready within the wings as the prevailing FDIInts no longer permit their very own shops within the country. Walmart is trying out the waters with the aid of agreeing to offer again stop and logistic aid to Bharti for the status quo of retail chains to look at the marketplace for destiny access. At the same time, the FDI hints at sending and setting up a divided delivery chain.

### 3. OBJECTIVE OF THE PAPER

1. To comprehend the additional buyer types and intercommunicate in a due manner.
2. To fathom the aspects that influence customers' behavior and purchase decisions.
3. To provide a relatively sustainable solution for the minor beneficiary due to the cons of globalization.

### 4. LITERATURE REVIEW

The maximum visible evidence of a society's converting intake sample is how the manner human beings live. The lifestyle displays the human being's options, viewpoints, interests, requirements, wants, values, and financial distribution. With the upward push of patron tradition in India, the centre and decrease training have gone through a behavioural shift. This prosperous elegance freely expresses their options via intake, being the centre of intake and the number one beneficiary of liberalization's impacts. The developing liberal financial system of India has furnished the common guy with remarkable surplus income, shifting them step by step towards consumerism as a way of enhancing their nice of existence and vice versa. Rashmi and Singh's studies ambitions to have a take a observe the weird consequences of globalization. Liberalization involves freedom. Liberalization refers back to the liberation of capital within the context.

According to Stiglitz, Economic sanctions had been a cornerstone of Keynesian economics, and that they had been used to manipulate currency trading rates, hobby rates, capital inflows, outflows, et cetra. This rule is now no longer essential because it obstructs improvement and hinders financial increase with the aid of using diverting finances to non-effective sectors. On the opposite hand, small international locations are effortlessly crushed with the aid of using the waves and tides that circulate massive portions of cash approximately on the grounds that, in assessment to large nations like China or America, they've much less had an impact on over their financial system. In quest of speculative returns, speculative capital, or "warm cash," flows into rising nations. This influx pushes up the price of services and products over their ordinary levels. Government participation within the exertions marketplace has continually been part of Keynesian economics that advocated remedying marketplace failure. After WWII, the United Kingdom, like many different European international locations, had many state-owned firms. This becomes additionally authentic of growing nations that obtained help from the World Bank. Privatization become an awesome plan in theorization, however it did now no longer paintings out. This is because of the truth that privatization has benefited unscrupulous politicians and impoverished nations within the past. Privatization additionally ended in putting off programmes that had been critical to the poor. On the opposite hand, the IMF insisted on imposing this coverage to help growing international locations. Delegates from critical Allied Powers and different nations convened in Bretton Woods, New Hampshire, simply earlier than World War II led to 1944. They determined to shape global financial corporations just like the World Bank and the International Monetary Fund (IMF). Governments evolved establishments to address financial problems after WWII. Governments, it become thought, ought to adjust the marketplace on the grounds that it's far each sturdy and illogical. Under the management of John Maynard Keynes, governments constructed an international financial authority. The IMF and the World Bank had wonderful duties at some

point of this financial authorities. The IMF's activity become to put in force legal guidelines approximately forex and capital restrictions, even as the World Bank's activity become to offer finances.

Eckhardt and Mahi look at patron pressures in India's transitional marketplace. Both counselled cultural developments underlying intake techniques just like the hazard and immorality of buying, the gap and inaccessibility of many newly reachable products, and the preference for sociality and relationships via purchase. Consumer desires, consisting of the frugality perfect and Indian rituals and beliefs, are every so often in warfare with and every so often in concord with neighbourhood cultural values and conventions. The authors offer a typology of resistance techniques, discover how they have an impact on marketplace transitions, and talk about the vital for corporations' implications. This painting advances our know-how of the way clients address tensions as markets turn out to be completely globalized. It well-known shows how clients can have an effect on the financial system with the aid of using developing their discourses on this procedure.

Carr and Chen have proven us the ones exceptional entities, converting financial matters manifest differently. In its maximum complete definition, the phrase refers to all sorts of financial and cultural switch throughout nations, which include media dominance and full-size net usage. In a greater confined meaning, it refers to global exchange in commodities and offerings and global cash movements. We cognizance at the financial dimensions of globalization on this look at, particularly exchange and funding liberalization and their consequences on personnel withinside the casual financial system. Around the global, international exchange and funding traits appreciably have an impact on employers and personnel and paintings arrangements. However, there's no unmarried definition of financial globalization for the worldwide workforce. They have an impact on may be dangerous or sound, and it varies relying on the context, enterprise and commerce, and activity situation. Some human beings withinside the casual zone had been capable of locating new occupations or shops for his or her goods, even as others have misplaced their jobs or markets. Furthermore, many people have witnessed their earnings fall, their operating situations degrade, or their workloads grow. Despite the truth that they have an impact on of globalization and exchange liberalization on exertions is receiving greater attention, maximum of what has been written are nonetheless theoretical, with little sensible application.

Due to evolving cultural traits and the effects of globalization, patron conduct is turning into an increasing number of diverse. This phenomenon emphasizes the relevance of a patron marketplace's social size of sustainability. This looks at contributes to the frame of expertise with the aid of using focusing at the consequences of character cultural and materialistic values withinside the Chinese patron marketplace. In order to recognize patron, conduct in a processed meals marketplace, Hofstede's paradigm of character tradition with materialistic have an impact on is used. Random clients' responses had been recorded via a rigorous studies pastime achieved on the factor of sale in numerous supermarkets. According to the effects of multi-variate covariance-primarily based totally structural equation modelling, character materialistic values have emerged as a big predictor representing the character tradition.

As consistent with Agarwal's suggestion, India's financial system has become particularly reliant on agriculture. Agriculture and farming have misplaced their primacy in India because of speedy globalization and the emergence of MNCs. Agriculture technological know-how has a small following amongst younger folks that regard farming as a horrible profession. Because of those MNCs, we're step by step dropping our properly-being and prestige, and we're drawing close a generation of financial slavery.

Ghosh's practical view depicted that Contemporary globalization has produced many modifications in our financial system, society, tradition, and politics. To many, the nice of resilience that Indian profession tradition had proven in advance is slowly diminishing now. Nevertheless, this text argues that globalization isn't always a unidirectional procedure, and numerous opposite trajectories have generated contrary reactions. Hence, together with the homogenization of positive factors of Indian tradition, globalization has additionally helped boost up the increase of self-focus and cultural identities. The developing disparities amongst exceptional segments of the Indian populace and the ensuing unevenness in spreading an international tradition additionally boom diversity. As a corollary, numerous factors of our custom and culture live on facet with the aid of using facet as there's each adoption and rejection. Therefore, the procedure of globalization is a whole lot broader, complex, and multifaceted. Today, the project is spotting and resisting passive and lively exclusions except multiplicity as a higher version of globalized social existence from all sides.

In case of hackney and normal rickshaw, any attempt to decide the variety of hand-pulled rickshaws that ply the metropolis is similarly perplexing. Kolkata is the best massive city withinside the global the usage of this indicates of transportation.

During the monsoon, while waterlogging will become the norm, mainly within the critical and northerly regions of the metropolis, this sort of hackney carriage, because the British defined hand-pulled rickshaws, performs a vital position in ferrying human beings and goods. Rickshaws can be determined transporting ladies, men, and stuff approximately the metropolis previous to the advent of Totos. They have, however, grown greater famous in current years for choosing up and losing off kids to and from school. However, nobody is aware of for positive what number of rickshaws cruise the metropolis's streets. There are formally 5,693 or 5,937 certified rickshaws, and no new allows had been given to them on the grounds that Independence. However, unofficial estimates have the variety of rickshaws within the 25 to 30 thousand range. Figures for Kolkata's hand-pulled rickshaws are tough to obtain, a whole lot as they're for the homeless. Rickshaws are an atrocity and a shame to a metropolis that loves to think about itself as present-day and modern for lots so-known as centre-elegance Kolkata residents. In 2006, the Left Front authorities handed the Calcutta Hackney Carriage (Amendment) Bill, which known as for rickshaws to be step by step phased out of the metropolis's streets and rickshaw drivers to be "rehabilitated" and given opportunity employment. However, within the 8 years that accompanied Bill's passage, there was no glaring attempt to put off this effective reminder of human exploitation from the metropolis's streets (aside from the same old police raids and seizures within the months after the passing of the Bill in December 2006). The newly-elected Trinamool Congress-led administration, on the opposite hand, vowed to present photograph identification playing cards to all criminal rickshaw-pullers inside months of taking workplace in May 2011. As one may expect, this ended in even greater uncertainty, troubles, and a backlash from NGOs and different civil society groups.

Also, Maboloc's inquiry examines the COVID-19 hassle from a financial and social attitude and the political and ethical effects of the outbreak, the usage of reachable records and literature on pandemics. According to the report, globalization and consumerism upload to the pandemic's effect on tens of thousands and thousands of lives across the globe. It opposes the idea of assets rights that allows you to deal with troubles consisting of destiny vaccination charges and impoverished human being's get entry to to trendy medicinal drug and superior therapies. While sturdy management and stringent strategies seem like required to steady public safety, the look at implies that balance of human life is vital to overcoming the pandemic's utter threat to one's existence. It could be maintained that democracy, as opposed to measures, remains crucial.

## 5. METHODOLOGY

This is a qualitative research study intended to the research of the issue. It is already mentioned that the scope of this work is confined to Kolkata, a metropolitan city in West Bengal. Qualitative research is a methodology that concentrates on obtaining data through open-ended and chatty transmission and allows thorough and additionally probing where the scholars even try to apprehend their rationale and sensations. Qualitative research is a holistic approach that involves discovery. Qualitative research is also described as an unfolding representative in a naturalistic ground that allows the experimenter to design detail from heightened involvement in the genuine experiences. Scholars claim that qualitative research involves an interpretive and realistic approach. Qualitative investigators study items in their natural surroundings, endeavoring to make sense of or interpret phenomena in terms of the meanings people bring to them. Hence the rationale for using a qualitative approach in this research was to explore the changing buyer behavior faced by MSMEs concerning the negative impact of globalization.

Scholars specify the subsequent cause that qualitative studies serve: Characterization, understanding, validation, and appraisal (Njie & Asimiram, 2014). They assert that within the elucidative background, qualitative studies exhibit the core of a state of affairs, placing or process; within the respective experience, it facilitates acquiring unique perspicuity, criteria and finding out issues that belong in a given state of affairs. Within the verification placing, it enables particular test conjectures, and within the guesstimate experience, it facilitates the manner of reckoning the point of specific procedures, improvements, and functions. The Qualitative studies specimen within the context of the four operations mentioned above is appropriately a collective approach of questioning that can dig right into characteristics of the type that aspires to resolve the existed enjoy of the exceptional guarantee structures on this look. To fix a nicely understood look at of unique guarantee within the better schooling institutes, all of the four functions defined by scholars will be worried as follows: the characterization is needed to reveal the approaches of exceptional guarantee in the region at the same time as a rendition is wanted to obtain extensive information of what lasts and the issues overlooked; within the confirmation and appraisal levels perspectives of the critical gamers are aimed to release the cluster strategies against the practical validities at the floor in addition to an evaluation of the available image to tell coverage at the modern-day state of affairs

and its destiny sustainability. Qualitative studies are established and wishes a path that's in particular determined through the precise goal and sort of look at one decides to behavior to reach as an outcome. The case looks at one such path caused by the want to force bottomless into a particular division, individual, software, or group for additional know-how that would no longer be viable differently.

### 5.1 Qualitative Research Method

Researchers have elongated and engaged the argument on the temperament of facts. The qualitative and quantitative; research specimens have assisted in establishing the two manners as different options of what one requires to examine and not a battle of which is more valuable, more helpful, or more credible. The quality query is generally denoted by its priority on the collective presentation of phenomena. That has driven social analysis aside from the specific focus of causation justification as we utilized to know toward an individual understanding. Scholars also unravel the epistemology of quality analysis as uncertain and surrealist and again highlight the interrelation of the two as relying on the principle that "phenomena are intricately related to many coincidental actions and that understanding them requires a wide sweep of contexts: temporal and spatial, historical, political, economic, cultural, social, personal." This illustrates the qualitative research's individualistic qualities and the expressive approach required to comprehend specific circumstances, settings, and the intricacies of connections that are far too difficult and complicated to be comprehended solely through random sampling or the calculation of means and modes of results. The discovery of meaning concealed like reality as understood and interpreted by individuals is a vital concern in qualitative research. As a result, qualitative researchers must pay close attention to how people describe or interpret reality and the underlying beliefs that drive their behavior. It implies that qualitative researchers look at things in the actual circumstance and attempt to explain or evaluate occurrences in order to understand the meaning individuals give them. The qualitative approach is the particular application and collecting of a range of statistical resources to describe everyday and challenging situations in an individual's life and their ramifications.

Stake (1994) tersely argues that a "case examine is not always a methodological desire, however a desire of [the] item to be studied." As a result, the Situation investigation is required by deploying the specificity of the Case under investigation, which is determined by its parameterization. Case research is a type of phenomenological research in which in-depth information is collected on a single character, activity, or occasion to learn more about an obscure or least comprehended situation. Such antagonistically indeed tells it out from different comparable studies strategies which proportion a few not unusual place systems just like the Case examine inclusive of unmarried concern experiments or phenomenology due to the fact the Case examination seems past a restricted range of behaviors to the whole variety and also hyperlinks the relationships of such behaviors to each the concern records in addition to the setting. The dictionary Merriam webster extra appropriately defined the case examination as "an extensive evaluation of a character unit (as someone or community) stressing developmental elements on the subject of the environment" in 2009. The case examination consequently accomplishes a systemic quest through searching on the technique or approach, the interplay inside this kind of technique, and the means of such interplay for the extra general information of the Case beneath examination. As per a scholar Yin (2003), "the unique want for case research arises out of choice to apprehend complicated social phenomena" for the purpose that "the case examine approach permits investigators to preserve the holistic and significant traits of real-existence events." The consciousness of a branch is naturally a feature of a Case examination; consequently, a different feature of a unit and the way that is factored into the studies through drawing near it with openness and popularity is the gain of the use of case research for studies managing akin areas. Scholars grasp the idea thoroughly in his illustration to the case examination procedure through bearing on it thus: "The case examination inquiry copes with the technically unique scenario wherein there will be many extra variables of a hobby than information points, and as one output is based on a couple of re-assets of evidence, with information desiring to converge in a triangulating fashion, and as some other result benefits from the previous improvement of theoretical propositions to manual information series and evaluation." (Yin, 2003)

### 5.2 Sampling

Purposive sampling has been used to conduct the research. Purposive sampling is a quasi-probability sampling method, and it takes place when only the researcher's decision chooses elements selected for the sample respectively. Researchers frequently feel that they can acquire a representative sample and save time and money by using competent discernment. Non-probability selection specializes in sampling strategies wherein the investigated devices are primarily based totally on the researcher's judgment. Purposive sampling can be the best suitable approach if there is a best-constrained range of introductory statistics data that can contribute to the study. This sampling method may be decisive in exploring

anthropological conditions wherein the invention of which means can gain from an intuitive approach. The researcher chose purposive sampling because the researcher has selected the units, such as the respondents, for the specific purpose of the study. In this study, the particular group is the e-commerce consumers who reside in Kolkata, West Bengal. Purposive sampling will help the researcher focus on the population of interest and enable the respondents to answer the research questions. The units/respondents are selected based on sharing similar characteristics.

The researcher has informed the respondent beforehand regarding the study and will only move to collect information when permission is granted. The criteria for choosing the respondents among the metropolitan consumers are those who purchased at least one time from any e-commerce website.

### 5.3 Sampling size

It is a very important decision for the researcher to choose the sample size for the research as the sample size determines the whole direction towards which the research will go. An ideal sample size should mirror the feature and characteristics of the population which is intended to be studied. For this research, the researcher has taken a sample of 10 consumers from different classes, 5 male and 5 female from different areas of the city. A sample size rationale for such investigations should explain how the obtained data is capable of yielding valuable knowledge given the researcher's interpretive intentions.



(Source: [www.censusindia.co.in](http://www.censusindia.co.in))

Figure 1

### 5.4 Source and Method of Data collection

The richness and intensity of what will be acknowledged sooner or later are dependent on the craft and effectiveness of the points series technique in uncovering relevant information about the scenario. Data collection in case studies is one of the most critical activities within the method because the richness and intensity of what will be generally known sooner or later are dependent on the craft and effectiveness of the points series technique in uncovering applicable information about the scenario. Observational evidence, conversations, documentation, field notes, ethnographic research, and participant observation are the six essential components found by the principal investigator (Leedy & Ormrod, 2005). The component may use one or all of the attributes, depending on the value and character of the instance. The sample type employed in qualitative inquiries is determined by the data that the researcher wants to gather and which class of people, files, or regions would be most suited. Because of the number and quality of data collected, the length of the pattern isn't as important as it is in quantitative research. It is viewed more highly than that of the statistics because of its thoroughness in revealing more obvious opinions of a given condition of activities or procedure. Furthermore, it clarifies that components can randomly pick ability contributors in qualitative investigations. Random sampling isn't the predominant sampling approach in such studies since a few factors are likely more critical inside the sampling method than random choosing. As a result, the focus

is instead on the sequence that provides the excellent and comprehensive in-depth records that the researcher needs, and since a careful selection of where statistics is lovely acquired frequently reveals additional statistics pertinent to uncovering the questions that data might ask in qualitative investigations, purposive sampling and the suitable coverages involved are much more cherished.

Regarding the length of the sample, as previously said, the design length is regarded as much less important because loads of the richness and depth of the research are contained through only a few qualitative style pattern size attributes. Nonetheless, in qualitative investigations constituted by the unique perspective, standard principles of thumb for sample duration have been offered. Scholars recommended that at least one participant in a case have a look at the table immediately afterward. However, since the researcher believes it necessary, numerous people may be recruited in the quest for rich data from devices in the context of the individual, institution, or community to be examined. The number of people engaged, as previously mentioned, determines the intensity and completeness of the recordings; this is being investigated and may no longer support the generalizability of the findings by assessing the case's frame of reference and steady-state. As for the observation part the researcher has observe the household's changing consumption pattern also known as consumer behaviour through his/her last few consumptions from targeted e-commerce websites. The interview was done through telephone calls in order to record the participants' responses. All of the participants in the research are e-commerce consumers who consumed a minimum single time via an e-commerce website.

### 5.5 Tools for Data Collection

The researcher used both primary and secondary source of data collection. Respondents were recruited by approaching them through direct meetings while they were outside of their homes in social settings. The researcher approached the older people and provided them with the information regarding the research and asked them to participate. A total of 10 respondents has been signed up finally. Before the interview would take place, the researcher asked the respondents the basic information regarding their age, gender, educational level, family information, marital status and the type of family they live in. The interviews were conducted using an interview guide wherein the researcher focused mostly on the physical, cognitive as well as social domains of their lives. The interview guide was reviewed by the parents of the researcher in order to ensure that the questions would be relevant to the participants and in no way come across as prying or offensive. For the purpose In-Depth interview, a semi-structured interview schedule was prepared. This allowed the interviewer and the respondents to explore their lifestyle and helped the researcher in order to find new insights. The primary data collection was done through In-depth interviews and observations, the duration of which is 10-12 minutes for each interviewee.

## 6. DISCUSSION

### 6.1 Data Analysis

As a result of the research, the analyses are based on the selected ten respondents' subjective reactions during the interview through their judgments. I feel that in a customer-oriented market environment, consumer buying behavior is changing faster and faster. Consumer behavior differs in terms of product, price, features, quality, packaging, purchasing behavior, status, generation, customer age, and so on. However, young people are the most difficult group to deal with. The changing tastes of today's youth generation are influencing buying behavior as the follows fashion and the rhythm of the 's tastes changes over time. Therefore, marketers spend millions of rupees each year and spend a lot of time researching markets to identify and predict the changing behavior of young people in. Today, e-commerce websites through digital marketing presents many challenges for retail marketers. Today's generation is more fascinated by online shopping than traditional shopping. The pressure of buying behavior from the younger generation has forced marketers to use innovative sales methods. Adolescent purchasing behavior and behavioural patterns, along with environmental, cultural and other factors, have a greater impact on purchasing behavior. Therefore, this study focuses on the impact of digital marketing through e-commerce websites on young generation's buying behavior. According to this survey, most young people of today's generation have access to digital media, but the lacks awareness of the optimal use of digital media. Women, especially workers, are an integral part of purchasing behavior. We know that women are more involved in shopping activities. They are more price conscious than men. We also find that working women are more loyal to stores than married women who never work. Employed women place more importance on quality than unmarried unemployed women. However, single women who do not work are conscious of quality. The study also shows that the type of working organization can make a big difference in the purchasing behavior of working women. Women are more likely to be involved in shopping than men

because women are traditionally family shoppers and recognize that shopping is related to their role in the family. However, it appears that the role of women in a family's buying decision-making has increased, and it has become incredibly valuable, owing to the rise in the number of women employed in recent decades, making working women an important sector for marketers. As a result, marketers must examine them in order to better understand a household's consumption tendencies.

## 6.2 Findings

Indian buyers are known for their high level of cost-consciousness. Even luxury brands must have a distinct price strategy in order to get a presence in the Indian market. Values like fostering, attention, and compassion are crucial to Indian customers. Products that are associated with Indian customers' emotions and experiences. When customers are concerned about a purchase and are aware of significant differences between manufacturers, they engage in sophisticated buying habits. Consumers are apprehensive of the product since it is costly, hazardous, uncommon, as well as very self-expressive. Consequently, customers will have to bypass the inquiry stage and instead focus on developing notions about the goods, then attitudes, and finally making an informed purchase decision. Marketers of elevated products must understand how increased clients get information and evaluate outcomes. They aim to help customers understand product class qualities and their relative relevance, and what the company's mark says about the most necessary items. Customers may experience post-purchase dissonance if they see specific hazards associated with the purchased carpet logo or pay attention to the possible aspects of producers no longer obtained after the purchase. Habitual shopping for conduct additionally takes place amongst a sure institution of the populace below situations of low client involvement and little huge logo difference. Based on my research, I trust that once clients are making buying decisions, they have a take a observe the firm's specifics and the present-day competition. Friends and own circle of relatives have a crucial position as affects in buy conduct especially areas. Individual's and business's effect has been gift for an extended time. Customers in India may now be encouraged with the aid of using opinion leaders from different evolved countries. Consumer buying conduct is strongly encouraged with the aid of using cultural affects. Culture is the basis purpose of a person's fascination and actions of purchasing. As youngsters develop up, they research simple values, perceptions and habits from their households and different crucial adults. Mobile internet use and many other factors play a role in growing of e-commerce websites. For everyone else Indian industry suffers 10 to 12% in digital marketing industry is growing rapidly with a growth rate of 30%. Despite such great opportunities since, India is still the experience of and the acquisition of digital marketing. Today's market is also doing a lot of research in order to understand youth and their purchasing behavior patterns, so that they can meet the needs of youth segment's purchases. Behavior is a changing factor, and it also changes. Coping up with the coming tomorrow is necessary to a great extent. The majority of educated and tech-savvy respondents believe that online purchases are always convenient. Respondents say it takes less than hours for customers to get in hand with less effort and money.

## 6.3 Limitation

There are significant limitations to this study that must be noted. With a limited sample, the study was done mostly in several portions of Kolkata, India. Information is compiled based on respondents' opinions and is subject to update at whatever time. We were troubled by the limits of primary data collecting, and some consumers were unwilling to answer their queries because of this. The size of the sample seems to be quite limited due to time restrictions. Because the results were not ubiquitous, this study used persuasive samples of consumers who were willing to react to evaluate the recommended consumer buying behavior for bath care items. In future study, many more aspects can be included.

## 7. CONCLUSION

Consumer buying behavior is complicated and frequently perceived as somewhat unfounded. Another issue to consider is the personality of various customers throughout boundaries and between and among consumers who do not necessarily have always had identical selections as the ordinary consumer. Indians are divided into several customer categories depending on class, status, position, affluence, and wealth from a commercial standpoint. The growth of eco-friendly marketplaces in diverse customer goods areas is a significant and recent trend in consumption patterns in India. Rural India, which is home to numerous of India's people and generates one-third of the country's GDP, should not be overlooked. After all, the essential thing is to provide value to your customer's life and make them feel good. Because we dwell in the online realm, we must stay up with the current social media trends. Consumption habits shift when income shifts from city to city and economy to economy. When people reach the upper-income bracket, they spend a large share of their income on consumption. There are also earnings from bettering one's standard of living and investing for a better tomorrow. It is our

responsibility to consider demand and consumer tendencies. Nowadays, belonging to the middle-income community is related to changing lifestyle habits, economic assets of households, prosperity, and conscience identity. Indian metropolises have the same middle-class lifestyle as metropolises in Western countries. Women, particularly women in the workforce, play a significant role in purchasing decisions to any household. Women are shown to be more engaged in purchasing activities than males. In comparison to males, they are more budget sensitive. Without a doubt, app-based commerce services have changed urban purchase patterns. They are beneficial to the elderly, those who are housebound, those who have limited transportation alternatives, and those who are squeezed for time. However, they are associated with a tech-savvy, often youthful consumer who prefers a dynamic, spontaneous lifestyle, fulfilling each requirement or want as it arises, maybe to alleviate the stress of the office. This segment of customers has enough surplus to afford specific items or services and maintain a typical lifestyle of urban comfort, as long as they have the correct equipment, access to online credit, and the knowledge and attitude to use apps effectively. Even if they could save money, working-class homemakers couldn't purchase food electronically. By sustaining inequality, society will be disrupted, disheartened, and e-commerce will hamper broader economic progress. As stated at the outset, the whole consumption process may be made to function more evenly for the advantage of everybody. Legislation and societal pressure can, nevertheless, improve it.

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