

Consumer Behaviour Towards Indigenous Home-Grown Brands: A Contemporary Analysis

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Abstract

The present study examines consumer behaviour towards indigenous home-grown brands, focusing on the psychological, socio-cultural, and economic factors influencing purchasing decisions. With the growing emphasis on sustainability, ethical consumption, and cultural identity, indigenous brands have gained significant importance in modern markets. Consumers are increasingly drawn toward products that reflect authenticity, local values, and community support. This study highlights how emotional attachment, trust, perceived quality, and pricing play a crucial role in shaping consumer preferences. Furthermore, the role of digital media, advertising, and external influences in the decision-making process is analysed.

Keywords: Consumer Behaviour, Indigenous Brands, Purchase Decision, Cultural Influence, Brand Trust, Sustainability, Value for Money

Objectives of the Study:

1. To identify the key factors influencing consumer behaviour toward indigenous home-grown brands
2. To examine the impact of cultural and social influences on purchasing decisions
3. To analyse the role of emotional attachment and brand trust
4. To evaluate consumer perception regarding quality and value for money
5. To study the effect of digital media and external influences on consumer choices

Introduction

Consumer behaviour is a critical area of study in marketing that focuses on understanding how individuals make decisions regarding the purchase and use of goods and services. It involves analysing consumer needs, preferences, attitudes, and motivations. In today's competitive business environment, understanding consumer behaviour has become essential for organizations to design effective marketing strategies.

In recent years, there has been a noticeable shift in consumer preferences toward indigenous home-grown brands, particularly in developing economies like India. These brands are deeply rooted in local culture, traditions, and values, which create a strong emotional connection with consumers. Government initiatives promoting self-reliance and support for local products have further encouraged this trend.

The increasing awareness of sustainability and ethical consumption has also influenced consumer choices. Many consumers now prefer products that are environmentally friendly and socially responsible. Indigenous brands often align with these values by supporting local communities and using traditional production methods.

However, despite these advantages, indigenous brands face strong competition from global brands that offer advanced technology, wider distribution, and strong brand recognition. Therefore, it is important to analyse the factors influencing consumer behaviour toward indigenous brands to understand their growth and challenges.

Literature Review

Consumer behaviour has been widely studied to understand the factors that influence purchasing decisions. It is a multidimensional concept affected by psychological, social, cultural, and economic factors. Previous studies suggest that modern consumers are increasingly influenced by authenticity, trust, sustainability, and value for money.

Research indicates that cultural identity and emotional attachment play a significant role in shaping consumer preferences for indigenous brands. Consumers often develop loyalty toward brands that reflect their traditions and values. This emotional connection creates a sense of belonging and pride.

Economic factors such as price sensitivity and perceived value also play an important role. Even if consumers have a positive attitude toward indigenous brands, their final decision often depends on affordability and product quality.

The rise of digital media has transformed consumer behaviour significantly. Online reviews, social media platforms, and influencer marketing have become important sources of information. These digital tools influence consumer perceptions and purchasing decisions.

Overall, the literature suggests that indigenous brands benefit from cultural and emotional appeal but must also focus on quality, pricing, and digital presence to remain competitive.

Research Methodology

The study adopts a **descriptive research design** to analyse consumer behaviour toward indigenous home-grown brands. This approach helps in understanding consumer preferences, opinions, and decision-making patterns.

The research is based on both **primary and secondary data**. Secondary data has been collected from research journals, articles, business reports, and online sources related to consumer behaviour and marketing trends.

The population of the study includes consumers who are aware of or purchase indigenous brands, particularly in urban and semi-urban areas. These consumers are more exposed to both local and global brands, making their responses relevant for comparative analysis.

Factors Influencing Consumer Behaviour

Socio-Cultural Factors

Socio-cultural influences play a significant role in shaping consumer preferences. Cultural identity, traditions, and social values encourage consumers to support indigenous brands. Many individuals prefer local products as they reflect their heritage and contribute to the local economy.

Emotional and Psychological Factors

Emotions such as pride, trust, and belonging strongly influence purchasing behaviour. Consumers often feel emotionally connected to indigenous brands, which enhances brand loyalty. This emotional attachment can sometimes outweigh rational decision-making.

Perceived Quality and Trust

Perceived quality and trust are essential factors in consumer decision-making. Consumers expect indigenous brands to provide reliable and high-quality products. Trust is built through consistent performance, transparency, and positive brand reputation.

Economic Factors

Pricing and affordability are critical determinants of consumer behaviour. Consumers evaluate whether the product offers value for money. Indigenous brands must balance fair pricing with quality to remain competitive.

External Influences

External cues such as packaging, advertising, and peer recommendations influence consumer perceptions. Digital platforms, social media, and online reviews play a major role in shaping buying decisions in the modern marketplace.

Consumer Decision-Making Process

The consumer decision-making process involves a series of stages that guide purchasing behaviour:

- **Awareness:** Consumers become aware of the brand through advertising and digital platforms.
- **Evaluation:** Consumers compare products based on quality, price, and cultural alignment.
- **Purchase Decision:** The final decision is influenced by trust, perceived value, and convenience.

Each stage is influenced by both internal factors (emotions, attitudes) and external factors (marketing, social influence).

Emerging Trends in Consumer Behaviour

Recent trends indicate a shift toward more conscious and value-driven consumption:

- Increasing preference for **sustainable and eco-friendly products**
- Growing support for **local and indigenous businesses**
- Rising importance of **ethical consumption and transparency**
- Strong influence of **digital media and online platforms**

These trends highlight the evolving nature of consumer behaviour and the growing importance of sustainability and authenticity.

Conclusion

The study concludes that consumer behaviour toward indigenous home-grown brands is influenced by a combination of emotional, cultural, economic, and technological factors. Consumers are increasingly seeking products that align with their values, identity, and ethical beliefs.

While indigenous brands benefit from strong cultural connections and emotional appeal, they must also focus on maintaining quality, building trust, and offering competitive pricing. Digital marketing and online presence are also essential for reaching modern consumers.

The growing emphasis on sustainability and ethical consumption presents a significant opportunity for indigenous brands to strengthen their market position. By combining traditional values with modern strategies, these brands can achieve long-term growth and success.