

Changing Buying Behavior of Global Consumers: A Case let of Italian Consumers

Anupam Narula
Associate Professor
FORE School of Management
New Delhi 110 016
e-mail: anupam@fsm.ac.in

Abstract

The purpose of research is to understand the forces driving buying behavior of global consumers with special emphasis on Italian consumers in order to better understand what consumers are looking for from their shopping experiences. Qualitative data analysis has been applied with an exhaustive literature survey of research reports, newspaper articles and websites on the said topic. The author also had informal face to face talks with few Italian consumers during his visit to Italy.

Human values like honesty, respect, dignity, trust, consistency and fairness have become the contemporary currency of doing global business. Consumers respond to those companies that reflect human values in their interaction with customers. The most important of the human values that Italian consumers look for from companies is respect and empathy followed by reliability and honesty. When it comes to five attributes of a commercial transaction consumers and business have to bridge this gap by understanding the new language of consumers, the way in which they define these five attributes. Research will be a good help and useful study for the students of psychology, Marketing and Consumer behavior. The author was able to get the responses of only few Italian buyers due to constraint of time.

Key Words: Global consumers, Human values, Focused consumer-centric strategy, Shopping experiences.

Acknowledgement:

I wish to express my heartfelt gratitude to my institute, FORE School of Management, for providing me the opportunity to visit Italy during the FDP in 2013 and to understand its economic model, people, culture, management styles and business practices. This gave me the motivation to write this working paper.