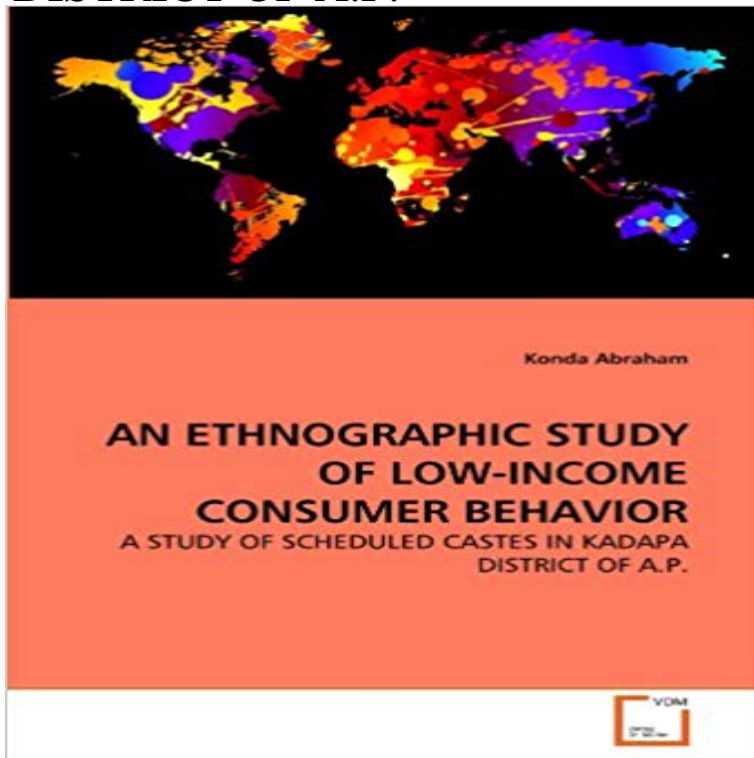


AN ETHNOGRAPHIC STUDY OF LOW-INCOME CONSUMER BEHAVIOR: A STUDY OF SCHEDULED CASTES IN KADAPA DISTRICT OF A.P.



The ethnographic studies conducted, so far, were either related to Sociology or neither Anthropology nor consumer behavior in relation to particular product or services. There were no research studies integrating these exclusive subjects. Hence, the present study has assumed greater importance in the present India. Primarily, Indian population with various castes, races, religions and tribes who are oriented with different cultures do differ from one another in terms of shopping and consumer behavior. Hence, it is a tough task to the producers and marketers to produce and sell goods and services in accordance with the requirements of consumers belonging to such diversified groups. Secondly, Indians are predominantly influenced by their own cultures and globalization process, and hence, competition has become too intensified to search for new avenues and market segments to produce and sell such goods and services to meet the ever changing requirements of the people.

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