



We are Like That Only: Understanding the Logic of Consumer India

By Rama Bijapurkar

Penguin Portfolio, New Delhi, India, 2007. Hard Cover. Book Condition: New. Dust Jacket Condition: New. First Edition. The Indian market is about a lot of people consuming a little bit each that adds up to a lot . . . the Indian DNA is about continuity with change; it is about "THIS as well as THAT"; about cobbling together clever and low-cost solutions that are ingenious combinations and adaptations of products available in the market. With a billion plus consumers India is one of the largest, most varied and stratified markets in the world today. It is young, with rising incomes and purchasing power, and has only just begun its consumption journey. Every marketer would want a piece of what may arguably be the largest untapped market in the world. From Kellogs to Coke, from Honda to Electrolux, from Dunhill to Revlon, they all came to India in the hope of a hungry, star-struck billion plus. Instead, what they encountered were consumers who were hungry yet astute people who negotiate and bargain on anything from taxi fare to interest rates. It was a market that rebelled against conventional perceptions of emerging markets, and left every confident marketer asking where is this billion...



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