

## 1.1 INTRODUCTION

The retail market, which plays a crucial role in the global economy, has witnessed a significant transformation over the years due to globalization, technological advancements, and shifting consumer preferences. As the market continues to evolve, consumers are exposed to an increasing variety of products from both foreign and domestic brands. This dynamic shift raises an important question: how do consumers perceive and respond to foreign versus domestic products? Understanding these attitudes is vital for retailers and manufacturers who seek to tailor their strategies, optimize product offerings, and enhance customer loyalty. The factors that influence consumer attitudes towards foreign and domestic products are multifaceted. These include cultural preferences, perceived quality, price sensitivity, brand loyalty, and national pride, among others. In many cases, foreign products are perceived as offering superior quality or innovation, which can make them particularly appealing to consumers. Conversely, domestic products often benefit from a sense of familiarity, patriotism, and perceived value. With a growing emphasis on sustainability, ethical production practices, and local sourcing, these factors further complicate the decision-making process for consumers in today's retail market.

This study aims to explore and analyze consumer attitudes toward foreign and domestic products, specifically within the context of the retail market. By examining the factors that drive consumer preferences and purchase behaviors, the study will provide valuable insights for businesses looking to adapt to market demands, enhance marketing strategies, and build a deeper understanding of consumer psychology. Through this exploration, the research hopes to contribute to a more nuanced understanding of how global trends and local factors shape purchasing decisions in the contemporary retail landscape. Additionally, the rise of e-commerce and the increasing availability of both foreign and domestic products through online platforms have further intensified consumer exposure to global choices. Consumers now have easier access to international brands and are often presented with a wider variety of products from around the world. This has created a more competitive retail environment, where factors such as convenience, shipping costs, and customer service play critical roles in shaping consumer preferences. As the boundaries between domestic and foreign markets continue to blur, understanding the nuanced attitudes towards these products becomes essential for

businesses to effectively navigate the complexities of the modern retail landscape and foster deeper connections with their target audiences.

## **1.2 STATEMENT OF THE PROBLEM**

The retail market in Kannur Corporation is witnessing a growing presence of both foreign and domestic products, leading to varying consumer preferences and purchasing behaviors. However, there is a lack of comprehensive understanding regarding consumer attitudes toward these products. This study aims to explore the factors influencing consumer choices between foreign and domestic products, examining aspects such as quality perception, pricing, brand loyalty, and the influence of cultural and social factors. By analyzing these attitudes, the research seeks to provide insights for retailers and policymakers to tailor their strategies effectively in the context of Kannur's dynamic retail environment.

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