Preface

The ever expanding horizon of contemporary marketing offers newer challenges to the marketers and the academicians alike. Everyday there is an increasing number of new heights to be conquered, new ways to be found. New paradigms are to be created, so that we can understand our customers a little better—after all, as the saying goes, 'Consumer is the King'.

Thus age-old classical prudence may often be required to be seen from a completely new perspective; however, that requires meticulous prognosis of the changing social, political and economic landscapes that bound the consumers to the market. But, for this, one needs the weapons of the war—new method, fresh perspective, and an inquisitive mind. The process may look intimidating to or even frustrating for any one who is venturing into this 'hostile' territory called consumer behaviour.

When it comes to my project, I have tried to take a 're-look' at the already established concept of Conspicuous Consumption—a consumer phenomenon that remains well-documented by illustrious scholars. That has indeed been an ambitious dream......As consumer behaviour cannot possibly afford to have a single 'correct' answer to the problems that the marketing fraternity faces everyday, we may need to investigate some more original perspectives to this single 'million-dollar' quiz-question—'Why are the Consumers behaving this way?' I was also troubled by this question, decided to find an answer to it, and in the process, wanted to raise a few more questions so as to torment a few more minds that would come up with more incisive views and brighter elucidation.

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Himadri Roy Chaudhuri