

Changing Buying Behavior of Global Consumers: A Caselet of Dutch Consumers in Netherlands

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Abstract

The purpose of research is to understand the forces driving buying behavior of global consumers with special emphasis on Dutch 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 interview with fifty Dutch consumers during his visit to Amsterdam. Dutch consumers has high buying power and is relatively well-off but does not spend easily. They remain cautious and are very sensitive to prices and special offers. Quality is also an important factor, and consumers are prepared to pay a higher price for a product of higher quality with minimum stress. They do not usually favor Dutch products over foreign products. Traditionally, the Dutch tend to resist change, which translates into a preference for products that they are already familiar with over new products. They want more choices & convenience, transparency & visibility when it comes to shopping online, more control over when and where their purchases will be delivered, convenient returns process, highly concerned about their privacy and prefer to buy eco-friendly products.

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 Dutch buyers due to constraint of time.

Key Words: Dutch Consumers, Focused Consumer-centric Strategy, Shopping Experiences, Eco-Friendly Products.

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