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Case Analysis. Ethnic Consumer Consulting Consumer Behaviour Presented By:- Harsh Vyas- 212011 Kavita Kharayat- 212016 Rajdeep Roy Chowdhury- 212025PDF: PDF digital file. Accessible within "My Library" upon purchase. Bundle: A themed collection containing two or more items at a special savings.Ethnic Consumers Consulting case study. Service Marketing projectWith radical changes in the lifestyle of consumers and the proliferation of categories and brands, the Indian context offers unique marketing challenges to marketers. The case deals with the perspective of how cultural values, the differentiation platform for brands in the categories of hair oil and fairness creams, the ritual categories in the grooming habits of consumers is used in the country.