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**IMPACT OF PRODUCT APPEARANCE AND OTHER
INFLUENCING FACTORS IN THE CONSUMERS' DECISION
MAKING: PERCEPTUAL CYCLE MODEL OF URBAN YOUNG
ADULTS IN INDIA**

Naren Sridhar

A thesis submitted to the University of Huddersfield
in partial fulfilment of the requirements for
the degree of Doctor of Philosophy

March 2018

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This entire journey has been a mix of periods of elation and of personal difficulties, with many adversities and frustrations along the route. The experience has seen me through many a change in my life and has been the agent for a lot of these changes. On reflection, the satisfaction has been in the learning experiences of the journey more than anything. I have to thank my parents for always believing in me and pushing me through the numerous dejected occasions when I wanted to throw in the towel.

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Publication from the study

Mr. Naren Sridhar and Mr. Mark O'Brien, 'Product Design and the Indian Consumer: Role of Visual Aesthetics in the Decision Making Process', Presented at 'ICoRD'13 - 4th International Conference on Research into Design' in IIT Madras, Chennai, Jan 2013. (Was awarded the 'most distinguished paper').

Abstract

Product appearance has been considered a significant factor of influence in the consumer behaviour, but its impact alongside other factors like cost, features and intrinsic psychological factors on the decision making has not been in focus. This is especially the case in the Indian urban context where both consumer behaviour and the influencing factors have not been adequately studied.

Based on the mixed methods research philosophy, this study employed both quantitative and qualitative data collection methods, to empirically study the in-store consumer behaviour of the young urban Indian adults (18-25 years). The product category chosen for this study was both a functional and a fashion accessory: wristwatches. Literature related to the various areas of the cultural, sociological and economical conditions of the Indian consumer context were studied alongside theories of consumer behaviour based on cognitive psychology. Primary data was collected from a combination of 74 questionnaire survey responses, 101 observation episodes and 7 expert interviews. This large amount of data was analysed based on the paradigms of grounded theory coding levels as well as the theoretical foundation of the perceptual cycle model.

The findings of the study presented an interesting and new perspective of the Indian consumer filling existing gaps in knowledge. The main finding related to product appearance vis-à-vis other competing factors as 'stimuli', was that it has very low influence on the in-store purchase behaviour of the Indian consumer, with limited impact on the final purchase decision, cost factor is the key influencing factor in this decision. However, the other key influencing factors in the 'exploration' and 'schema' were the socio-psychological factors of peer groups, family influence, conformity and symbolic interaction, each of which were examined independently and together in the perceptual cycle. The finding also augmented the pivotal role of peer and family influences on the decision making.

Finally, a new conceptual framework, based on the perceptual cycle model and reasoned action model, in the form of an integrated decision model, amending the deficiencies in both, to include the key factors of emotions, attitudes, beliefs and behavioural intent was developed based on the findings of the study.

Table of Contents

Copyright Statement	2
Acknowledgement	3
Publication from the study	4
Abstract	5
List of figures.....	12
List of tables.....	13
List of abbreviations	16
Chapter 1 Introduction.....	17
1.1 Context	17
1.2 Aim and Objectives	19
1.3 Expectations and Applications	19
1.4 Thesis Structure	22
Chapter 2 Literature Review.....	24
2.1 Introduction.....	24
2.2 Consumer Behaviour	24
2.2.1 Decision making models	25
2.2.2 Neisser's perceptual model	28
2.2.3 Behavioural intent.....	30
2.2.4 Subjectivity and emotions in consumer behaviour	34
2.2.5 Indian consumer behaviour	36
2.3 Consumer Behaviour and Product Design	39
2.3.1 Product design consumption	39
2.3.2 Role of emotions	42
2.3.3 Symbolism, Symbolic Interactionism and Product Design	44
2.4 Product Design and Product Appearance	52

2.4.1 Relevance of Product Appearance	53
2.4.2 Communication of Product Appearance and Visual Merchandising	56
2.5 Product Design and the Indian Consumer	58
2.5.1 Socio-Economic Climate	58
2.5.2 Globalisation and the Western Influence.....	60
2.6 Product Design Industry in India	63
2.7 Indian Fashion Accessory Segment	64
2.7.1 Wrist Watches in India	65
2.8 Summary	68
Chapter 3 Research Methods	70
3.1 Introduction.....	70
3.2 Epistemology	72
3.3 Theoretical Perspective.....	74
3.4 Methodology	75
3.4.1 Data Analysis	77
3.5 Methods	78
3.5.1 In-depth Interviews	79
3.5.2 Questionnaire survey	80
3.5.3 Participant Observation.....	80
3.6 Study Variables and Sampling	81
3.6.1 Consumer Industry Selection.....	82
3.6.2 Consumer market selection.....	84
3.6.3 Socio-economic sample	85
3.7 Research Design and Approach.....	86
3.7.1 In-depth Interviews	87
3.7.2 Questionnaire Survey	90

3.7.3 Participant Observation.....	98
3.8 Trustworthiness.....	99
3.8.1 Credibility.....	100
3.8.2 Transferability	103
3.8.3 Dependability	103
3.8.4 Conformability	104
3.9 Research Ethics.....	105
3.10 Chapter Summary	107
Chapter 4 Qualitative data analysis	109
4.1 Introduction.....	109
4.2 Theoretical framework	109
4.2.1 Coding framework.....	110
4.3 Interview data analysis	110
4.3.1 Initial coding of Interview data	113
4.3.2 Focused coding of Interview data	118
4.3.3 Theoretical coding of interview data	131
4.3.4 Interview data analysis summary	132
4.4 Observation data analysis	133
4.4.1 Initial coding.....	136
4.4.2 Focused coding.....	139
4.4.2 Cost Factor (C.F) Analysis.....	142
4.4.4 Product Appearance (P.A) Analysis	145
4.4.5 Associative Influencers (A.I) Analysis	147
4.4.6 Product Tactility (P.T) Analysis.....	149
4.4.7 Product Features (P.F) Analysis.....	151
4.4.8 Comparative Analysis	154

4.4.9 Summary	157
Chapter 5 Quantitative Data Analysis	159
5.1 Introduction.....	159
5.2 Demographic Details.....	160
5.3 Before entering the store.....	164
5.4 Browsing inside the store.....	165
5.5 Selection inside the store.....	167
5.6 Purchase decision inside the store	174
5.7 Post-purchase stage.....	175
5.8 Cross-stage influence analysis.....	178
5.9 Cross-stage influence graph	183
5.10 Summary	184
Chapter 6: Findings and Discussion	188
6.1 Introduction.....	188
6.2 Qualitative data findings	189
6.2.1 Expert interview findings.....	189
6.2.2 In-store observation findings.....	190
6.3 Quantitative data findings.....	190
6.4 Secondary data findings.....	191
6.5 In-store Purchase Stimuli	195
6.5.1 Store and display setup	196
6.5.2 Visual product factors.....	198
6.5.3 Cost Factor	199
6.5.4 Brand advertisements and store installations.....	200
6.6 Purchase Exploration	200
6.6.1 Peer influence	201

6.6.2 Choices: Availability and Confusion	203
6.6.3 Societal and Group Acceptance	206
6.6.4 Family influence	207
6.6.5 Comfort zones and conformity	209
6.6.6 Product Appearance.....	215
6.6.7 Cost Factor	218
6.7 Schemata.....	219
6.7.1 Symbolic interaction.....	219
6.7.2 Stereotypes, Metaphors and Characterization.....	222
6.7.3 Emotions and Beliefs	223
6.8 Conceptual Framework.....	224
6.8.2 Modification 1: Behavioural beliefs	225
6.8.3 Modification 2: Normative beliefs	226
6.8.4 Modification 3: Behavioural Intent	227
6.8.5 Modification 4: Emotions	227
6.8.7 New conceptual framework model.....	228
6.9 Summary	230
Chapter 7: Conclusion	233
7.1 Summary of the thesis	233
7.2 Summary of the study findings.....	235
7.2.1 Product Appearance is not the most important factor.....	235
7.2.2 Indian consumers' purchase decision is significantly price based.....	236
7.2.3 Family influence is a constant and sub-conscious contributor	237
7.2.4 Peer influence is equally dominant and more immediate	237
7.2.5 Comfort zones are important to Indian young adult consumers	239
7.2.6 Emotions affect all elements of the perceptual cycle.....	239

7.2.7 Modified perceptual and behavioural model	240
7.3 Limitations and scope	240
7.4 Recommendations.....	243
References	245
List of Appendices	287
Appendix 1: List of topics for expert selection	288
Appendix 2: Experts list	290
Participant	290
Subject Expertise.....	290
Designation	290
About	290
Appendix 3: Questionnaire.....	295
Appendix 4: Maps of cities and showrooms	298
Appendix 5: Themes from first level interviews.....	301
Appendix 6: Digital transcripts of interviews	305
Appendix 7: Pre-observation notes example	322
Appendix 8: Initial coding of observation notes.....	324
Appendix 9: Posters of advertisements	326
Appendix 10: Key findings table	328
Sl No	328
Influencing factor	328
Key Findings	328
Research questions (chapter 5.1)	328

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List of figures

Figure 2.1 Stimulus-Organism-Response Model of Decision Making (Source: Cziko, 2000).....	26
Figure 2.2 Engel-Blackwell-Miniard Model	27
Figure 2.3 Perceptual Cycle (Neisser, 1967).....	28
Figure 2.4 Fishbein's reasoned action model (Source: researchgate.com).....	31
Figure 2.5 Kano model	42
Figure 2.6 Psychoanalytical model	42
Figure 3.1 Research framework	71
Figure 3.2 Triangulation design: Convergence model (Creswell and Clark, 2011)....	76
Figure 4.1 Selection and colour coding for themes	114
Figure 4.2 Illustration of converting themes into codes	120
Figure 4.3 Illustration of memo note taking	136
Figure 4.4 Illustration of digitised data	139
Figure 4.5 Illustration of focused coding.....	140
Figure 4.6 C.F pattern graph	144
Figure 4.7 P.A pattern graph	146
Figure 4.8 A.I pattern graph	149
Figure 4.9 P.T pattern graph	151
Figure 4.10 P.F pattern graph	153
Figure 4.11 Comparative analysis graph 1	154
Figure 4.12 Activity stages -Comparative analysis graph 2	156
Figure 5.1 Product perception at different stages	183
Figure 6.1 New conceptual framework (Modified behaviour) model	229

List of tables

Table 2.1 Comparative models of perception	48
Table 2.2 Affective response model (Norman, 2004)	49
Table 2.3 Consumer emotional response metrics (Desmet, 2003)	49
Table 3.1 Research approaches	72
Table 3.2 List of experts	88
Table 3.3 Critical elements of questionnaire survey	90
Table 3.4 Questionnaire design	92
Table 3.5 Questionnaire flow	93
Table 4.1 Index of interviews	111
Table 4.2 Themes from all the interviews.....	114
Table 4.3 Illustration of codes with associated memos	121
Table 4.4 Category generation	127
Table 4.5 Observation data category list	137
Table 4.6 Colour codes and densities	141
Table 4.7 Parent categories and combined density	142
Table 4.8 Cost Factor (C.F) occurrence spread	143
Table 4.9 Product Appearance (P.A) occurrence spread	145
Table 4.10 Associative Influencers (A.I) occurrence spread	148
Table 4.11 Product Tactility (P.T) occurrence spread	150
Table 4.12 Product Features (P.F) occurrence spread	152
Table 5.1 Hypotheses	159
Table 5.2 Age of Respondents	161

Table 5.3 Gender of Respondents	161
Table 5.4 Occupation of Respondents	161
Table 5.5 Period of Urban Living	162
Table 5.6 Income Levels of Respondents	163
Table 5.7 Purpose of Visiting the Store	163
Table 5.8 Descriptive table for before entering the store	164
Table 5.9 Descriptives table for browsing through the store	165
Table 5.10 Multiple comparisons for browsing through the store	166
Table 5.11 Descriptive table for narrowing down to the product	167
Table 5.12 Multiple comparisons for narrowing down to the product	168
Table 5.13 Descriptive table for taken out of the showcase	169
Table 5.14 Multiple comparisons table for taken out of showcase	170
Table 5.15 Descriptives table for the removed product	171
Table 5.16 Multiple comparisons for the product removed	172
Table 5.17 Colour difference between genders	173
Table 5.18 Ranking table for final_choice	174
Table 5.19 Matching of Initial product with the final product	175
Table 5.20 Descriptive table for before entering the store	176
Table 5.21 ANOVA for before entering the store	177
Table 5.22 Functionality	178
Table 5.23 Features	179
Table 5.24 Pricing	180
Table 5.25 Product appearance	181

Table 5.26 Multiple comparison.....	182
Table 5.27 Hypotheses summary	184
Table 6.1 Perceptual cycle factors	193

List of abbreviations

Abbreviation	Description
PA	Product Appearance
PD	Product Design
fMRI	Functional Magnetic Resonance Imaging
PPP	Product Personality Profiling
GDP	Gross Domestic Product
IT	Information Technology
BPO	Business Process Outsourcing
FMCG	Fast Moving Consumer Goods
NPD	New Product Development
FFE	Fuzzy Front End
R&D	Research & Development
LTM	Long Term Memory
B.I	Behavioural Intent
S.N	Subjective Norms
ATM	Automated Teller Machine
GT	Grounded Theory
CSO	Central Statistical Organisation
HMT	Hindustan Machine Tools
NID	National Institute of Design
CEPT	Centre for Environmental Planning & Technology
PF	Product Features
Cat	Category
PT	Product Tactility
AI	Associative Influences
IN	Interview
CF	Cost Factor
KPC	Key Participant Consumer
BP	Buying Partner
SI	Symbolic Interactionism
STM	Short Term Memory

Chapter 1 Introduction

1.1 Context

The last three decades have seen rapid changes in India in many directions: social, political, economic and cultural. Many of its paradigms and constructs, lifestyles, habits and attitudes and beliefs have evolved or transformed. Influences of a new and open consumer market, increased availability and choices, greater awareness and exposure, advancements in technology, media and communication and most importantly higher economic growth rates have led to one of the fastest growing retail markets in the world (Mohan, 2017). Post 1991, urban centres in India are at the epicentre of this change. This was when the political decision to open up the country to global market economies, a shift from its socialistic political philosophy to a capitalistic philosophy, along with favourable global economic conditions in the 2000s, propelled it into this intense transformation (Ghosh, 2013). These transformations were not restricted to urban India, but were more evident and overt in a changing urban-rural environment (Harriss-White, 2016). The boundaries between the urban and the rural were constantly blurring with migrations into and expansions of the 'urban centres' (Gupta and Sharma, 2009).

This study explores three established Indian urban centres: Bangalore, Hyderabad and Mumbai. The chosen cities present a rich constituency for the study, with a juxtaposing of a variety of social and cultural ontologies, multiple generational ranges, social classes and economic groups. One of these generations: young adults (18-25 years) in these urban settings, especially from the dominant and aspirational middle class, also make for an interesting area of study as a growing spender category. This group of consumers have grown up through the socio-economic changes over the last two decades and have experienced the above discussed transformation. They have, in fact, been instrumental as both the cause and the effects of these changes. With better quality of education, faster economic growth curves, technological influences and greater exposure to the western cultures and media, but grounded in historical, cultural traditions and conventions, they have been forced to and embraced these adaptive changes demanded by the disruptive developments in India over the last couple of decades. One of the key reasons for the

growth advantage India has over other fast growing countries like China is the 'youth-advantage', which is expected to last till 2050 (Kumar, 2017)

Such a context is rife with potential for examination and understanding of the cultures and behaviours, specifically the consumer behaviour. Consumption has been proportionally affected by the above discussed changes in India. Spending power of the chosen segments, availability of choices and brands, exposure to the information, new mediums of communication have mutated the consumer behaviour and specifically the decision making processes (Kumar, 2017; Batra et. al, 2000). This is a compelling area with an assortment of complexities and influences. One such example of the complexity is visible in the high-status product segment such as fashion accessories. Wrist-watches, which is the chosen product segment for this study, has become a fashion accessory, reflecting one's status and personality in India, yet, the watch industry is targeting the chosen consumer segment of young adults mainly at a mid-price point segment taking into account both the aspirations and price-conscious nature of the Indian consumer (Rao, 2004)

Being an affected member of these meta-contextual socio-political changes and growing up in one of the urban centres chosen under study – Bangalore, while having lived in the other centres –Hyderabad and Mumbai for a few years, gives the researcher a unique inside-out perspective of the zeitgeist. The societal, cultural and participant familiarity will also help the researcher with the inside-out approach. The knowledge and experiences of both pre-liberalization and post-liberalization consumer markets, social and cultural contexts enhance the researcher's objective interest in this study. Observing the curious nature of these big transformations and its effects on even the small aspects of the culture like relationships within families, social status changes, changes in gender roles, attitudes and beliefs of urban Indians etc., are intriguing for the researcher who has grown in the Indian urban environment. Finally, having lived and studied in the UK, and having worked in Germany for a few years, presents the researcher a unique opportunity to distance himself from the context in study and examine it objectively alongside a western gaze.

1.2 Aim and Objectives

The aim of this study is to develop a new conceptual framework to describe the in-store perceptual model of the urban young Indian adults, by comparing the influencing roles of product integral stimuli such as product appearance, features, functionality and cost vis-à-vis societal and psychological factors such as peer groups, family influence, conformity and symbolic interaction, within the decision making process inside the store

This aim will be achieved by fulfilling the following objectives:

1. Analyse the latent and salient cognitive stimuli impacting the consumer behaviours of young adults in urban Indian centres
2. Determine and discuss the socio-psychological factors that influence consumption behaviours of young adults in the current urban retail shopping context, in India
3. Compare and analyse the influence of Product Appearance (P.A) as a factor in the relative to the other influencing integral factors of product features, functionality and pricing, through the different stages of in-store decision-making process
4. Develop a conceptual framework to create a modified perceptual model for the selected user group of young adults in order to analyse the decision making specific to the wristwatch market segment in urban India

These objectives are achieved using the various theories of cognitive psychology and social psychology in relation to product appearance and consumer choice, creating theoretical links between these four key areas. For this, Neisser's 'perceptual cycle model' will be employed as the theoretical substructure. Components of Fishbein's theory of reasoned action will also be applied in modifying the perceptual cycle. Following the secondary research study, concerted qualitative and quantitative primary data along with the reviewed secondary data will be analysed to gather the findings for discussion.

1.3 Expectations and Applications

The research study is expected to be a much needed insight into, and a contribution to, the current limited knowledge of the consumer decision making of the chosen segment in India. The expected key findings will be a more valuable understanding of

the factor of product appearance and whether this is a key influencing factor in the perceptual cycle leading to the choice and decision. It will also reveal the affected and influential psychological components of this consumer segment, a key group with significant purchase capacity and an increased willingness to buy products, affecting their purchase behaviour.

Though the study is limited to the in-store purchase behaviour as even while purchase experiences are moving more towards online internet purchase culture, physical purchase in-stores are not reducing (Kumar and Dash, 2016), especially for product segments such as electronics, accessories and apparels. Also, it is expected that some or most of the influencing factors that are elaborated upon in this study could be common to this new medium of purchasing. However, this new medium demands a fresh study and this study will not be postulating on cross-medium platforms.

Consequently, the study will aim to review the secondary research related to the social, psychological factors (Sections 2.3, 2.4 and 2.5) and will study the different models of perceptions (Section 2.2), theories of consumer behaviour and cognitive theories (Section 2.3) in order to understand the available literature on the phenomenon of in-store decision making amongst the chosen demographics. The qualitative data collected and analysed will discuss these multiple affecting factors in detail with experts (Chapter 4) and will employ a questionnaire survey (Chapter 5) to record the conscious recall of the participants' in-store purchase behaviour (Section 3.5.2). Finally the data from the three sources are triangulated and discussed (Chapter 6).

The study findings will shed a new light on the decision making of the urban Indian young adults with the discovery of new critical psychological factors such as emotions, behavioural intent and subjective norms, which have not been fully integrated into the perceptual cycle so far. Thus, this inclusive modified model will be the new conceptual framework, which will be used as a foundation by both academia: to further the understanding of each influential factor discovered in this study, and how they individually and concurrently affect the decision making, and the commercial industry: to better understand the in-store consumer behaviour of the

chosen user segment and to manipulate the stimuli to trigger these psychological factors.

Marketers and the design industry will benefit greatly from this knowledge. The influencing psychological factors that are expected to be discovered may not be directly modifiable by the marketers, but the understanding is expected to help them design and communicate the stimulus of the product or the brand effectively so that the right salient beliefs are triggered during and after purchase. The new conceptual model will be applied to different consumer segments and product categories to determine the key influencing factors and the salient beliefs on a case-by-case basis. However, beyond the scope of the study is the comprehensive understanding of how each of the recognised socio-psychological factors such as attitudes, beliefs, norms and emotions, operate individually and in synchrony with the rest, within the perceptual cycle and, thereof, towards decision making. The causes, specific roles and effects of each of these factors will necessitate further detailed studies. Similarly, direct extrapolation of the findings, without adequate further research, into different socio-economic classes, demographics and contexts, will only be speculative and is not recommended. Finally, different product segments demand similar detailed studies, and the findings from this study cannot be generalised. For example, in this study, the selection of a unisexual product category and the application of theories of cognitive psychology, where gender differences have been analysed extensively (Hyde, 1981; Deary, Thorpe, Wilson, Starr and Whalley, 2003; Halpern, 1992; Fairweather, 1976; Kimura, 1999; Maccoby and Jacklin, 1974; Stumpf, and Jackson, 1994; Weiss et al., 2003) and have found more similarities than differences in perceptions and cognitive processing, mitigates the gender bias argument. However, other fashion accessories product categories like clothing, shoes, bags etc., may require the study to focus on gender differences along with other factors.

Therefore, while direct applications of the research study findings and the new conceptual framework are conditional to the recognised issues above, they are expected to act as strong foundations for further studies and applications in practice. The industry partner: Fastrack watches and the wristwatch industry in general, in India will benefit immediately from this study, as the findings and framework can be applied to translate into better targeting of the stimuli like pricing, advertisements,

branding and visual merchandising to trigger positive behavioural intents from their consumers.

1.4 Thesis Structure

The thesis is structured in a logical sequence of secondary data evaluation, primary data collection, analyses of the primary data and the discussion of the different forms of the analyses.

The second chapter, following the introduction, is the literature review, where available knowledge related to the array of subject areas related to the sociology, ethnography and psychology of the consumer segment and the context are reviewed. This included examining available secondary data in the form of books, journals articles, web pages and conference papers on the key subject areas of socio-economic climate in India, product design in India, product appearance and its relevance to consumer behaviour, theories of cognitive psychology like the perceptual models and other response models and related social psychology theories on social and symbolic interactionism, which impact the perceptual processes. The other areas of study included were in-store purchase behaviour and perspectives on the design industry in India.

The following chapter (Chapter 3) is about the methodology of primary data collection. There were three data collection methods employed for the study, a quantitative questionnaire study, qualitative expert interviews and participant observation. The philosophy, rationale, methodology and the difficulties and limitations have been elaborated in this chapter.

The primary data collected has been individually subjected to three levels of coding or analyses as per the Charmaz's coding paradigm (Charmaz, 2011). The next two chapters (Chapter 4 and 5) describe the analysis procedures for each of the data collection methods: qualitative and quantitative. In this chapter, the first two levels of coding: initial coding and focussed coding have been reflected. The final coding stage - theoretical coding is explicated in the next chapter.

The key chapter (Chapter 6) of 'Findings and Discussions' triangulates all the three primary data analyses with the secondary data in the final level of analysis - theoretical analysis. With this, the key influencing factors in the perception process

were identified, analysed and explained. The relationship between these factors and how they modify the Neisser's perceptual cycle and Fishbein's theory of reasoned action is demonstrated in the generated new conceptual framework model. The final conclusion chapter (Chapter 7) summarizes the study and its findings and will also discuss the scope and limitations of the study.

Chapter 2 Literature Review

2.1 Introduction

This chapter examines and discusses the array of associative and contributing factors and the conspiring related agencies, that make up the focussed ambit of the research study and is divided into sections concentrated on individual spheres of influence under study. Literature in each of these sections is reviewed independently, though they are all interrelated in the totality of product design and consumer behaviour, which are the main disciplines under study. Existing literature on the theories of consumer behaviour and the understanding of product design and specifically product appearance (P.A) have been studied, centring on the theories of cognitive psychology in relation to the urban Indian context.

The chapter is divided into 6 sections, starting with the study of consumer behaviour theories; evaluating and analysing different models of decision making before determining the dominant model for this study – Neisser’s perceptual model. This model is then interpreted and reinforced with contributing factors that are critical to the consumer behaviour under study like Fishbein’s theory of reasoned action.

The following section (Section 2.4) reviews the understanding of product design, its relationship with product appearance, its communication and how it is consumed by the recipients. The next couple of sections examine the current social and economic climate in India and also the design industry and the relevance of product design in the Indian urban cultures (Sections 2.5 and 2.6). The final segment (Section 2.7) inspects the notion of luxury goods in the retail market and the position of the chosen product category of wrist watches in the fashion accessory segment.

2.2 Consumer Behaviour

As the study is primarily focused on the in-store purchase decision, which is mostly a conscious decision and consumer behaviour amongst the young urban Indian adults, the study is based on the foundations of consumer psychology and consumer behaviour. Consumer behaviour is the cognitive operation of decision making and the associated actions of collection, assessment, consumption of products, solutions and services to fulfil the users’ requirements and desires (Solomon, 2006). Peter and

Olson (2010) described it as ‘the study of psychological, social and physical actions when people buy, use and dispose products, ideas, services and practices’. Belch and Belch (2012) similarly defined consumer behaviour as activities of users and customers when exploring, deciding, buying, analysing, using and disposing of commodities, services and solutions based on the ability of these to meet their requirements. The entire premise of the study of consumer behaviour and their decision making abilities is based on the study of perception or the cognitive process (Sun, Sridhar and O’Brien, 2009). Perception as a mental process is principally a conscious act and the school of ‘Cognitive psychology’ is based on consciousness or awareness (Neisser, 1967).. Thus, there is a need to gain some understanding of a product’s reception by their target, the consumer. While Crilly et al., (2008) explained that the other side of the equation is the consumer and the mechanisms by which products communicate to them, their perception and consumer response to them. Desmet (2003, 2006) and Monö (1997) argue that creating desire is the theory that products communicate, or are a medium for communication with the consumer.

The theories and models of consumer behaviour studies are further explored and discussed in sections 2.2.1, 2.2.2 and 2.2.3 below.

2.2.1 Decision making models

One of the founding principles of all theories consumer behaviour is the acceptance that consumption by people is based on rationale and conscious decision making. This, therefore submits that consumers are rational agents and they make decisions consciously about the products and services (Xu and Wyer, 2008; Wood and Neal, 200; Teen, 2007; Packard, 1957) Studies have indicated that consumer decisions follow conceived formations of beliefs, requirements and attitudes which inform the decision to purchase a product or a brand (Martin, Neale and Morich, 2011). Though this cognitive approach stems from the traditions of cognitive psychology where the individual is examined as a processor of information, as opposed to classical behaviourism where the influence of environmental variables are significant (Ribeaux and Poppleton, 1978). However, the cognitive approach recognises the impact of both social and environmental experiences, which is converted actively into stimuli and is both sought and received as inputs towards internal decision making

(Stewart, 1994). Two models of this system of cognitive decision making were instrumental in the propulsion of the field of cognitive psychology (Bray, 2008): Donald O. Hebb's Stimulus-Organism-Response model (Figure 2.1) and Ulric Neisser's perceptual cycle model (Neisser, 1967).



Figure 2.1 Stimulus-Organism-Response Model of Decision Making (Source: Cziko, 2000)

Hebb moved away from the behaviourist psychology during the early 20th century towards the 'cognitive revolution'. Behaviourists' psychology postulated that the response of the individual is directly resulting from the incoming stimuli, only modified by learning based on experiences. Hebb's cognitive revolution included more brain processes like motivation and attention within the cognitive processes, replacing the stimulus-response model of behaviourism with stimulus-organism-response model of animate behaviour (Powers, 2016).

Neisser (1976) criticised the concept of direct perception of Hebb by stating that, to see is not just to perceive but also to interpret and understand on a conscious level (Cacciabue, 2010). He proposed a cognitively driven model of perception called the perceptual cycle (Figure 2.4). As has been noted, the study of 'perception' which is primarily a conscious act (Sun, Sridhar and O'Brien, 2009) is independent of the 'unconscious' or the 'subconscious', referred to as 'the dream symbol', which are paradigms of the Freudian school of psychoanalytical psychology (Coolidge, 2006). Opposed to this paradigm, the school of 'Cognitive psychology' is based on consciousness or awareness (Neisser, 2006).

Another model of consumer decision making that was considered for this study is the 'Consumer Decision Model' earlier referred to as the Engel-Blackwell-Miniard Model by Engel, Kollat, and Blackwell (Figure 2.2) below:

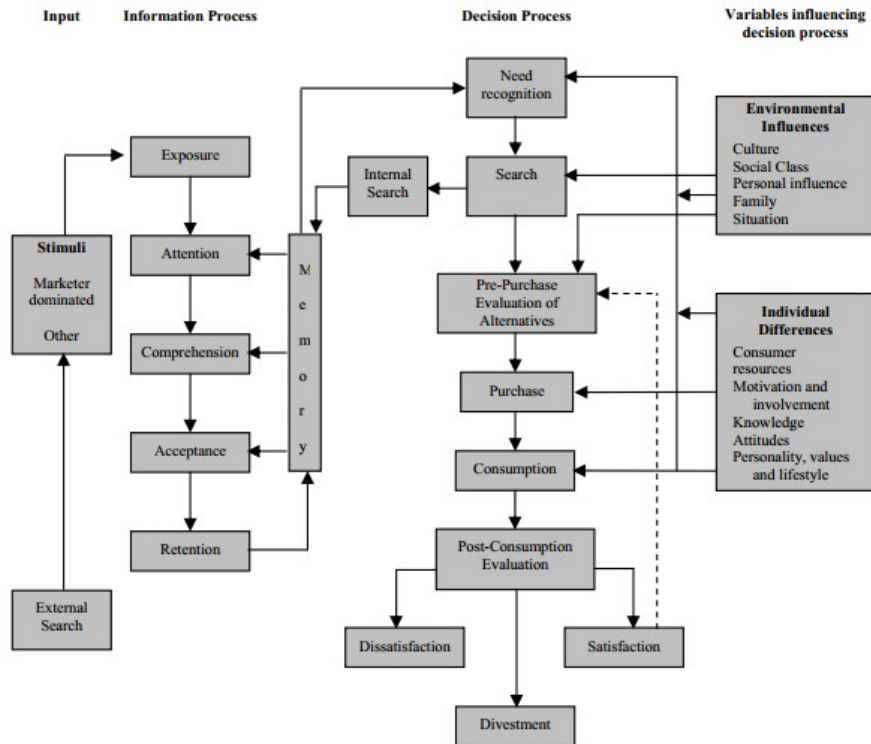


Figure 2.2 Engel-Blackwell-Miniard Model

In this model, stimuli are received by the consumer along with influence from previous experiences, in the form of memories. Memory is further affected by and is made up of the factors of exposure, attention, comprehension, acceptance and retention. Other factors influencing the decision process are the variable influencers like environmental and individual. Environmental influences include factors such as culture, social class and family influence, while individual influencers are attitudes, knowledge, motivation etc. The decision process, in this model, begins with need recognition: an acknowledgement of gap between the current and desired states. This is followed by a search for data/stimulus, both internally through the memory bank of experiences, and externally. Though this model included both extended and limited problem solving (Loudon, 1993), purchase is the only outcome and is the direct result of intent, according to the model. Another criticism of this model was that the environmental influencers like situation is not clearly defined (VanTonder, 2003).

This model has, however, been criticised as being unable to be applied to a variety of behavioural (Erasmus, Boshoff, and Rousseau, 2010; Loudon, 1993). It is also not

clear in its definitions of individual and environmental influences within the process. Another area of divide on the perception and behavioural models amongst cognitive theorists was the question whether it is only the new information from the stimuli that perception relies on, or whether perception is dependent on prior knowledge (McLeod, 2008). Gregory (1970) proposed what is known as ‘top-down processing’, which hypothesised that both past experiences and stored knowledge are needed to interpret stimulus information, while Gibson’s (1966) bottom-up theory proposed that perception is direct and the information we receive from the environment is direct and sufficient for perceptions.

However, McLeod (2008) noted that theorists, both direct or constructivists were unable to explain all perceptions, at all the times. He recommends that the one model that produces the best interpretation of the stimulus and is the most open for interpretation and modification, was Neisser’s perceptual model (1976), which is discussed in the next section.

2.2.2 Neisser’s perceptual model

A stimulus is the external cause resulting in or influencing a psychological activity. Borrowing from computing terminologies, the stimuli can be defined as any external information or data being received by the senses (5 basic senses), leading to a response. The response could be physical or just psychological (Neisser, 2006).

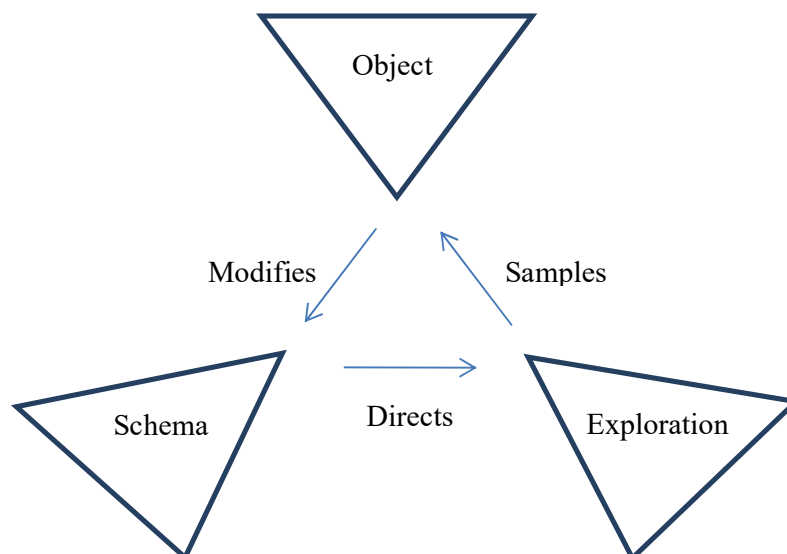


Figure 2.3 Perceptual Cycle (Neisser, 1967)

The stimulus remains the same for everyone: watching a movie in a darkened theatre is a stimulus which unifies every individual inside the hall. The stimuli are the sounds and sights of the projected image on the screen, and the projected audio waves from the speakers. The first image or sound acts as the catalytic trigger initiating the cycle of perception. In fact, even before the trigger stimulus occurs, perception is already in motion. Every conscious moment of an individual, is a stage of perception. Anticipatory schema has already made way for accommodating or absorbing the stimuli. The stimuli are then modified into schema (Neisser, 2006). This cycle continues throughout the film.

Therefore schema not only acts as a plan for finding out and obtaining information but also separates the wheat from the chaff. In the case of movie watching, though there exists a plethora of bombardments of stimuli, with movements, sounds and sights inside the hall, on the screen and from the speakers. The anticipatory schema acts to trigger exploration and then filters out the unnecessary stimuli. The absorbed stimuli are then transformed into “Beliefs/Schemata”, which are then utilised to trigger responses or anticipatory schemata. This is called ‘The perceptual cycle’ by Neisser (2006).

In this model of perception, ‘Object’ is also the ‘Stimuli’ and in terms of marketing refers to the information, brand, product features and other physical attributes. The stimuli are usually inputted through the sensory organs. ‘Schema’ is also referred to as ‘Belief’ is a framework of knowledge based on experiences, expectations or anticipations. ‘Exploration’ is the cognitive response towards the schema, which could lead to either a physical action or just a psychological response. In consumption, the action could be wither buying or using (Sun, Sridhar and O’Brien, 2009)

For example, a potential consumer watches a billboard advertisement featuring and he starts receiving stimuli through his sensory organs, in this case, sight. The stimuli are the same for all perceivers of this information. The stimulus is then converted into ‘schema’ based on previous experiences, factors such as pricing etc. This directs the process of exploration which begins the process of evaluation based on relative importance of the factors considered and this operation guides the cycle towards

action, either physical or psychological. This could be the intent ‘to act’ or the intent ‘not to act’. The marketers’ intention is to create the impetus to act.

This cycle is completed by connections between the three main units of perceptions; these connections have roles between individual units explaining how they operate. The object ‘modifies’ the schema or beliefs. Beliefs can also be empowered or enhanced by the stimuli. The assumption is that beliefs are already present for modification or empowerment, or that every stimulus is anticipated. Once the cycle is in motion, the schemata or beliefs already embedded ‘directs’ exploration. Beliefs at times decide or indicate what the explorative action should be. It also initiates the expectation of new stimuli. This explored schema is then used to select, sample or anticipate new stimuli.

As Folk and Gibson (2001) note, the perceptual cycle model is based on the two principles:

- 1) The perceiver gradually and consciously becomes aware of the stimuli
- 2) This happens only with active participation of the observer

This explains that the awareness towards and reception of a stimulus requires active and continuous processing as a part of the cycle. For this to happen, the stimulus has to be relevant to the cycle. Stimuli such as ambient light, sounds and noises may not affect conscious perception and could just induce a transient orienting response (Folk and Gibson, 2001)

2.2.3 Behavioural intent

Though Neisser’s model explains the process of perception satisfactorily, it fails to take into account some very crucial factors – memory and emotions (McLeod, 2008) though he briefly touches upon mental storage ability of the individual, he does not incorporate this in his model. Similarly, emotions are excluded as well. Emotions, more than memory are germane for this research because product design targets both the subjective as well as the objective values in the consumer or the buyer, as it has been noted that the product category of wristwatches are dependent on both aesthetics and functionality to be successful and to sell (Sherman, 2017). Design, and in particular industrial design is regarded as an art-based activity with an emphasis upon the visual aspects of product design (Gorb, 1988) and art relates to the emotions rather than the intelligence.

Don Norman (2004) describes emotions as ‘...inseparable from and a necessary part of cognition. Everything we do, everything we think is tinged with emotion, much of it subconscious’ (Norman, 2004). Some objects evoke strong, positive emotions: love, attachment and happiness and sometimes the emotional value of the product goes beyond the functional flaws it carries (Norman, 2004). Emotions or ‘Evaluation’ as Fishbein (2000) terms them are the positive or negative effect of a belief, in essence, the strength of the belief. The belief could be positive or negative. It could also be neutral. The strength of a belief is a factor affecting the entire perceptive process. Again, this is analogous to a cause and effect chain. Beliefs lead to evaluation, and evaluated beliefs lead to new beliefs (Foxall, 2002).

The stimuli are inputted or absorbed through the senses. The input is itself dependent on the anticipatory schema or beliefs which help in looking for the stimuli. The schema thus developed from the stimuli directs exploration. This act of exploring is dependent on memory for recalling previous responses and beliefs. LTM is also used to memorise beliefs. There is also the evaluative factor of the schemata, Positive evaluation or negative evaluation will lead to different responses.

This stage of intention can be explained by the ‘reasoned action approach’ (Fishbein, 2000; Ajzen, 1991).

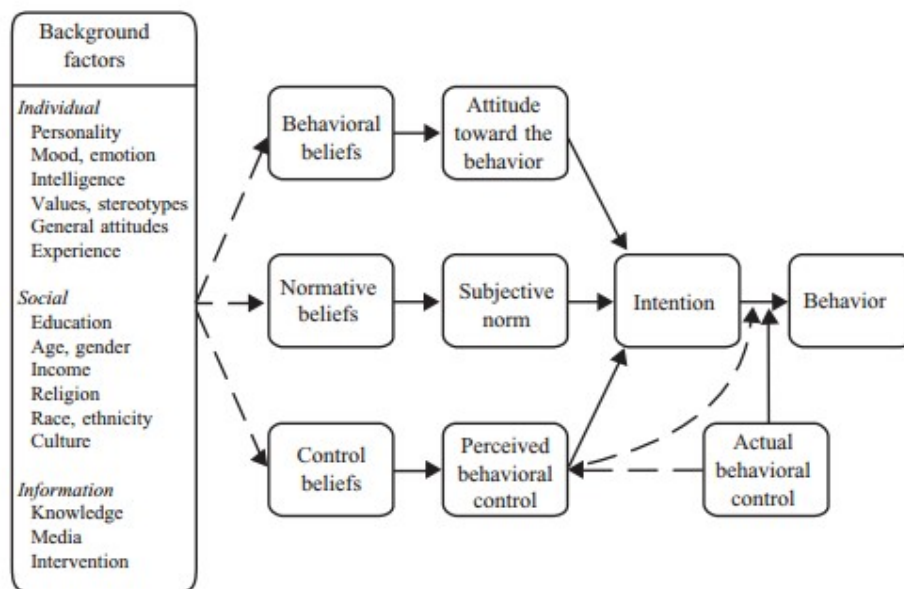


Figure 2.4 Fishbein's reasoned action model (Source: researchgate.com)

According to this model, beliefs are classified into behavioural, normative and control beliefs leading towards attitudes, subjective norms (S.N) and perceived behavioural controls respectively.

The entire process leads to a response as deemed suitable, but in between is the factor of Behavioural Intent (B.I). Fishbein symbolically expresses it as:

$$B.Ior(A_0) = \sum_{i=0}^n b_i * e_i$$

Where, A_0 = attitude toward the object, b_i = strength of the belief that the object has attribute i , e_i = the evaluation of attribute i and n = the number of salient attributes.

Therefore, the factor of behavioural intent (B.I) is a critical component in the decision making stage of the process. B.I is influenced by the perceptual cycle, which is affected by the factors mentioned above. B.I is also affected by two important factors at this stage: Subjective Norms (S.N) and Attitude toward the object (A_0)

S.N is further made up of the beliefs called ‘normative beliefs’ and the individual’s motivation to comply. Though this model breaks down the recognized stage of ‘Behavioural Intent’, it is better represented in this formula by Fishbein (2000):

$$B.I = A_0 + SN$$

(B.I = Behavioural Intent, A_0 = attitude toward the object or the selected product and SN = Subjective Norms)

A_0 = the attitude toward the object, in the case of this study these will be the attitude towards the stimuli including product appearance, cost factor, store display, staff personnel etc. These stimuli can be manipulated or exploited by the marketers to drive the individual’s attitude towards them.

S.N = the subjective norms are the normative beliefs representing both the individual’s subjective beliefs about factors such as conformity, desire to be ‘cool’ and acceptance, as well as social norms such as cultural beliefs, family and peer group influence. S.N is also affected by the motivation of the individual to comply with these norms or the degree of compliance. This is represented by the formula:

$$SN = NB * Mc$$

(*NB* = Normative belief, *Mc* = individual's motivation to act on this)

Thus B.I is the evaluative stage where all the perceptions, beliefs, attitudes and subjective norms consolidate to create the 'intent to behave' towards a response. This is now a decision making model which takes into account most of the factors crucial for the act of behaviour starting from a stimulus and it can be concluded that the most crucial factor in the whole process is the unit of 'beliefs' as most of the factors in the process are not malleable except for beliefs. Marketers have almost no control over the other processes of the model, except of course the stimuli. They can control the stimuli but will then have to rely on the individual's perception to do its work, and trigger the response they expect.

Investigating the causal determinants of individuals attitudes and subjective norms, which are normative and behavioural beliefs, provides a better understanding of behavioural intent (Geyer, 2016). Beliefs are associated with subjective attributes as they represent the information a person has about an object or behaviour.

Behavioural beliefs are the probability that the behaviour leads to certain outcomes and are subjective (Fishbein and Ajzen, 2011).

Fishbein and Ajzen (2011) point out that only the salient beliefs are relevant to a given cognitive process at a given time. These salient beliefs could be no more than five to nine at that point in time and are critical in determining the attitude of the individual towards a behaviour or stimulus (Geyer, 2016). This can be better explained by the concept of 'salient' and 'latent' beliefs (Solomon, 2006). Fishbein and Ajzen (2011) point out that only the salient beliefs are relevant to a given cognitive process at a given time. These salient beliefs could be no more than five to nine at that point in time and are critical in determining the attitude of the individual towards a behaviour or stimulus. These salient beliefs are important as they are influential in the decision making and marketers are keen on recognising them and understanding how they influence. There are also beliefs that are not dominant in the immediate decision making, but are feeding the salient beliefs. These are known as latent beliefs (Solomon, 2006). However, with this in mind Solomon (2006) investigated beliefs further and posed the view that if every act is preceded and succeeded by beliefs, that every stimulus is received by beliefs and leads to beliefs, then the number of beliefs in an individual is almost infinite. Solomon argued that

even the salient beliefs about one particular object, product or even a stimulus are too many to identify and therefore are difficult to influence.

On the other hand, normative beliefs are the causal determinants of the individual's subjective norms and they refer to an individual's perception of the resulting action to behaviour and are based on the perceived opinion of important referent groups or individuals (Fishbein and Ajzen, 2011).

Having understood the importance of emotions in the process of cognition, its impact on the decision making process of the consumer and also the necessity of the manufacturer to work on the salient beliefs by playing on the emotional quotient of the product, it is natural for the manufacturer to look at product design' for answers leading towards this result. Most of the factors associated with the products that have relevance for the consumer when making his choices such as pricing, availability, performance etc., are mostly factors that work at the 'exploration' level of the perceptual model. Though the manufacturer is in control of most of these factors, he is unable to actuate catalysis towards the product as these are evaluative factors that depend on the consumer's understanding and logical evaluative characteristics. According to Norman (2004), emotion is said to be '...hot, animalistic, irrational, cognition to be cool, human, and logical'. However, product design acts on the emotional section of the process. Sherman (2017) notes that, product design often has a greater impact on the emotional response and is subjective, and thus influences the 'behavioural intent' more than the objective, logical factors.

2.2.4 Subjectivity and emotions in consumer behaviour

As has been previously discussed in section 2.2.2, emotions play a crucial role in the decision making process. Most of the research studies have focused upon negative emotions such as fear, anxiety, and anger. Howard and Sheth (1968) proposed that satisfaction is a judgment based on an individual's emotional evaluation, but multiple studies in consumer behaviour since have debated the question of whether consumers are rational agents, making conscious decisions (Bargh and Chartrand, 1999; Wood and Neal, 2009; Bargh and Morsella, 2009) or whether, as other studies from across disciplines have demonstrated, human behaviour is not cognitively motivated and is a result of unconscious and subconscious processes (Dijksterhuis, 2005; Dijksterhuis and Nordgren, 2006; Persky, 1995). The resulting findings from

comparing these differing studies is that cognitive decision making is equally affected by rational as well as the irrational (Sheth, 2011).

Shimizu et al., (2004) note that, increased number of products, brands, availability, access and awareness of the consumers has increased the power a consumer wields and is forcing companies to review their product development strategies. Marketing has reached hitherto unattained importance and the modes of marketing communication have gained importance in featuring the product appropriately to the customers (Shimizu, Sadoyama, Kamijo, Hosoya, Hashimoto, Otani, Yokoi, Horiba, Takatera, Honywood and Inui, 2004).

As has been established, both the subjective elements like emotional and aesthetic impressions of the product, and the objective and logical variables like product features are being considered as equally influential by marketing experts. They term these two factors as 'feeling appeal' and 'thinking appeal' (Liu and Stout, 1987). This concept of 'feeling appeal' saturated into many other product categories, especially mobile phones. In this category, where technology has been considered the primary factor for the decision making earlier, 'feeling appeal' has become a major factor in the buying choices and is considered an important selling point, therefore forcing changes in the design process as well (Söderlund, 2003). Judgements that are based on visual cues or information also include evaluation of factors such as elegance, appearance, and social symbolism of the products (Coates, 2003). These judgements relate to the perceived attributes of products and cater to the irrational elements such as desires, satisfaction and wants, and less to the requirements (Lewalski, 1988). These facts do not come as a surprise as there are recent findings claiming that aesthetically pleasing objects actually work better (Crilly, Moultrie and Clarkson, 2004). Two researchers, Kurosu and Kashimura, in 1995, conducted an experiment to determine the aspect of visual importance as opposed to functionality. They developed two forms of ATMs, automated teller machines. Though identical in form and function, the aesthetic arrangement of the buttons, display and the interface were different and one was more pleasing while the other was purposely badly designed. Surprisingly, the researchers found that the users reported that the attractive ones were easier to use and preferred the machine over the unattractive one, even though functionally both were similar (Kurosu and Kashimura, 1995).

Product aesthetics became the subject of a research study by Brunel and Swain (2007) who proposed a new perceptual model of evaluating product aesthetics based on consumers' perception of an aesthetic characteristic, self-identification of stereotypes, perceptions of the 'ideal' aesthetic characteristics and consumers' own characteristics. The results of the study revealed that the aesthetic evaluations by consumers are not purely idiosyncratic, but are a product of their exposures and experiences with similar product categories (Brunel and Swain, 2007).

Martin (2011) proposes that most human behaviours are initiated by either the unconscious or the subconscious and not within the conscious awareness. These are automatic and are a result of and also lead to behavioural mimicry and stereotype exploration. This then impacts the individual's wants, goals, motivations, beliefs and attitudes, without engaging the conscious mind. Contextual stimuli also play a significant role, especially in creating a special type of automaticity called habits. Based on the importance of unconscious and subconscious behaviours, Martin continues to call for a new model of consumer behaviour that dynamically incorporates both conscious and unconscious mental processes.

How these factors of emotions, feeling appeal and subjectivity affects consumer behaviour, especially inside the store experience, is an area that has not been examined adequately. More significantly, how the Indian consumer behaves in this context and the effects and influences of the above discussed factors has not been studied so far.

2.2.5 Indian consumer behaviour

There have been very few studies about the consumer behaviour of the Indian consumer, in any sample segments, prior to 1991. Dholakia (1978) conducted an empirical study about the personality states of brands and how the positions the brands occupied might be created by a combination of physical properties of the products as well as the socio-psychological attributes. However, the study did not consider the psychological factors during a purchase scenario, but was focussed more on the brand personality type.

Brand loyalty, customer satisfaction and repetition of purchase were key focus areas in a number of studies in this period (Jacoby and Kyner, 1973; Swan and Combs, 1976). In his study, Ramachander (1988) argues that there is no definitive knowledge

about the Indian consumers and especially about the economies of consumption in India. He also identifies that there are various aspects of consumer behaviour relevant to marketing decision making such as brand choice, 'effects': which he uses to include advertising exposure, promotions and incentives, pricing, packaging etc., and finally intervening explanatory variables such as socio-economic factors. The psychological factors of purchase decision making are not explored.

A theoretical study by Shukla and Devi (2010) based on secondary data analyses identified new Indian consumer market segments in the urban context as 'climbers', 'aspirants' and 'destitute'. However, the paper does not empirically justify this classification or the findings that the Indian consumers don't just want availability, but want service and experience etc. A more extensive study indicated that consumer behaviour in India has been affected by the following unique aspects of the Indian background: it is multilingual, multi-cultural, stratification based on caste, multi-religious and a clash between 'tradionalism' and modernism (Venkatesh, 1994).

There have been a few research studies regarding retail shopping experiences (Sharma, Bhattacharya and Sonwaney, 2012; Sivaraman, 2010; Mohanty, 2012), specifically focussing on the attitudes of consumers regarding the choice of retail stores: small local shops versus supermarket and organised retail versus unorganised retail stores. An early case study on urban consumption and the changing economic chemistry between pre-liberalisation and post-liberalisation in a new urban centre - Patna can be found in the study by Sami and Asghar (1994). This knowledge is useful in understanding the difference in attitudes towards economic changes in urban centres, before and after the transformation in 1991 in India.

Closer to the focus of the current study, Majumdar (2010) uses a general model of consumer behaviour to explain the marketing perspective of consumer behaviour in India. Using various examples of television and print advertisements, Majumdar explains that the input to output in the behaviour is affected by the following components: external stimuli (marketing and environmental stimuli), 'buyer's black box' (buyer characteristics and buyer decision process) and buyer's buying decision. He also identifies the general micro factors influencing consumer behaviour to include: social, cultural, personal and psychological factors. The current study is broadly expected to work on similar influencing factors identified by Majumdar, but

will focus further in empirically analysing these factors in a specific in-store environment and for a specific consumer and product segment. The study also benefits from the findings of Baisya and Das (2008) about the value of aesthetics in marketing, especially in the cultivation of brand image. This study discusses the qualities and attributes of aesthetics and its role in marketing. Similarly, consumer psychology in India was found to consist of five major areas of study: environmental factors, information reception, memory systems, person factors and decision making (Swain, 2010). Banerjee (2008) in his study on the cultural aspects of the Indian consumer concludes that, in general, social acceptability, especially in closed social structures like family, is prized more than an individual achievement and that people in India value the sense of security and esteem amongst the perceptions of their close social groups like friends and relatives. This is an interesting factor and the acceptance and conformity issues will be included in the exploration of factors in the current study.

Another area of importance to this study is the in-store purchase behaviour amongst Indian consumers. Though there has been a number of global studies on different links and elements of consumer behaviour and in-store factors such as a study by Christensen, Ger and Askegaard (1999) showing the relationship between the shopping behaviour and the size of the town, there are studies which have looked at aspects of how the factor of the infrastructure and physical environments affect consumers' choices of retail outlets (Jackson, 1991; Newby, 1993). The role of pricing and discounts inside a store has been studied by Davis and Millner (2005) in the context of purchase of chocolate inside a retail environment. Heilman, Radas and Nakamoto (2004) have investigated the motives of the shoppers inside the retail store, classifying them into 'information seekers', 'party-goers' and 'opportunists'.

In the Indian consumer behaviour area, the literature available was found to be lacking empirical research in understanding the in-store behaviour of the Indian consumer. Sangvikar and Katole (2012) attempted to understand how consumers behave and decide while shopping and the influence of the environment, but the study accepts that the objective was to give a general idea of the spending patterns rather than a focussed study of the in-store purchase behaviour. It does, however, point out that availability and price plays a positive role in the consumer experience. Kazmi and Batra (2008) have studied the evaluative criteria used by consumers

inside a store and how it can affect the sale. They recognised that variables such as displays, price discounts, store atmosphere and behaviour of staff can affect sales. But their focus was on unplanned purchases.

Therefore, it can be concluded that there is sparse literature and studies on the in-store purchase behaviour of Indian consumers and the few studies discussed only examine specific areas like marketing and pricing. This study is more ambitious in not just identifying the in-store factors that play a role in the perceptions about marketing, but also in the psychology of the consumer and his decision making and how these compare to the tangible stimuli like product appearance and features.

2.3 Consumer Behaviour and Product Design

In this study, the foundation theories are from the cognitive psychology area. However, it has been discovered in sections 2.2.2 and 2.2.3 that certain subjective factors like attitudes, beliefs and emotions are critical in the modification and direction of the perceptual cycle. These factors belong to the subconscious realm. Chapman (2012) proposed that “we are consumers of meaning, not matter and products provide a chassis that signify the meanings to be consumed” (Chapman, 2012, page 53). Before inspecting the factors that lead to a decision by the consumer and the impact of design as a factor in this process, a brief overview of the process of consumer’s actions leading to the behaviour or the act of buying or the choice of not buying is necessary.

2.3.1 Product design consumption

Some forms of design communicate with consumers more explicitly than others (Crilly et al., 2008). For example, print designers, such as graphic and advertising designers, can obviously be seen to be communicating with consumer via mass media such as television, internet and print media (Assael, 2005). In a similar way architects are said to communicate through the scale of their designs and exposure of them to a mass audience (Meerwein et al., 2007). While Desmet (2003) suggests that product designers communicate through mass media through the physical form of mass produced products.

Zeisel (1981) states that ‘one of the main objectives of designers is to control the behavioural effects of the design decisions they make’. Based on this, Crilly et al.

(2008) proposes that if the intention of designing something is that it should elicit some response in consumers or other recipients of the design, the product in question may be treated as communicative media. In general, as there is no interaction between the designers and consumers, consumers' interpretation of the design is based primarily on their interaction with the product (Norman, 2013).

In markets that are cluttered with number of products in all categories, increasing the choice for the consumers, and are also similar in function and features, the deciding factor for the consumer could be the differentiator resulting in the success or failure of the product itself. This can be seen in the developing markets such as India and China where the decision factor for consumers have moved beyond ecological factors such as pricing and performance towards attitudinal factors like brand, product image, communication and design (Connell, 2008). These factors independently or in groups become the stimulus inputs or cues and impact sub-consciously on the consumers (Sun, Sridhar and O'Brien, 2009). Wilkie (1994) defines 'perceptual categorization' as the recognition, identification and categorization of the stimuli inputs based on the knowledge and representations towards the mental identification. This process is very fast and happens subconsciously, such that the individual does not register it at the conscious level (Palmeri and Gauthier, 2004).

The study requires the understanding of the psychology of design along with the economy, marketing and communication of it. Desai, Kekre, Radhakrishnan and Srinivasan (2001) in their study on product differentiation and commonality in design, suggest that differentiation, as has been discussed earlier, is the critical factor for the success of a product. However, differentiation, they note, has to be the creation of an independent and individual image of the product, which is also distinct and grabs the attention, but does not stray away from the general perception of the product image and experience, thus creating a dissonance. This is a challenge as commonality is necessary to make it economically viable but reduced differentiation will affect the ability of the product to stand-out, in turn affecting profitability. This factor of 'differentiation' versus 'congruence' in the product appearance of a product could, therefore, be a key area in the functioning and impact of cognition of design.

While Chuang, Chang and Hsu (2001) also explain that product design is more than the rationality and functionality and it must focus on product forms, Seva and Helander (2009) agree that the consumer needs from product design is more than the form or function. Yang (2011), however, argues that these psychological needs are in fact more important than the form of the product. To improve the understanding of this important subject of how the visual appeal affects the way a product is consumed, a number of studies have focussed on how consumers respond to the aesthetics of form, colour, expressions etc., in products and the factors that influence those responses (Crilly et al., 2008; Bloch, 1995).

In a study by Crilly, Moultrie and Clarkson (2004) related to consumer response to product form, 'consumer' was defined as an individual or a group who was involved in the reception, processing and consumption of the visual of the product while 'product' was the tangible designed output. However, the role of the designers' intent was not considered, this was addressed in a study by Crilly, Maier and Clarkson (2008), with a representation of the role of the designers in creating a product form based on the intentions and factors that affect these intentions. It is clear that product image exists in consumer mind and interacts with other factors such as price, functions, brand etc., which the consumers process, but in different combinations and scales of influence (Sun, Sridhar and O'Brien, 2009). Many studies (Karwowski, Soares and Stanton, 2011; Chakrabarti, 2014; Baker, 2010; Stanton, 2002) have attempted to differentiate between various factors in relation to the consequences of purchase decisions. For example, the 'Kano Model' (Robinson, Wale and Dickson, 2010) classifies the perceived importance of product attributes into: delighters/exciters, satisfiers, and dissatisfies (Sun, Sridhar and O'Brien, 2009).

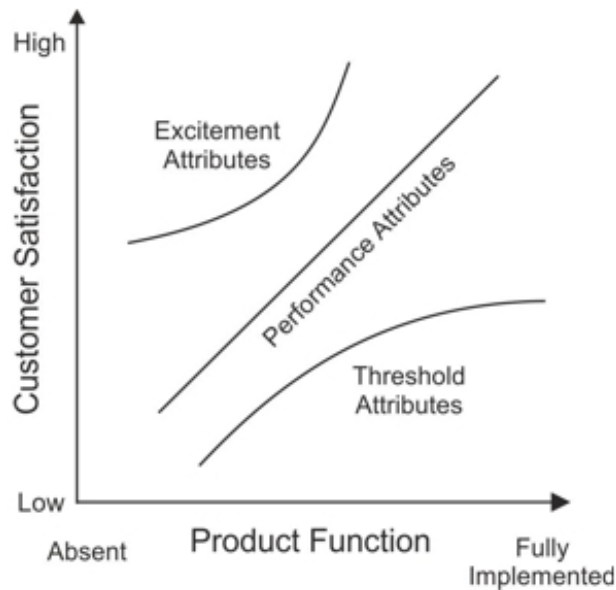


Figure 2.5 Kano model

It is interesting to study the differences between the mature markets like North America and Europe and the emerging markets like India, in the significance of the different factors in the consumer decision making and behaviours. Whether mature markets have evolved to prioritize extrinsic factors (e.g. brand, service and ethical associations) over intrinsic factors (e.g. product visual aesthetics, usability, functionality, and price) as suggested by DeCarlo (2007) with his example of leading brands have adjusted their strategies to emphasize corporate social responsibility by, for example, introducing 'fair trade' product lines to address the growing ethical needs from consumers and by Sun, Sridhar and O'Brien (2009) has not been studied comprehensively and needs to be examined further, but what has been established in the studies reviewed so far is that perceptions about products are not just immediate based on tangible factors, but also based on evaluated beliefs related to society, relationships and human psyche.

2.3.2 Role of emotions

The importance of emotions to product design has already been established in sections 2.2.2 and 2.2.3. Attitudes and the evaluative factors of emotion are primarily terminologies and concepts bridging both the individual and his interactions with society of cognitive psychology and hence require a metaphorical study through both psychoanalysis and social psychology (Sun, Sridhar and O'Brien, 2009). The emotional is often seen as the opposite to the rational, scientific reasoning and all

that is calm and controlled. Williams (1998) argues that this is not the case as he explains, ‘...without emotions, social life, including our decision making capacities and our ability to make informed choices amongst a plurality of options, would be impossible’ (Williams, 1998). These studies indicate that though emotions are critical in understanding all kinds of behaviours, including behaviours resulting from and leading to decision making. It has been noted that emotions are both personal and collective and have lead to a debate between the rational and irrational schools of thought (Sun, Sridhar and O'Brien, 2009). Also, it has been discussed that emotions are reciprocal and dependent on the individuals’ self and the society and therefore, emotions cannot be studied without paying attention to the "local moral order" and the existence of ‘...those concepts (emotions) in the cognitive repertoire of the community’ (Harre, 1986, page 59). This suggests that the individual emotion is often affected by the collective expectations of society and is explained by Sabin and Silver (1986) as the relationship of ‘selves’ to the ‘moral objective universe’. How this dependency and cyclic relationship between the individual and society is affecting the emotional subjectivity of the Indian young adult, and how it effects the buying behaviour specifically, has not been well researched.

Product designers have been interested in understanding the nature of product attributes that trigger users’ emotions. This is because for a designer to be able to evaluate his designs, emotional reactions and feedback is essential. This is achieved by providing what is called a design experience (Suri, 2004) and conceiving good designs. This starts by knowing users’ attitudes, beliefs, influences and other psychological factors and translating them into a designed product that. Better designs, according to Givochi and Velasquez (2004) should be able to provoke reactions from people and elicit positive emotional responses.

It is widely acknowledged that products can elicit emotional responses on a number of different levels (Baxter, 1995; Crozier, 1994; Cupchik, 1999; Desmet, 2003; Jordan, 2000; Lewalski, 1988). However, studies have found that products that “involve” people and are engaging visually and semantically during the buying process lead to reactions and increased arousal (Mano and Oliver, 1993). Though it was observed that involvement was directly proportional to how expensive the products were, it was also found that a product that allowed the consumer to express personality is ‘involving’ too, for example t-shirts in India are a high involvement

purchase as the product expresses the wearer's personality (Bloch, 1995). Holbrook (1980) in his study found that products that are designed to evocative and resonant with the consumers are the ones that elicit strong emotional responses. There have been a few studies that have looked at the factors that help understand which characteristics in a product lead to customer satisfaction. While Han and Hong (2003) studied the dimensions in a product that lead to satisfaction and found them to be all positive emotions related to attractiveness, Khalid and Helander (2004) came up with a framework to identify the needs of the consumer and then mapping them to design components. Yun , Han, Hong and Kim (2003) also compared and evaluated design features in the product category of mobile phones and attempted to relate them with the perceived consumer satisfaction. The identified 10 components: luxuriousness, simplicity, attractiveness, colourfulness, texture, granularity, harmoniousness, salience, ruggedness, and overall satisfaction

All the studies that have been reviewed are theories based on case studies in different contexts and research on the emotional states related to product design and the psychological triggers in India is an area that has not seen enough studies in existing literature.

2.3.3 Symbolism, Symbolic Interactionism and Product Design

The previous sections discuss the potential of examining product design through the theories of consumer psychology and examine the nature and the role of emotions in the consumer behaviour system. This section discusses the importance of symbolic meanings connoted by both the product creators and consumers using visual information cues such as branding, packaging, merchandising and product appearance.

Herman and Reynolds (1994) defined the process of the symbols communicating with its audience and the behavioural response towards these symbols happens at the unconscious level and as 'symbolic interactionism'. Symbolic meanings are generally discerned by the consumer and reflect properties of a product that are not literal, but are inferred (Blank, Massey, Gardner and Winner, 1984). These involve cognitive evaluations and comparison between the target product and other references from the same product category or sometimes even outside the category (Lakoff and Turner, 1989). Van Rompay, Pruyn and Tieke (2009) recognise that

there are different types of symbolic meanings and they are founded on the experiences affected by the interactions with the environment of the individual and are therefore be considered 'affective' or 'embodied'. Globally, there have been numerous studies (Childers and Jass, 2002; Karjalainen, 2007; Creusen and Schoormans, 2005) that have examined the decision making of the consumers and the relationship and effects of symbolic meaning (Bloch, 1995). Studies have also shown that product appearance is not just an integral component of product design and a marketing tool, but is critical in portraying the symbolic meaning the consumer seeks (Creusen and Schoormans, 2005). There have been studies which have examined in detail the influence of visual congruence in product design (Hekkert, 2006) and how even perceived unity in visual appearance can affect consumer response to the aesthetics positively (Veryzer, 1993).

For a product to be considered attractive, the level of sense they make to the consumer and whether they present something interesting will impact the hedonic value or pleasure. This is most effective when there is an optimal level of psychological arousal; too little will lead to indifference and too much to displeasure (Gombrich, 1984). Coates (2003) suggests that two diametrically opposite factors: information and concinnity are useful in triggering positive aesthetic impression in the consumer's mind. Right amount of information relates to both novelty and contrast and could lead to arousal of interest whereas concinnity refers to the overall sense and structure, an order perceived in a design, aiding the consumer to make sense of the design. The balance between these is important to keep the consumer interested. Products are both tools of self-expression reflecting self-expressive meanings helping the consumer differentiate and create an individual identity from others (Belk, 1988); a sense of uniqueness and identity (Snyder and Fromkin, 1980), as well as expression of belonging; group membership, including social position and status (Dittmar, 1992). Person, Schoormans, Snelders and Karjalainen (2008); discuss the role of appearance in making products distinct from other products, yet maintaining a level of identity or being familiar within a company's product range. This presents the compromise in terms of using products' appearance to be either distinct from some products while being similar to others (Moulson and Sproles, 2000). Cappetta, Cillo and Ponti (2006) suggest that with planned use of aesthetics

to align a product's style can make products more attractive to specific consumer groups.

Visual references in product design have, therefore, been found to have a pronounced influence over the consumers' decision making and the visual value can be affected to vary the influence (Crilly, Moultrie and Clarkson, 2004). Visual references are used as a mapping tool by the viewer to make sense of the visual information which the product presents (Coates, 2003). These visual references can affect the aesthetic and semantic interpretation of the product, which can influence how the product is categorised and associated with other familiar concepts. This allows the individual to connect the symbolic meanings of these concepts to the target product (Postrel, 2003). Connecting this with the psychoanalysis theories by Jung, that we are all connected to a much greater archaic collective unconscious mind that emits universal symbols and processes we all share (Small, 1994), Sun, Sridhar and O'Brien (2009) suggest that desired choice behavior of the consumers can be orchestrated by identifying, understanding and controlling these collective subconscious symbols in the visual design of the product. However, understanding of the processes by which the symbolic meanings impact consumer response is limited, while there is a huge void in studies understanding the symbolic meanings and interactions with products amongst the Indian consumers.

Mead and Morris (1967) defined the concept of symbolic interactionism as the subconscious interaction of individuals with society at large and more specifically with reference groups. Therefore, individuals, they note, are assumed to be prone to relating to a product, object or event based on the symbolic meaning provided to these by their societies (Mead and Morris, 1967). In terms of purchase behavior, symbolic interactionism refers to buyers acting on these subconscious associations to the visual information of the product such as form, brand, image etc., leading to decisions (Assael, 1987), this is the effect of symbolic interactionism on consumer behaviour. One of the primary symbols will be reflected in the visual aesthetics of the product as that is perhaps the foremost communicating factor in the product, 'product aesthetics serve a symbolic role that influences product perception, comprehension, and evaluation' (Yalch and Brunel, 1996)

There are different types of symbolic meanings associated with different types of products (Wilson, 2006):

- Society driven symbolic meanings: The intrinsic and extrinsic product attributes such as visual aesthetics, brand image, features etc. are defined by the society. This group motivated associations of meanings might not necessarily be within the entire community but just within the relevant reference groups. For example hooded clothing amongst youngsters and teenagers is typically and symbolically associated in some of the western countries with rebellious and aggressive intent. This is mirrored by the some of the users who choose the product for this association and the sense of belonging to the group indulging in activities of the associative symbolic attributes.

An alternate example is the consumption of an Indian brand relying on local design: Khadi textiles and clothing, it has been noted by Mahajan (1994) that, it is in a 'dying state' as it does not hold the attraction of the urban consumers very much. This is due to the symbolic associations of Khadi as being donned by either politicians or black-marketers. Though, Mahajan notes, there is still a niche following, especially amongst the young consumers for this brand, it is more for symbolic reasons of associations of 'unique', 'bohemian' and 'artistic'.

- Symbolic individual associations: The visual information of the product represents a symbol of individual user or consumer within their society. The buyer/consumer possesses the product in accordance with measurement of its value in his/her society or group. An Apple I-Mac consumer associates himself with the scrutiny of the product users in his social surroundings and starts to perceive his symbolic role as a creative person, due to the symbolic meaning associate to the product. In India, most purchases greatly attract family attention. Most 'big-ticket' purchases like cars, furniture etc. are preceded and followed with family consultation (Singh and Nayak. 2014). Similarly, peer pressure also affects what Indian teenagers like, dislike and buy, as pointed out by Kakati and Ahmed (2016). The immediate society or groups the

Indian consumer relies on and measures the value of the purchase is the family and peer groups.

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Although creating applicable and functional products, useful to the users and reducing the gap between the designers and consumers is the primary task of the modern industrial designer (Kurosu, 2011), the functional and the symbolic in design are not easily separable and both the functional and the symbolic-communicative aspects of design need to be studied specific to the cultural contexts. These factors will, therefore, be examined in the current study, specific to the chosen variables of consumer, context and product segments, targeting the first objective of the study: determination and analysis of the key factors affecting consumer behaviour.

The two reactions, according to Demirbilek and Sener (2010), involved in the semantic decoding of products by individuals are knowledge and emotions. While knowledge is dependent on the individual's social context and cultural background, emotions are primal and independent and are triggered by the attitudes, beliefs and values about the experiences, situations or events. The derivation of the emotions is automatic and based on the situation or the object. Similarly, much research has been conducted into the way consumers derive emotional or affective responses to products. Table 2.1 shows the commonly acknowledged model of affective response (Baxter, 1995; Crozier, 1994; Cupchik, 1999; Norman, 2004).

Table 2.1 Comparative models of perception

Research	Stage 1	Stage 2	Stage 3
Norman, 2004	Visceral	Behavioural	Reflective
Crilly, 2004	Aesthetic Impression	Semantic Impression	Symbolic Association
Cupchik, 1999	Sensory/Aesthetic	Cognitive/Behavioural	Personal/Symbolic
Baxter, 1995	Intrinsic	Semantic	Personal/Symbolic
Crozier, 1994	Form	Function	Meaning

The table showcases the evolution of research in the cognitive and psychological response areas of design by a selection of the original studies in the last 2 decades. Being more descriptive and having emerged from the older models, Norman’s terminology can be depicted in the following table 2.2:

Table 2.2 Affective response model (Norman, 2004)

VISCERAL	BEHAVIOURAL	REFLECTIVE
<div>Stage 1</div> <div>Basic or instinctive reactions to visual form</div> <div>Desire linked to seeing a bright red Ferrari, or expensive, illustrious gold jewellery</div>	<div>Stage 2</div> <div>Response and opinions based on the use of a product</div> <div>Dissatisfaction at the difficulty parking the bright red Ferrari, or inconvenience of owning valuable jewellery</div>	<div>Stage 3</div> <div>Reactions based on previous experiences of products and the associations they create</div> <div>Fond memories of once owning a bright red Ferrari, or the way one looked when wearing expensive gold jewellery</div>
IRRATIONAL	RATIONAL	RATIONAL

Desmet (2003) elaborates on these three basic categories of affective response, setting out five categories in which reactions to products may be formed and elicited. These are all formed on the basis of how perceptions of products compare against user expectations. In other words they could be described as a set of five metrics to measure consumer emotional response.

Table 2.3 Consumer emotional response metrics (Desmet, 2003)

Metric	Effect on Response
Instrumental	This can be summarized as a judgement as to how well one believes a product would help them to accomplish goals.

Aesthetic	How well a product's form aligns with dispositional likings for certain items or attributes of objects.
Social	In response to how a product aligns to users' socially learned standards. Example emotions are admiration and indignation.
Surprise	Relates directly to the product but not to any specific concern. Simply put the ability of a product to surprise users, unexpectedly matching or mismatching with a concern.
Interest	In response to how engaging a product is, in other words, how much it stimulates the user. Jordan (2000) also presents a set of measures/metrics formalising ways in which perceptions are evaluated to form reactions.
Physiological	Pleasures derived from physical sensations related to using a product such as the appearance of a stylish phone, tactile feel of a handle or even smell of a new pair of shoes.
Sociological	These are evaluations relating to the way products allow or evoke reactions from others. An example is admiration of a new product or feelings of acceptance within a group through ownership of a product.
Psychological	This relates to cognitive demands of using a product. An example might be the ease of achieving desired goals by using a particular computer operating system.
Ideological	This type of pleasure relates to interaction with products that represent beliefs held in regard by the user. For example a consumer may get pleasure from using a bicycle as it is less harmful to the environment than a car.

Another important model of consumers' psychological response to design (Crilly, Moultrie and Clarkson, 2004), indicate that the cognitive response to visual aesthetics of a product are based on the following 3 factors:

1. Aesthetic impression – This is the positive or negative emotional response directly associated with the aesthetics of the product. Example – Volkswagen Beetle is a car that is not renowned for its performance but its peculiar shape. This aesthetic form usually generates strong reactions, positive or negative from viewers.
2. Semantic interpretation – This interpretation by the individual is a reflection of the product's intention to describe itself in terms of function, performance and qualities. This can also be a response to function which the form is trying to underline. Example – The Apple I-Pod design signifies its usability. The form is minimalistic and simple denoting the product as a highly functional, easy to use and not complex.
3. Symbolic association – These associations are made by individuals based on the perceived representation of the product, and in particular the design, about its owner or user to their social groups in particular and society at large. Example – Jaguar cars, though not doing very well in the market, is still considered a social symbol, representing its own set of attitudes and perceptions.

These are subjective elements of response and vary from individuals and groups to contexts and cultures. These factors affecting the cognitive responses are driven by both the perception of tangible stimuli and pre-existing knowledge or schemata, as has been explained in the perception process earlier. Although there could be consensus amongst groups of people belonging to similar classes, ages or backgrounds, these cannot be considered common opinions and therefore the theory might not hold good in all cases (Forty, 1986). Crilly et al., (2004) note that though aesthetic emotions are directly related to aesthetic impressions, the affective response is generally directed by the full range of cognitive elements such as semantic and symbolic associations. Visual or product design is not necessarily the sole factor for the aesthetic emotions registered. Cognitive response to product visual form or product design is affected by aesthetic impressions, semantic interpretations and symbolic associations (Crilly, Moultrie and Clarkson, 2004). However, the responses are not always exclusive and often operate mutually, but with

varying degrees of relative influence, depending on the contexts and situation (Crilly, Moultrie and Clarkson, 2004)

2.4 Product Design and Product Appearance

Product appearance/aesthetics has been of subject of great interest and importance; the appreciation of beauty, in whatever manner beauty may be defined, as a human value has intrigued investigators for a long time. An interest in the psychology of aesthetics has been reflected in the consumer literature for some time; starting from the empirical research studies on aesthetics by Fechner, who developed the principles of aesthetic preferences based on the on the effect of stimulus properties on preference responses (Fechner, 1876). Berlyne, elaborated Fechner's empirical aesthetic research by using a more methodological approach in adapting and validating Fechner's principles (Berlyne, 1974). Arnheim (2004) criticised Berlyne's methodological approach and attempted to re-define the 'aesthetic' involved in different arts (Arnheim, 2004). However, there has been a growing demand for a more holistic understanding of the relationship and the mode of operation of aesthetics within psychology (Hoegg and Alba, 2011; Holbrook, 1995).

In considering the factors that constitute product appearance we must first explore the commonly promoted notion that a product's form should be determined by the functions it provides.

As has been discussed in the previous sections (2.3.4 and 2.3.5), a product communicates visually to the users through various symbolic factors like metaphors, aesthetic impressions and semantics and product design provides a medium to direct and trigger these associations (Oxman, 2002). However, the visual modularity of the human brain contains both aesthetic perceptions (Zeki, 1999) and also comprehension (Hsiao, Chiu and Chen, 2008) and is not purely perceptual (Chang, 2008)

Modern product design combines an array of technology, art and ergonomics and constitutes multiple aspects like form, function, manufacturability, usability etc. In the appearance aspects, the basic elements of a product that we can see include the solids constituting the product's body, any graphics or patterns on the surface, materials used in construction, colours and textures (Fried, 1998). Therefore, for all

future purposes of this study product appearance (P.A) is conceived to constitute the following elements: colour, shape and form, materials and textures and the visual expression.

2.4.1 Relevance of Product Appearance

The importance of product appearance (P.A), or the visual elements of the product such as shape, materials, colour, and proportion that together create a visual whole (Bloch, 1995), Has been established as playing an important role in the success of the product and its ability be sold and used (Cooper, 1987). Creusen and Schoormans (2005) have revealed that P.A can affect multiple functions in the product such as guiding categorization, communication and assigning value. Similar studies by Kreuzbauer and Malter(2005) and Schoormans and Robben (1997) have investigated how form is instrumental in communicating both symbolic and functional value. In their research study Creusen and Schoormans(2005), discuss one of their findings suggesting the intricate nature of the relationship between aesthetics and their symbolic meaning. Schmitt and Simonson (1997) found that aesthetic value in a product is not just a reflection of the pursuit of pleasure, but has representational value i.e., the concept of beauty is affected by what the object or product represents (Vihma, 1995 Best (2009) and Kotchka (2010) suggest that the P.A is no longer just an afterthought and is now one of the key factors in the marketing strategies. Similarly, academic marketing research have taken a keen interest in understanding the preferences of the consumer towards design elements in the product form (Veryzer, Jr. and Hutchinson, 1998; Yamamoto and Lambert, 1994) and the ways in which product appearance can impact overall evaluations (Page and Herr, 2002; Silvera, Josephs and Giesler, 2002; Raghubir and Greenleaf, 2006).

Understanding of the P.A and what it entails have been constantly re-examined depending on the application and context in a study. For example, Van Breemen and Sudijono (1999) define the two key areas of product appearance as the 'space' of shape characteristics and the space of 'aesthetic' characteristics. In acknowledging these two spaces, they devised an approach to investigating the role of aesthetics in design by mapping these two spaces. To test this mapping technique, they devised an experiment to relate the two characteristics: aesthetic and shape, through a survey. Here, participants were asked to observe a range of products and provide verbal descriptions of the different characters. They then clustered the responses to provide

a mapping between the two characteristics, which could then be applied to further designs to achieve certain aesthetic character. The study does acknowledge that these mappings are limited due to the sample of shapes used in the experiment and the subjective nature of verbal descriptions of shape and aesthetic. This study, was therefore, restricted by the subjectivity of the responses and could not generalise the results.

These limitations have been acknowledged by McDonagh, Bruseberg and Haslam (2002) in their study and they have proposed three approaches: 'product personality profiling' (PPP), 'mood boards' and 'visual product evaluation' to address the challenge of subjectivity. But although these methods identify the aesthetic factors that appeals to consumers, there is still a large amount of subjectivity in the responses gathered. The PPP approach required participants to:

1. Create a human personality profile, similar to a persona, to describe the products. This was intended to elicit information regarding the overall perception of products such as attitudes and social values
2. The participants were then required to construct 'mood boards' with imagery that they felt represented the aesthetic characteristics. This was designed so that the subjectivity from verbal and linguistic detailing was reduced,
3. Based on the assumption that visual judgements play a key role on the purchasing decisions, especially in the internet online shopping experience, the final approach was a questionnaire survey based on the limited information that is usually provided in this environment.

Desmet (2003) has adopted a unique method termed PrEmo which is employed along with a tool called SAM scales developed by Bradley and Lang (1994). This was done to overcome the shortcomings associated with verbal descriptions of affective responses. This visual approach aimed at achieving a better understanding of the emotional effects of products on consumers and of the relationship between subjective affective response and physical form characteristics. This method used pictorial representations of the product expressions that are perceived by the consumers. Luchs and Swan (2011) have recognized that although it is often mentioned in the literature that the form or appearance of a product can influence perceptions on the other factors of the product such as functionality, ease of use, and

quality, there have not been enough empirical evidence to explain the relationships. Some of the published studies on this subject have investigated the influence of the product appearance on the perception of quality (Berkowitz, 1987; Page and Herr, 2002; Veryzer, Jr. and Hutchinson, 1998), usability (Tractinsky, Katz and Ikar, 2000), and performance (Hoegg and Alba, 2011).

The relationships between the product design and in particular product appearance with the consumer psychology has not been pursued to the degree of understanding the current market and academic environment requires.

Some of the immediate observations that can be made regarding product aesthetics (P.A) based on the literature reviewed are:

- Product design and P.A have been currently recognised as a critical component and a key contributor to the marketing and overall success of the product (Bloch, 1995; Schmitt and Simonson, 1997; Miller and Adler, 2003).
- In an emerging marketplace, such as in India, where consumers are often seeking a balance between product quality and competitive pricing, whether aesthetics has an important presence or influence, by which consumers evaluate and differentiate between products to make purchasing decisions, is still open for investigation (Jordan, 1996; Kalins, 2003; Postrel, 2004).
- Most research in psychology and marketing has been based on what is or is not aesthetically pleasing and why objects seem more attractive (Berlyne, 1971; Martindale, 1988; Bloch, 1995; Veryzer and Hutchinson, 1998) and how the complexity of the aesthetics affects the choices (Berlyne, 1971).
- The form or the appearance of a product elicits an emotional affect response based on the perceived beauty and the stimulus-based affect while the cognitive evaluation affects the judgement of objective elements like quality and functionality (Page and Herr, 2002, Norman, 2004).

Creusen (2011) notes that empirically determining the influence of P.A on consumer perceptions and in different product categories will indicate different values and will be an interesting study for the future. This, he notes, has not been done so far. Another interesting area of study for further research suggested by Mugge and Schoormans (2009) is the effect of context, region and in different social and economic periods on the value of P.A in the perception. The current study attempts

to address this significant chasm in the understanding of product appearance from the vista of consumer psychology and is focussing this to the chosen contexts and segments. The significance, influence and vitality of product appearance in relation to product design has been summarised in this section. It has also examined the available studies and literature in this area and has established the imperativeness for further critical exploration

2.4.2 Communication of Product Appearance and Visual Merchandising

As a development on the theme of products as a medium for communication, a number of academics (Crilly, Moultrie, and Clarkson, 2004; Monö, Knight and Monö, 1997; Norman, 2013) make reference to the function of aesthetics to help users understand product functions and properties. This can be classed as a marketing strategy as these expressions of function and properties help consumers to identify the type of product they are viewing; hence they can be used to align products with a product group or product type. Another study by Blijlevens, Creusen and Schoormans (2016), illustrates that though meaning can be influenced in the PA by designers, the interpretation is complex and is mostly influenced by the consumers' previous experiences and is therefore, highly context specific. Similarly, researchers Da Silva, Crilly and Hekkert (2015) investigated if and how consumers' knowledge of the designers' intentions can influence their appreciation of the respective products and find that the intention, if communicated to the consumers, can be greatly effective in enriching the shopping experience, but this is not always easy, especially in the Indian consumer context.

Visual merchandising includes everything the potential consumer sees, inside the store and immediately outside it, all of these including the presentation of the products create an impact on the buyers, the influence of which is either positive, negative or neutral (Walters and White, 1987). With the realization by retail marketers that the product sells not just because of itself, but also because of extrinsic factors such as satisfaction and convenience, which means that the experience of the purchase can be affected by products, spaces as well as people (Quartier et al., 2009). Marketers also realize that since most of these stimuli mentioned are visual, it is not very expensive to present (Matthew and Clark, 2004). It has been noted by Jiyeon (2003) that just as much as the exterior of the store like

the display, signage and premises create a first impression, the physical attractiveness within the store also instigates the consumer.

Omar (1999) defines the types of interior display as the merchandise, point-of-sale and architectural displays. Numerous studies have researched the importance of the store interiors and how they can reduce the psychological defenses of the consumers and encourage purchase (Davies and Ward, 2002; Kotler, 1974; Bitner, 1992). Kotler (1974) uses the term 'atmospherics' and includes both the spatial and ambient factors inside the store such as lighting, signage, merchandise, presentation etc. (Levy and Weitx, 1996). Innovative design of the interior space has increased due to the increased customer expectations (Erlick, 1993; Buchanan et al., 1999). It has been found (Zeithaml, 1988) that visual merchandising can affect the stress levels of the consumers and more stressed the consumers are, the less unplanned purchases will happen. Also Zeithaml (1988) observed that customers consider both the monetary as well as the non-monetary costs. Non-monetary or recreational shopping (Treblanche, 1999) leads to more time spent by the customers within the stores, increasing their comfort levels and aiding purchase potentials. Baker and Grewal (1992) also suggest that visual merchandise plays a critical role in the patronage intentions of the consumer.

Another important objective of the visual merchandising is to ensure longer browsing inside the store, by the customers, Jarboe and McDaniel (1987) found that browsing by customer increases unplanned purchases in comparison with non-browsers within a mall setting. This is due to the reception of more stimuli during browsing, increasing the chances of impulses or urges. Stimuli that provoke desires will eventually motivate the consumer to make unplanned purchase decisions and the more the stimuli that the customers are exposed to the more the likelihood of need-arising (Han, 1987). Visual merchandising is found to have an impact in the reception of P.A, as it has been noted that the consumers' attention towards a product is less distracted in a non-cluttered store (Castro, Morales and Nowlis, 2013)

Though the above studies clearly indicates the potential impact of visual merchandising and store atmospheres on the consumer behaviour, and will therefore be a vital stimulus to be considered in the analysis of the decision making, there are no studies directly correlating or comparing the relationships and effects of visual

merchandising and product design. These influencing stimuli and their respective effects on the purchase behaviour have not been studied so far. This study will critically examine the role of these factors independently and symbiotically, in the cultural context of the chosen variables.

2.5 Product Design and the Indian Consumer

Modern Indian design can be traced back to the industrial art during the post industrial revolution in Europe. However, craft in India has always been interlinked to tradition and religion, from even before that (Cooper and Gillow, 1996). The culture of art and craft has remained an influence on Indian design through the recorded history of India, imbibing and including art forms from numerous historical and cultural invasions, occupations and influences. However, It was only post independence in 1947 that India started producing manufactured goods with foreign collaboration and eventually modifying some goods to suit the Indian contextual needs. It was only in last two decades of the 20th century that Indian designers started creating original designs (Balaram, 2010). Baisya and Das (2008), studying the concept of aesthetics in the product design industry in India and how it plays a role in marketing reveal that aesthetics was ignored by the Indian consumer goods and automobile industry for a long time and it is only post year 2000 that design standards and aesthetics are being considered key marketing factors.

The design ecosystem of a country can only be better understood with the understanding of the contexts such as the economic, social and cultural factors (Balaram, 2010). Therefore, product design is studied in this section as a participant of the context it operates in rather than independently.

2.5.1 Socio-Economic Climate

Kivisto (1998) points out that the sociologist George Simmel noted deep changes occurring in man's psychic structure were the repercussions of the socio-economic changes due to capitalism. The mechanics of capitalism has irrevocably modified different parts of the consumer society. The individual and his social and cultural habits have been subject to the effects of this machinery of capitalistic materialism and, therefore, consumer capitalism is the prevailing system of developing countries like India where the process of consumption and its related services has become the dominant social activity, even its philosophy (Sun, Sridhar and O'Brien, 2009).

Gottdiener (2000) terms this 'commodification' and defines it - 'treating people and things only in terms of their market value - the degree of integration into this ritual of consumption being indicative of a person's social worth and his sense of social and individual responsibility.'

The Indian consumer sector has grown at an annual rate of 5.7 per cent between FY2005 to FY 2015 (India Brand Equity Foundation, 2016). The economy was projected to grow at the rate of 9-9.5 percent during the 12th plan (2012-2017) according to the Planning Commission, Government of India (Twelfth five year plan, 2013), however, there was a slowdown in 2016-2017, due to the introduction of two significant economic changes in the form of demonetisation and a new single tax rule (Singh, 2017). There has been an increase in the rich and middle-income consumers while people below poverty line have reduced. Between 2001 and 2010, there was a 21.4 percent increase in the size of the rich consumer class and a 12.9 percent growth in the middle class (Shukla, 2010). A report from Forbes Asia confirms that the Indian consumer market is growing from being the 12th largest consumer market in 2007 to the fifth-largest consumer market by 2025 after the USA, Japan, China and the UK (Forbes Asia, 2017). During this time the spending patterns of the Indian consumers as most of the new generation of India's youth, close to 130 million in number are earning \$3,200 per month, on average. They are categorised as the 'Urban Mass' (Forbes Asia, 2017).

Singh (2011) notes that in India, consumer culture is affected by factors such as choice, availability, modernity and democracy, while these have grown in the recent decades, majority of Indians tend to be savings oriented, saving up to 25% of their incomes in cash accounts. Another interesting finding by Singh (2011) and Singhi, Jain and Sanghi (2017) is that family ceremonies and activities take precedence over individual desires indicating a strong influence of family in the consumption patterns. On the other, hand there is a huge aspiring class in India, for example, the two top consumer categories – elite and affluent, according to Singhi, Jain and Sanghi (2017), fuel the most growth and the combined segment, which was 27% of consumption in 2016, is expected to rise to 40% in 2025.

The liberalization of the economy in India in 1991 saw a number of foreign players in the manufacturing and retail environment enter India which lead to new investments

both from Indian and foreign corporate, changing the ecosystems of retail, earlier dominated by small and private single stores (Saraogi, 2006). Multi-brand stores and multiple stores started evolving (Burch and Lawrence, 2007), leading to changes in the spending patterns and demographics of the consumers (Kearney, 2015). Post 2000, the landscape changed further due to number of factors such as the internet, increase in brands, urbanization, improvement in infrastructure etc. Indian retail market is expected to grow with the compounded annual growth rate of 18.8% by 2015 (Deloitte, 2012). However, a 2016 Global Retail Development Index report revealed that the achieved rate by 2015 was 9.7% (Kearney, 2017). It also showed that organized retail, currently 8% of total retail market, will grow much faster to about 20% by 2020. India has moved to the number 1 in ranking overtaking China in 2017, among the 63 nations surveyed ending December 2016. (Kearney, 2017)

Rao (2000) has also pointed out, in his findings, that the social changes during the last 3 decades have also been a result of the economic transformation India has gone through. He notes that liberalization of the media has led to awareness about global brands, similarly factors such as increased educational qualifications, nuclear families instead of traditional joint families and increased spending capacities in urban India have contributed to the retail growth. Kearney (2011) estimated the Indian retail market was valued at \$415 billion, of which the share of organised or modern retail was 7 percent or 29.05 billion US dollars and had increased to 2.09 trillion US dollars in 2015 (India Brand Equity Foundation, 2016)

Many other researchers have also made similar propositions. Usunier and Lee (2005) theorize that the cultural landscape is constantly in flux, it is evolving based on the changes in the political, social, economic and technological forces of the regions. However, many researchers (Sarin and Barrows, 2005; Venkatesh and Swamy, 1994) consider the urban, middle class, educated Indian consumers to be most prone to the impact of globalization. Hence one of the study variables in this study is restricted to the study of this segment.

2.5.2 Globalisation and the Western Influence

According to a Nasscom report (2016), the effect of globalization has been evident in the IT-BPO industry that has led India's transformation in a new economy. With globalization, corresponding social changes have developed in the country. This is

especially the case in cities such as Bangalore and Mumbai. This is primarily due to the lowering of the employed age group. This has a domino effect in the increase in disposable incomes, younger earners, nuclear families, younger consumer market, shift in consumption choices, and shift in spending patterns (Sridhar and O'Brien, 2013).

Bagozzi, Canli and Priester (2002); East, Singh and Wright (2016) and O'Shaughnessy (2012) have attempted to differentiate between the price factor and non-price factors like display, advertisements, benefits etc., in purchasing decisions and to examine the relative importance of these. However, design which is an important element in all these and constitutes a non-price factor which is highly relevant in the present market scenario significantly impacts other non-price factors as well (Cooper and Press, 1995).

The Indian retail environment is becoming crowded with brands and products continuously introducing stimuli to encourage purchase behaviors and loyalties from customers (Sridhar and O'Brien, 2013). This has increased due to the internet and electronic forms of information dissemination. Though there are studies examining the social and economic changes of globalization, no studies have examined what psychological dimensions may be drivers of various decision making styles (Lyonski and Durvasula, 2013).

However, some of the unique attributes of the Indian middle class consumers, which have been recognised by studies such as Kakati and Ahmend (2014), Almeida (2012), Gupta and Mittal (2009), Pavleen (2006), Rani (2012), are the roles of family members in the consumer behaviour of Indian consumers. They note that regardless of the changes in the markets due to globalisation, the traditional practice of consulting key family members, especially the elders is still considered important (Pavleen, 2006). While Singh and Nayak (2014), add to this, in their study on the influence of peer interaction amongst teenagers in India, observing that in that segment of consumers, peer pressure plays a crucial role, but is still overpowered by the family pressures or influences. In fact, globalisation, feel Tripathi and Sengupta (2011), has increased the relevance of new family members like children in purchase decisions.

Juxtaposing the developed western consumer market with India and similar such developing markets, Pink (2005), designated the coming decade the 'Conceptual Age', the age of creativity and empathy. This term signifies the increase in the importance of visual consumption and product design, and the values for organizations, individuals, and societies. Pink suggests that India needs to progress towards creators and empathizers and is still in a state of development. Similarly, Friedman (2005), discusses how the success of the western world hinges on creativity, aesthetics, and design in comparison to the eastern, developing markets such as India which are more cost-based consumer societies. This implies that currently India has not reached the empathetic and aesthetic consuming culture, but is still largely a price competitive market.

However, Parida (2012) describes India and other developing countries as the lands of transposed design, where progress in design, is imitation and copying of designs from the west. She states that independent, individual and indigenous design is often overlooked progress, with little attention to local context. However, she finds, that this mindset is fast changing with a variety of local brands like Maruti automobiles, Tata motors and FabIndia etc. quickly understanding the gap in the market for creative, original design adapted from the west but modified or re-designed for the Indian palettes performing exceedingly well amongst the array of competing brands. Another effect of globalisation is the increase in availability of choice for the consumer, Sen (1999) examines the importance of choice, in and of itself, and the role it plays in our lives. He questions this freedom of choice and asks whether it nourishes or deprives, enhances self-respect or diminishes it. He notes that not all choices enhance freedom and that increased choices impedes and impairs freedom by taking precious time and energy from other matters. Availability of choice, he concludes, may contribute little or nothing positive to the consumer experience in India

As discussed in sections 2.5.1 and 2.5.2, India has been steadily seeing the growth of consumerism and its associated effects and is predicted to grow at an ever increasing pace and is set to continue developing, thus making it important and necessary to understand. Also, the unique socio-economic and cultural factors of the region necessitate the intense examination of the mentioned factors and their converging. It is found that academic studies of the product design are not extensive, especially in

relation to the complete integrated process of design, including the design industry and the consumer perspective. There are studies on the origin and culture of design by authors like S. Balaram (2010) and Codell (2008). Innovation in product development and collaborative product development has been covered in some detail (Shyamsundar and Gadh, 2001; Lilien, Kotler and Moorthy, 1992; Cooper, 2009). However, reliable knowledge of the various aspects of product design in India is minimal and provides a wide ambit for contributing research.

2.6 Product Design Industry in India

This research attempts to study proportionately the dual perspectives of the both the main contributing factors in the design process, the designers/design industry and the consumers. This is because the process of investigation cannot exclude the examining of the all the key stages of the design/consumption cycle.

This necessitates the broadening of the studied factors to include the perspectives of the industry which includes the ideation, development, production, marketing and communication of product design and the consumers' perspective of reception, understanding, consumption, decision-making and feedback. The study intensifies the understanding by examining the relevance and significance of product design in the processes and system within the design industry and correspondingly studying the relative priority of product design in the consumer behaviour and it's affecting factors.

Designers are trained in skills and understandings to create products that induce positive impressions. For this they use functionality, feel, aesthetic, ergonomic and other elements to induce these. Their tacit understanding of the visual and perceptions are often guided by intuitive judgements (Schmitt and Simonson, 1997; Liu, 2003). There is a school of thought that this intuitive creativity is what is mainly required for the creation of these positive impressions regarding the product and its design by consumers. However, there is no alignment of the perceptions and consumption of aesthetics between the producers and the consumers (Hsu, Chuang and Chang, 2000). This line of thinking is indicative of the lack of scientific methods and approach for designers to understand or evaluate the consumers' aesthetic preferences.

2.7 Indian Fashion Accessory Segment

Existing literature into fashion accessories and consumer behaviour mainly focus on the luxury brand consumption. For example, according to Vigneron and Johnson (1999), luxury brands are often consumed by consumers for their 'subjective emotional benefits' rather than their functionality. Similarly in their study, Atwal and Williams (2009) examined the success of luxury brands in connecting versus communication to their consumers. Fashion accessories strongly relates to the human desire to showcase and impress, though different consumers have their own perceptions of the value of the products (Mason, 1992). Consumer behaviour towards these types of products has to account both personal aspects as well as contextual conditions (Vigneron and Johnson, 2004). Also to be considered are social interactions and status symbols, as noted by Nelissen and Meijers (2011).

Kotler (2010) observes that wristwatches are seen as both fashion accessories and luxury items in India, depending on the brands. Like other luxury products, individuals often have mixed feelings towards the concept (Dubois et al., 2001). Both positive and negative opinions are based on the perception of purchasing these luxury goods to either differentiate themselves or merge (Dubois et al., 2001). Another dichotomy for consumers of this product category is the perceived value of the product to be luxurious versus 'value-for-money' (Tynan et al., 2010). As has been discovered, existing literature is restricted to the marketing and consumption of luxury brands and also restricted to the western markets, the same segment is not well researched in India. Kapoor (2010) and Vahalia (2007) note that, the Indian consumers display a high degree of heterogeneity, in terms of expectations and aspirations, towards luxury brands. They find that though disposable incomes are increasing across India, specific locations like the urban centres are maturing fast with more demand for these luxury brands, largely influenced by appearances of these brands in Bollywood movies (Kripalani, 2007).

Apart from the absence of detailed research on the attitude of the Indian consumer towards luxury goods, another important factor to be considered in the present study is the positioning of the chose product segment 'Wrist watches' within this categorisation of luxury versus functional, as this product belongs to both.

2.7.1 Wrist Watches in India

Indian fashion accessory and clothing industry has grown rapidly in the last few decades and has a huge variety of products it offers (Sandhu, 2014). Kuldova (2016) suggests that fashion accessories in India covers any accessory related to fashion like ties, socks, shoes, bags, earrings, scarves and sunglasses. He also adds that mobile phones, wearable devices, wristwatches are the new age fashion accessories. With the average disposable incomes of the Indian urban consumers increasing, the demand for fashion accessories like wristwatches amongst all socio-economic categories is increasing (Verma, Upadhayay and Bajpai, 2008). An example of the classification of the Indian buyer by the accessory industry (Ace Global Private Limited, 2009): socialites, conservatives, working women and youth.

One of these growing accessory sectors is the 'time wear' or the wrist watches segment. According to Verma, Upadhayay and Bajpai (2008), the Indian wrist watch industry has come a long way from the pre-liberalisation days of just one major manufacturer 'HMT', to a multitude of brands and foreign players in the last decade like Timex, Titan, Movado, Longines, Rado, Rolex, Frédérique Constant, Mont Blanc, Swatch, and many others (Verma, Upadhayay and Bajpai, 2008).

From a market size of 12 million units in 1992, the size of the watch market currently is estimated to be around 40 to 45 million pieces annually (Majumdar, 1999). More recent report (Kenresearch, 2013) suggests that the 'mass segment' of watches, which are from the lower price range of under 1000 INR are now the highest contributor to the market, which along with the mid-price segment contribute 37%-38% of the total market, a lot of which is covered by the unorganised sector.

Wrist watches in India were earlier seen as a luxury item are now considered both a luxury as well as utility item (Majumdar, 1999) and are divided into categories of price and type of watch and more broadly into low priced: less than 3000 Indian rupees, medium priced: between 3000 to 8000 Indian rupees and high priced: greater than 8000 Indian rupees (Kenresearch, 2013). Additionally, according to Majumdar (1999), some of the more specific behavioural trends that can be witnessed in wristwatch purchase are:

- The premium segment has more collectors and fashion conscious hobbyists. The purchases are directed by the societal norms and symbolic associations
- Typical watch purchase model in urban India was to visit a shop with very little idea of the design and features, specify a price range to the shopkeeper and pick up the brand/design among the pieces shown
- Currently, with increased disposable incomes, global influence and heightened awareness of trends, brands and fashion, the pattern of buying has changed: customers go to a multi-brand shop or specific company outlets with the brand and the make in mind. They are also particular about design, forms, features and materials they are seeking
- Generally customers make these purchases for themselves, as a gift for someone else or for a member of the family. Watch companies are therefore trying to position different brands for different occasions and festivals.
- Along with looks, price and features, people buy specific models for his/her personality fit

Wrist watch is one of the consumer durables whose replacement rate is very high. The replacement rate of watch is 33.8% (Natarajan, 1998). This is also due to the fact that the estimated scrap rate of wrist watches is 7.8%, which is applicable after 6 years (Natarajan, 1998). This rapid rate of replacement and disposal is causing a high demand for watches. Beyond the market influence, wrist watches form a characteristic and distinct role in the cultural and psychological paradigm in Indian society. The uniqueness of wrist watches amongst consumer goods is that it incorporates both a functional value as a commodity as well as a symbolic value with representational value (Barnard and Spencer, 1998). This transitional position between practical usage and the symbolic values, accounts to the distinct cultural resonance of this product in India.

Though, in popular culture, the watch evokes a combination of associations which can be at times contradictory like productive-excess, work-luxury, discipline-indulgence (Hall, 2008), its role in the Indian socio-cultural terrain has been, for a long time now, centralized to the notion of 'rite of passage', either for the literal growth out of a given stage of childhood, or simply a "graduation" from "little kid" to

“big kid” (Zerubavel, 1999). This is further amplified in India with gifting of wrist watches being a highly common or even a standard practice during Hindu marriages, with wrist watches exchanged as a part of the package of gifts between the two families. It can be observed that the wrist watch presented by the bride’s family to the bridegroom is manifestly more significant and as a popular trend is frequently made of gold. This symbolism is denotative of the passing of responsibility or the ‘coming of age’ of the boy, a functional meaning of passage of time and an indexical meaning, wherein it serves as a link to extended family (Mehta and Belk, 1991). These polysemous meanings of gold jewellery and gold as a colour to India can be juxtaposed with the symbolic meanings of watches to the Indian culture, the sources (functional, indexical and spiritual) and loci of meaning (private and public) of jewellery also hold true for wristwatches in the Indian society (Fernandez, 2004). As a social status symbol, wrist watches are still significantly representative of the class systems of India. However, there is a directional drift with the post-liberalised market atmosphere.

The neo-liberal Commodification of society where social ranks, memberships and exclusivities are driven by consumer participation, globalisation and increased spending powers of the current young adults in India has dichotomously created a ‘levelling’ of a class driven, caste prevalent society. Abundance and ease of availability followed by affordability has considerably reduced the status symbol associations wrist watches conveyed over the last few decades. Similarly, youth fashion has purged a lot of the cultural associations of the past and the wrist watches are slowly becoming functional and decorative. This is especially true in the lower spectrum of expense, with rate of turnaround higher than in the more expensive categories (Kenresearch, 2013).

It must be noted that though there have been a few studies related to the wrist watch consumption in the Indian markets in the recent past (2015 onwards) such as a brand preference study towards one particular wrist watch brand – Sonata, by Thakur (2016) and a review on the factors contributing to the selection of wrist watches by De Rose (2015), there has been no substantive and empirical study related to the multiple consumer psychological aspects consumers in India with respect to the product category of wrist watches.

Wristwatches, therefore, lead to an ideal choice of study as the product category in focus. The polymorphic nature of the product to be functional, culturally significant, socially relevant and psychologically stimulated, along with the more practical reasons such as, reasonable significant budget purchase, competing brands with similar features, largely independent decisional abilities of the user/buyer and regularity of usage directed the researcher to justify this selection.

2.8 Summary

The chapter encompasses knowledge from the multiple areas affecting and influencing the current study. The chapter set out to understand and analyse the various theories, discussions and related literature related to the central themes of the study. These were listed and examined independently and when necessary in relation to one another. Each of the areas examined were broad and extensive and encompassed networks within and related to other areas. The purpose of the chapter was to isolate and focus on the components in these areas expected to contribute to the current study.

The chapter examined the different components of the study and was structured on the determined objectives of the research project. Starting with first and second objectives of the study: analysing the key consumer behaviour factors and the evaluation of the context, social and psychological, the chapter commenced with a detailed understanding of the element of central focus in the study: consumer behaviour. It discussed the available literature related to the theories of cognitive psychology and decision making models and proceeded to focus on the pivotal model for this study: Neisser's perceptual model. The model was integrated with ancillaries and contributing theories from psychoanalysis and social psychology.

Based on the next objective of the study, which was study of product design and its consumption, the literature reviewed the other critical discipline of this study: product design and Product appearance and their relevance and the significance in the Indian context. The chapter then proceeded to examine the context of the study in detail, the Indian social, economic and cultural zeitgeist were understood in relation to the phenomenon of product design. The process of design consumption or

the integrated design process was classified into its two forming components: the design industry and the consumer perspective and these were studied in the context of the holistic process, but with the focus on product appearance. Finally, the chapter discussed the product segment under study and also the need for the study.

Findings from the review of the literature suggest that product appearance, along with other influencing factors, plays a crucial role in the consumption behaviour of the consumer and has its implications in the marketing economy of the process. The significance and the role of product appearance in the consumption process traces back to the psychological responses; rational, irrational, symbolic and social and this contributes fundamentally to the consumption of design. The designers, therefore, have an equally critical responsibility of understanding and utilising this knowledge to react, regulate, modulate and direct the role of design in the overall process.

The literature reviewed and analysed revealed that though there have been numerous independent and occasionally interrelated studies, there is still a knowledge gap in the focussed understanding of product design and visual aesthetics or product appearance in particular. The perspective studies on this subject are restricted to either the measurement or the validity of this element to the consumer. A comprehensive study to understand the role and significance of PA in both the consumer and design perspective is missing.

Similarly, very little reliable knowledge can be found studying the various individual and collective facets of the Indian consumer behaviour and product design. Both these subject areas in the context of modern Indian consumption have been neglected in terms of academic studies, thus, justifying the imperativeness and requirement of this study.

The following chapter reviews the research philosophy which governs the entire research study and the paradigms operating within the philosophy. It also discussed the origin, rational, branches of the philosophy and its various contributing components.

Chapter 3 Research Methods

3.1 Introduction

This chapter explains the research approach adopted in this study. Based on Crotty's (1998) four design elements, the early sections describe the decisions taken towards this research design: Epistemology (section 3.2), Theoretical perspective (section 3.3), Methodology (section 3.4) and the Methods (section 3.5).

The chapter examines the validity and the reasoning behind the choices of the design elements. The epistemological stance for this study is critical realism, while the theoretical perspective is grounded in the interpretive tradition. These choices inform the research methodology and the methods applied. The framework for the investigation is presented in Figure 3.1; this diagram synthesizes the different data collection methods within the context of the study's aim and objectives. All the objectives of the study direct the literature reviewed along with the choice of the decision making models for the framework. From the first 3 objectives, post the literature review, the themes for the interviews which helped in the sample selection of the interviewees, as well as the selection of the industry partner: Fastrack watches and the different showrooms were determined. With the completion of the three data collection methods: interviews, questionnaire survey and observation, all the primary data was subjected to 3 levels of coding, with the triangulation of the qualitative, quantitative and the secondary data, including the decision making models, in the 3rd level of coding. The analyses lead to the findings and the generation of the new conceptual framework (Figure 3.1)

While section 3.4 discusses data analysis methodology, section 3.5 describes the research methodology applied which is an integrative mixed methods research with the usage of both qualitative and quantitative approaches. The methods have been used concurrently based on the concurrent mixed method design following concurrent triangulation concurrent nesting and concurrent transformative design. The methodology employs qualitative methods with in-depth expert interviews and participant observation and a quantitative questionnaire survey to validate assumptions, all of these methods are examined in section 3.5. The following sections (section 3.6 and 3.7) reflect upon the choices of the study variables, the sampling techniques employed and the design and approach of the chosen methods of data

collection. The final sections (section 3.8 and 3.9) examine the issues of trustworthiness, reflexivity and ethics.

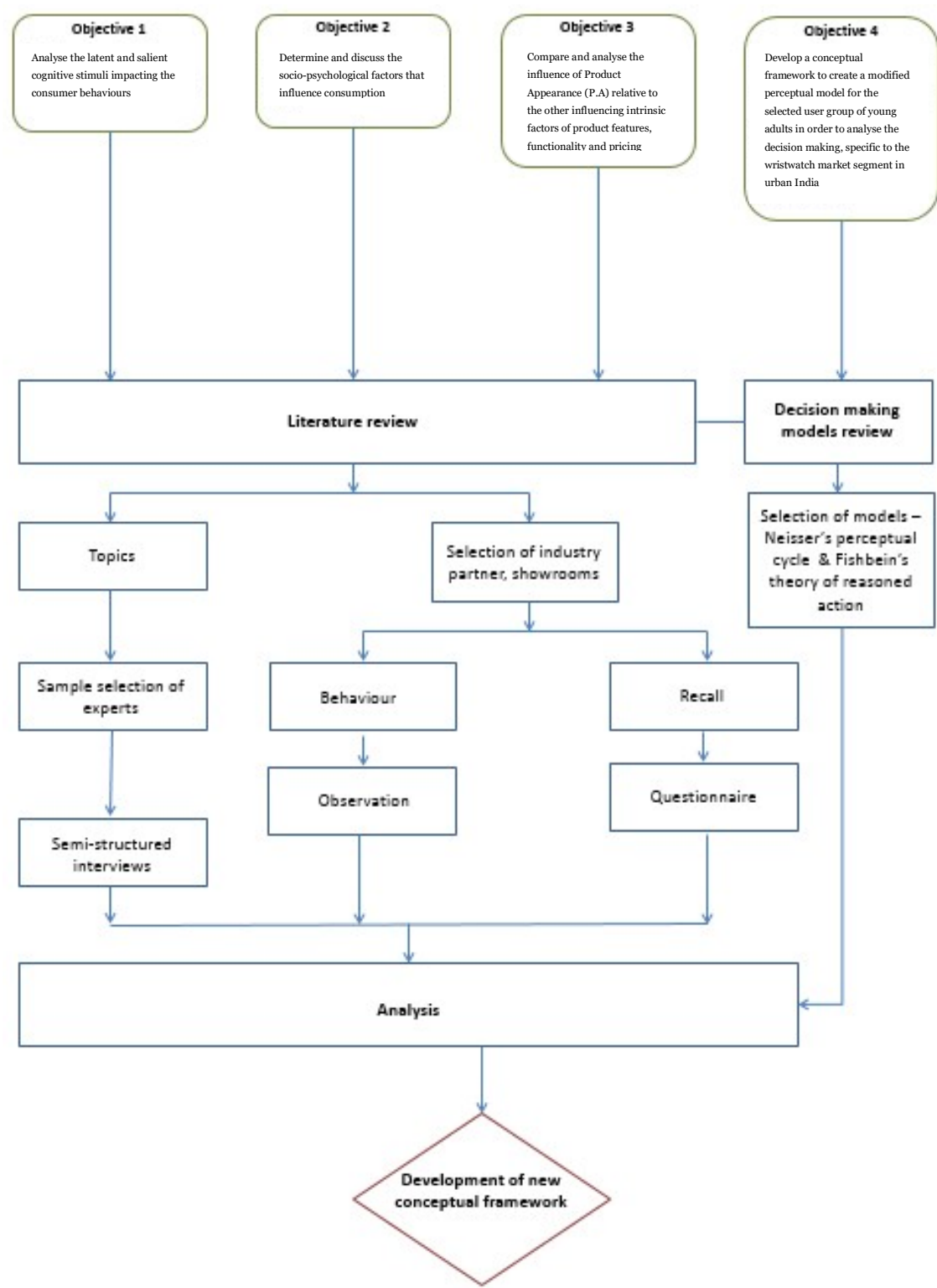


Figure 3.1 Research framework

3.2 Epistemology

Epistemology is about “how we know what we know” (Crotty, 1998, page 25) or “the nature of the relationship between the knower or would-be knower and what can be known” (Guba and Lincoln, 1998, page 54). As Maynard (1994) defines it, epistemology provides a philosophical grounding for deciding the kinds of knowledge that are possible ensuring that it is adequate and legitimate (Maynard, 1994).

There is a view within mixed method research that the appropriate philosophical “partner” for qualitative research is constructivism, and that for quantitative research is post-positivist empiricism (Johnson and Gray, 2010). Post-positivism and constructivism disagree on major issues concerning the nature of the objects of research and our knowledge of these (Guba and Lincoln, 1989), and these disagreements played a major role in what have been called the “paradigm wars” between qualitative and quantitative approaches. Jones (2000) draws our attention to the challenges involved in integrating approaches that stem from different theoretical positions as the philosophical issues have practical consequences influencing the status and nature of data which has implications for the standing of any research findings. Realism provides a philosophical stance that is compatible with the essential methodological characteristics of both qualitative and quantitative research, and can facilitate communication and cooperation between the two (Mark et al., 2000; Greene, 2002).

Table 3.1 below explains the key characteristic differences in the approaches:

Table 3.1 Research approaches

Positivism	Interpretivist	Realism
Positivism is based on the assumption that the foundation of authentic knowledge is based on it being empirical, objective and verifiable (Hanzel, 2010)	Interpretivism insists that the meanings or reasons behind the action of people is key for understanding social action (Marsh, 2002)	Realism is based on the both methods: understanding or validating people’s experience & systematically collecting evidence based on scientific methods of reliability, transparency and evidence. It is, therefore a mix of subjective and objective (Bhaskar, 1999)

Quantitative methods to statistically find and measure social structures are the recommended methods (Hacking, 1983)	'How' people feel or think or act, and set in the natural contexts of the people being studied, helps in understanding the subjective experiences, this is the aim of Interpretivism (Johnson, 2006)	Both experimental and/or comparative methods are allowed in realist research. Also, both qualitative and quantitative methods can be chosen (Hartwig 2007)
Scientific knowledge is something discovered (rather than produced or constructed). Causal and constancy of events following other events in nature is the underlying philosophy and therefore statistical mining and methods are recommended (Hacking, 1983)	Unstructured observation, interviews and other ethnographical research methods and design are preferred to understand the cultural and social lives from the contextual point of view of the subjects (Marsh, 2002)	Though pragmatic usage of methods is recommended, which means that the most suitable method, whether it stems from positivism or Interpretivism can be employed, realists maintain that since no data is theory free, sociological methods should evaluate and compare theoretical discussions and concepts (Parker, 2003)
Positivism does not encourage causal explanations, but restricts reality to just the observable (Hacking, 1983)	Interpretivism is linked to constructivism and is based on ontology (Chia, 2002).	Sieber (1973) explains that understanding social phenomenon using multiple, integrative methods is allowed

Critical realism is considered the middle path between empiricism, positivism and interpretivism: a new and more sophisticated version or realist ontology. Critical realism targets the central concerns of both natural and social sciences. This makes critical realism of particular interest in the study of information, psychology and

social sciences (Zachariadis et.al, 2013). Both the physical and behavioural phenomenon along with the understanding of reality by recognizing and explaining it is the realist approach (Sayer, 2000).

For this study, the combination of explanatory theories with the approach to causality and in the process resolving the contradictions between 'reason explanations' and 'causal explanations' is employed and further developed into a conceptual framework. Realism also supports the idea that individuals' social and physical contexts have a causal influence on their beliefs and perspectives, which is critical to this study which develops the causal factors of the decision making process with respect to the contexts mentioned above. Critical realism treats both individuals' perspectives and their situations as real phenomena that causally interact with one another and also supports the emphasis on the influence that social and economic conditions have on beliefs and ideologies (Maxwell and Mittapalli, 2010).

This study is, therefore, ideally positioned between the positivist and interpretivism theories of knowledge, in the epistemological grounding of Critical realism, a philosophical approach which combines a general philosophy of science (transcendental realism) with a philosophy of social science (critical naturalism) to describe an interface between the natural and social worlds (Bhaskar, 1999). The theoretical perspective of the study is discussed in the next section.

3.3 Theoretical Perspective

Crotty defines the theoretical perspective of his research design framework as the philosophical stance informing the methodology (Crotty, 1998) and is one of the many perspectives that result from different epistemological and ontological stances. While positivism and post-positivism both have underlying objectivist epistemology (Creswell and Plano Clark, 2011), critical realism is aligned more towards the constructivist position and allows for subjectivity in the production of knowledge (Madill et al., 2000).

However, Schwandt (1994) claimed that constructivism more generally was synonymous with an interpretive approach related to Max Weber's concept of 'verstehen' meaning "understanding something in its context" (Holloway, 1997). He

expressed his opposition to the application of the positivist approach to the social sciences as he explains that peoples' actions are associated with complex factors such as motivations, emotions, attitudes etc. They create their own subjective and inter-subjective meanings as they interact with the world around them and interpretive research attempts to understand phenomena through accessing the meanings participants assign to them (Orlikowski and Baroudi, 1991, page 133), Charmaz (2007) notes that the researcher cannot replicate the experiences of participants nor can they be divorced from the phenomenon they are studying.

For this research to be grounded in a constructivist tradition, it needs to meet certain criteria. One of the key requirements of both interpretivist and constructivist approach is that the research must have credibility for which the researcher must have intimate familiarity with the setting and topic (Charmaz, 2006). In this study, the researcher has existed and functioned in the contextual setting of the study: Indian urban centres and his prior experiences of working in the areas of product design and marketing in the consumer industry, provides the familiarity expected. In addition to credibility, Charmaz (2006) stresses that the resonance and usefulness of some research also depend upon the originality of its outcomes.

Therefore, though this study is anchored on the constructivist and interpretive perspective, and will be consumed by people from both positive and interpretive traditions. Hence, the value and trustworthiness has to be established for which Lincoln and Guba's (1985) trustworthiness criteria have been applied. All of these criteria are addressed through the narrative of the thesis and will be reviewed in the sub-chapter 3.8. The choice of the mixed methods approach is discussed in the next section.

3.4 Methodology

Methodology is the 'strategy, plan of action, process or design' lying behind the choice and use of particular research methods (Crotty, 1998, page 34). Larkin et al (2014) make the important point that the choice of research design should be driven by the research question and not vice versa.

Mixed methods in research must start with the understanding of the characteristics of quantitative and qualitative research. Traditional quantitative research focuses

deducing and confirming by testing hypothesis or theories and using statistical analysis while induction and discovery followed by exploration and theory generation based on qualitative analysis is the structure of traditional qualitative research. Another feature of qualitative research is that the researcher becomes the primary instrument for both data collection and analysis (Johnson and Onwuegbuzie, 2004). Understanding the traits of these methods is fundamental to mixed research (Johnson and Turner, 2003).

The convergence model (Figure 3.2) represents the traditional model of a mixed methods triangulation design (Creswell, 1999). In this model, the researcher collects both qualitative and quantitative data separately and analyses them separately, only converging them to compare and contrast the findings at the interpretation stage. The purpose of this model is to end up with valid and well-substantiated conclusions about a single phenomenon, i.e., the exposition of the conceptual framework based on the perceptual cycle model and its influencing factors.

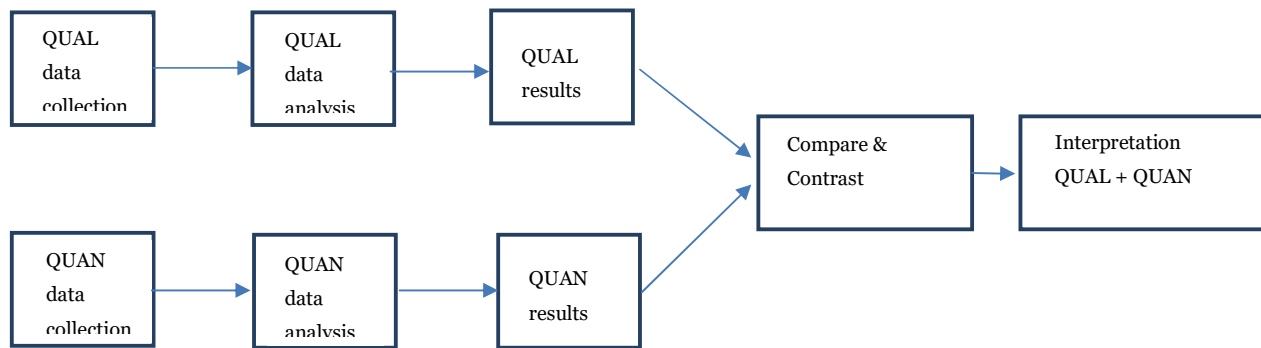


Figure 3.2 Triangulation design: Convergence model (Creswell and Clark, 2011)

This mixed methods study will address the first 3 objectives of the study: 1. determining the key factors impacting on the consumer behaviour of young adults in urban Indian centres, 2. evaluating the contextual, social and psychological factors that influence the choices in the retail sector and 3. Comparing and analysing the influence of Product Appearance (P.A) as a factor in the in-store decision-making

process, relative to the other influencing factors. A convergent parallel mixed methods design will be used in which qualitative and quantitative data are collected in parallel, analysed separately, and then merged. In this study, quantitative data, in the form of a questionnaire survey, will be used to test the conscious perceptions of the participants towards product appearance and how it influenced their decisions inside the store. The qualitative data, in the form of observation, will explore the phenomenon of consumer behaviour and decision making of the participants inside the store and finally the second form of qualitative data, the expert interviews will furnish the in-depth perspective of the social, economic and psychological factors operating in the context. The reason for collecting both quantitative and qualitative data is to compare and analyse the internal: conscious and sub-conscious perceptions and external perceptions of the stimuli.

3.4.1 Data Analysis

The process of data analysis is a systematic examination of information collected from different sources to determine its parts, the relationship among parts, and their relationship to the whole. For the qualitative data, grounded theory (Glaser and Strauss, 1967; Glaser, 1978; Strauss, 1987; Strauss and Corbin, 1998; Charmaz, 2011) has been selected as it has been a dominant paradigm for social research (Hughes and Jones, 2003). Grounded theory data analysis is designed to result in a rigorous and well grounded theory and involved well directed processes, to be applied stringently. However, Strauss (1987) points out that the procedures should be thought of as rules of thumb, rather than hard or fixed rules. He advises that these rules can be modified based on the requirements of the research. In addition, Strauss and Corbin (1998) warn researchers that rigid adherence to any procedure can hinder the analytic process and stifle creativity.

Thus, the qualitative data was subjected to the coding systems, based on the grounded theory (GT) coding practice as recommended by Charmaz (2011). Charmaz associates her system to the inductive-abductive philosophy and stipulates the following 3 coding levels: Initial coding, focussed coding, and theoretical coding.

The quantitative data was analysed by coding the data and subjecting it to statistical analysis using SPSS tool. Mann-Whitney U test and one way analysis of variance (ANOVA) were used to analyse the statistical data

In summary, mixed methods approach was chosen based on the research objectives, while constructivist grounded theory analysis procedures were followed for the qualitative data analysis in studying how and why participants construct meanings and actions in specific situations. The mixed methods approach called for the use of different methods of data collection, both qualitative and quantitative, which have been discussed below in the following section.

3.5 Methods

Crotty defines research methods' as "the techniques or procedures used to gather or analyse data related to some research question or hypothesis" (Crotty, 1998, page 56). Rodwell (1998) notes that though holding both positivist and interpretive assumptions about inquiry is not possible, it is possible to conduct both qualitative and/or quantitative research, whilst still adhering to the epistemological positions of each theoretical perspective. Therefore, the 3 methods chosen for this study were questionnaire survey, expert interviews and in-store observation.

The methods chosen intended to collect both qualitative and quantitative data, as per the traditions of mixed methods research approach. Qualitative research for this study included methods like interviews and observation, and this multi-method approach involved an interpretive and naturalistic approach to the subject matter. As Denzin and Lincoln (1994) acknowledge, qualitative research studies things in their natural settings and attempts to collect, analyse and interpret the phenomena by making sense of its meaning to people, their routines and problem areas. Patton (1990) describes qualitative data as "detailed descriptions of situations, events, people, interactions, observed behaviour and quotations from people about their experiences, beliefs, attitudes and thoughts", thus providing rich data with depth and detail.

In contrast, quantitative research stems from logical positivism (Yu, 2006) and is based on the numerical measurements of certain specific aspects of the phenomena, seeking measurements and analyses that are replicable by others (King, Keohane and Verba, 1994). For this study, the quantitative method employed was an in-person questionnaire survey, the rationale, approach, design and analysis methods of which have been discussed in sections 3.5.2, 3.7.2 and 5.1. Quantitative research seeks explanations and predictions that will generalize to other people and places

belonging to the same user and context groups under study. While researchers use themselves as instruments of both data collection and interpretation, including their own cultural assumptions to the data in qualitative research, in quantitative research the instrument is a predetermined tool that disallows subjective inputs of the researcher (Brannen, 2017)

In this research study, an integrated approach, using both qualitative and quantitative research methods is employed in order to:

1. Test hypotheses concerning quantitative relationships between variables such as pricing, product features, product appearance, across different stages of the purchase process using non-contextual data collection and analysis methods
2. Qualitative research to consider the influence of contextual variables such as societal and psychological influences, cultural, political and economic contexts

3.5.1 In-depth Interviews

Expert interviews, according to Flick, Kardorff and Steinke (2004), “...are best used to complement other methods, beforehand for developing the main instrument or for an orientation in the field...the expert interview is less used as a single, but rather as a complimentary method”. Kvale (2007) defines the purpose of qualitative research is to gather descriptions of the life-world of the interviewee along with the description and interpretation of the phenomenon and meanings.

Intensive interviews were devised and carried out based on the following criteria:

- Discuss the cultural, social and psychological factors recognised by the literature reviewed
- Implications of design and other influencing factors on the chosen consumer segment to be understood

The in-depth expert interview is a qualitative method of analysis, is designed to be a confidential and secure conversation between an interviewer and a respondent, generally with expertise in the field of the interview topic. In-depth interviews are recommended to apply open-ended questions in order to elicit depth of information from the chosen selection of people. The method of the in-depth interview is

appropriate if you need to gain an insight into individual evaluations of specific material. The process and rationale for the selection of the experts is elaborated in section 3.7.1

3.5.2 Questionnaire survey

Questionnaires works on the principle that if you want to find out something about the people and their attitudes, go and ask them what you want to know and get the information straight from them (Denscombe, 2007). The intention to employ surveys is due to the wide and inclusive coverage it offers along with the concept that surveys are usually ‘up to date’ as surveys need to be carried out at specific points in time and the resulting data will have to be current data and the method is ideal when emphasizing tangible things – that can be measured and recorded (Denscombe, 2007).

The purpose of the employment of this method was to evaluate the influence of the factors of product appearance, pricing, features etc. by supplementing and comparing the data with findings from the observation approach. The verbal recollection recorded by the participants provides an opportunity to discuss the conscious perceptions of the participants about their actions, behaviours and choices inside the store leading to the decision. This may be contrasting or matching the findings from the observation data, which reflected the observed behaviours, expressions and choices by the researcher. This comparison and supplementation will provide an interesting scope to understand whether the participants could recollect and consciously structure their behaviours through the stages, and their perceptions on the process of the decision making. The findings from the verbal recollections of the participants through this instrument of questionnaire survey, along with and in comparison to the findings from the observed behaviour of the participants through the observation method (Section 3.5.3) is expected to provide a more comprehensive understanding of the consumer behaviour in-store.

3.5.3 Participant Observation

Marshall and Rossman (2006) define observation as ‘the systematic description of events, behaviours, and artefacts in the social setting chosen for study’. Participant observation is the study of activities and behaviours of the research subjects in their natural contexts, through observation and when necessary, participation in the

activities. Open mindedness, interest in learning, awareness of cultural differences, non-judgmental attitude, openness and good observation and listening skills are the requirements for this method of data collection (Dewalt and Dewalt, 2011). Stocking (1983) divided participant observation as an ethnographic method of data collection into three phases: participation, observation, and interrogation

Participant observation is sometimes called a form of subjective sociology, as the researcher is aiming to understand the phenomenon under study from the perspective of the subject's point-of-view. However, observation methods are useful for recording nonverbal expressions, expressed feelings, interactions and communications and the how, why, when of various activities (Schmuck and Schmuck, 1975).

In this study, observation method is employed in studying the behaviour of the participants within the store, during the purchase experience, while understanding the relationships, influences, effects, attractions of factors such as the sensory cues, group/partner dynamics, exploration, expressions, choices and opinions, reflected both verbally and non-verbally, through observed and recorded data.

3.6 Study Variables and Sampling

This section reflects upon the logic of choices; choices of the variables under study, data collection methods, treatment and the protocols based on the three principal criteria: practicality: what resources are needed for each technique?, output: what sort of data do you get out of each technique, and what can you do with that data? And finally the types of data to which you can obtain access via each technique (Rugg and Petre, 2007). The research employs a mixed methods approach to the data collection design. . Maxwell and Loomis (2003) recommend that the researcher should weigh five interconnected components when designing a mixed methods study: the study's purposes, conceptual framework, research questions, methods, and validity considerations (Tashakkori and Teddlie, 2003). For each variable and data source the following considerations were weighed: the stakeholders who immediately affect and are affected by the phenomenon under study, the context of geographic-social-economic-psychological environs and associated influencing factors such as cultural and historical setting. These components determined the selection of the sample for research in terms of consumer, market and participant

segments such as young adults (18-25 years), Indian urban centres chosen – Bangalore/Hyderabad/Mumbai, Product category – Wristwatches and the Industry partner – Titan/Fastrack (Tata Group of Industries).

3.6.1 Consumer Industry Selection

The choice of the organization meeting these criteria for the current study was 'Fastrack'. 'Fastrack Industries' is one of India's leading fashion accessory industries aimed at the young adult market aged between 18 - 30 years. The range of accessories includes wristwatches, sunglasses, wallets and bags.

Fastrack is a part of Titan Industries Ltd, which is owned by the TATA Group of Industries, one of the largest and most successful conglomerates of industries with areas branching out from aircraft components and automobiles to the hospitality sector. Titan Industries was established in 1984 as a joint venture between the Tata Group and the Tamil Nadu Industrial Development Corporation. The manufacturing happens in a factory at Hosur, Tamil Nadu. The company launched a second independent watch brand - Sonata, as a value brand or a brand aimed at functional and styled watches at affordable prices. In addition it focused on the youth with its third brand Fastrack. Fastrack was launched in 1998 as a sub-brand for watches in the youth segment when Timex broke off from Titan as an independent company Fastrack the spun off as an independent brand since 2005 under the flagship of Titan. It contributes the largest share of profit to titan and has evolved into a fashion accessory brand with entry into product segments like sunglasses, bags, belts etc. (Source: Titan marketing manager, introductory brief, telephonic discussion dated 12th Jan 2012).

Fastrack accessories position themselves as a trendy youth fashion brand, aimed at the lower to mid-priced segment. They cater primarily to the urban young audience in tier 1 and tier 2 centres and locate themselves in the 500INR to 4000INR bracket. Fastrack has over 300 outlets spread across different cities in India and has a visible brand presence all over the country with aggressive marketing campaign with 'risqué, naughty' advertisements attempting to catch the attention of the 'trendy', 'cool' young adults. The tag-line 'How many do you have?' intends to play on the concept of owning many and a quick turnaround purchasing behaviour.

Fastrack, for the purpose of this study, was ideal for the following reasons:

1. Fastrack is one of the more popular and highly consumer brands in the chosen product segment of the study - wristwatches
2. Fastrack caters almost exclusively to the chosen consumer target segment of 18-25 years age bracket
3. Fastrack's operations and focus is primarily constricted to the urban centres of India and the chosen three centres for the purpose of this study - Bangalore, Mumbai and Hyderabad feature in their top 4 centres for sales
4. The chosen market segment is design conscious and the company chosen has a 12 member strong design team delivering to this consumer need
5. The design team is constituted of designers belonging to the chosen consumer segment and are themselves consumers of the brand and products
6. The company is historically and culturally intimate with the geographic context and was started and continued as an 'Indian company', run completely by a management based in and from the urban centres it caters to
7. Fastrack as a part of Titan Group has never been owned or controlled wholly or partially by a foreign company and considers itself completely an indigenous brand
8. The business, Management, operations and manufacturing centre of the company is in Bangalore, which is the local home base of the researcher and the study, thus making it convenient for logistical purposes
9. The management and the human resources were from the natural and similar cultural and linguistic background as the researcher and helped in opening easy communication channels. The researcher also found it easy to build trust owing to corresponding local and social knowledge
10. Fastrack had a collaborative and participative interest in the study and were, therefore easy to approach and encouraging of the study purposes
11. This aided in the positive reception and attitude towards proposals, processes and permissions

3.6.2 Consumer market selection

The choice of the market category was brought about by the economic and market developments over the past decade and the prospects for the market in the future. The choice was also triggered by the fact that the industry partner under study, Fastrack primarily catered to this market segment and was available in almost all the major urban centres in India. The market centres were further divided into categories 'A' and 'B' by the company which was in turn dependent on the sales and marketing figures. These figures were only permitted to be used for reference and not for publishing.

With the bulk of the marketing focus and consumer concentration in the category 'A' cities, the order of cities, based on their sales figures, were listed as: Mumbai, Delhi and extensions, Bangalore Hyderabad, Kolkata, Chennai, Pune.

These urban centres provide a high percentage of the sales relative to the overall sales figures of the company (awaiting statistics from source). For the purposes of this study, 3 of the top 4 centres: Mumbai, Bangalore and Hyderabad have been selected based on the following criteria: ease of access, local geographic knowledge, language comprehension, permissions and access to offices/showrooms.

The listed cities also form the target to and provide data for the marketing and branding strategies. The reason for this intense prioritization of urban consumption over tier-2 cities and rural markets is founded in the socio-economic state of the country. By the end of 2008, an estimated 340 million people already lived in urban India, representing nearly 30 percent of the total population. Urbanization is on the increase and can be expected to spread out across India, impacting all the states. What this means to the consumer market is that the Indian consumer market is set to increase dramatically over the next two decades with total domestic consumption growing from \$370 billion to \$4 trillion by 2025 (BCG report, 2017).

The urban consumption constitutes 60% of the overall consumption growth in India (BCG report, 2017). The Indian economy is growing at a pace that is seeing rapid changes in the socio-economic structures of the country, especially in the urban centers and therefore analyzing this segment is critical. The urban middle class has, similarly, seen a growth of income levels from \$1.78 PPP per capita per day in 2010 to about \$2.37 PPP per capita per day in 2016, according to World Bank (PovcalNet,

2016) leading to changes in consumption choices and patterns. This makes this segment of urban shoppers an ideal choice for this study.

3.6.3 Socio-economic sample

The classification of Indian households into different income groups is not well established: there are no well defined categories by the National Sample Survey Organisation (NSSO) or the Indian central and state governments, the National Council for Applied Economic Research (NCAER) (2004) defines this class as households whose income falls between 4000 USD – 21000 USD per year. Most of the economic studies like Saxena (2101) and McKinsey and Company (2007) have used this definition by NCAER. However, recent study from the India Human Development Survey (IHDS), jointly done by NCAER and University of Maryland (livemint.com, accessed 2016), indicates that India's middle class was just below 6% of its total population. Interestingly, in the same survey, 49% of the respondents identified themselves as middle class, despite the fact that the median household income, for a typical family of four, was Rs.5,000 per month, way below the Rs.22,000 threshold to be considered middle-class according to NCAER's criterion, suggesting that 'middle class' is also a self-perception and an aspiration for many.

This growing socio-economic segment of Indian middle class is interesting as they are changing the ecosystems of consumption, with luxury goods, of the past, like cars and air-conditioners changing into necessities (Jodhka and Prakash, 2016). However, this consumption is not just an economic phenomenon; the middle class consumption of India is also congenitally associated with cultural and psychological ambience. Varma (2014) writes that the consuming members of this class are evaluating themselves and others in their social groups based on the material possessions and are seeking self-expressions through purchased goods (Varma, 2014). 'What makes urban middleclass discourse on materialism interesting is that people present consumption as central to their own social lives yet deny it legitimacy and real significance for the constitution of their individual selves.' (Van Wessel, 2013). The Indian middle class has always propagated and believed in the ideals of 'savings' over material dependency and exhibitionism. The philosophical underpinning is deep rooted in the religious, historical, cultural background of this class. The strong leanings towards education, hard work and a future-centric planning have ensured the Indian 'middle class values' have sustained over the post-

Independence period till the post-liberalisation era. However, the dichotomy of increased disposable incomes and consequently the drive to spend, compelled by the neo-liberal capitalistic market and commodification in society versus the older 'values'. Ghosh (2013) argues that the middle-class consumption in India is increasingly globalised, though not entirely at the exclusion of local style and cultural sensibilities. Therefore, cultural identity of this group is built around a tension between globalisation and local affiliations, including those of caste and religion (Ghosh, 2013).

Therefore, the selection of this variable represents not just a rapidly growing consumer segment and in the context of a globalised economy a vital segment, but the discussed plurality of this group presents a highly impelling study factor. This study could, therefore, be considered a focused examination of a potential broader perspective and could act as a foundation of the interpreting and understanding similar developing markets, both within India and globally. This renders the selection of this consumer segment warranted and valid.

3.7 Research Design and Approach

The current research study requires the application of mixed methods the study aims to understand and interpret perceptual factors and attitudes related to product design supplemented by the theoretical understanding of the phenomenon contributing to these perceptions. This warranted the usage of qualitative methods. Qualitative research is an approach that inquires, examines and understands a central phenomenon. The central phenomenon in this study is the role of 'Product Appearance' in the consumption cycle and to learn about this phenomenon, the inquirer asks participants broad, general questions, collects the detailed views of participants them into themes and descriptions (Creswell, Plano Clark, Gutmann and Hanson 2003). This study employs the qualitative methods such as participant observation and In-depth interviews for this purpose. From this data, the researcher interprets the meaning of the information, drawing on personal reflections and past research or literature reviewed. The key to qualitative research is to generate adequate data in order for patterns, themes, categories, dimensions and concepts of the studied phenomenon to emerge (Glaser and Strauss, 1967; Strauss and Corbin, 1998). Quantitative methods, in contrast, are deductive in nature, using statistical

analysis to achieve the synthesis between the between any two elements (an independent variable) and another (a dependent or outcome variable) in a population. In this study, the quantitative method adopted was the questionnaire survey method.

The literature reviewed provided the foundation for the determination of the research study variables and concurrently directed the primary data collection. The primary data collection was initiated with the selection of the study variables, which encompassed the perspectives of the consumer industry and the target consumers. The consumer industry was selected based on the chosen product category of wristwatches belonging to the fashion accessory sector. The target consumer segment was classified by the demographics of age, location and socio-economic segmentation.

The data collection methods can be segregated by their governing approaches into qualitative and quantitative methods. The consumer and encompassing design industry was scrutinized using the observation and the interview methods, while the perspective of the consumer segment chosen was examined using the mixed methods of observation and questionnaire survey. In-depth expert interview was employed to gather the holistic societal, cultural and psychological perspective.

3.7.1 In-depth Interviews

The initial literature reviewed formed the basis for the selection criteria of the experts. The literature revealed the broad subject areas to be examined in depth and also in context. The primary subject areas were: consumer behaviour, cognitive psychology and product design. The secondary areas of study to emerge were: Indian young adult socio-psycho-cultures, economic changes and its effects, fashion accessories market and western influence and globalisation.

Selection of experts:

The objective of the interviews with experts was to discuss, examine and understand the social, psychological and economic factors related to consumption amongst Indian young adults. The selection of experts followed the following steps:

1. Based on the studied subject areas, a list of themes (Appendix 1) were generated to identify the experts. These topics directed the researcher to seek expert opinions from both academic and industry backgrounds.
2. The topics that emerged were mapped to the expertise required on the particular subject areas.
3. An online profile search and consultation with the supervisors was undertaken to identify an initial list of 13 experts (Appendix 2).
4. They were located in different cities in India and were contacted through phone calls and an initial discussion, both telephonic and by e-mail, based on the willingness to participate, availability and interest in the topics transpired.
5. Since personal, face-to-face communication yields the best result in the Indian context, where telephonic conversations or online conferencing are either personal or strictly work related, the final list of 7 experts (table 3.2) was confirmed based on the above factors of willingness, interest and availability of the participants, as well as the constraints of the researcher to travel and of budget. However, care was taken to cover all the topics discovered in the literature with matching expertise.

Table 3.2 List of experts

Participant	Subject Expertise	Designation
1. Deval Kartik	Design Strategy, Consumer Behaviour, Cognitive Psychology and Indian Young adults	Coordinator and Faculty, Strategic Design Management, National Institute of Design, Ahmedabad and PhD in Indian teenage consumer behaviour
2. Prof. Nina Sabnani	Marketing, Advertising, Storytelling, Indian urban markets and the middle class segments	Associate Professor, Industrial Design Centre, Indian Institute of Technology, Mumbai
3. Prof. M.P Ranjan	Education, Research methods, Product Design, Economy and	Head of the NID Centre of Bamboo Initiatives,

	Sociology	Principal Designer, National Institute of Design, Ahmedabad
4. Dr. Seema Khanwalkar	Semiotics, Visual Analysis, Product design	Semiotician and Faculty, CEPT University, Ahmedabad
5. Vineeta Nair	Graphic Design, Visual Merchandising, Store Design	Graphic Designer, Blogger, Mumbai
6. Prof. Prakash Unakal	. New Product design and development, Wrist watches, Indian young adults and urban India	Head of Department, New Product Design, M.S Ramaiah School of Advanced Studies, Bangalore
7. Mr. Hemanth Pal	Fastrack watches, Accessory Design, Marketing	Head of Design studio, Fastrack watches, Bangalore

The chosen experts were either from the academic environment and were studying their respective subject areas (Table 3.3) in the form of publications, course material, books or blogs, or where industry experts selected based on their proximity and knowledge in the chosen industry segment. For example, IN7 was of the expert from the partner industry under study: Fastrack watches and was the head of the design studio designing the products. He was also closely working with the marketing, branding and sales teams in the organisation to receive feedback and strategize decisions. Similarly, both professor Unakal (IN6) and Mrs. Deval Karthik (IN1) were subject experts in the fashion accessory industries and also had done extensive research amongst the Indian young adult consumer segment. The research benefits by these interviews in gaining a deeper, rigorous understanding of the topics discussed which were highly relevant for this study and reduces the enormity of the secondary research necessary, which is difficult due to practical constraints. The insights and analogies from these experts will enhance the discussion of the findings from the other data forms (Chapter 6).

The interviews were based on informal semi-structured interview techniques, thus allowing for easy, relaxed exchange of ideas and unrestricted communication. For the same reasons the venue was left to the choosing of the experts and the researcher interviewed them at venues such as the expert’s office spaces, residences and cafeterias to aid this free flowing communicative atmosphere. The chosen venues spread across 3 different cities in India: Bangalore, Mumbai and Ahmedabad, based on the availability and convenience of the experts and were spread over a period of two months. The researcher travelled to their chosen meeting zones, mostly the participants’ work locations, so that the bias of ‘interviewer power’, as pointed out by Charmaz (2006) and Mason (2002) who note that qualitative interviews are typically reliant on participant’s capacities to verbalise, interact, conceptualise and remember (Mason, 2002).

Based on the open coding process and commencing with a full transcription of an interview, the text is analysed line by line where key words or phrases that relate to the subjects’ description and opinion of the experiences are highlighted and examined. Following this, memos were prepared with detailed descriptive notes about each interview and with other necessary details and have been collated such as date, time, context and setting of the interviews.

3.7.2 Questionnaire Survey

Though surveys as an approach have the advantages of quantitative yet empirical data, wide coverage and relatively low costs, the limitations of surveys are the lack of detail and depth of data, uncertainty over the accuracy of the data. Also, surveys only provide estimates for the true population, not exact measurements (Salant and Dillman, 1994). Another potential limitation as Bell (1996) observed, is that biases due to the lack of responses from the correct samples or in the accuracy of the responses have to be mitigated.

Some of the critical elements relevant to the design of the method (Table 3.3) are:

Table 3.3 Critical elements of questionnaire survey

Sample selection	Sample selection depends on the population size, its homogeneity, the sample media and its cost of use, and the degree of precision required. The people selected to participate in the sample must be selected at random; they must have an equal
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	<p>(or known) chance of being selected (Salant and Dillman, 1994). This is done by the employment of ‘Theoretical Sampling’, which purposively selects organisations/groups/segments that exhibit the desired features that are the focus of the researcher’s study. The variables mentioned such as Indian urban centres, young adults and urban middle class segment have already been established. The organisation or the context of the process has been chosen to be the selected showrooms of the company ‘Fastrack’. Individuals from within the sample are selected based on the judgement of the researcher and are then approached for the purpose of the survey post the observation exercise.</p>
Sample size	<p>The sample size of the survey depends on factors such as degree of precision, effect size, access to subjects and clustering (Attewell and Rule, 1991). The survey in the current research study is restricted with regard to the effect size, access to subjects and clustering to the footfall in the showrooms, selective sampling of the participants and the permission to and the choice of showrooms.</p>
Units of analysis	<p>Attewell and Rule (1991) noted that aggregating individual questionnaire responses across a team helps to lessen the effects of idiosyncratic or individual attitudes. The research study has established the unit of analysis to be members of the consuming public, selectively sampled from within the chosen showrooms where the survey would be conducted. The sample will therefore consist of a collective perspective from the consumers’ view point. The collection of data will be merged to ascertain the collective attitudes.</p>
Choice of survey media	<p>Salant and Dillman (1994) noted that resources available and constraints should determine the choice of survey medium. The 2 commonly used mediums of survey are the written and the verbal surveys. The current study employs the written survey medium. For the current study the researcher directly approaches the participant and requests responses. This therefore is an ‘in-</p>

	person' survey, which has been noted to be prone to response biases; however, the researcher has ensured these biases are kept to a minimum by not interfering with the process of filling up the responses and by only explaining the questions when requested for by the participant.
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A simple questionnaire was designed to collect measurable data regarding the decision making process and the role of influencing factors in the process and the understanding of 'Product appearance' by the potential consumer (Appendix 3).

All the questions were based on the following principles (Table 3.4):

Table 3.4 Questionnaire design

Question length	Holbrook, Cho and Johnson (2006) offer the general advice to keep questions or statements as short as possible in order to increase respondents' comprehension (Foddy, 1993; Dillman, 2006; Fink, 2009). Oppenheimer (2005) recommends 20 words per sentence whereby questions can consist of more than one sentence. The questions in this questionnaire study are all shorter than 20 words and are restricted to single sentence questions. This is designed so that consumers who have just completed the showroom experience would prefer to leave without too much delay and a short format is essential.
Grammar	Dillman, 2006; Dörnyei (2003) suggest that grammatical complexities are to a minimum. Questions to be in an active voice, repeat nouns instead of using pronouns and avoid possessive forms. All the designed questions are simple and grammatically clear, bearing

	in mind that English is generally the second language of the majority of urban India, but is also the most utilised language of communication in the chosen segment
Length and ordering	Bearing in mind the participants in the survey belonged to the 18-25 year age bracket and that they had just completed their experience in the showroom, relatively low patience levels and time to spare were anticipated. Therefore, the questionnaires were short and easy to follow. McIntyre (2006) emphasized that the length of the survey should be short yet adequate and should avoid long, complex sentences which may be difficult for the respondents to read and may lose interest (Mcintyre, 2006).

The first section of the questionnaire includes a set of questions constructed to understand the buying behaviour of the consumer along with the implication and relevance of product design and appearance to the same. The design is a direct approach towards the gathering of data, in terms of asking the consumer direct and simple questions to gather their comprehension, assimilation and perceptivity towards product design. The set of questions in this section is based on mostly constituted of close ended questions.

The flow of this section of the questionnaire (Table 3.5) is as follows:

Table 3.5 Questionnaire flow

Question Number	Type of Questions	Rationale
1-6	Screening/ Demographic	There are differing views on where the demographic question set should be placed in the questionnaire, there is a view that the

		<p>demographic questions are boring and placing them at the beginning decreases the interest of the subject in the questionnaire. However the counter argument that, putting them at the beginning as these are easy questions and also as it increase the chances of collecting complete demographic data, as the subject may lose interest towards the end, has been utilized and thus the set of demographic questions have been located at the start of the survey form (Bourque and Fielder, 1995).</p> <p>The question are easy for the respondent to answer and aimed at gathering data related to age, number of years spent in an urban centre, income bracket etc. These are significant data necessary to match the participant to the previously chosen variables and hence utilised for the filtering process.</p>
7-10	Warm Up	<p>These questions were designed to ‘warm up’ the respondent with simple, general and easy to answer questions to demonstrate the ease of the survey and engage the respondent.</p> <p>The questions are simple multiple choice questions aimed at gathering the pre-buying perceptions of the participant.</p>
11-17	Behaviour recall	<p>These questions transit to more difficult questions attempting to trigger the responses based on the consumer’s experience of the buying episode. These</p>

		<p>questions are vital in understanding the consumer's evaluation and prioritization of the exposed stimuli including the product appearance.</p> <p>These set of questions require the consumer to recall the concurrent stimuli he experienced and demands a sub-consciously re-analysis of the perceptual cycle which is relatively more time consuming and complex to the previous questions.</p>
18-20	Wrap-up	<p>Having completed the more compound questions, the respondent is already in the cognitive process of interpreting product design as an independent stimulus. This is further engaged by asking the respondent to elaborate on his broader awareness, understanding and comprehension of product design. It also aims to engage the relative priority of product design in comparison with other influencing factors such as pricing, brand and features.</p>

The questionnaire has been restricted to a 2 page survey, without complexities and has been printed in a colour format. This is to reduce the formality of the exercise. Similarly, the questions are not numbered in the printed forms, so that the respondents' attention is not immediately drawn to the length of the questionnaire.

The comprehensive objectives of this section is to analyse the pre-buying, buying and post buying behaviour of the consumer and the role of product design in this psychological process. The section also aims to understand the respondents' understanding, reception and attitude towards product design and product

appearance in particular. The nature of the data collected by this method also varies from the observed data as the survey was conducted post in-store session and therefore was subject to conscious recall. This meant that this data reflected what the participants perceived were their behaviours, post perceptual review. This is interesting as it gives the study an opportunity to compare the recollection of a behaviour, which is already subjected to multiple perceptual cycles against the observed behaviours.

In this study, the sampling was based on the location and context of the collection method, i.e., showrooms and design studio (corporate office). The selection of the participants stems from the customers walking into the showrooms and the designers working inside the design studio respectively. This is not random and the approach to confirm participation in the showrooms was based on the following factors age of the target participant, ease of approach (individual buyers and small groups sought), participant's in-shop demeanour (pace of buying experience, patience and interest levels). This is in accordance with availability sampling technique, which is discussed ahead in section 3.8.1.

Fastrack showrooms provided the ideal sampling opportunities as the target market matched the target segment of this research study and the majority of the customers who ventured into the showrooms were of the age segment of 18 to 25 years. There were also customers who belonged to the fringe age groups of 15 -18 years and over 25 years some of whom participated in the survey, however, they were not considered for the sampling selection. The selection of the showrooms for the purpose of conducting the consumer stage of the survey was also dependent on the eligibility and applicability for the 'showroom observation' process of data collection as the questionnaire survey follows immediately post the observation 'episode'. The 6 showrooms selected for the study were spread out in three urban centres: Bangalore, Hyderabad and Mumbai (Appendix 4). The choice of the showrooms was hinged on the following factors: Proximity to the centres of the urban shopping focal points, located in areas so as to cover the maximum areas of consumer communities, potential of inclusion of different socio-cultural colonies, higher ranked showrooms in terms of footfall, publicity and sales figures, permissions, accessibility and ease of operation

The showrooms selection was based on consultation with the corporate head office of Fastrack based in Bangalore. The inputs gathered from the sales and marketing team and the area business heads were considered in the choices along with other mentioned factors. The local area managers' assistance was then sought, due to their formal and personal acquaintanceship with the branch (showroom) owners/managers and meetings were scheduled with them. These series of meetings were conducted at the showrooms and in the presence of the corporate office representative to aid the ease of access and permissions along with providing the process with the corporate shelter.

Authorisation for 3 day observation and survey periods were finalized and scheduled for every showroom independently in consultation with the showroom owners. The researcher was granted permission to act as an observer, behind the counters and located in the least busy corner of the showroom. The researcher thus observed the 'episode' for the purpose of the 'showroom observation' and An episode begins when a shopper appears in the showroom with the apparent intention of buying something, and it ends when the shopper is about to exit. [Memos - Memos are short documents that one writes to oneself as one proceeds through the analysis of a corpus of data based on the Grounded Theory methodology (Charmaz, 2011)]. Out of the 6 showrooms shortlisted for the observation process, 5 showrooms (marked in circles in the maps) permitted the employment of questionnaires and one showroom allowed the employment of observation method only (Appendix 4). In all the 5 showrooms, on the completion of the observation episode, as the customer was about to exit the store, the researcher approached the customer, requested permission and presented the questionnaire to be filled. Care was taken for the arrangement of a light stool and a desk (which was otherwise used the security guard near the door) for the ease of filling the questionnaire.

The researcher acted as an aid for this completion of the questionnaire by the subjects, if and when they required assistance. However, care was taken to not impose or influence the responses in any way and only clarify the questions when requested. This ensured the objectivity of the exercise. Thus, the interference was kept to a minimum and with all the respondents who participated in the exercise being literate and educated to a minimum pre-university / 12th standard schooling levels, assistance in filling the forms was found to be negligible.

The questionnaire survey exercise yielded a total of 109 responses, out of which 74 samples were deemed usable with the remaining samples falling in the fringe age categories (15-18years/over 25 years). The age filter was only analysed post completion of the data collection and therefore still included the excluded age category forms (Appendix 1). The sample size was governed by the allotted time per store and the natural foot-fall of potential participants within each store. As per availability sampling, these factors are the key determinants for the final sample size (Dattalo, 2008). The sample size of 74, post filtering out the unusable samples were also deemed to have little impact on both sampling and non-sampling errors (Dattalo, 2008), as the samples were homogeneous: belonging to the chosen demographics. Each participant was thanked and verbal permission was sought to use their inputs for the academic research study. They were also presented a gift of a chocolate bar as a token of appreciation.

3.7.3 Participant Observation

The essential base of participant observation is the participation in, and observations of, everyday life. The method involves a flexible, open-ended opportunistic process. The observation was implemented in 6 showrooms located in different localities in Bangalore, Hyderabad and Mumbai (Appendix 4). The intention was to observe and record physical action, verbal and expressive behaviour amongst potential consumers in their process of their consuming behaviour.

The 6 showrooms shortlisted were based on the same factors which were employed for the questionnaire survey process, which proceeds from the observation exercise. The researcher employed a peripheral observation technique for this process. The researcher positioned himself for the period of the 3 days permitted per showroom, inside the showroom but relatively discreetly behind the least busy section of the counters/showcase. Simple random sampling, a sampling method where the researcher chooses random samples from a group, based on the agreed selection criteria (Adler and Clark, 2011), was employed with the researcher observing and using his subjective discretion to choose the target participant deliberating on the suitability of the target participant bearing in mind the study variables such as age segment and socio-economic elements. The sampling was audited with the confirmation coming from the responses collected by the questionnaire process the

participant was subsequently subjected to, immediately following the observation 'episode'.

The observer recorded 'episodes' using 'memos'. An episode begins when a shopper appears in the showroom with the apparent intention of buying something, and it ends when the shopper is about to exit. [Memos - Memos are short documents that one writes to oneself as one proceeds through the analysis of a corpus of data based on the Grounded Theory methodology]. Quick keyword pointers were used for the memo notes, with time of observation and brief description of subject. The researcher constantly recorded these memo notes till the completion of the episode following which the researcher approached the participant just before the exit for the permission to conduct the questionnaire survey on the same participant.

The time frame for this process of observation was 3 days per showroom and the researcher operated along the time scales of the showroom in question. The showrooms generally opened by 10am and closed for a lunch break at 1pm for a couple of hours. The showroom then reopened at 3pm and continues operations till 9pm. Each participant, following the selective sampling, was observed visually by the observer and ensured that the participant and the group were audible. This gave the observer the opportunity to observe the language and interaction regarding the consumption process. All the participants were accompanied by a 'buying partner' or a group of 3 or more. The group generally was made up of members of the family or friends and thus this communication was critical as data. The observer was purposely discreet and attempted to be indiscernible, and thus avoided wearing bright, eye-catching clothes and kept the communication with members to a minimum. The researcher was keenly observing the expressive, body-language, verbal and lingual communication of the emotions, attitude and behaviour, in relation to product appearance and product design in particular and consumer decision making in general.

The total number of 'episodes' collected was 102 spread over the 6 showrooms.

3.8 Trustworthiness

Qualitative research generally needs to demonstrate its trustworthiness as they are naturalistic in nature and positivists' concepts of validity and reliability cannot be

addressed automatically. Several scholars like Silverman (2006) and Pitts (1994) have demonstrated measures that a qualitative researcher can incorporate to respond to the issues of validity and reliability in their qualitative studies. Guba (1981) proposes four criteria for the pursuit of a trustworthy qualitative study:

3.8.1 Credibility

One of the key criteria addressed by positivist researchers is that of internal validity, in which they seek to ensure that their study measures or tests what is actually intended. Lincoln and Guba (1985) argue that ensuring credibility is one of most important factors in establishing trustworthiness.

The following provisions were made by this researcher to ensure credibility of the research:

1. The development of an early familiarity with the culture of participating organisations:

Lincoln and Guba (1985) and Erlandson et al. (1993) recommend “prolonged engagement” between the investigator and the participants so that a relationship based on trust is established between the two and also gives the investigator a chance to gain better understanding of the participant in their context. This was followed in this research with the researcher spending a number of hours in all the showrooms, where the observations were conducted, in the three cities, prior to the data collection sessions. This allowed the researcher to develop a relationship with the staff members and the management. In addition, the knowledge of the languages spoken in these contexts and the cultural familiarity, aided the trust building due to the fact that the researcher’s origins from the same region. However, regular change in location between the context of study in India and the university in United Kingdom, ensured that the immersion did not influence the objective judgements of the researcher due to prolonged engagement, a side effect noted by Lincoln and Guba (1985)

2. Availability sampling:

Availability sampling, according to Dattalo (2008), is a technique where the participants are selected based on the availability or convenience, in terms of context, region, location, facility etc. In the case of this study, the sampling was based on the

availability of the elements or participants to the researcher through the chosen 'facilities' i.e., showrooms.

The researcher was confident that the selected participants were members of a broader 'selected society' (Hamel, Dufour and Fortin, 1993). In this case, the participants were a 'macroscopic' selection from the chosen user segment in this research, i.e., urban young adults in the age group of 18-25 years and interested in the stimuli presented in the showroom, with or without the actual purchase decision made yet.

3. Triangulation:

Triangulation could involve multiple methods towards data collection strategies for qualitative research, along with another method, in this case, the quantitative questionnaire survey. According to Guba (1985) and Brewer and Hunter (1989), the use of different methods in concert compensates for their individual limitations and exploits their respective benefits. The research also employs triangulation during the data analysis stage, with the theoretical triangulation process to make sense of and to challenge emerging learning from the data.

The 3 chosen locations for the participant observation: Bangalore, Mumbai and Hyderabad, were based on the variety in the site sampling, as much for the similarities in the urban-ness of the 3 centres. There is a slight but critical variance in the 3 locations in terms of the cultures and histories. Whilst Bangalore is a 'new' city, relative to the other two, all the 3 locations have, in the last 2 decades, become hubs of new market growths. Each city has adopted a different direction of growth, but have all been participants, and recipients, in the new information technology industry driven economic thrust India has seen over the last decade. There are, however, slight socio-cultural differences in the chosen user segments, amongst the 3 locations, making this triangulation valid.

Although Knafl and Breitmayer (1989) identified four types of triangulation: triangulation of data methods, triangulation of data sources, triangulation of investigators and theoretical triangulation, this study employs only the theoretical triangulation technique. According to the triangulation of data methods, data is collected using various means to act as supplementary and comparative. However, the data collection methods used in this study each address individual objectives of

the research and do not converge till the final level of analysis – theoretical coding. The data sources are dual and also represent the requirements of individual objectives, where the source of the actual consumers and decision makers address objective 3: ‘Compare and analyse the influence of Product Appearance (P.A) as a factor in the relative to the other influencing factors of product features, functionality and pricing, through the different stages of in-store decision-making process’, whereas the second data source: the experts input objective 4: Determine and discuss the socio-psychological factors that influence shopping behaviours of young adults in the current urban retail shopping context, in India. The only triangulation technique that has been applied is the theoretical triangulation which occurs in the convergence of ideas from different concepts from product design, cognitive psychology and consumer behaviour to further the understanding of the phenomena under study, towards the new conceptual framework model.

4. Researcher’s “reflective commentary”:

In addition to the outside scrutiny discussed above, the investigator should seek to evaluate the research, again as it develops. This is done through a reflective commentary also used to record the researcher’s initial impressions of each data collection session, patterns appearing to emerge in the data collected and theories generated. The researcher constantly generated notes during the data collection stage, during the observation processes and in each episode, called ‘memos’ to note the visual cues, interpretations, body language cues and general observations in the sessions. This aided the researcher in the process of analysis of the data into codes, especially in the first level of coding, and also helped direct new literature review.

5. Background, qualifications and experience of the investigator:

According to Patton (1990), the credibility of the researcher as the major, and at times, only human instrument of data collection and analysis, is critical. In this case, the researcher has been a trained and practising product designer and is rooted in the socio-cultural contexts of the chosen user and site segments. The researcher has also studied consumer behaviour and has a post-graduate dissertation and publications in this subject area. This leads to an addition of efficacy to the researcher’s role in this research study.

3.8.2 Transferability

Since findings from a qualitative study are restricted by the number of individuals under study and the specific environments, there is always a concern whether the findings can be applied to a broader population. Merriam (2008) observes that this may be impossible to demonstrate, while Erlandson et al. (1993) state that generalization is never possible in practice. However, Denscombe (2007) suggests that a particular study can be an example within a broader group, even though it is unique, and therefore transferability must not be rejected. Lincoln and Guba (1985) recommend that it is the job of the researcher to provide sufficient contextual knowledge to the reader, who should then be able to make the transfer. They state that the researcher is incapable of making the transferability inference as they only know the 'sending context'.

In this research study, sufficient thick description of the phenomenon and the sending context under study is provided to allow readers to have a proper understanding of it, thereby enabling them to compare the instances of the phenomenon described in the research report with those that they have seen emerge in their situations. Though Denscombe (2007) notes that the researcher should demonstrate how, in terms of the contextual data, the case study location(s) compare(s) with other environments; this is not possible in this research study due to the inability of the researcher to acquire considerable knowledge of the 'receiving contexts' of other environments.

3.8.3 Dependability

In addressing the issue of reliability, the positivist employs techniques to show that, if the work were repeated, in the same context, with the same methods and with the same participants, similar results would be obtained. However, as Fidel (1993) and Marshall and Rossman (2006) highlight how the investigator's observations are tied to the situation of the study, arguing that the "published descriptions are static and frozen in the 'ethnographic present' ". In order to address the dependability issue, the researcher, in this study, reports the processes within the study in detail, explaining the design of the research and its execution. Chapter 3 and chapter 4 describe the operational detail of data gathering and demonstrate the process of reflective appraisal along with the analyses of the data gathered, thus evaluating the effectiveness of the process of inquiry undertaken.

3.8.4 Conformability

The concept of conformability is the researcher's concern to objectivity. Patton (2002) associates objectivity in science but recognises the difficulty of ensuring real objectivity in contextual studies like this, as he notes that the intrusion of the researcher's biases is inevitable. Therefore, steps have been taken to help ensure, as far as possible, that the work's findings are the result of the experiences and ideas of the participants, rather than the characteristics and preferences of the researcher. Also, measures have been taken to provide the reader with a methodological, theoretical and conceptual description, along with related literature in each, to enable them to observe the connections between the data and the constructs in the discussion chapter. The use of the human instrument (researcher) and the associated bias factor is also part of the trustworthiness of the research, and is the neutrality factor, or the freedom of bias in the data collected (Sandelowski, 1986). Guba (1985) defines neutrality as "... degree to which the findings are a function solely of the informants and conditions of the research and not other biases, motivations and perspectives". This is more easily ensured in the quantitative method employed in the study, where objectivity is the criterion of neutrality, and reliability due to the tool, i.e, questionnaire survey, establishes this. Also the instrument and the sample selection based on availability ensure a scientific distance between the researcher and the participants.

However, Guba (1985), Given (2008), Denzin and Lincoln (2005) all agree that the worth of qualitative research is increased by reducing the distance between the researcher and the subjects. For the chosen qualitative methods of data collection: interviews and observation, the importance of identifying and documenting recurrent features, patterns and themes are important to ensure credibility (Leininger, 1985). This has been adhered to in this study, in the form of immediate notes and memos for both the methods. Kielhofner (1982), advocates familiarity and participation of the researcher with the participants, the areas of study and the contexts as being essential to building rapport in interviews. This was followed in this study, with the interviews organised in familiar settings and with the researcher being an active participant in the discussions. Fontana and Frey (2000), Denzin and Lincoln (2005), have argued that interviewing is more than neutral exchange of questions and answers and is a 'collaborative effort and is, therefore, an active

process. ' Scheurich (1995) observes that the interviewer is a person who is historically and contextually located and carrying biases, motives and feelings, and therefore cannot be completely neutral. This was evident in the interviews conducted in this study, where the nature of the interview was more conversational. However, the biases was neutralised through the conscious effort of the researcher to not present his views, but to acknowledge and encourage the discussions, and by marking the texts with notes that were later applied to filter the data in the initial level of analysis.

Observation sessions were conducted throughout the day so that the observation periods were variable, and not regulated. The observation sessions were dependent completely on the participants' decision to enter the store as the participants were not approached before the sessions and it was their natural choice to enter the store. Though objective neutrality, like in quantitative research, and invisibility in the field have now been accepted as unattainable (Ruby, 1980; Fontana and Frey, 2000; Scheurich, 1995), one of the ways of ensuring a degree of neutrality is by recording the researcher's own thoughts and experiences separately. In the observation notes, memos by the researcher were employed to describe the observed episodes, recording clearly the researcher's feelings, impressions and understanding, alongside the more objective observed processes, consistently throughout all the 102 episodes across the different showrooms. The short memos were supplemented by longer descriptive notes by the researcher post episode. This makes the data accurate representations of the subjective human experiences and not fully objective collections of information, in accordance with the nature and challenges of qualitative research (Guba, 1985).

3.9 Research Ethics

Based on the approval of university ethics panel, the following principles were followed by the researcher in this research study, during his interaction with the participants and the empirical data collected:

1. Permissions:

Questionnaire survey and observation were conducted in the showrooms of 'Fastrack watches'. This required the permissions of both the store-owners/managers, which

was sought verbally with an introduction from the corporate area manager, who knew the store owners personally.

The permissions were informal and verbal, as written or signed documentation is culturally regarded as 'official' and therefore 'legally binding', and can be disconcerting and considered suspiciously. Most such agreements and permissions are based on trust, informal discussions and personal introductions.

2. Participants and access:

Participants for the observation and surveys were young adults, who were inside the showrooms for shopping. They belonged to the age group 18 to 25 years and without vulnerability. Expert interviews involved participants who were all adults without any vulnerability and had voluntarily agreed to the participation.

Participants for the survey were approached after their shopping experience, before they exited the stores. The research study and the objectives of the interaction were explained before further discussions.

Interview participants were contacted by phone and appointments sought. The interview participants knew about the study and the academic intentions and the appointments were based on their confirmation.

3. Informed consent:

All consents were based on verbal contracts. This is due the cultural distrust and apprehension of any form of signed documentation in India. Signing on documents is associated with formal business/legal structures like government, courts, banking, police etc., and are therefore not easy to obtain. Verbal and informal agreements are considered sufficient and 'trust factor' and personal references are more important and generally replace forms.

4. Confidentiality:

It was verbally clarified that all data will be used for academic purpose only and the names of the participants in the surveys and observation will not be disclosed. The same has been followed in the data submitted to the university and the examiners.

5. Anonymity:

It was verbally clarified that all data will be used for academic purpose only and the names of the participants in the surveys and observation will not be disclosed. The data submitted does not include the names.

3.10 Chapter Summary

This chapter focussed on the research philosophy, methodological structure, design and approach. The chapter also looked at the study variables chosen for the primary data collection and justified the choice (Section 3.6). The chapter included the processes employed in the primary data collection and the construction. The data collection system was founded on the strategies of mixed methods. The 4 elements of the research philosophy (Crotty, 1998): Epistemology, Theoretical perspective, Methodology and Methods were described individually and their implications on this research were examined (Sections 3.1, 3.2, 3.3, 3.4 and 3.5).

The research philosophy including the methodology and the methods chosen were constantly directed by the final research objective: Develop a conceptual framework to analyse the decision making of the chosen user group specific to the wristwatch market segment. The conceptual framework needed to be an emergent model grounded in the data collected and analysed.

Both qualitative and quantitative methods were engaged in the direction of the research objectives 1, 2 and 3 (Section 1.2). The discussed methods included questionnaire surveys, participant observation and expert interviews. The chapter then proceeded to discuss the structure of the research design and the role of the individual methods in meeting with the respective objectives and the research aim (Section 3.7). The study variables selected were rationalised and were found adequate in lieu of the research objectives and study intentions. The study based on these variables was found to be appropriately localised and necessary at this juncture in time. The variables were also regulated by the practical constraints of the research.

The chapter then discusses the trustworthiness of the chosen philosophy and methodology (Section 3.8). Finally, the ethics involved in a social research project such as this, has been discussed (Section 3.9).

Chapter 4 Qualitative data analysis

4.1 Introduction

Chapter three described and explained in detail the process, rationale and purpose of the mixed methods research design, with the usage of both qualitative and quantitative approaches. The methodology employs qualitative methods with in-depth expert interviews, participant observation and a quantitative questionnaire survey to validate assumptions, with the choice of the methods examined in section 3.5. Chapter four examined and analysed the primary data from the quantitative questionnaire survey section. The quantitative data was analysed based on the hypotheses with respect to relationships between the influencing factors of: product features, pricing, functionality and product appearance and the different stages of the in-store decision making process.

In this chapter, the captured data from the qualitative research is presented, analysed, analysed and evaluated in a systematic manner. The documentation and analysis process aimed to address the two objectives:

1. Determine and analyse the key factors impacting the consumer behaviours of young adults in urban Indian centres
2. Evaluate the contextual, social and psychological factors that influence the young Indian adults in the retail sector

This chapter includes the analyses of primary data from two methods: in-store observation (section 5.3) and expert interviews (section 5.4).

4.2 Theoretical framework

Qualitative data analysis is the deciphering and making sense of the information gathered from the research subjects (Marshall and Rossman, 2006). This is done by bringing order, structure and meaning to the collected data and transforming opinions and views into clear, understandable, trustworthy and insightful findings (Gibbs, 2007). The difference between qualitative and quantitative analysis is that while qualitative data analysis searches for general statements and constructs interpretive narratives to capture the complexity of the phenomenon, quantitative

data examines the cause and effect (Marshall and Rossman, 2006; Muijs, 2011; Leedy and Ormrod, 2010).

According to Best and Kahn (2006), analyzing of qualitative data involves the following steps: organizing, description and interpretation. Scott and Usher (2011) recommend the following steps for qualitative analysis:

- Coding or inferring the words and phrases that are significant by classifying field notes, observations or interview transcripts
- Examining these classification to identify relationships and understanding them, drawing upon the researchers own experiences so that credibility is established
- Making sense of the data by developing patterns, commonalities and differences and refining them into theoretical constructs
- Elaborating the generalizations and formalizing the theoretical constructs and drawing inferences to be discussed with other findings

4.2.1 Coding framework

Charmaz (2014) recommends multiple levels of coding. She points out that coding is the pivotal link between collecting data and developing an emergent theory in the data. Through coding, you define the emergence of sense from the data and what this sense means. This study adopts Charmaz's foundations of G.T coding and analysis steps, which she advises '...consists of at least two main phases: 1) an initial phase involving naming each word, line, or segment of data followed by 2) a focused, selective phase that uses the most significant or frequent initial codes to sort, synthesize, integrate, and organize large amounts of data.' (Charmaz, 2014)

Charmaz associates her system to the inductive-abductive philosophy and stipulates the following 3 coding levels under GT: Initial coding, focussed coding, and theoretical coding. This study employs these coding methods for the analysis of both the qualitative collected data: Interviews and Observation.

4.3 Interview data analysis

The expert interviews conducted were focussed on the academic, societal and psychological perspectives of the consumer culture amongst young Indian adults. All of the experts interviewed permitted the use of their names and details to be

published verbally. Written permissions were not applied as the experts felt uncomfortable signing any official forms and it was acknowledged by the researcher that insisting on this formality would reduce the comfort levels and the openness of discussion that was required for the study. Also, though all the audio recordings were used for transcribing, it was verbally agreed that the audio recordings will not be published as the experts discussed both personal and political topics that they did not wish to be submitted. As a form of data reduction, such data, not relevant to the study has been removed from the digitized transcripts.

The interviews were conducted based on a semi-structured and informal technique and this allowed for a less restrained and relaxed commentary by the interview subjects. The success of the expert interview based investigations depends greatly on the ‘quality’ of the interviewers; that is the extent to which they allow the interviewee to respond (Bogner, Littig and Menz, 2009). Therefore, this method required the interviewer participation to be minimal in activity during the process and only directing the course of the interview to ensure coverage of the subjects to be discussed. These subjects for discussion were later re-visited as ‘themes’: a starting point for the coding and analyses of the data (Table 4.2).

The data, in the form of interview transcripts, were substantial in content and also in the directions and topics covered. This was due to the nature of the interview technique adopted: semi-structured and conversational. This lead to a lot of data that was not always convergent to the themes under discussion. The interviews emerged organically with the expert interviewees discussing a wide range of main research related subject matter interspersed with professional and personal accounts narratives and experiences. The interviews, therefore, required attention in filtering the relevant data and discounting the excess information. This necessitated various coding levels, which also follows the guidelines of the grounded theory approach.

For the purpose of cross-referencing throughout the thesis, the following numbering system (IN1 to IN7) is used to refer to the experts interviewed (Table 4.1)

Table 4.1 Index of interviews

Interview number	Name	Designation / role	Venue

IN1	Deval Kartik	Coordinator and Faculty, Strategic Design Management, National Institute of Design, Ahmedabad	NID campus, Ahmedabad
IN2	Prof. Nina Sabnani	Associate Professor, Industrial Design Centre, Indian Institute of Technology, Mumbai	IIT Mumbai campus, Mumbai
IN3	Prof. M.P Ranjan	Head of the NID Centre of Bamboo Initiatives, Principal Designer, National Institute of Design, Ahmedabad	NID campus, Ahmedabad
IN4	Dr. Seema Khanwalkar	Semiotician and Faculty, CEPT University, Ahmedabad	CEPT campus, Ahmedabad
IN5	Vineeta Nair	Graphic Designer, Design blogger	Mumbai
IN6	Prof. Prakash Unakal	Head of Department, New Product Design, M.S Ramaiah School of Advanced Studies	MSRSAS campus, Bangalore
IN7	Mr. Hemanth Pal	Product Design Manager, Fastrack Watches	Bangalore

The data was subjected to the coding systems, discussed above (Section 4.2.1), based on the coding practice as recommended by Kathy Charmaz (2011): Initial coding, focussed coding, and theoretical coding.

The first level of coding (Initial coding) involves a broad examination of the transcripts along with the identification of dominant initial themes (Appendix 5). The next level of coding: focused coding involved probing these clusters of data under the initial coding themes using a thorough line-by-line analysis technique. Line-by-line level of analysis happens to dissect the themes at a more precise and minute level, in an attempt to identify key words and phrases which connect the

informant or the expert's opinions and description to the experience under investigation (Goulding, 2002). This level of analysis also yields a set of 'codes', which are descriptive words selected by the researcher to reflect the phrases that evoke strong emotions, describe actions and reveal symbolic interaction concepts (Jalaladdini and Oktay, 2012). These codes are further grouped into broader concepts and categories, thus connecting and comparing them (Section 4.3.2). The final level of coding: theoretical coding, is where the analysed findings from different sources of data like interviews, observation and questionnaire are integrated with each other and the theory starts to be filled out. This is where, as Glaser (1978) says '...establishing new connections that make ideas (however recognisable) relevant, is so often the "new" and "original" about theory.' This level will triangulate the different analysed data in the findings and discussion chapter (Chapter 6).

4.3.1 Initial coding of Interview data

The first level of analysis was the initial coding. This level involved the following steps:

1. Digital transcription of the interviews (Appendix 6)
2. Based on data reduction, broad examination of the transcripts and elimination of the data sections that was observed to be not relevant, redundant and, personal conversations.
3. The data was then subjected to an initial coding which involved the generation of 'themes' for the description of the respective sections. The themes were short indicators of the segment content in the data. These themes further aided in the selection of areas of meaningful data for the research study. The themes were generated by selecting the segments and highlighting those using different colours. The colours were for reference purposes and did not signify any associations themselves. An example of this theme generation using colour selection of the interviews is shown below (Figure 4.1)

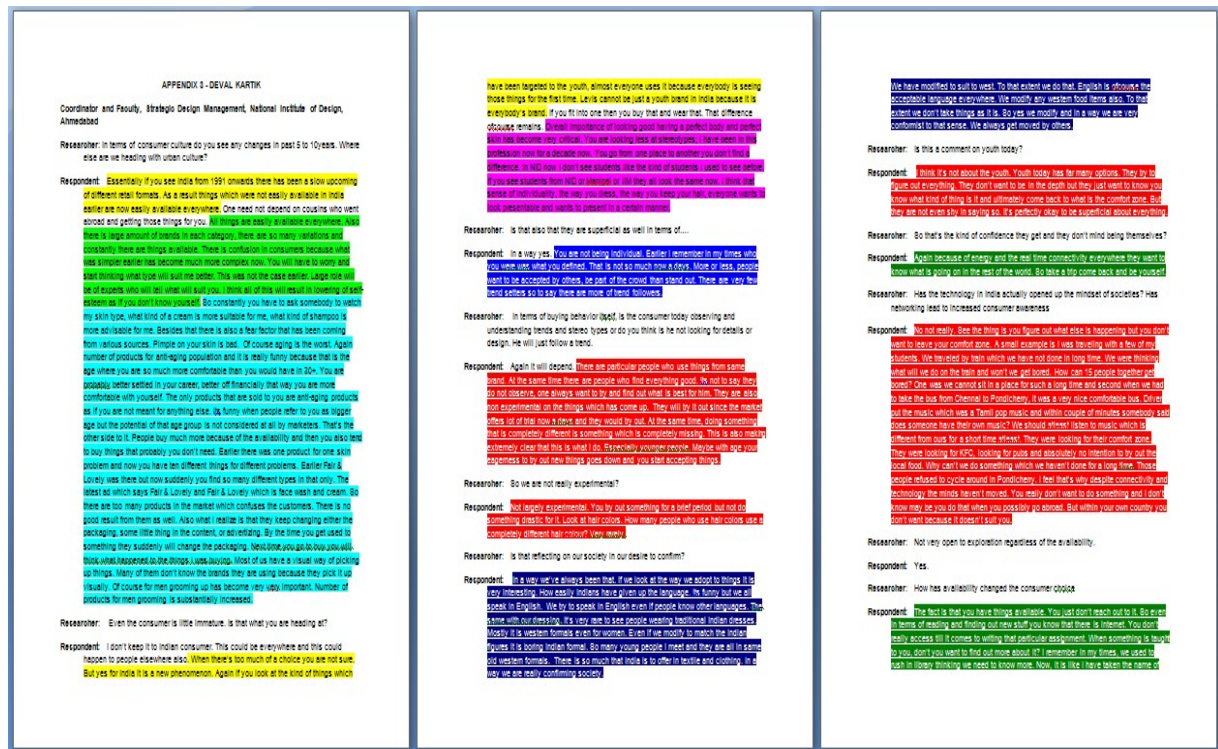


Figure 4.1 Selection and colour coding for themes

This colour coded and selected sections from all the interviews were converted into descriptive themes. The table of generated themes is below (refer table 4.2)

Table 4.2 Themes from all the interviews

Interviews	Themes
IN1	<p>T1 Liberalization and changes related to it</p> <p>T2 Availability and choice</p> <p>T3 Example of multiple brands, products and marketing barrage, especially in the grooming/fashion industry in India</p> <p>T4 Looks and what it says about the user of the products</p> <p>T5 Individual versus the crowd</p> <p>T6 Trying new things and experimenting</p> <p>T7 Conforming to the influences and styles</p> <p>T8 Access to information and connectivity</p>

	<p>T9 Impatience in the youth</p> <p>T10 Societal, parental and peer pressure/influence</p> <p>T11 Media and effect on consumer choice</p> <p>T12 Superficiality in choices/ active involvement of young adults in society</p> <p>T13 Visual appeal and its effects</p>
IN2	<p>T1 Textures and wearability</p> <p>T2 Colours and class systems</p> <p>T3 Materials and innovation</p> <p>T4 Media and the effects</p> <p>T5 Various channels of communication</p> <p>T6 Conformist attitude of the youth</p> <p>T7 Confidence to wear and buy what they want</p> <p>T8 Grooming and body conscious</p> <p>T9 Influence of media in choices</p> <p>T10 Experts and social leaders</p> <p>T11 Access to information</p> <p>T12 Laziness due to the culture of choices</p> <p>T13 Cycle of fashion and design</p> <p>T14 Story telling as a way of selling</p> <p>T15 Myths and associations</p> <p>T16 Communities versus individuality</p> <p>T17 Too many choices making things more confusing</p> <p>T18 Mobility driving choices</p> <p>T19 Personal statements amongst the rest</p> <p>T20 Global visual language</p> <p>T21 Mono culture</p> <p>T22 Myth and reality</p> <p>T23 Popular culture and mass media</p> <p>T24 Maturity and family influence</p> <p>T25 Social skills amongst the young generation</p>
IN3	<p>T1 Media and design movement</p> <p>T2 Innovation from ground up</p>

	<p>T3 Government interference and effects</p> <p>T4 Invasion of technology</p> <p>T5 Peer groups and social connections</p> <p>T6 Sharing of design</p> <p>T7 Conformist society?</p> <p>T8 Role of colours in social psychology</p> <p>T9 Affordability and growing wealth</p> <p>T10 Flashy and loud design</p> <p>T11 Mass media and its influence on consumption</p> <p>T12 Piracy in design</p> <p>T13 Western hegemony</p>
IN4	<p>T1 Product design as a debate/discussion topic</p> <p>T2 Importance of communication</p> <p>T3 Visual/social metaphors</p> <p>T4 Catering to the imagination/nostalgia</p> <p>T5 Depth level of the associations created</p> <p>T6 Associations to the 'Modern and Urban'</p> <p>T7 Role of imagination and creative solutions</p> <p>T8 Conservative mind-set amongst the youth</p> <p>T9 Who is your consumer? Do you know them?</p> <p>T10 Lack of research into the user for design</p>
IN5	<p>T1 Indian consumer culture</p> <p>T2 New age markets</p> <p>T3 Liberalisation</p> <p>T4 Young buyers</p> <p>T5 Social structures</p> <p>T6 Teenage buying preferences</p> <p>T7 Marketing</p> <p>T8 Advertising</p> <p>T9 Economy of India</p> <p>T10 Incomes and spending monies</p> <p>T11 Consumer attitude</p> <p>T12 Western influence</p>

	<p>T13 Native art and design</p> <p>T14 'Indigenous' culture</p> <p>T15 Design understanding</p> <p>T16 Maturity of consumer market</p> <p>T17 Fashion and Accessories</p> <p>T18 Costs/Price/Value for Money</p> <p>T19 Design thinking</p> <p>T20 Design education</p> <p>T21 Product Design</p> <p>T22 Features and Functions</p> <p>T23 Social-psychology</p> <p>T24 Cultural preferences</p> <p>T25 Regional differences</p> <p>T26 Urban and rural markets</p> <p>T27 Socio-economic classes</p> <p>T28 Product appearance</p> <p>T29 Aesthetics</p> <p>T30 Symbolism</p> <p>T31 Priority of cognitive stimuli</p>
IN6	<p>T1 Young India and their choices</p> <p>T2 Politics of design</p> <p>T3 Product design as an academic discipline</p> <p>T4 Watches ad a product for the young</p> <p>T5 Research before design</p> <p>T6 Factors for design</p> <p>T7 Why would they buy the product</p> <p>T8 Urban markets and their choices</p> <p>T9 Information overload and choices</p> <p>T10 Social conditioning</p> <p>T11 PA as a selling factor</p>
IN7	<p>T1 Design brief from marketing</p> <p>T2 Participatory design decisions</p> <p>T3 Competition and effects</p>

	T4 Target consumer research T5 Pricing as a factor for manufacturers T6 Elements of design T7 Manufacturing influence T8 Decision making regarding product design T9 What consumers want? T10 Priorities for design of product
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4.3.2 Focused coding of Interview data

The second level of analysis involved the scrutinizing of the generated themes into smaller fragments of sentences, phrases and lines. Each of these sections of data is then tagged by 'Codes', which will form the basis for the cross interview mapping. The coding is done individually on the interviews and the associated themes. The process is followed across all the interviews and the final set of codes are then restructured into groups called 'Categories'. The steps involved in this level of analysis are:

1. Re-examination of the coloured segments or themes generated in the initial coding stage
2. Scan each sentence or line and derive the implied meaning
3. Tag each analysed segment with a 'code'; phrase or a sentence suggesting the derived meaning of the segment. The segments were first colour coded and then assigned a code, as shown in the example (Figure 4.2)

As an illustration of the process, IN1 will be used as an example. The second level of analysis was initiated on the themes generated for IN1: The coloured sections were then presented under the themes of the same colour. The themes with the selection of interview data text along with their codes are seen below (Figure 5.2):

T1. Liberalization and changes related to it

As a result things which were not easily available in India earlier are now easily available everywhere. One need not depend on cousins who went abroad and getting those things for you. All things are easily available everywhere.

C1

When there's too much of a choice you are not sure. But yes for India it is a new phenomenon. Again if you look at the kind of things which have been targeted to the youth, almost everyone uses it because everybody is seeing those things for the first time. Levis cannot be just a youth brand in India because it is everybody's brand. If you fit into one then you buy that and wear that. That difference of course remains.

C2

the youth, almost everyone uses it because everybody is seeing those things for the first time. Levis cannot be just a youth brand in India because it is everybody's brand. If you fit into one then you buy that and wear that. That difference of course remains.

T2. Availability and choice

All things are easily available everywhere. Also there is large amount of brands in each category, there are so many variations and constantly there are things available. There is confusion in consumers because what was simpler earlier has become much more complex now. You will have to worry and start thinking what type will suit me better. This was not the case earlier. Large role will be of experts who will tell what will suit you. I think all of this will result in lowering of self-esteem as if you don't know yourself.

C3

C4

C5

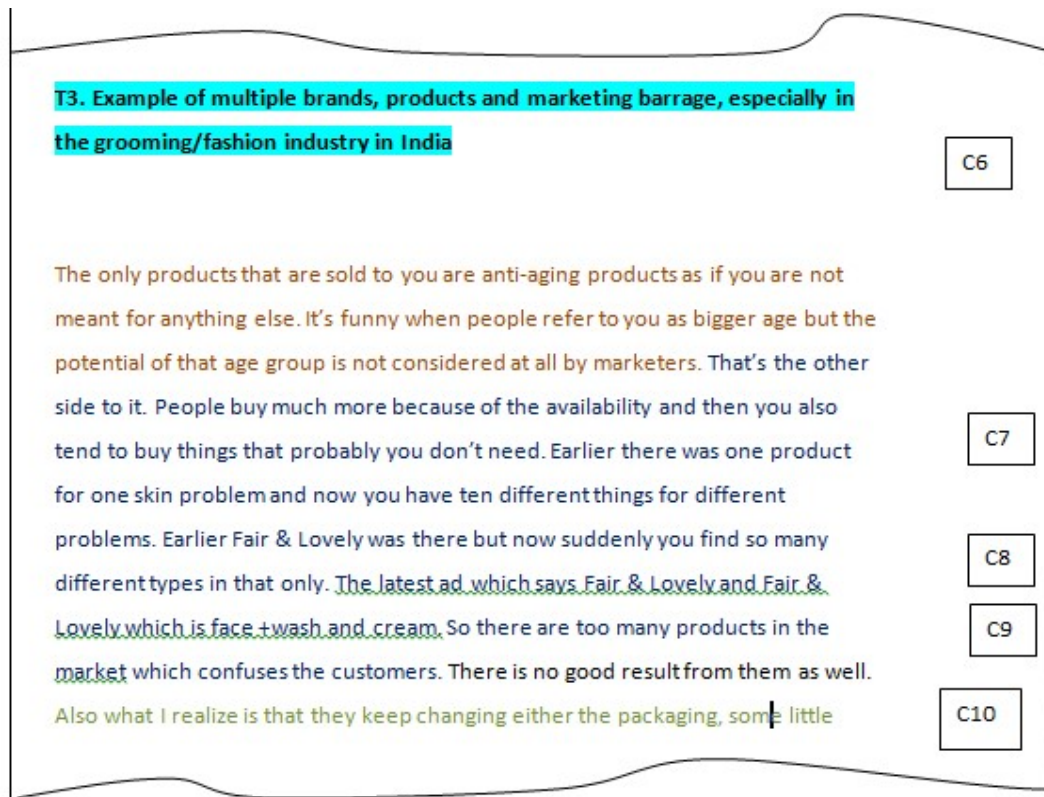


Figure 4.2 Illustration of converting themes into codes

4. These codes were later analysed and described with the application of 'memos' (Table 4.3).

The tagged codes were supplemented by 'memos' by the researcher. Memo writing, Charmaz (2007) proposes, is the pivotal intermediate step between data collection phase and the drafting of the substantive theory. Memo writing prompts the researcher to analyse the data and codes early in the process (Charmaz, 2007; Glaser, 1978). According to Struass and Corbin (1998), memos contain 'products of the analysis or directions of the analyst'.

For this research study the memos were created as crude handwritten notes by the researcher and include:

- Decryption of the coded segment
- Elaboration based on the researcher's study
- Addition of information based on the non-verbal or implied meanings determined from the experts

- Relation and implication to the study subject areas extracted by the researcher

Memos are the immediate interpretations and inferences by the researcher. These are subjective analysis but are grounded in the study thus far, which includes the literature reviewed and the other primary data collected. Accordingly, the codes were each elaborated briefly with a short description and the researcher memos were written on post-its with them. This step for one of the interviews: IN1 has been digitised and shown below as an example (Table 4.3):

Table 4.3 Illustration of codes with associated memos

Code	Description	Memos
IN1 - C1	Liberalisation and its effects on availability and social status	<ul style="list-style-type: none"> • The expert interviewee was referring to the opening up of the consumer markets in 1991 to the global consumer industry • This triggered a massive influx, she says, of products from all around the world, especially the developed Western markets of W. Europe and USA • This has led to ‘availability’ of products that were hitherto considered ‘premium’ and ‘exclusive’, as Indian users had to depend on relatives travelling back to India from these countries to bring them over. • This gave the users a sense of elitism, of being above the ‘regular’ Indians who did not have access to such brought-in goods
IN1 - C2	Increased choices opens leads to opening up of usage	<ul style="list-style-type: none"> • The opening up of the market and especially in the decade following this, has seen a number of products that have entered the Indian markets but have not been spot-on in terms of the targeting of the user segment • This is because, due to this being a new

		<p>phenomenon - availability, Indian consumers were keen to buy all and any products which were then considered premium, like Levis jeans</p> <ul style="list-style-type: none"> • This lead to the breakdown of the brand intention to be a brand for the youth, with almost all user segments consuming the product. • Consumers, in this decade, were keen on consuming these newly available products rather than focussing on PA, features etc..
IN1 -C3	Ease of availability and variations	<ul style="list-style-type: none"> • The expert, in this code, is referring to the permeation of the products and brands to all parts of the country in just over a decade post liberalisation • Between 1991 and 2001, the brands had managed to reach beyond the urban A-centres, such as Mumbai, Delhi, Bangalore, into the B-centres such as Pune, Gurgaon, Mysore etc. • This lead to competing products that were similar in almost all aspects, but with slight variations. • This period also saw an increase in 'Value-for-money' variations, aimed at these B and C-centres, with lower costs in minds of the manufacturers • Another interesting factor was that the variations in these products were also coming out from inside India, with Indian manufacturers creating very similar products to the western products, but at lower prices
IN1 - C4	Confusion in consumer choice due to	<ul style="list-style-type: none"> • This phase of increase in the choices lead to a confused decision making process for the consumers

	increased brands, products and variations	<ul style="list-style-type: none"> • Simpler decisions, based on availability of lesser choices, in almost all consumer segments, had become more complex • Purchase decisions were gradually being affected by stimuli such as features, PA etc. from the basic stimulus of availability
IN1 - C5	Dependency on suggestions and advice from the 'experts'	<ul style="list-style-type: none"> • This confusion and increase in complexity of the consumer decisions increased the dependency of the consumer on 'what to buy' advice • This advice was provided by 'market experts', celebrities from Bollywood and Indian sports personalities etc. • This saw an increase in the advertising and marketing sector with every brand and product seeking out these popular personalities to tell the users what to buy • This, say the expert, also lead to a collective lowering of the self-esteem amongst the consumer masses, as they gradually grew more and more dependent on someone else's aid in making the purchase decisions
IN1 - C6	Consumers are self-conscious and beauty conscious	<ul style="list-style-type: none"> • This issue of the self-esteem, especially in the young adult market segment has triggered an increase in products that are aimed at ensuring the consumer is buying into the concept of 'looking good to feeling good' • Beauty products started targeting this market segment • Appearance, especially how you look, what you wear, how do make yourself beautiful seemed to be critical to the young adult market segment. • The segment is highly self- aware of how they

		look and how to 'fit in'
IN1 – C7	Buying what you do not need	<ul style="list-style-type: none"> • The consumer market post the initial phase of being part of the new phenomenon of availability in the first decade post liberalisation started getting confused with choices • They were buying products that were more than just necessities • This lead to buying more to be aware of the choices than the actual need for the product
IN1 – C8	Pace and frequency of repurchase	<ul style="list-style-type: none"> • Products, especially in the fashion, grooming and accessory market understood that the consumer is buying more than the need • This lead to quick and minimal changes in the package of the product. Changes in advertising content, offers, packaging etc. were forced to target quick repurchasing • This did not necessarily mean that the product design was being subjected to the same level of iterations
IN1 – C9	Visual as a crucial stimulus for purchase	<ul style="list-style-type: none"> • The expert interviewee implied that due to the expanded market in terms of brands, products and variations, the competition became about key differentiators • The products and brands all were similar in terms of function and features and even pricing. The differentiator, more than before was aiming at the appearance or the visual • Consumer have become more visual purchasers, with decisions based more on the PA than other factors
IN1-C10	Male grooming	<ul style="list-style-type: none"> • While there was a phase pre-liberalisation and

	and accessorising more open and popular	<p>immediately post liberalisation, when male grooming was not considered very important, with the few grooming products trying to portray themselves as a basic need , this started changing in the last decade or so</p> <ul style="list-style-type: none"> • Male grooming became more open and accepted • Grooming included both beauty products and accessories for men • Younger generation of the urban male, especially embraced the new ‘metro-sexual’ look, with emphasis on looking good
IN1 – C11	Lack of individuality in fashion	<ul style="list-style-type: none"> • The fashion segment, especially in the young adult and teenage segments showed signs of mass styling • This user segment have, according to the expert, gradually become more populist and lacking in individual style or statement • This also connects to the perception of wanting to be a part of the peer society and not wanting to be ‘different’
IN1 – C12	What the product says about me is more important than the benefits	<ul style="list-style-type: none"> • Looking good, fitting in has led to the consumer group of young adults not being concerned about the factors such as benefits, functions. • The primary criterion is to ‘look good’. Thus basing their purchase decision on this stimulus of appearance
IN1 – C13	Acceptance by society and peer groups	<ul style="list-style-type: none"> • It was the opinion of the interviewee that the current young adult segment is more concerned about being a part of the social clubs such as friends, colleges and peers • She points that this is, therefore, leading to less consumers who want to make a unique

		<p>statement or stand outside their groups</p> <ul style="list-style-type: none"> • This is also reflected in the choices of this user segment, which is influenced by what is being used by the fellow participants of the socio-economic groups
IN1 – C14	Non experimental and safe choices	<ul style="list-style-type: none"> • The expert interviewee illustrates with the help of an analogy of hair colours that the young generation of today is not experimental in their choices in life • This can be extrapolated to understand the consumer decision making of this age group. The choices are safe and non-experimental • This can be connected to C11 and 13 about confirming and not wanting to stand apart in the choices
IN1 – C15	Acceptance of new and unique products	<ul style="list-style-type: none"> • It is observed by the expert that the younger generation grow out of 'trying' new things and start accepting the status-quo • This is translated on to the choices as well, with the user segment refraining from new and different and easily accepting the conventional and standard design styles
IN1 – C16	Desire to have choices but do not want to experiment	<ul style="list-style-type: none"> • The young adults today desire choices, they like the number of options they have, but prefer to have safe options • The options need to be restricted to what falls in their comfort zones, nothing outside • With the example of eateries in the cities in India, the expert suggests that though the young have various choices, they still go to the usual mass cultural joints like KFC

IN1 – C17	Connectivity and technology have opened their awareness	<ul style="list-style-type: none"> • Though the exposure to more information and opportunities abound this user segment, they have not really opened their minds to the depth of choices, the expert feels • She says that with this exposure to the western choices , products and brands the young are willing to try things outside the country, but not within
IN1 – C18	Western influence and our desire to adapt	<ul style="list-style-type: none"> • The expert in this interview feels strongly that today's youth is particularly keen on adopting western styles and sensibilities blindly • She says the user segment have even modified their choices in fashion and products to be able to be part of this global movement • In the process, she feels they have begun ignoring traditional and local choices

5. The codes are realigned into 'Categories' or broad topics which were derived from combining the different interviews

The final step in the second level of analysis was the 'categorization'. The codes were reviewed independently and in conjunction with similar codes from all the interviews. The codes were then grouped in different 'categories', varying in sizes and weightage depending on the number of codes in them. The summarized table can be seen below (Table 4.4):

Table 4.4 Category generation

Category	Category name	Description	Codes
CAT A	Western	An important category that emerged from the	IN1 – C5, IN1 – C7, IN1 – C12, IN1 – C18, IN2 – C13,

	influence	<p>categorization process was the influence of the west on the choices of today's young adults</p> <p>Most of the expert interviews alluded to the domineering influence of the western style, sensibilities and visual language on the design industry and also on the consumer choices of the user segment under study.</p>	<p>IN2 – C17, IN2 – C21, IN3 – C4, IN3 – C9, IN3 – C18, IN3 – C22, IN4 – C15, IN4 – C19, IN5 – C3, IN5 – C11, IN5 – C20, IN6 – C02, IN6 – C09, IN6 – C15, IN6 – C24, IN7 – C5, IN7 – C12, IN7 – C18</p>
CAT B	Conformist attitude	<p>The attitude of the youth in the urban centres to confirm to the conventional and 'play safe' in their choices has been pointed out by almost all the experts. The codes indicate that is a repeated theme and has connections to other codes.</p> <p>This category also incorporates smaller yet important codes related to 'not wanting to experiment'</p>	<p>IN1 – C11, IN1 – C13, IN1 – C14, IN1 – C15, IN1 – C16, IN1 – C19, IN2 – C7, IN2 – C22, IN3 – C7, IN3 – C10, IN3 – C16, IN3 – C21, IN3 – C24, IN4 – C5, IN4 – C20, IN5 – C6, IN5 – C1, IN5 – C12, IN5 – C21, IN6 – C6, IN6 – C19, IN6 – C25, IN6 – C28, IN7 – C9, IN7 – C14, IN7 – C17, IN7 – C23</p>
CAT C	Societal influence	<p>Another important category to emerge from the majority of the interviews was the influence and role of peer pressure, social clubs, socio-</p>	<p>IN1 – C5, IN1 – C13, IN1 – C21, IN2 – C5, IN2 – C15, IN3 – C8, IN3 – C16, IN3 – C19, IN3 – C23, IN4 – C9, IN4 – C18, IN5 – C10,</p>

		<p>economic inclusion and regulation of choices by the circles of friends etc.</p> <p>This appears to be a major factor in the choices of the user group under study and the psychology behind this will need to be examined</p>	<p>IN5 – C16, IN5 – C22, IN6 – C8, IN6 – C10, IN6 – C16, IN6 – C27, IN7 – C3, IN7 – C11, IN7 – C19, IN7 – C24</p>
CAT D	Family structures	<p>One of the biggest socio-economic sections of society - the middle class has emerged to be a huge consumer market group in Indian urban context. This group is also strongly held together by family ties and bonds.</p> <p>Therefore, the choices of the user in the young adult segment are still strongly influenced by his parents and immediate family members. This has emerged consistently in all the interviews and will need to be scrutinised in depth</p>	<p>IN1 – C5, IN1 – C14, IN1 – C16, IN1 – C19, IN1 – C23, IN1 – C28, IN2 – C6, IN2 – C15, IN3 – C9, IN3 – C10, IN3 – C13, IN3 – C19, IN3 – C23, IN4 – C10, IN4 – C16, IN5 – C2, IN5 – C11, IN5 – C15, IN5 – C22, IN6 – C4, IN6 – C18, IN6 – C27, IN7 – C3, IN7 – C7, IN7 – C13, IN7 – C21</p>
CAT E	Awareness due to	<p>The chosen user segment has a significant exposure to information and influences</p>	<p>IN1 – C2, IN1 – C3, IN1 – C4, IN1 – C17, IN1 – C26, IN2 – C9, IN2 – C12, IN2 –</p>

	exposure	<p>through the internet, television and cinema. This has increased their awareness levels.</p> <p>The young adult group of users, according to the key findings emerging from all the interviews, are perhaps the most aware in terms of brands, products and choices, specifically in the grooming, fashion and accessories segment.</p> <p>Whether and how this awareness is affecting their choices needs to be investigated in detail</p>	<p>C16, IN3 – C1, IN3 – C12, IN3 – C23, IN3 – C28, IN4 – C5, IN4 – C20, IN5 – C6, IN5 – C1, IN5 – C12, IN5 – C21, IN6 – C6, IN6 – C19, IN6 – C25, IN6 – C28, IN7 – C8, IN7 – C18, IN7 – C26</p>
CAT F	Consumption of the visual	<p>Visual consumption or product appearance seems to be playing a key role in the choices they make as consumers, according to the findings of the expert interviews.</p> <p>This influence as a stimulus in the decision making is, however, selective and varying depending on the product category in question</p>	<p>IN1 – C9, IN1 – C10, IN1 – C12, IN2 – C2, IN2 – C12, IN3 – C18, IN3 – C19, IN3 – C22, IN3 – C2, IN4 – C8, IN4 – C18, IN5 – C1, IN5 – C11, IN5 – C19, IN6 – C4, IN6 – C11, IN6 – C18, IN6 – C23, IN7 – C9, IN7 – C14, IN7 – C18, IN7 – C21</p>

CAT G	Branding and media	<p>A key role or influencing factor in the decision making of the user segment in the role of brands and what they represent or even whom they are represented by.</p> <p>Young adults, according to the findings of the interviews are keen followers of the brands and the image it projects on them as users of the same. This is a strong factor in their choices, especially in multi-brand buying scenarios</p>	<p>IN1 – C4, IN1 – C1, IN2 – C9, IN2 – C13, IN3 – C10</p> <p>IN3 – C15, IN4 – C13, IN4 – C19, IN5 – C5, IN5 – C14, IN6 – C9, IN6 – C11, IN6 – C22, IN7 – C8, IN7 – C12, IN7 – C16</p>
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4.3.3 Theoretical coding of interview data

These categories will be carried forward and subjected to the final stage of analysis - theoretical coding, in conjunction with the other forms of analysed data and the literature, towards the new developing theory (Chapter 6). Theoretical coding will be undertaken using the following steps:

1. The 7 categories that have been generated from the first and second level of coding (Cat A to Cat G) will be examined and discussed.
2. Using the triangulation method of analysis, this data will be reinterpreted alongside data from the literature reviewed, observation findings and questionnaire data findings.
3. Each category will be enhanced and developed based on the auxiliary data from the triangulation analysis

4. These enriched categories will be connected and the links will be defined
5. The categories and the links together with the triangulated findings from questionnaire, observation data and literature, will lead to the creation of the conceptual framework (Chapter 6).

4.3.4 Interview data analysis summary

This subchapter described the process of analyses of the interviews data that was collected. Being expert interviews and based on semi-structured method of interviewing, the data was found to be broad and generic in some instances. The exploratory and emergent nature of the data required the analysis to be carried in multiple stages and this was also stipulated by the coding style.

The data was, therefore, analysed under 2 levels. The initial coding, level 1 of the analysis yielded a number of sections of the data and was classified under appropriate 'themes' (Table 4.2). This acted as the foundation to the second level of 'focused coding' which required the data to be further fragmented into smaller segments, close to sentences and phrases for the line-by-line analysis (Table 4.2). This level of analysis generated 164 codes which were then regrouped and categorized into the 7 broad categories (Table 4.4).

The categories already indicate the key drivers or stimuli in the decision making of the consumers in the chosen user and product segments. The categories that emerged and have been described in table 4.4 were:

- A. Western influence
- B. Conformist attitude
- C. Societal influence
- D. Family structures
- E. Awareness due to exposure
- F. Consumption of the visual
- G. Branding and media

Each of these categories accommodates a number of codes which are intertwined and overlapping. These categories describe the factors referred to in the targeted research objectives for the chosen interviews qualitative method:

1. Determine and analyse the key factors impacting the consumer behaviours of young adults in urban Indian centres
2. Evaluate the contextual, social and psychological factors that influence the young Indian adults in the retail sector

The categories are themselves overlying with each other and are linked by connections which will be further explored in the next chapter of 'Findings and Discussion' in the theoretical coding level (Chapter 6).

4.4 Observation data analysis

The observation data consisted of field notes or 'memos' from the observations conducted in the 6 showrooms. The observer recorded 'episodes' using 'memos'. An episode begins when a shopper appears in the showroom with the apparent intention of buying something, and it ends when the shopper is about to exit. [Memos - Memos are short documents that one writes to oneself as one proceeds through the analysis of a corpus of data based on the Grounded Theory methodology]. Quick keyword pointers were used for the memo notes, with time of observation and brief description of subject. The researcher constantly recorded these memo notes till the completion of the episode following which the researcher approached the participant just before the exit for the permission to conduct the questionnaire survey on the same participant. The memo notes also contained pre-observation notes (Appendix 7) describing the store layout and notes on the guided tour by the store owner/manager. In observational analysis, field notes of behaviouristic descriptions (people's actions in the showrooms), the data was not amenable to line-by-line initial coding. Thus comparative, incident coding procedure was selected for this form of the data. Making comparisons between observations defines patterns, processes and dissimilarities.

Memo writing is a process of analytically breaking the coding by writing informal analytical notes called 'memos'. Writing memos expedites the analytical work and accelerates productivity. Memos are short notes intending to capture the researcher's

thoughts, comparisons and connections made and to crystallise the codes with new ideas and insights that arise during the act of writing. These handwritten notes were similar in style through all the 102 usable episodes or observation cases. Each episode had approximately 40 memo notes. The field notes in the observation data collection process in this study, were in the form of quick bursts of memos filled by the researcher, discreetly, during the observation of the 'episode'. The notes were, therefore, short and to the point and contained broad as well as some detailed observations depending on the behaviour of the participant and the groups. They also contained quick recordings of what was spoken and the key phrases. Along with such short memos, and immediately upon the completion of the 'episode' observation, the researcher made more descriptive notes using these short statements and the observed behaviours. A typical observation case would contain a set of memo notes as shown in figure 4.3.

P1

12.22pm - 12.56pm

2 people

Early 20s

Couple

English + some Kannada words

F(female) - '...I think white dial suits you better, also leather is best... not plastic....but plastic is ok too... definitely not metal'

- '...No way, that is too much to pay, stick to budget.... don't look at those... too expensive'

'...come and look at these, these are more sporty....'

'...I think this suits you better than the other....'

'... forget the stopwatch.... I know you will never use one... no point...'

'...nice clean design, no unnecessary features.... clear numbers, easy to see the time.... '

'...this is a nice, but too costs too much...'

M (Male) - '...No, this is boring.... way too simple... want something more featureful...'

'... this looks super cool... it has so many dials.... I don't understand this...'

'... I think we can push it to 6000Rs.... it is worth it...'

'...this dial is amazing.... love the chrome finish... but why do they use roman numerals?'

'... Let's look at the other range... this is all metallic...too expensive...'

- The girl appeared to have an idea of the product appearance and the budget.

- The boy seemed undecided and was talking about features such as 'multiple clocks', 'stop watch' etc.

-the two split up to see different sections

- girl had a specific range in mind while browsing

- girl --- midrange watches---P,A+material and texture --- non-metallic

- easy, informal conversations with staff

- no technical questions to stall

- price was inquired about on 2 occasions

- boy moved back, after looking around to the section where the girl was concentrating

- 3 watches chosen, 2 watches wore by boy on both arms

- 1 product liked by girl for PA

- boy unsure as 'stopwatch' feature was missing

- girl made final decision and asked staff to pack it up

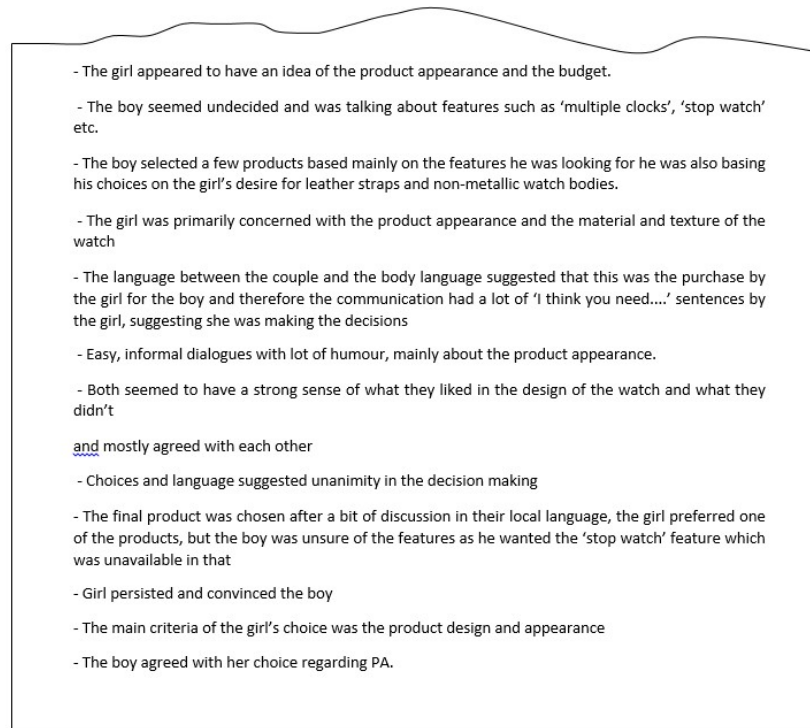


Figure 4.3 Illustration of memo note taking

The data was subjected to the coding systems, based on the grounded theory (GT) coding practice as recommended by Kathy Charmaz (2011). Charmaz associates her system to the inductive-abductive philosophy and stipulates the following 3 coding levels under GT: Initial coding, focussed coding, and theoretical coding

4.4.1 Initial coding

This initial step of coding is intended to explore the theoretical possibilities that can be discerned in the data. Sticking closely to the data and keeping it open ended the researcher creates codes that trigger exploration and detect processes.

The initial coding process is based on the following set of questions:

- 'What is the data a study of' (Glaser, 1978)
- What does the data suggest? Pronounce?
- From whose point of view?
- What theoretical category does the specific datum indicate? (Glaser, 1978)

The following steps were undertaken for the initial coding stage in this study:

- a. Handwritten memos digitized in excel
- b. The digitized memos grouped into categories

The first step in the process was the digitization of the memo notes for each episode. These had to be digitised and were then inputted in excel sheets. This was done using Microsoft Excel and in the process a basic grouping pattern emerged. The data, when analysed at a very basic level suggested a pattern in the actions and thus could at the initial stage be divided into categories of actions. These field notes were then divided amongst the below categories and the initial coding initialised (Appendix 8).

The first level of categorization was based solely on the browsing process of the participants. There was a discernible pattern, as is described by the category titles. The categories were mapped based on the complete cycle of the episode from entry of the participants to the exit. The categories were derived from 4 groups of observed actions:

1. Types of participants
2. In-store behaviour
3. Selection and purchase behaviour
4. Related observations

The following broad primary categories (Table 4.5) were employed for the categorisation of the field notes:

Table 4.5 Observation data category list

Category	Description
Cat A	Episode Number
Cat B	Location
Cat C	Time of Entry
Cat D	Time of exit
Cat E	Number of people

Cat F	Genders
Cat G	Age groups (assumed)
Cat H	Relationships within group
Cat I	Language of communication
Cat J	Observably decided/undecided (did they know what they were looking for)
Cat K	'Consumer' within/outside the group
Cat L	Browsing behaviour in store
Cat M	Selection behaviour in store
Cat N	Dominant member / influencer in group
Cat O	Communication inside the group
Cat P	Communication with staff
Cat Q	Behaviour while narrowing down the choices
Cat R	Behaviour/actions when handling chosen watches
Cat S	Choice of final product
Cat T	Post choice behaviour
Cat U	Keywords / phrases

At this level the observation notes were categorised along the mentioned categories and this acted as the initial coding stage. All the related memos, which included the verbal statements, actions and observed behaviours and also the supplementary observation notes of the observer were categorised under the above mentioned categories. This was done to facilitate the further levels of coding as well as to make the data more organised and readable. An example of the same can be seen in figure 4.4.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
episode no.	time of entry	time of exit	no. of people	gender	age groups	relationship s	language of communication (Kannada, english, telugu, hindi, marathi)	decided/undecided (did they know what they want?)	consumer inside/outside the group	browsing pattern	selection pattern	dominant member/influencer	communication inside group	communication with staff	narrowing down choices	handling chosen watches
1	12.22pm	12.56pm	2	1male, 1 female	Early 20s	Couple	English + some Kannada words	<p>The girl appeared to have an idea of the product appearance and the budget.</p> <p>The boy seemed undecided and was talking about features such as 'multiple colours', 'stop watch' etc.</p>	<p>The consumer was the boy in the couple.</p>	<p>The couple split inside the store, the girl browsed through a specific section of the watches while the boy moved around the shop looking through numerous products in all ranges.</p> <p>The boy then moved towards the girl's location and started browsing through the same collection she was looking at.</p> <p>The girl was concentrating on the mid-range watches and was only looking at non-metallic watches (leather and plastic).</p>	<p>The boy selected a few products based mainly on the features he was looking for he was also basing his choice on the girl's desire for leather straps and non-metallic watch bodies.</p> <p>The girl was primarily concerned with the product appearance and the material and texture of the watch.</p>	<p>The dominant member was mostly The girl, who was either The girl or her partner.</p> <p>Her primary concern was The look of The watch which she made clear from The beginning of The episode.</p>	<p>The language between the couple and the body language suggested that this was the purchase by the girl for the boy and therefore the communication had a lot of 'I think you need...' sentences by the girl, suggesting she was making the decisions.</p> <p>Early informal dialogue with lot of humour, mainly about the product appearance.</p> <p>Both seemed to have a strong sense of what they liked in the design of the watch and what they didn't and mostly agreed with each other.</p> <p>Choices and language suggested unanimously in decision making.</p>	<p>The couple seemed to communicate and decide amongst themselves rather than take the opinion of the staff member.</p> <p>They were certain about the watches they identified and Staff member did try to engage the couple with inputs and suggestions.</p> <p>Couple narrowed the selection from one particular range which the girl was concentrating on from the beginning.</p> <p>The choices were mainly the girl's selection and were based on the product appearance and features demanded by the boy.</p> <p>The girl had very specific questions to ask the staff like 'is the strap interchangeable?', 'any other colours?' and on just 2 occasions the price of a product.</p> <p>The boy interacted mainly with the girl and very little with the staff.</p>	<p>Couple narrowed the selection from one particular range which the girl was concentrating on from the beginning.</p> <p>The choices were mainly the girl's selection and were based on the product appearance and features demanded by the boy.</p> <p>The girl had very specific questions to ask the staff like 'is the strap interchangeable?', 'any other colours?' and on just 2 occasions the price of a product.</p> <p>The boy interacted mainly with the girl and very little with the staff.</p>	<p>The choices of 2 watches were asked to be removed from the showcase and the girl took a couple of steps back to examine visually.</p> <p>The boy then asked for it to be removed from the case.</p> <p>They discussed the appearance further and the boy inspected the functions and buttons.</p> <p>The boy wore no. 2 watches on right and left wrists and showed it to the girl.</p> <p>The language suggested the boy was examining the feel and comfort of straps, while</p>
2	13pm	14pm	3	1male, 1 son	varied age groups	family	English + Hindi	<p>The boy seemed to have an idea of what he wanted, mother was clear on budget and father was keen on longevity of product</p>	<p>The son</p>	<p>The son went straight to Fastback and youth watches while parents browsed around at available products, occasionally looking at something and asking the boy's opinion</p>	<p>The son selected watches based on looks and features, he saw his choice by his dad, mother's input was sought only for affordability</p>	<p>The son. He was primarily concerned with a dark coloured dial and strap and lots of features.</p>	<p>Communication suggested that this was a purchase for the son for an occasion as there was a lot of 'It's not just for his dad, talk. Also, even though the boy seemed to be quite clear as to what he wanted (black strap with a metallic dial), he did depend on his father's opinion and his mother's for budget</p>	<p>The staff's suggestion was only sought in terms of range of features (dialplate dial and colours) in a particular model as the boy seemed to be quite sure of what he wanted. The father discussed only varying and feature longevity with staff, no talk of design and dial shapes and availability. Mother's involvement was limited, with boy, father and staff.</p>	<p>Watches were selected basis on features and designs as the boy wanted, many similar looking watches from various budget categories were selected and discussed with the mother.</p>	<p>The boy wore all 4 selected watches, 2 on each wrist and father and son discussed which looked better, while the mother provided her input now and again. Even though the boy was quite sure of what he needed, he was trying to see which one he liked better on him. The parents, through providing their opinions, let the boy make his final decision.</p>
								<p>The girl seemed to have an idea of what category of watch she wanted and was</p>	<p>The girl sought a lot of information about the products she liked from the staff member and discussed what kind of a function watch was available to her</p>	<p>The girl sought a lot of information about the products she liked from the staff member and discussed what kind of a function watch was available to her</p>	<p>As she was unsure of what design she was looking for</p>	<p>the girl seemed to be targeting mostly at the women's jewelry watches section and seemed to concentrate on silver watches only, ignoring</p>	<p>Staff's input seemed quite important in terms of availability of various designs and styles.</p>	<p>After considering the watches she was</p>	<p>She tried each one after the other, examining each product in the mirror and saying to herself 'I am sure if this will suit me'. By the way</p>	

	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
relationship	s	language of communication (Kannada, english, telugu, hindi, marathi)	decided/undecided (did they know what they want?)	consumer inside/outside the group	browsing pattern	selection pattern	dominant member/influencer	communication inside group	communication with staff	narrowing down choices	handling chosen watches	choice of final product	post final choice behaviour	Descriptive respondent age	Location
Couple		English + some Kannada words	<p>The girl appeared to have an idea of the product appearance and the budget.</p> <p>The boy seemed undecided and was talking about features such as 'multiple colours', 'stop watch' etc.</p>	<p>The consumer was the boy in the couple.</p>	<p>The couple split inside the store, the girl browsed through a specific section of the watches while the boy moved around the shop looking through numerous products in all ranges.</p> <p>The boy then moved towards the girl's location and started browsing through the same collection she was looking at.</p> <p>The girl was concentrating on the mid-range watches and was only looking at non-metallic watches (leather and plastic).</p>	<p>The boy selected a few products based mainly on the features he was looking for he was also basing his choice on the girl's desire for leather straps and non-metallic watch bodies.</p> <p>The girl was primarily concerned with the product appearance and the material and texture of the watch.</p>	<p>The dominant member was mostly The girl, who was either The girl or her partner.</p> <p>Her primary concern was The look of The watch which she made clear from The beginning of The episode.</p>	<p>The language between the couple and the body language suggested that this was the purchase by the girl for the boy and therefore the communication had a lot of 'I think you need...' sentences by the girl, suggesting she was making the decisions.</p> <p>Early informal dialogue with lot of humour, mainly about the product appearance.</p> <p>Both seemed to have a strong sense of what they liked in the design of the watch and what they didn't and mostly agreed with each other.</p> <p>Choices and language suggested unanimously in decision making.</p>	<p>The couple seemed to communicate and decide amongst themselves rather than take the opinion of the staff member.</p> <p>They were certain about the watches they identified and Staff member did try to engage the couple with inputs and suggestions.</p> <p>Couple narrowed the selection from one particular range which the girl was concentrating on from the beginning.</p> <p>The choices were mainly the girl's selection and were based on the product appearance and features demanded by the boy.</p> <p>The girl had very specific questions to ask the staff like 'is the strap interchangeable?', 'any other colours?' and on just 2 occasions the price of a product.</p> <p>The boy interacted mainly with the girl and very little with the staff.</p>	<p>The chosen watches were then placed on the boy's wrist to see if they were comfortable and the other took a couple of minutes to examine visually.</p> <p>The girl then asked for the watches to be unwrapped in that.</p> <p>She presented the appearance further and the boy inspected the functions and buttons.</p> <p>The boy then wore 2 watches on right and left wrists and showed it to the girl.</p> <p>The language suggested the boy was examining the feel and comfort of straps, while</p>	<p>The final product was chosen after a bit of discussion in their local language, the girl presented one of the products, but the boy was unsure of the features as he wanted the 'stop watch' feature which was unavailable in that.</p> <p>Girl persisted and convinced the boy.</p> <p>They discussed the appearance further and the boy inspected the functions and buttons.</p> <p>The boy then wore 2 watches on right and left wrists and showed it to the girl.</p> <p>The language suggested the boy was examining the feel and comfort of straps, while</p>	<p>The girl asked for the product to be packed, still questioning the staff over available colours and interchangeability of straps.</p> <p>The boy continued to browse through the other products.</p> <p>The main criteria of the girl's choice was the product design and appearance.</p> <p>The boy agreed with her choice regarding PA.</p>	<p>Beautiful colour, looks rugged, feels light, strong, looks cool, feminine, rubbish look, vomit factor</p>	Bangalore	
family		English + Hindi	<p>The boy seemed to have an idea of what he wanted, mother was clear on budget and father was keen on longevity of product</p>	<p>The son</p>	<p>The son went straight to Fastback and youth watches while parents browsed around at available products, occasionally looking at something and asking the boy's opinion</p>	<p>The son selected watches based on looks and features, he saw his choice by his dad, mother's input was sought only for affordability</p>	<p>The son. He was primarily concerned with a dark coloured dial and strap and lots of features.</p>	<p>Communication suggested that this was a purchase for the son for an occasion as there was a lot of 'It's not just for his dad, talk. Also, even though the boy seemed to be quite clear as to what he wanted (black strap with a metallic dial), he did depend on his father's opinion and his mother's for budget</p>	<p>The staff's suggestion was only sought in terms of range of features (dialplate dial and colours) in a particular model as the boy seemed to be quite sure of what he wanted. The father discussed only varying and feature longevity with staff, no talk of design and dial shapes and availability. Mother's involvement was limited, with boy, father and staff.</p>	<p>Watches were selected basis on features and designs as the boy wanted, many similar looking watches from various budget categories were selected and discussed with the mother.</p>	<p>The boy wore all 4 selected watches, 2 on each wrist and father and son discussed which looked better, while the mother provided her input now and again. Even though the boy was quite sure of what he needed, he was trying to see which one he liked better on him. The parents, through providing their opinions, let the boy make his final decision.</p>	<p>The mother asked the product to be labelled but still made sure with the boy he was sure. He said he was but continued to browse through the store.</p>	<p>strap material, look, comfort, budget, dial design</p>	Bangalore	
			<p>The girl seemed to have an idea of what category of watch she wanted and was</p>		<p>The girl sought a lot of information about the products she liked from the staff member and discussed what kind of a function watch was available to her</p>	<p>The girl sought a lot of information about the products she liked from the staff member and discussed what kind of a function watch was available to her</p>	<p>As she was unsure of what design she was looking for</p>	<p>the girl seemed to be targeting mostly at the women's jewelry watches section and seemed to concentrate on silver watches only, ignoring</p>	<p>Staff's input seemed quite important in terms of availability of various designs and styles.</p>	<p>After considering the watches she was</p>	<p>She tried each one after the other, examining each product in the mirror and saying to herself 'I am sure if this will suit me'. By the way</p>	<p>For the final selection, the girl, for the first time discussed budget with the staff and discarded the most expensive one out of</p>	<p>She quietly got the product girl weighed and felt about colour and texture</p>	<p>silver metal, features to match</p>	

Figure 4.4 Illustration of digitised data

4.4.2 Focused coding

The second phase in coding is the focused coding. These codes are more directed, selective and conceptual. After the initial coding, focused coding is employed to synthesize and explain larger segments of data. Focussed coding means using the most significant and/or frequent earlier codes to sift through large amounts of data. One of the goals is to determine the adequacy of the codes. The decision at this stage is to recognise and prioritise which initial codes make the most analytical sense to categorise the data incisively and completely.

In the second level of coding, the following steps were followed:

- a. Categorized memos to patterns
- b. Colour coding of the patterns

The memos categorised in the first stage of coding were then printed and visually scanned for emerging patterns. These pattern groups were then analysed and patterns detected. These patterns were marked using different colours (Figure 4.5).

	K	L	M	N	O	P	Q	R
	what started out as a general browse through the store quickly became quite concentrated in certain sections the girl sought her friends' opinion on what kind of watch would suit her, by her conversation with the others, she was looking for something for daily wear but also something that would be appropriate for parties.	watches were selected on PA mostly and was limited to products of embellished watches, features of a watch didn't really seem to be considered, also she stuck to only 2 showcases and didn't stroll deeper within the store to see what else was on offer	she herself was the influencer as she was making most of the decisions about what she liked and only asked her friends if they preferred one of her choices to the other	while the one girl concentrated on choosing the one product she wanted, the others seemed to help her out and drifted off to browse at other products. They communicated with each other well, clarifying if she could like a one look or feature over another and selected only those products that the entire group was keen on	The girls did not interact with the staff member. Even attempts by the staff to lure them into a selection of watches that might suit their needs was brushed off.	Selection was made mostly on basis of PA. The only thing they concentrated on was embellishment on the product. In this fashion, 3 watches were shortlisted.	The selected watches were inspected well, in the showcase, removed and placed on a tray. The girl tried each one on her wrist, discussing with the group on look and whether the group suited her.	The girl narrowed down to 1 watch she liked best. The group pondered over it for some time, discussing why they liked this model better than the others she had shortlisted. A lot of talk on PA and embellishment on strap and dial was appreciated.
96	there was one couple in the group who went around browsing through and calling upon the rest of the group to inspect products on display. The choices seemed to be varied but since it was a birthday present, they were concentrating on something expensive. The rest of the group seemed to be undecided on what they wanted and went around randomly browsing through the store, pointing out	the group selected a few expensive watches with a simple look. The intended consumer was made to choose which one she liked best and she mentioned she wanted a date/day feature. Some deliberations and additions were made to the selected bunch based on this need and run by the girl	The female from the couple seemed to be the main influencer as the girl took her advice over any other from the group	communication within the group was varied and did not always comprise discussions on the watches. About the product, the group talked mostly about the appearance and the date/day feature. Most of the high end watches were inspected and the remaining collections were mostly	The staff was not involved in the talks at all and was only sought for price and longevity of materials and variants in their choice of models.	selection was made basis of features the girl wanted and cost (above 10K). High end watches were favoured for a high gloss strap and luxurious appearance.	A couple of watches were narrowed down and the girl was made to try it out for comfort and look/feel. The girl tried each watch one after the other and discussed the look with the rest of the group	the selection was made after a bit of discussion among the group about look, the girl narrowed down to the watch as per feature as well, the group approved of her choice
97	The browsing pattern was specific. Only mid to low range watches were considered. They discussed each product he liked with his friend and seemed to have a chronograph watch feature he really liked in mind when observing any watch on display. He friend although less sure of which watch top select, seemed to put comfort and PA on priority. He said his friend should look at something that meets his needs but doesn't look too chunky as that might be uncomfortable on the wrist.	they sought a lot of information about the products they selected from the staff member and discussed what kind of arrangement available in their choices. The boy also asked a lot about what kind of metal is used in the metal strap watches, evidently he was interested	from their body language, conversation and browsing methods, the boy buying the watch seemed more influential	the boy seemed to be lingering mostly at the mid range chrono watches. Colours and a unique streak in design was sought	Staff's input seemed to be considered in terms of availability of various designs and styles and better, easier functions. The staff's mention of various features within a budget were well considered.	After considering the watches they were browsing through, the boys asked for 3 watches to be removed from the case. The boy buying for himself discussed the features with his friend while the friend spoke still of comfort and a lighter look	The boy tried each watch one after the other. By the way he examined the product on his wrist, he seemed to be considering how each watch looked on him. He also played around with the knobs and inspected the various needles on the dial, constantly asking the staff what each was for. The friend questioned him on the fit of the watch and how comfortable it was.	one of the 3 products was discarded as being too expensive. The boy liked one of the watches better than the other but sought the friend's opinion. The friend suggested that he look at which he is comfortable wearing for long hours. The boy took the friend's advice and shortlisted the more comfortable one. But the selection still had all the features he was aiming for
98	The couple split inside the store, the girl browsed through a specific section of the watches while the boy moved around the shop looking through numerous products in all ranges. The boy then moved towards the girl's location and started browsing through the same collection she was looking at	The boy selected a few products based mainly on PA and then by the girl who rejected most on the basis that they were too simple for her. The boy, at this point seemed to have developed a better understanding of what the girl wanted as his further suggestions were taken well by the girl. He did not consider price at this point.	The dominant member was visibly the girl who clearly had a fair idea of what she wanted and was looking at the display with a lot of	The boy seemed to have caught on with the girl's needs and now both moved around the store selecting watches based on both features and PA and graphics used. Their conversation included a lot of 'don't you think this look's better.' and 'what do you think. I go need...' suggesting that they took each	Communication with staff was mostly about price and variants in a model with the girl asking about various features like changeable straps, colours, materials etc. The boy discussed in detail the features in various models they	The couple narrowed down the selection from one particular range which the girl was concentrating on from the beginning. This was the mid range PU straps with basic day date feature. The variety of	They selected 3 watches. The boy asked the girl to try them on her wrists while they discussed, in a humorous fashion which looked better.	The girl permitted and encouraged the boy. The main criteria of the girl's choice was the product design and appearance that stood out from the average watch designs. The boy agreed with her choice.

Figure 4.5 Illustration of focused coding

The next step was that the phrases that related to each other from different episodes, participants and categories were selected and grouped together, following which the colour coded data was studied and were found to relate to the following different secondary category headings. They naturally ordered themselves under the codes in table 4.6. This stage of coding yielded patterns which were also analysed by their density of occurrence of phrases. For example, the densest of these pattern groups was 'pricing' (Table 4.6). The clusters were then assigned numerical values and prioritised based on the density of the categories (Table 4.6)

Table 4.6 Colour codes and densities

Categories	Colour codes	Density
Pricing		38.0%
Features		18.0%
Design		11.5%
Looks		11.0%
Budget		9.5%
Functions		6.0%
Influencing factors		2.0%
Perceptions		1.4 %
Feel		1.0%
Material		1.0%
Emotional associations		0.4%
Texture		0.2%

At this stage, the categories were reviewed and commonalities were united into bigger categories. For example, phrases that were related to ‘Pricing’ and ‘Budget’ were combined to form the parent category of ‘Cost Factor’. Similarly, all the categories filtered down to five parent categories. For the further stages of coding and analyses, these five parent categories (stimuli) will be employed to understand the in-store purchase behaviour of the participants. The five parent categories and the densities of occurrence are shown in table 4.7

Table 4.7 Parent categories and combined density

Category	Sub-Category	Value
Cost Factor (C.F)	Pricing + Budget (38% + 9.5%)	47.5%
Product Appearance (P.A)	Design + Looks (11.5% + 11.0%)	22.5%
Associative Influences (A.I)	Influencing factors + Perceptions + Emotional associations (2.0% + 1.4% + 0.4%)	24%
Product Features (P.F)	Features + Functions (18.0% + 6.0%)	3.8%
Product Tactility (P.T)	Feel + Material + Texture (1.0% + 1.0% + 0.2%)	2.2%

At a basic level of analysis, the clustering of the keywords and the phrases, which has been concentrated into the parent categories above, suggests that the target user segment discuss the ‘Cost Factor (C.F)’ most during the complete purchase process. Following C.F, there is an almost equal value division between the next 2 categories of ‘Product Appearance (P.A)’ and ‘Associative Influences (A.I)’. Both these categories have similar values in code densities and will have to be examined further to understand the separations in influence. There is a significant deviation between the 2nd and 3rd dense values of A.I and P.A to the next category of ‘Product Tactility (P.T)’ and ‘Product Features (P.F)’

4.4.2 Cost Factor (C.F) Analysis

This parent category includes all references in the episode observation to anything related to the pricing, budget, money, expenses etc. It was noticed, during both the observation and analysis process, that this was the most repeated code and was spread evenly through almost all the primary categories (Cat A – Cat T) in every episode. This indicated a general awareness and a constant influence in the entire

purchase process. This factor will be further examined in detail with respect to the different stages of the purchase process and relative to the other parent categories in section 4.4.8

The key primary categories which reported the occurrence of this code are shown in table 4.8

Table 4.8 Cost Factor (C.F) occurrence spread

Category	Description
CAT J	Observably decided/undecided (did they know what they were looking for)
CAT K	‘Consumer’ within/outside the group
CAT L	Browsing behaviour in store
CAT M	Selection behaviour in store
CAT N	Dominant member / influencer in group
CAT O	Communication inside the group
CAT P	Communication with staff
CAT Q	Behaviour while narrowing down the choices
CAT R	Behaviour/actions when handling chosen watches
CAT S	Choice of final product
CAT T	Post choice behaviour
CAT U	Descriptive keywords / phrases

The graphical spread of this factor, in terms of density, between the above primary categories, is shown in figure 4.6

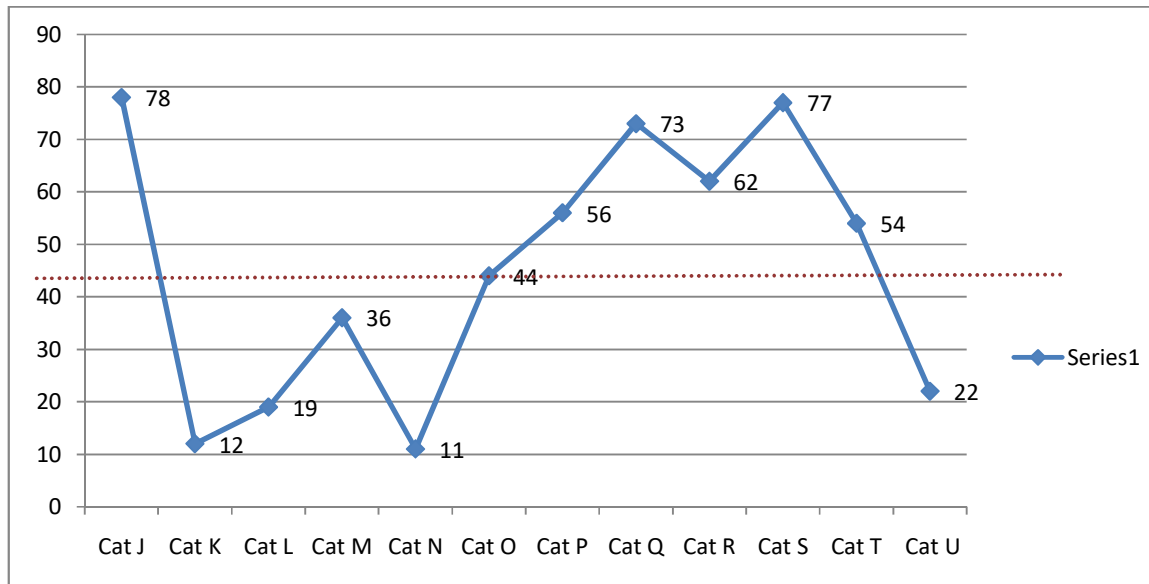


Figure 4.6C.F pattern graph

The above spread indicates that relevance of C.F peaked at the following stages:

1. When they walked into the store and were discussing what they were looking for (Cat J)
2. When they were narrowing the choices for the selection (Cat Q)
3. During the actual choice of the product (Cat S)

The lowest points of occurrence are during:

1. Discussion or inference of whether the actual user was within the purchase group or outside it (Cat K)
2. Influencing opinions, where occasionally C.F is discussed by the influencer, if any (Cat N)

These troughs can be less relevant than the actual wave pattern. It is observed that the influence of C.F is high during the discussions prior to purchase and gradually drops in relevance during the browsing (Cat L), selection (Cat M). However, it slowly increases in relevance crossing over the mean line from Cat N towards Cat Q. These are the stages of purchase discussion amongst the participants. The wave is above the mean line in all the decision stages of Cat Q, R, S and T, before dropping in relevance post-purchase.

Even the last primary category, Cat U – descriptive keywords or phrases, which have been recorded during the post- purchase stage, presents an interesting finding: The mention of any word or phrase related to C.F is quite low. This suggests that the key phrases used in the conversation are about other stimuli rather than the price. Therefore, this finding, along with the overall data points across all stages, suggests that C.F is, not a salient schema, but is more of a latent schema, which mainly influences the key stage of actual purchase decision.

4.4.4 Product Appearance (P.A) Analysis

Another important parent category which was discernible in density, after C.F, was P.A. This category includes all references or flashes of keywords and phrases related to design, looks, appearance, aesthetics, visual feedback and expressions. Though the coverage of this code was spread throughout the different primary categories, there were differences in intensity of reference in certain primary categories. The primary categories which were significantly populated by the P.A factor are shown in table 4.8

Table 4.9 Product Appearance (P.A) occurrence spread

Category	Description
CAT J	Observably decided/undecided (did they know what they were looking for)
CAT L	Browsing behaviour in store
CAT M	Selection behaviour in store
CAT N	Dominant member / influencer in group
CAT O	Communication inside the group
CAT P	Communication with staff
CAT Q	Behaviour while narrowing down the choices
CAT R	Behaviour/actions when handling

	chosen watches
CAT S	Choice of final product
CAT T	Post choice behaviour
CAT U	Keywords / phrases

The graph (Figure 4.7) represents the wave pattern of relevance of the P.A factor in the relevant 11 stages of the purchase process.

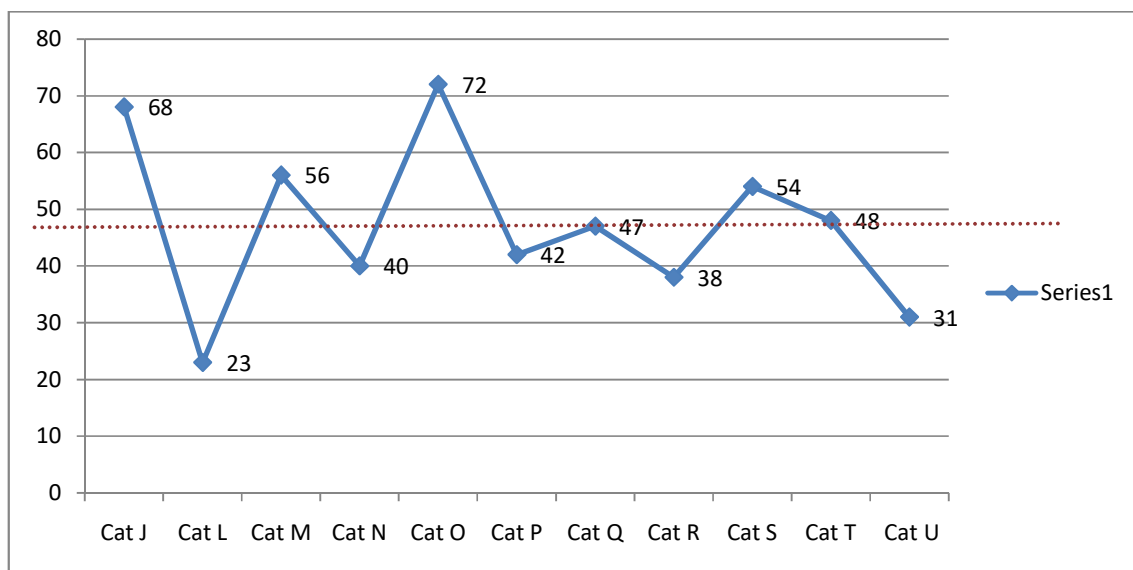


Figure 4.7 P.A pattern graph

According to the graph pattern (Figure 4.7), the peaks of the influence of P.A are under the following stages:

1. Before the purchase, when the participant walked in and was discussing their planned purchase (Cat J)
2. During their interaction amongst themselves (Cat O)

The lower data points on the graph (<mean) indicate the stages of least interest regarding P.A, which are:

1. Browsing in the store (Cat L)

2. Influence of the dominant member of the group (Cat N)
3. When discussing the display products with members of staff (Cat P)
4. During the choosing of the selection group of products (Cat Q)
5. When inspecting, experiencing the selected group of products (Cat R)
6. When talking about the product post purchase (Cat U)

During the key stage of actual decision making (Cat S), the data point suggests that participants were not significantly influenced by P.A, perhaps due to other equally contributing stimuli like C.F. The overall analysis of the wave pattern indicates that the relevance of P.A is mainly for the purposes of pre-determination and is also discussed during interaction between the participant groups.

During the 3 stages of: initial selection post browsing, final choice from the selected set of products and post-final choice behaviour, the data points are close to the mean value line, indicating a neutral influence. Similar to the relevance of C.F for the final category of descriptive keywords post-purchase, P.A scores low in relevance. This again indicates that the salience of the stimulus of P.A is relatively low relative to other stimuli, post purchase.

However, the most significant insight directed by the pattern, is the lower relevance indicated by the data values in the key decision making stages (Cat Q, R and S). This signals that P.A is not the primary decision making influencer in the purchase behaviour. The pattern also suggests that the value of P.A as an influencing stimulus gradually diminishes with subsequent stages of the purchase process, starting from pre-purchase. This dip in value is seen to begin post the browsing and after the discussion, before the selection stages.

4.4.5 Associative Influencers (A.I) Analysis

A.I includes categories such as emotional associations, perceptions of image and influencing factors. The references to what the watch tells about the wearer, what people may say, how the wearer of the watch feels on using the product, what members of his participant group had to say, how the influence of the group affected the buyer, the emotional keywords or phrases used to describe the product or the experience and also the self-image of the user. The general pattern observed was that this factor was significant throughout the purchase process whilst peaking during the communication between partners and groups and final stages of purchase and post-

purchase. Another significant pattern observed was the reliance of the purchaser on the buying partners and groups. It was noticed that almost 94% of the participants had buying partners or groups accompanying them and most of the partners (62%) were either friends or colleagues. They had a huge influence in the different stages like narrowing down the choices and post-choice.

Table 4.10 Associative Influencers (A.I) occurrence spread

Category	Description
CAT J	Observably decided/undecided (did they know what they were looking for)
CAT K	‘Consumer’ within/outside the group
CAT L	Browsing behaviour in store
CAT M	Selection behaviour in store
CAT N	Dominant member / influencer in group
CAT O	Communication inside the group
CAT Q	Behaviour while narrowing down the choices
CAT R	Behaviour/actions when handling chosen watches
CAT S	Choice of final product
CAT T	Post choice behaviour
CAT U	Descriptive keywords / phrases

The graph of the A.I pattern is shown in figure 4.8

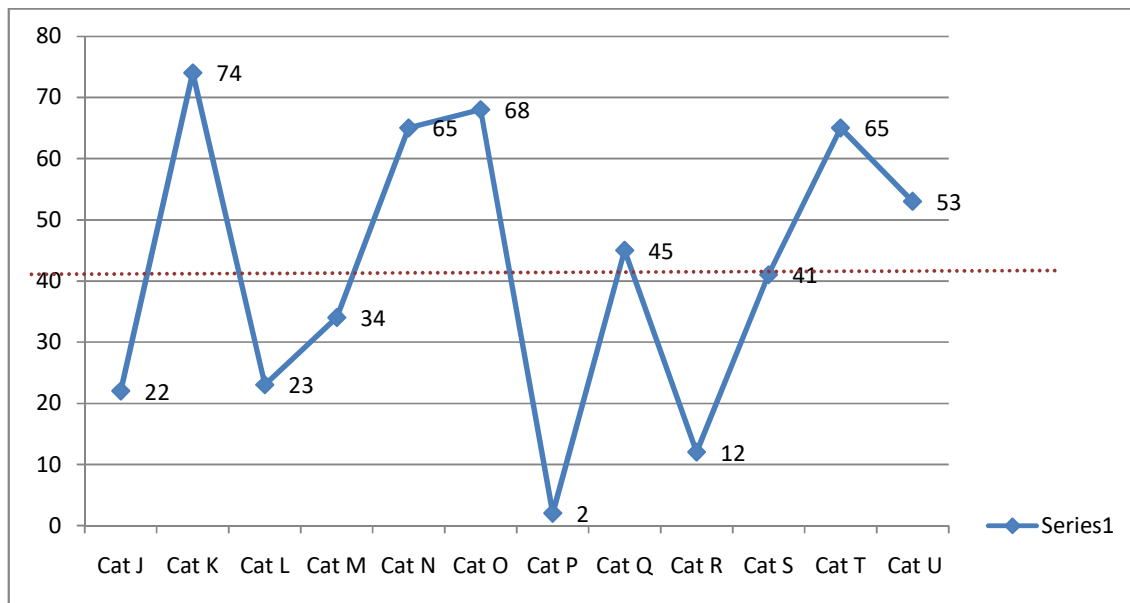


Figure 4.8 A.I pattern graph

As can be ascertained by the graph, the peaks of the data graph are at primary category K, Cat N and Cat O. Cat N is the influence of the dominant member in the group and this will directly impact the relevance of A.I in the process at that juncture. However, it is also evident from the representation that the participants refer to the different components of A.I during purchase and post purchase. This indicates that this stimulus of A.I plays a significant role in post-purchase reassurance (Gerson, 1999).

A.I is further examined in the next level of coding (theoretical coding), along with the literature reviewed and the other primary data in chapter 6.

4.4.6 Product Tactility (P.T) Analysis

The parent category of Product tactility includes the references of the feel, touch, comfort of wearing, material and perceptions of the weight, feeling on the skin, wearability etc. This category had the lowest percentage of clusters, relative to other categories. This could be, also due to the reluctance of the showroom staff to remove every watch for the participant to have a tactile experience. Thus it was only the selected few watches that were taken out of the showcase and which generated the references to P.T. Table 4.10 depicts the occurrence spread of this factor in different stages of the process.

Table 4.11 Product Tactility (P.T) occurrence spread

Category	Description
CAT J	Observably decided/undecided (did they know what they were looking for)
CAT L	Browsing behaviour in store
CAT M	Selection behaviour in store
CAT N	Dominant member / influencer in group
CAT O	Communication inside the group
CAT P	Communication with staff
CAT Q	Behaviour while narrowing down the choices
CAT R	Behaviour/actions when handling chosen watches
CAT S	Choice of final product
CAT T	Post choice behaviour
CAT U	Keywords / phrases

The graphic pattern of references across the primary categories is shown in figure 4.9

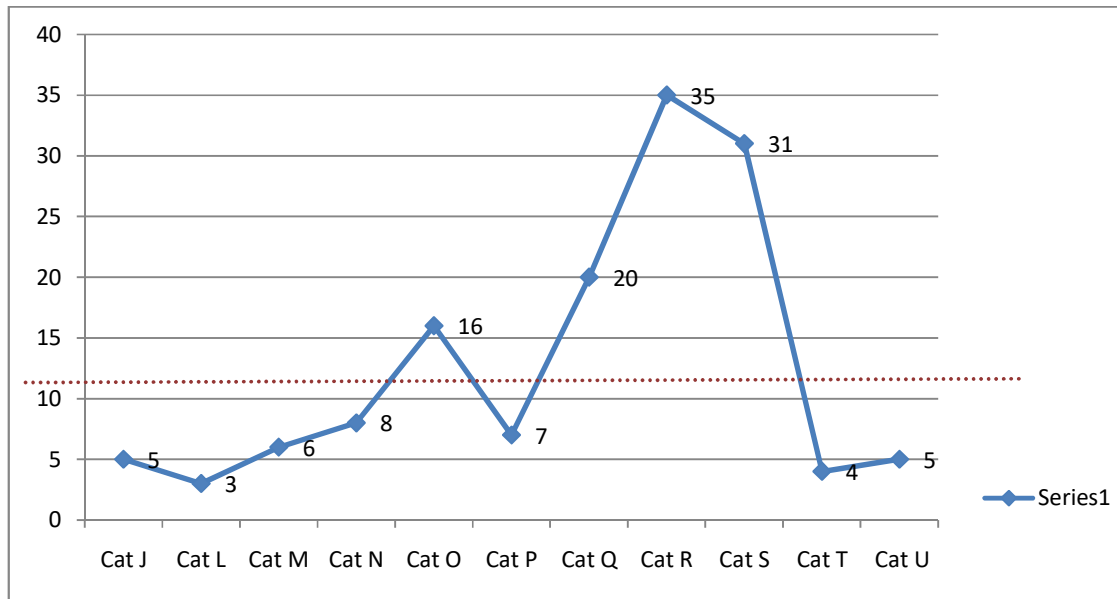


Figure 4.9 P.T pattern graph

The graph of P.T indicates that the relevance of P.T increases in value during the primary categories P, Q, R and S (Selection of products for the final choice and the final choice). This includes Cat R, which is significant to this parent category of P.T. This is the stage of the process where the participant is actually able to handle the watches and wears them. The participant group also circulates the different selected watches and handles them by feeling their textures, weight and wearing them.

4.4.7 Product Features (P.F) Analysis

Product features parent category is an amalgamation of all codes or references related to the feature list of the product such as different functions (stop watch, alarm, day/date display, multiple time zones, compass etc.). These are features which the manufacturers are keen to promote, as they are intended to be the 'key selling points'. The manufacturers consider these more significant than P.A as influencers, along with the cost factor.

The factor features primarily in the following categories (Table 4.12):

Table 4.12 Product Features (P.F) occurrence spread

Category	Description
CAT J	Observably decided/undecided (did they know what they were looking for)
CAT L	Browsing behaviour in store
CAT M	Selection behaviour in store
CAT O	Communication inside the group
CAT P	Communication with staff
CAT Q	Behaviour while narrowing down the choices
CAT R	Behaviour/actions when handling chosen watches
CAT S	Choice of final product
CAT T	Post choice behaviour
CAT U	Keywords / phrases

The graph for this factor is shown as figure 4.10

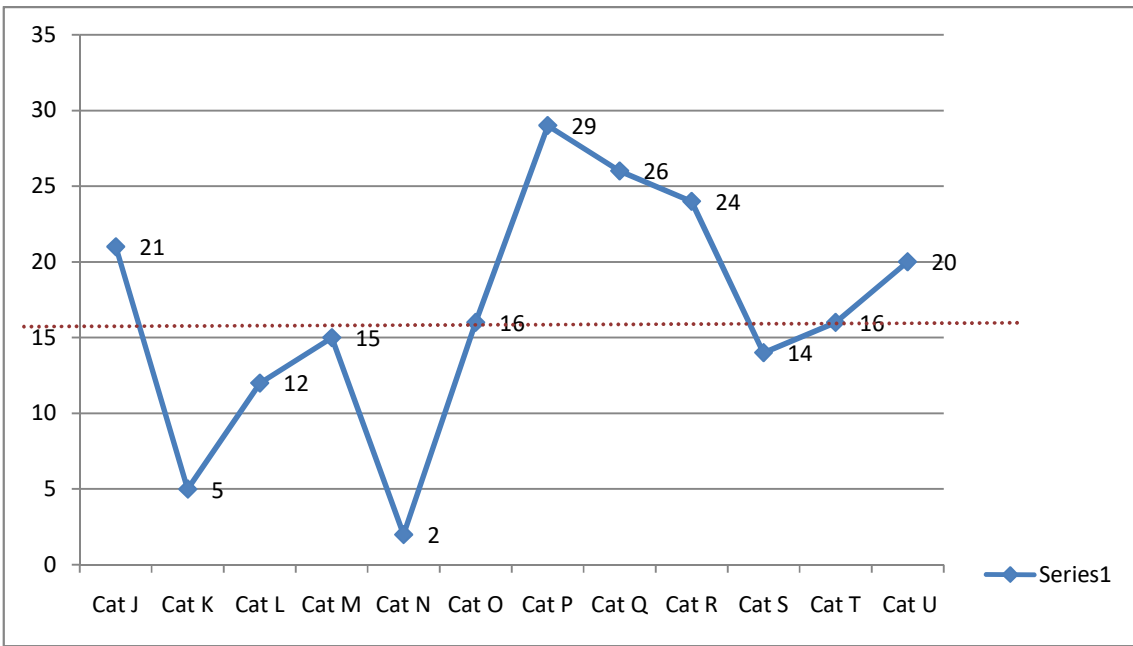


Figure 4.10 P.F pattern graph

The P.F clustering is represented by a graph that immediately suggests that relevance of the stimulus P.F is gradually decreasing in value during the different stages of the purchase. The value is at its peak in primary category P, when the participant is communicating with the staff and also in categories Q and R while narrowing down the selection and checking it outside the showcase. Another stage where P.F was high in occurrence was category J, which is the pre-purchase discussion between the participant group members or between the participant group and the staff members. This is when, as the participants enter the store, they open the interaction with the staff members, who typically ask the question related to what they are looking for. This is when the participants are noticed to be interactive about the product features they are seeking in the watch. This also indicates that the

However, relative to the other parent categories or stimuli such as C.F, P.A and A.I, the values suggest that P.F is lower on the influencing ladder.

4.4.8 Comparative Analysis

The five parent categories have been analysed and patterns discerned. The cumulative graphic representation of all the relevant primary categories with respect to the five parent categories is depicted in figure 4.11

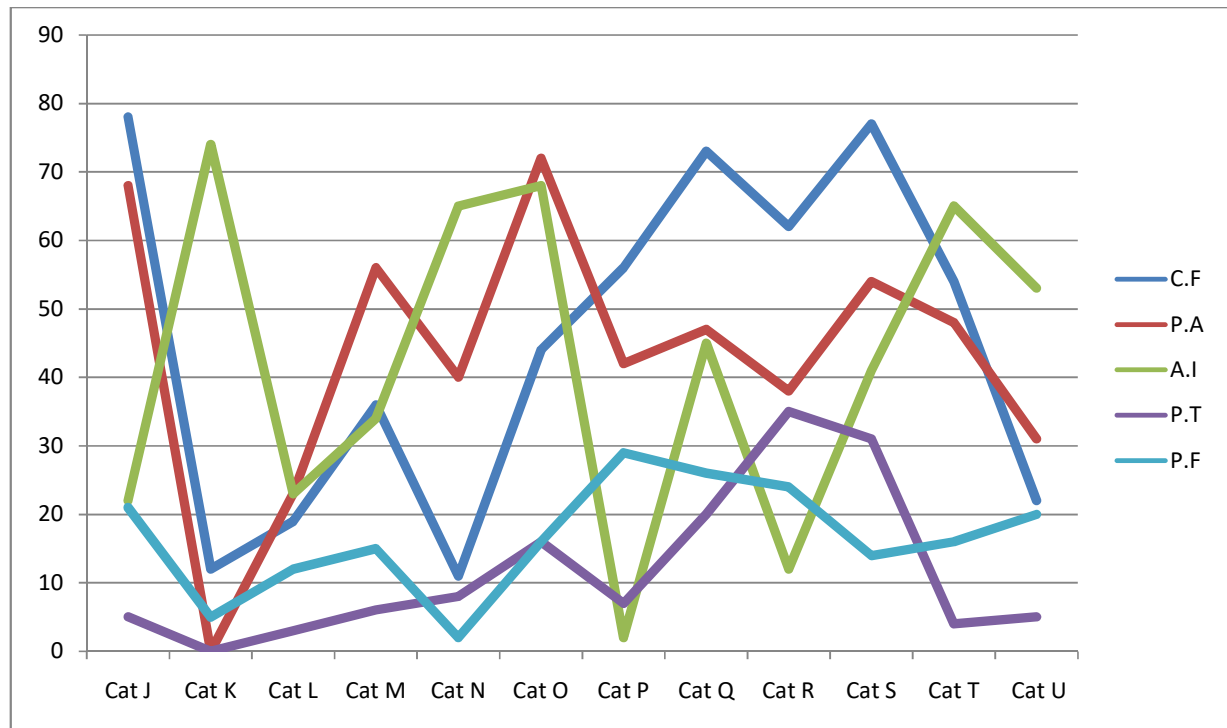


Figure 4.11 Comparative analysis graph 1

Post the code clustering, which was the initial phase of focused coding, the parent categories were then analysed based on the different stages of the purchase process. This required the different primary categories (Cat A to Cat U) to be reviewed and regrouped according to the activity stages. For ease of further analyses, the primary categories were subdivided into the following broad activity stages:

- Pre-purchase behaviour: The pre-purchase data included the primary categories before the actual participation of consumption. This includes Cat A, B, C, D, E, F, G, H, I, J and K. All these include activities prior to the actual browsing, consumption, selection and purchase.

- In-store behaviour: In-store behaviour includes the browsing, interaction within the participant group and interactions with the staff members. This is the stage where the participants are browsing and making decisions, both independent and collective. This includes the primary categories: Cat L, M, N, O and P
- Purchase behaviour: This activity stage of the purchase process includes the selection and handling of the selected products, before the final choice, decision of the final choice of product from the selected group, purchase decision and purchase action. This includes the primary categories Cat Q, R and S.
- Post-purchase behaviour: This includes the primary categories Cat T and U. At this phase, the purchase has been made and the product is being reviewed and re-assessed. This is also a stage where the participants evaluate the associative factors such as image and influence.

Based on these above activity stages, the clusters of data are reanalysed to gather a broader overview of the relative priorities of the influencing factors (5 parent categories – C.F, P.A, A.I, P.T and P.F). The values of the parent categories for each activity stage was summated and represented in a graph (figure 4.12). This was done with the intention of understanding the progressive variations in influence of the parent categories across the activity stages.

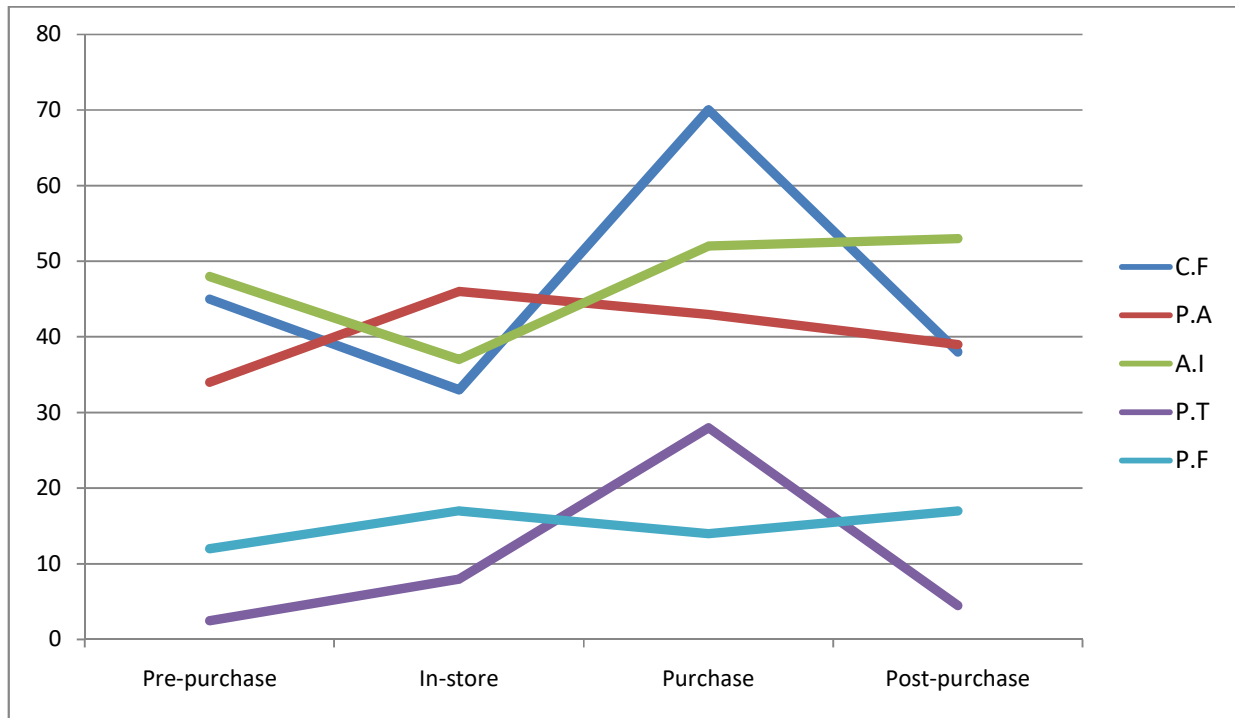


Figure 4.12 Activity stages -Comparative analysis graph 2

This graph (Figure 4.12) presents a clear picture of the pattern of influence in the decision making of the participants in each of the activity stages. The most drastic change in influence over the different stages is of the cost factor. The graph suggests that though there is a reduction of its relevance during the in-store browsing stage, it is constantly discussed and is a salient factor throughout the entire process. It is evident in the graph that the cost factor is the most influential factor during the purchase decision making stage relative to product appearance which is most relevant during the browsing stages. Interestingly, P.A is less influential in almost all other stages of the process. The relevance of P.F is not significant throughout the process and can be considered a neutral factor of influence. P.T is low in relevance throughout the process, but is influential in the narrowing down of the choices and trying out the product outside the display case.

Finally A.I, which includes the psychological elements of emotions and attitudes, but mainly the factors of societal acceptance and symbolic relevance of the product, is found to be highly influential throughout the process, especially towards the

selection, purchase and post-purchase stages. These factors have also been found to be constantly affecting the exploration and choices throughout the process.

4.4.9 Summary

The observation findings from the first 2 levels of coding were interesting and unique. The key factor of P.A was found to be less relevant than the factor of cost. This could be expected due to the fact that this product segment under study falls under mass-mid market product segment. However, what was more interesting was the high significance of the associative influencers. It was observed that most of the behaviours inside the store were influenced and directed by factors such as attitudes, emotions and group influences. These are discussed in more detail appended with findings from other data sources in chapter 6. Summary of the findings from observation data analysis are:

- C.F increases in value as the activity moves from pre-purchase to purchase, with a minor decrease in value during the selection.
- C.F as an influencing factor is at its highest during the purchase stage.
- The P.A pattern is inverse to C.F, with a peak in relevance during the in-store stage and a reduction of value in the purchase stage
- P.A steadily decreases in its influencing value post the browsing and selection stages
- Participants had a clearer idea of the C.F and P.F in their mind pre-purchase in comparison with P.A
- P.F was important to participants during the initial stages, but slowly reduces relevance except for a minor peak towards the selection and purchase stages.
- The value of P.T is low at the start of the purchase cycle, but it increases just before the purchase decision when the products are being physically experienced
- A.I is constantly found relevant, except for a dip in the browsing stage, but that could be due to the fact that participants were not vocalising very much in that stage. A.I is most influential during purchase and post-purchase.

The final level of coding as per GT is ‘Theoretical coding’, which is a sophisticated level of coding that follows the codes selected during focused coding. Theoretical coding is undertaken using the following steps:

1. Colour coded patterns analysis to find ‘Key insights’
2. Key insights analysed in conjunction to the other forms of data such as interview findings, questionnaire survey findings and the reviewed literature

Following from the previous focused coding stage, the data that has already been categorised at 2 levels is re-analysed for ‘key insights’. These key insights are analysed descriptions of some of the insights deduced from the previous stages of codes. These insights will form the component for the conceptual triangulation of new theory. The triangulation of the data supplemented by the literature reviewed is expected to result in ‘theorizing’: the act of seeing possibilities, establishing connections and asking questions and eventually to new theoretical development.

The process of analysis of the observational data is currently in the third level of coding which also includes theorizing. This will be explicated in the ‘Findings and Discussions’ chapter (Chapter 6).

Chapter 5 Quantitative Data Analysis

5.1 Introduction

The questionnaire survey method employed utilised a combination of different types of questions (Appendix 3), predominantly ranking based questions. This data collection technique was primarily engaged as a supplementary tool for the qualitative interviews and observations (Section 3.5.1, section 3.5.3). The objective of the quantitative method was to ‘compare and analyse the influence of Product Appearance (P.A) as a factor in the in-store decision-making process, relative to the other influencing factors of product features, functionality and pricing’ The findings from the questionnaire analysis was triangulated with the findings from the qualitative data analyses leading to discussion and the development of a conceptual framework. The aim of the quantitative data collected using questionnaire survey method was to collect measurable data to analyse the key influencing factors across different stages of the decision making process inside the store. The influence of the contributing stimuli such as price, function, features are compared in relation to the stimulus in focus ‘Product appearance’ (P.A), with the objective of analysing its specific and relative role and importance in the entire process. 12 hypotheses were tested to determine the factors influencing consumer behaviour inside the store at different stages: before entering, browsing, selection and decision. The hypotheses are listed below:

Table 5.1 Hypotheses

Stage	Hypothesis	Statement
Before entering	H1	Product appearance (P.A) and Pricing are the 2 key decision influencing factors for participants, before entering the store
Browsing	H2	P.A is the most influential factor during the browsing stage
Selection	H3	Pricing is more important than P.A when narrowing down the choices
	H4	The ‘feel of the product’ is the main reason for a product to be tried

	H5	'Colours' in the product is the most critical visual factor for the selection
	H6	There is significant difference in the influence of 'colours' as a visual factor for the selection between genders
Purchase	H7	Pricing is the most influential factor for the final purchase decision
Post-purchase	H8	The final choice of the product matches the initial product in participants' minds before entering the store
Cross-stages	H9	Functionality as a stimulus decreases in influence through the different stages in-store
	H10	There is a significant difference in influence of P.F across different stages in-store
	H11	The relevance of pricing as an influencing factor is most significant only at the decision stage
	H12	P.A as an influencing factor decreases in relevance towards the selection and purchase stages

The sample consisted of young adults between the ages of 18 and 25 years drawn from 5 showrooms in 3 urban centres in India (as detailed in Chapter 3.7.2). Within the permitted period of data collection in showrooms, 126 shoppers were approached which yielded 74 useable samples which were within the age group chosen, The data was coded and later subjected to statistical analysis using the IBM Statistical Program for Social Sciences (SPSS) tool. In this study, the Mann-Whitney U test was used to compare differences between two independent groups when the dependent variable was categorical. One-way analysis of variance (ANOVA) was used to test the difference between more than two groups.

5.2 Demographic Details

The demographic characteristics collected for the study include age, gender, occupation, and period of urban living, income and their purpose for visiting the store. The table 5.2 showed that majority (71.6%) of the respondents belong to the age group of 18-21 years. The remaining respondents (28.4%) were found to belong to the age group of 22-25 years.

Table 5.2 Age of Respondents

Age	Frequency	Percent	Mean± Std. dev
18 - 21	53	71.6	1.28±0.45
22 - 25	21	28.4	
Total	74	100.0	

Among the 74 participants of the survey, there were 40 women participants and 34 men participants. The frequency distribution of the gender of the respondents is shown in table 5.3.

Table 5.3 Gender of Respondents

Gender	Frequency	Percent	Mean± Std. dev
Male	34	45.9	1.54±0.50
Female	40	54.1	
Total	74	100.0	

Srinivasan, Srivastava and Bhanot (2014) found out the existence of a relationship between occupation and the consumers' decision to buy products such as watches and bags. Hence, occupational details of the respondents were collected for the study. It was found that majority (35%) of the respondents were students, followed by BPO professionals (28%).

Table 5.4 Occupation of Respondents

Occupation	Frequency	Percent	Mean± Std. dev

Student	26	35.1	2.84±1.84
I.T professional	12	16.2	
Trainee/intern	6	8.1	
BPO professional	21	28.4	
Private business	2	2.7	
Management	1	1.4	
Others	6	8.1	
Total	74	100.0	

Data regarding urban living (Table 5.5) was important as the researcher intended to discard participants with less than a year of urban living experience. The data reveals that most of the participants (74%) have lived in urban centres from between 15 years to over 20 years, with almost (40%) half of the respondents have spent 15 to 20 years living in metropolitan or cosmopolitan cities and that 34% of the respondents have lived in urban cities for more than 20 years.

Table 5.5 Period of Urban Living

Period of Urban Living	Frequency	Percent	Mean± Std. dev
Between 5 and 10 years	2	2.7	5.05±0.826
Between 10 and 15 years	17	23.0	
Between 15 and 20 years	30	40.5	
Over 20 years	25	33.8	
Total	74	100.0	

The income level of the respondents was interpreted in order to understand its level of influence on their purchase decisions. It was found that respondents belonging to different groups of economic status, which is measured by their income levels, participated in the study. Table 4.5 shows that majority (65%) of the respondents received an average salary of more than Rs.10,000 per month, followed by the respondents (28.4%) who received income between Rs.5000 and Rs.10,000 per month. The frequency distribution of the participants with respect to their income level is shown in Table 5.6.

Table 5.6 Income Levels of Respondents

Income Levels	Frequency	Percent	Mean± Std. dev
Between Rs.1000 and Rs.5000 per month	5	6.8	3.58±0.62
Between Rs.5000 and Rs.10000 per month	21	28.4	
Over Rs.10000 per month	48	64.9	
Total	74	100.0	

The respondents were given options to choose from, which are buying for self, buying for others and for browsing. Among the three responses, majority (83%) of the respondents chose Buying for self. There were very few customers who had come to buy for others (10%) and for browsing (7%).

Table 5.7 Purpose of Visiting the Store

Purpose	Frequency	Percent	Mean± Std. dev

Buying for myself	62	83.8	1.23±0.56
Buying for others	7	9.5	
Browsing	5	6.8	
Total	74	100.0	

5.3 Before entering the store

Hypothesis 1

H₀: There is no difference in the influence of any of the factors: P.A, Pricing, Product Features (P.F) and Product, before entering the store

H₁: Product appearance (P.A) and Pricing are the 2 key decision influencing factors for participants, before entering the store

ANOVA was done to check if there was any difference in the expectation in the minds of the customers with respect to product, budget, functionality and P.A before entering the shop. The responses were captured as 1=most relevant and 4=least relevant. The results showed that there was no difference in the expectation on any of the aspects of the product ($p > 0.05$). This is also evident from the mean values for the product (mean = 1.23), budget (mean = 1.15), functionality (mean = 1.24) and PA (mean = 1.35). Therefore null hypothesis is accepted and alternate hypothesis is rejected: it can be concluded that all the factors are equally distributed in terms of significance, before entering the store.

Table 5.8 Descriptive table for before entering the store

Descriptives					
Dependent Variable: Before entering the store					
	N	Mean	Std. Deviation	F	Sig.
Product	74	1.2297	0.48391	1.686	0.170

Budget	74	1.1486	0.42788		
Functionality	74	1.2432	0.54423		
PA	74	1.3514	0.71063		
Total	296	1.2432	0.55384		

5.4 Browsing inside the store

Hypothesis 2

H₀: P.A is not the most influential factor during the browsing stage

H₁: P.A is the most influential factor during the browsing stage

ANOVA testing indicated that the opinion on pricing and features was not significantly different from each other, while all other combinations were significantly different from each other ($p < 0.05$). Product appearance of the product was found to be the most relevant factor while browsing through the store; whereas, the product functionality has the least relevance.

Table 5.9 Descriptives table for browsing through the store

Descriptives					
Dependent Variable: Browsing through the store					
	N	Mean	Std. Deviation	F	Sig.
Function	74	3.4595	0.79707	89.032	0.000
Price	74	2.7027	0.91756		
Feature	74	2.5000	0.91037		
PA	74	1.3108	0.57160		
Total	296	2.4932	1.11688		

There is a statistically significant difference observed between the groups as determined by one-way ANOVA ($F=89.03$, $p<0.05$).

Table 5.10 Multiple comparisons for browsing through the store

Multiple Comparisons						
Dependent variable: Browsing through the store						
Tukey HSD						
(o) Stage		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Functionality	Features	.75676*	0.13337	0.000	0.4121	1.1014
	Pricing	.95946*	0.13337	0.000	0.6148	1.3041
	PA	2.14865*	0.13337	0.000	1.8040	2.4933
Features	Functionality	-.75676*	0.13337	0.000	-1.1014	-0.4121
	Pricing	0.20270	0.13337	0.427	-0.1419	0.5473
	PA	1.39189*	0.13337	0.000	1.0473	1.7365
Pricing	Functionality	-.95946*	0.13337	0.000	-1.3041	-0.6148
	Features	-0.20270	0.13337	0.427	-0.5473	0.1419
	PA	1.18919*	0.13337	0.000	0.8446	1.5338
PA	Functionality	-2.14865*	0.13337	0.000	-2.4933	-1.8040
	Features	-1.39189*	0.13337	0.000	-1.7365	-1.0473
	Pricing	-1.18919*	0.13337	0.000	-1.5338	-0.8446

*. The mean difference is significant at the 0.05 level.

A Tukey post hoc test (table 4.9) revealed that physical appearance (mean = 1.31 ± 0.57 , $p < 0.05$) of the product was found to be statistically significantly more relevant than the product functionality (mean = 3.46 ± 0.80 , $p < 0.05$), features (mean = 2.50 ± 0.91) and price (mean = 2.70 ± 0.91). There was no statistically significant difference between the pricing and features of the products ($p = 0.427$) while browsing through the store. Thus, null hypothesis is rejected.

5.5 Selection inside the store

Hypothesis 3

H_0 : Pricing is not more important than P.A when narrowing down the choices

H_1 : Pricing is more important than P.A when narrowing down the choices

Table 5.11 Descriptive table for narrowing down to the product

Descriptives					
Dependent variable: Narrowing down to the product					
	N	Mean	Std. Deviation	F	Sig.
Function	74	3.7162	0.58568	96.246	0.000
Price	74	2.2838	0.95831		
Feature	74	2.5000	0.93998		
PA	74	1.5270	0.62424		
Total	296	2.5068	1.11688		

Table 5.12 Multiple comparisons for narrowing down to the product

Multiple Comparisons						
Dependent Variable: Narrowing down to the product						
Tukey HSD						
(I) Stage	(J) Stage	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Functionality	Features	1.43243*	.13087	.000	1.0943	1.7706
	Pricing	1.21622*	.13087	.000	.8781	1.5544
	PA	2.18919*	.13087	.000	1.8510	2.5273
Features	Functionality	-1.43243*	.13087	.000	-1.7706	-1.0943
	Pricing	-.21622	.13087	.351	-.5544	.1219
	PA	.75676*	.13087	.000	.4186	1.0949
Pricing	Functionality	-1.21622*	.13087	.000	-1.5544	-.8781
	Features	.21622	.13087	.351	-.1219	.5544
	PA	.97297*	.13087	.000	.6348	1.3111
PA	Functionality	-2.18919*	.13087	.000	-2.5273	-1.8510
	Features	-.75676*	.13087	.000	-1.0949	-.4186
	Pricing	-.97297*	.13087	.000	-1.3111	-.6348
*. The mean difference is significant at the 0.05 level.						

There is a statistically significant difference observed between the groups as determined by one-way ANOVA ($F=96.24$, $p<0.05$). A Tukey post hoc test revealed that physical appearance (mean = 1.53 ± 0.62 , $p<0.05$) of the product was found to be statistically significant than the product price (mean = 2.28 ± 0.95), features (mean = 2.50 ± 0.94) and functionality (mean = 3.72 ± 0.58). There was no statistically significant difference between the pricing and features of the products ($p=0.351$) while narrowing down to the product. The hypothesis tested the importance of pricing over P.A, but the results showed that P.A is more important than pricing during the narrowing down stage. Therefore, null hypothesis is accepted.

Hypothesis 4

H_0 : The 'feel of the product' is not the main reason for a product to be tried

H_1 : The 'feel of the product' is the main reason for a product to be tried

Table 5.13 Descriptive table for taken out of the showcase

Descriptives					
Dependent variable: Product taken out of showcase					
	N	Mean	Std. Deviation	F	Sig.
Feel	74	1.5000	0.57932	139.470	0.000
Usability	74	1.8378	0.74073		
Features	74	3.0811	0.85619		
PA	74	3.5811	0.68260		
Total	296	2.5000	1.11993		

Table 5.14 Multiple comparisons table for taken out of showcase

Multiple Comparisons						
Dependent Variable: Taking the product out of showcase						
Tukey HSD						
(I) Showcase_variable		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Feel	Use	-.33784*	0.11864	0.024	-0.6444	-0.0313
	Inspect	-1.58108*	0.11864	0.000	-1.8876	-1.2745
	Examine	-2.08108*	0.11864	0.000	-2.3876	-1.7745
Use	Feel	.33784*	0.11864	0.024	0.0313	0.6444
	Inspect	-1.24324*	0.11864	0.000	-1.5498	-0.9367
	Examine	-1.74324*	0.11864	0.000	-2.0498	-1.4367
Inspect	Feel	1.58108*	0.11864	0.000	1.2745	1.8876
	Use	1.24324*	0.11864	0.000	0.9367	1.5498
	Examine	-.50000*	0.11864	0.000	-0.8066	-0.1934
Examine	Feel	2.08108*	0.11864	0.000	1.7745	2.3876
	Use	1.74324*	0.11864	0.000	1.4367	2.0498
	Inspect	.50000*	0.11864	0.000	0.1934	0.8066
*. The mean difference is significant at the 0.05 level.						

There is a statistically significant difference observed between the groups as determined by one-way ANOVA ($F=139.47$, $p<0.05$). A Tukey post hoc test revealed

that feel of the product (mean = 1.50 ± 0.58 , $p < .05$) is statistically significant than usability (mean = 1.84 ± 0.74), product features (mean = 3.08 ± 0.86) and physical appearance of the product (mean = 3.58 ± 0.68). Thus, it can be found that when customers request the product to be taken out of the showcase they expect more to feel the product, than any of its other aspects like usability, features, and PA at this stage. Therefore, the null hypothesis is rejected.

Hypothesis 5

H₀: 'Colours' in the product is not the most critical visual factor for the selection

H₁: 'Colours' in the product is the most critical visual factor for the selection

Table 5.15 Descriptives table for the removed product

Descriptives					
Removed_product					
	N	Mean	Std. Deviation	F	Sig.
Colour	74	1.3919	0.63715	175.521	0.000
Material	74	1.9054	0.70553		
Visual expression	74	2.7432	0.55049		
Ornamentation	74	3.7568	0.77302		
Total	296	2.4493	1.11878		

Table 5.16 Multiple comparisons for the product removed

Multiple Comparisons						
Dependent Variable: Removed_product						
Tukey HSD						
(I) Colour Variable	(J) Colour Variable	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Colour	Material	-.51351*	.11041	.000	-.7988	-.2282
	Visual expression	-1.35135*	.11041	.000	-1.6367	-1.0661
	Ornamentation	-2.36486*	.11041	.000	-2.6502	-2.0796
Material	Colour	.51351*	.11041	.000	.2282	.7988
	Visual expression	-.83784*	.11041	.000	-1.1231	-.5525
	Ornamentation	-1.85135*	.11041	.000	-2.1367	-1.5661
Visual expression	Colour	1.35135*	.11041	.000	1.0661	1.6367
	Material	.83784*	.11041	.000	.5525	1.1231
	Ornamentation	-1.01351*	.11041	.000	-1.2988	-.7282
Ornamentation	Colour	2.36486*	.11041	.000	2.0796	2.6502
	Material	1.85135*	.11041	.000	1.5661	2.1367
	Visual expression	1.01351*	.11041	.000	.7282	1.2988
*. The mean difference is significant at the 0.05 level.						

There is a statistically significant difference observed between the groups as determined by one-way ANOVA ($F=175.52$, $p<0.05$). A Tukey post hoc test revealed that colour of the product (mean = 1.39 ± 0.64 , $p<0.05$) is the most relevant factor than material (mean = 1.90 ± 0.70), visual expression (mean = 2.74 ± 0.55) and ornamentation (mean = 3.75 ± 0.77) of the product. It was found that all the groups were statistically significant different ($p<0.05$) from each other.

Therefore, null hypothesis is rejected.

Hypothesis 6

H_0 : There is no significant difference in the influence of ‘colours’ as a visual factor for the selection between genders

H_1 : There is significant difference in the influence of ‘colours’ as a visual factor for the selection between genders

Table 5.17 Colour difference between genders

	Gender	N	Mean Rank	Sum of Ranks	Mann-Whitney U	Asymp. Sig. (2-tailed)
Colours_Visual_Feat	Male	34	36.68	1247	652	0.709
	Female	40	38.2	1528		

Mann-Whitney test was conducted to find the difference between the final choice between male and female with respect to the colour of the product. The mean ranks and the sum of the ranks for the two groups (males and females) are tested. No significant difference between the opinions of males and females was observed as hypothesized. Hence, the product colour was found to have no significance in the product selection with respect to gender. Therefore, null hypothesis is accepted.

5.6 Purchase decision inside the store

Hypothesis 7

H₀: Pricing is not the most influential factor for the final purchase decision

H₁: Pricing is the most influential factor for the final purchase decision

A Mann-Whitney test was conducted to find the difference between the Final choice (measured as Yes or No) in terms Pricing, PA, Features, and Functionality.

Table 5.18 Ranking table for final_choice

	Final_stage	N	Mean	Std. Deviation	Mean Rank	Mann-Whitney U	Asymp. Sig. (2-tailed)
Pricing_FC	Yes	71	1.36	0.713	38.19	57.5	0.113
	No	3			21.17		
PA_FC	Yes	71	1.8	0.793	38.82	13	0.006
	No	3			6.33		
Features_FC	Yes	71	2.65	0.766	38.36	45.5	0.051
	No	3			17.17		
Functionality_FC	Yes	71	3.7	0.932	38.44	40	0.001
	No	3			15.33		

A significant difference between the opinion of those who intended to buy and not to buy the product was found for all the aspects, except pricing. From the mean, it is evident that product pricing (mean = 1.36) was found to be the most relevant factor to influence the purchase decision of the customer, while functionality is the least relevant.

Therefore, null hypothesis is rejected.

5.7 Post-purchase stage

Hypothesis 8

H₀: The final choice of the product does not match the initial product in participants' minds before entering the store

H₁: The final choice of the product matches the initial product in participants' minds before entering the store.

Majority (74%) of the customers' final selection of the product did not match with their initial product perception before entering the store.

Table 5.19 Matching of Initial product with the final product

		Frequency	Percent
Valid	N.A	3	4.1
	Yes	12	16.2
	No	55	74.3
	Not sure	4	5.4
	Total	74	100.0

Difference in the perception of functionality, features, pricing and PA, if they had a product in mind before entering the shop is shown below:

Table 5.20 Descriptive table for before entering the store

Descriptives									
		N	Mean	Std. Dev.	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
Functionality_BE	Yes	59	3.12	.930	.121	2.88	3.36	1	4
	No	13	2.69	1.109	.308	2.02	3.36	1	4
	Not sure	2	4.00	.000	.000	4.00	4.00	4	4
	Total	74	3.07	.970	.113	2.84	3.29	1	4
Features_BE	Yes	59	2.51	1.073	.140	2.23	2.79	1	4
	No	13	3.00	1.000	.277	2.40	3.60	1	4
	Not sure	2	2.00	.000	.000	2.00	2.00	2	2
	Total	74	2.58	1.060	.123	2.34	2.83	1	4
Pricing_BE	Yes	59	2.78	1.001	.130	2.52	3.04	1	4
	No	13	2.77	1.166	.323	2.06	3.47	1	4
	Not sure	2	2.00	1.414	1.000	-10.71	14.71	1	3
	Total	74	2.76	1.031	.120	2.52	3.00	1	4
PA_BE	Yes	59	1.59	.873	.114	1.37	1.82	1	4
	No	13	1.54	.660	.183	1.14	1.94	1	3
	Not sure	2	2.00	1.414	1.000	-10.71	14.71	1	3
	Total	74	1.59	.843	.098	1.40	1.79	1	4

The output of ANOVA analysis reveals that there is no significant difference in the perception of product's functionality ($p=0.138$), features ($p=0.236$), pricing ($p=0.581$) and its physical appearance ($p=0.776$) before entering the store.

Table 5.21 ANOVA for before entering the store

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Functionality_BE	Between Groups	3.723	2	1.862	2.035	.138
	Within Groups	64.939	71	.915		
	Total	68.662	73			
Features_BE	Between Groups	3.268	2	1.634	1.473	.236
	Within Groups	78.746	71	1.109		
	Total	82.014	73			
Pricing_BE	Between Groups	1.178	2	.589	.547	.581
	Within Groups	76.443	71	1.077		
	Total	77.622	73			
PA_BE	Between Groups	.370	2	.185	.255	.776
	Within Groups	51.468	71	.725		
	Total	51.838	73			

It is observed from the results that customers' initial perception about the product does not match with their final choice. Therefore, null hypothesis is accepted.

5.8 Cross-stage influence analysis

Hypothesis 9

H₀: Functionality as a stimulus does not decrease in influence through the different stages in-store

H₁: Functionality as a stimulus decreases in influence through the different stages in-store

The mean values for the functionality of the product before entering the store, while browsing through the store, while selecting the product and while making the final choice is computed along with the standard deviation. Each mean value is then compared with the mean values obtained from other groups. Table 5.22 shows the descriptive statistics which include mean and standard deviation for the dependent variables for each separate group (Before, Browsing, Selection and Decision) as well as when the groups are combined.

Table 5.22 Functionality

	N	Mean	Std. Deviation
Before	74	3.07	0.97
Browsing	74	3.46	0.80
Selection	74	3.72	0.59
Decision	71	3.86	0.54
Total	293	3.52	0.80
	F=15.84, p<0.05		

There exists a statistically significant difference between the groups as determined by one-way ANOVA (F=15.84, p<0.05). Thus, null hypothesis is rejected.

Hypothesis 10

H₀: There is no significant difference in influence of P.F across different stages in-store

H₁: There is a significant difference in influence of P.F across different stages in-store

The mean values for the features of the product before entering the store, while browsing through the store, while selecting the product and while making the final choice is computed along with the standard deviation. Each mean value is then compared with the mean values obtained from other groups. Table 5.23 shows the descriptive statistics which include the means and standard deviation for the dependent variables for each separate group (Before, Browsing, Selection and Decision).

Table 5.23 Features

Stages	N	Mean	Std. Deviation
Before	74	2.58	1.06
Browsing	74	2.70	0.92
Selection	74	2.28	0.96
Decision	71	2.76	0.55
Total	293	2.58	0.91
	F=4.13, p>0.05		

There exists a statistically significant difference between the groups as determined by one-way ANOVA (F=4.13, p>0.05). The mean values suggest that null hypothesis can be accepted.

Hypothesis 11

H₀: The relevance of pricing as an influencing factor is not the most significant at the decision stage

H₁: The relevance of pricing as an influencing factor is most significant at the decision stage

The mean values for the pricing of the product: before entering the store, while browsing through the store, while selecting the product and while making the final choice, are computed along with the standard deviation. Each mean value is then compared with the mean values obtained from other groups. Table 5.24 shows the descriptive statistics which include the means and standard deviation for the dependent variables for each separate group (Before, Browsing, Selection and Decision).

Table 5.24 Pricing

Stages	N	Mean	Std. Deviation
Before	74	2.76	1.03
Browsing	74	2.50	0.91
Selection	74	2.50	0.94
Decision	71	1.42	0.67
Total	293	2.30	1.03
	F=31.30, p<0.05		

Therefore, null hypothesis can be rejected as determined by one-way ANOVA (F=31.30, p<0.05)

Hypothesis 12

H₀: P.A as an influencing factor does not decrease in relevance towards the selection and purchase stages

H₁: P.A as an influencing factor decreases in relevance towards the selection and purchase stages

The mean values for the appearance of the product: before entering the store, while browsing through the store, while selecting the product and while making the final choice are computed along with the standard deviation. Each mean value is then compared with the mean values obtained from other groups. Table 5.25 shows the descriptive statistics which include the means and standard deviation for the dependent variables for each separate group (Before, Browsing, Selection and Decision).

Table 5.25 Product appearance

Stages	N	Mean	Std. Deviation
Before	74	1.59	0.84
Browsing	74	1.31	0.57
Selection	74	1.53	0.62
Decision	71	1.87	0.72
Total	293	1.57	0.72
	F=8.03, p<0.05		

There exists a statistically significant difference between the groups as determined by one-way ANOVA (F=8.03, p<0.05). A Turnkey post hoc test revealed that the

relevance of product appearance before entering the store was statistically greater than its relevance while browsing through the store ($p=0.07$) and while selecting the product ($p=0.93$); whereas, the relevance of product appearance before entering the store was found to be statistically lesser than its relevance while deciding on the product ($p=0.08$). It was also found from the multiple comparison that the relevance of product appearance while browsing through the store was found to be statistically lower than its relevance before entering the store ($p=0.07$) and while selecting the product ($p=0.23$). The relevance of product appearance while selecting the product was found to be statistically lower than its relevance before entering the product ($p=0.93$) and statistically greater than its relevance while browsing through the store ($p=0.23$). The tests further revealed that the relevance of product appearance while deciding was found to be statistically greater than its relevance before entering the store ($p=0.08$).

Table 5.26 Multiple comparison

(I) stages		Mean Difference (I-J)	Sig.
Before	Browsing	0.28378	0.07
	Selection	0.06757	0.93
	Decision	-0.27864	0.08
Browsing	Before	-0.28378	0.07
	Selection	-0.21622	0.23
	Decision	-.56243*	0.00
Selection	Before	-0.06757	0.93
	Browsing	0.21622	0.23
	Decision	-.34621*	0.02

Decision	Before	0.27864	0.08
	Browsing	.56243*	0.00
	Selection	.34621*	0.02
*. The mean difference is significant at the 0.05 level.			

Thus, null hypothesis is rejected

5.9 Cross-stage influence graph

The different aspects of the product are measured at different stages on a 4-point most-relevant to least-relevant scale. The graphical plot shown in Figure 4.1 depicts the customer's perception on various product aspects at various stages inside the store.

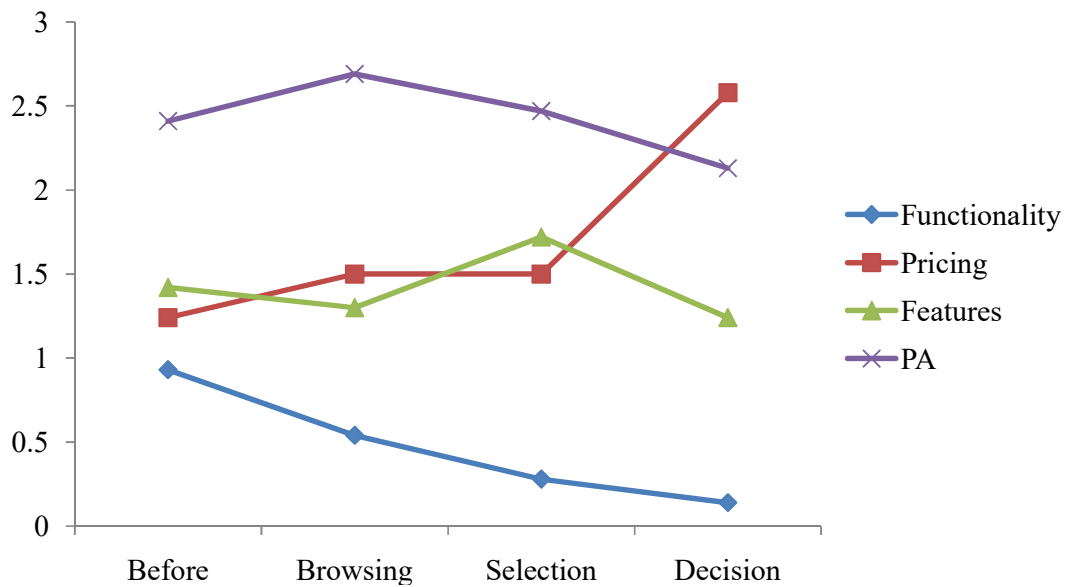


Figure 5.1 Product perception at different stages

The graphical representation indicates that the factor of functionality progressively decreases in significance throughout the different stages of the process, while 'pricing' significantly increases in influence towards the selection and purchase

decision stages. P.A is most influential during the browsing stage of the process, but is not as influential as pricing in the selection and decision stages.

5.10 Summary

In this chapter, the questionnaire survey section of the primary data was analysed quantitatively using SPSS and one-way analysis of variance (ANOVA). Also, Mann-Whitney U test was used to compare differences between two independent groups, where necessary. The data was analysed with respect to relationships between the influencing factors of: product features, pricing, functionality and product appearance and the different stages of the in-store decision making process. The analyses were based on the hypotheses categorised according the stages of the process (Table 5.27).

Table 5.27 Hypotheses summary

Stage	Hypothesis	Alternate hypothesis statement	Null hypothesis statement	Result of null hypothesis	Conclusion
Before entering	H1	Product appearance (P.A) and Pricing are the 2 key decision influencing factors for participants, before entering the store	There is no difference in the influence of any of the factors: P.A, Pricing, Product Features (P.F) and Product, before entering the store	Accepted	There are no substantial statistical differences in influence between all the different factors in the participants' minds before entering the store.
Browsing	H2	P.A is the most influential factor during the browsing stage	P.A is not the most influential factor during the browsing stage	Rejected	P.A was found to be the most significant influencer during the browsing stages, whereas functionality was the least influential factor
Selection	H3	Pricing is more		Accepted	The results revealed

		important than P.A when narrowing down the choices	Pricing is not more important than P.A when narrowing down the choices		that P.A is more important as an influence factor than pricing
	H4	The 'feel of the product' is the main reason for a product to be tried	The 'feel of the product' is not the main reason for a product to be tried	Rejected	The main reason for the selected product to be asked to be removed from the showcase is to feel the product by wearing it
	H5	'Colours' in the product is the most critical visual factor for the selection	'Colours' in the product is not the most critical visual factor for the selection	Rejected	Most participants indicated that the key visual factor within P.A that is influential are the colours in the product
	H6	There is significant difference in the influence of 'colours' as a visual factor for the selection between genders	There is no significant difference in the influence of 'colours' as a visual factor for the selection between genders	Accepted	There is no significant difference statistically to indicate that there is a difference between males and females regarding prioritisation of the visual factors
Purchase	H7	Pricing is the most influential factor for the final purchase decision	Pricing is not the most influential factor for the final purchase decision	Rejected	Though P.A was influential during the browsing and selection stages, pricing was found to be the most significant factor during the final purchase decision stage
Post-	H8	The final choice	The final choice	Accepted	The test reveal that

purchase		of the product matches the initial product in participants' minds before entering the store	of the product does not match the initial product in participants' minds before entering the store		most of the participants decide the product within the store, even when they had a product in their minds before entering
Cross-stages	H9	Functionality as a stimulus decreases in influence through the different stages in-store	Functionality as a stimulus does not decrease in influence through the different stages in-store	Rejected	There is a clear decrease in the significance of functionality from when participants enter to the purchase decision stage
	H10	There is a significant difference in influence of P.F across different stages in-store	There is no significant difference in influence of P.F across different stages in-store	Accepted	P.F shows no substantial increase or decrease in influence through the stages
	H11	The relevance of pricing as an influencing factor is most significant only at the decision stage	The relevance of pricing as an influencing factor is not the most significant at the decision stage	Rejected	Pricing has the most influence at the purchase decision stage, whereas other factors like P.A are influential before
	H12	P.A as an influencing factor decreases in relevance towards the selection and purchase stages	P.A as an influencing factor does not decrease in relevance towards the selection and purchase stages	Rejected	The relevance of P.A as an influencing factor was found to lower as the participants moved through the stages towards a purchase decision, where

					relevance of pricing is more significant
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The key findings of the test reveal that though product appearance was the key influencing factor in the narrowing down the selection and within product appearance, colour was the dominant element in the selection stage, cost was the most important purchase decision factor and product appearance had reduced in relevance. Another important result of the test was that most respondents made the choice of product inside the store and it did not match the product they had in mind before they entered.

The results will be further discussed along with findings from the other forms of data towards a framework (Chapter 6).

Chapter 6: Findings and Discussion

6.1 Introduction

This chapter triangulates the analyses of the data using methodological 'triangulation' using more than one research method or data collection technique (Denzin, 1970). For the purpose of this research, the analyses have been subjected to theoretical triangulation which uses the multiple sources of analysed data and different theoretical perspectives to ground, make sense of and challenge emerging learning from the data. This is achieved by a system called 'Analytical data triangulation' (Ravitch and Carl, 2015) to increase their in-depth understanding of the phenomenon under investigation by combining multiple methods and theories arising from: the quantitative data from a questionnaire survey which was designed and applied to measure the relative priority of product appearance in the decision making process alongside other stimuli (Chapter 4), analysis of qualitative expert interviews (Section 5.4) with authorities on the industry, society and psychology which provided insights on the significance of product design in the consuming society and qualitative data from the observation method (Section 5.3) which was employed for the analysis of attitudes and the buying behaviour of the consumers towards product appearance and other factors inside the store. Concurrently, this chapter also integrates the final step of the analysis: theoretical coding, which is a method that conceptualizes how focused codes relate to each other as hypotheses to be integrated into a theory (Charmaz, 2007).

The convergence model (Figure 3.2) representing the traditional model of a mixed methods triangulation design (Creswell, 1999) recommends that the researcher collects and analyses data on the phenomenon separately and then converges the interpretation using triangulation of the analyses. For this research, the methods and analysis of the different forms of data have all targeted individual research objectives (Section 1.2).

Develop a conceptual framework to analyse the decision making of the chosen user group specific to the wristwatch market segment

The first part of this chapter discusses the findings from the initial and focussed analyses of the primary data in section 6.2, followed by the secondary research

findings in section 6.3 with the focus on the ‘Perceptual cycle model’ theory of Ulrich Neisser (1976) which forms the foundation of the conceptual paradigm for the framework. Section 6.4 discusses the multiple stimuli that have been discovered to have an influence on the decision making through the research. Sections 6.5 and 6.6 focus on the exploration and schemata, such as emotions, and their role in the perception making. The final section (section 6.7) before the summary is the conceptual framework that has emerged from the triangulation of the analysed data and is a modified model based on Neisser’s model. This model takes restructures the perceptual model along with supplementations of influencing factors, that have been found to be critical but missing in the context of the decision making on young adults in India.

6.2 Qualitative data findings

This section discusses the key findings from the two qualitative data sources: Expert interviews (section 5.3) and Observations (section 5.4). While the expert interviews were focussed on discovering and understanding of the social and psychological factors that influence the consumers, observation sessions inside the store and during the purchase incidents, described the in-store behaviours of the consumers, though the different stages of the process.

6.2.1 Expert interview findings

Based on the 2 levels of coding, the analyses yielded 164 codes in total and multiple themes per interview (Table 4.2). These codes were then categorised into 7 categories (Table 4.4)

These categories that emerged as key societal and psychological stimuli, and were identified as influential drivers in the decision making of the chosen user segment, were:

- A. Western influence
- B. Conformist attitude
- C. Societal influence
- D. Family structures

E. Awareness due to exposure

F. Consumption of the visual

G. Branding and media

These categories are not only the stimuli, but also play a key role in the other stages of the perceptual cycle, such as exploration and schemata. Each of these categories is discussed further under the different stages of influence (Sections 6.5, 6.6 and 6.7).

6.2.2 In-store observation findings

It was found from the initial and focussed levels of analyses (Section 6.2.2) that the key influencing factors in the purchase process which emerged from the analysis were Cost Factor (C.F), Product Appearance (P.A), Product Features (P.F), Product Tactility (P.T) and Associative Influences (A.I). The key insights delivered by the 2 levels of coding of the observation data are as follows:

- C.F steadily increases in influence throughout the different stages in-store episode, except during the 'selection' stage, where there is a decrease in its relevance. C.F was found to be at its most influential during the purchase stage
- The P.A relevance pattern indicated that the influence was at its peak during the in-store (browsing and selection) stage but reduced in occurrence value in the purchase stage. This indicates that P.A is not as influential post browsing and selection
- A.I steadily increases in relevance through the in-store stages and is most relevant during the purchase and post-purchase and provides scope for broader social and psychological discussion.

6.3 Quantitative data findings

The aim of the quantitative data collected using questionnaire survey method was to collect measurable data to analyse the key influencing factors across different stages of the decision making process inside the store. The influence of the contributing stimuli such as price, function, features are compared in relation to the stimulus in focus 'Product appearance' (P.A), with the objective of analysing its specific and relative role and importance in the entire process.

Some of the key findings from the statistical data analysis (Chapter 5) were:

- P.A was found to be the most significant influencer during the browsing stages, whereas functionality was the least influential factor. During this stage, the results revealed that P.A is more important as an influence factor than pricing
- Most participants indicated that the key visual factor within P.A that is influential are the colours in the product
- Though P.A was influential during the browsing and selection stages, pricing was found to be the most significant factor during the final purchase decision stage
- P.F shows no substantial increase or decrease in influence through the stages and was also low in influential value compared to the factors of P.A and pricing.
- The relevance of P.A as an influencing factor was found to lower as the participants moved through the stages towards a purchase decision, where relevance of pricing becomes more significant, with pricing having the most influence at the purchase decision stage.

Some of the secondary findings, which are relevant for the discussion, were:

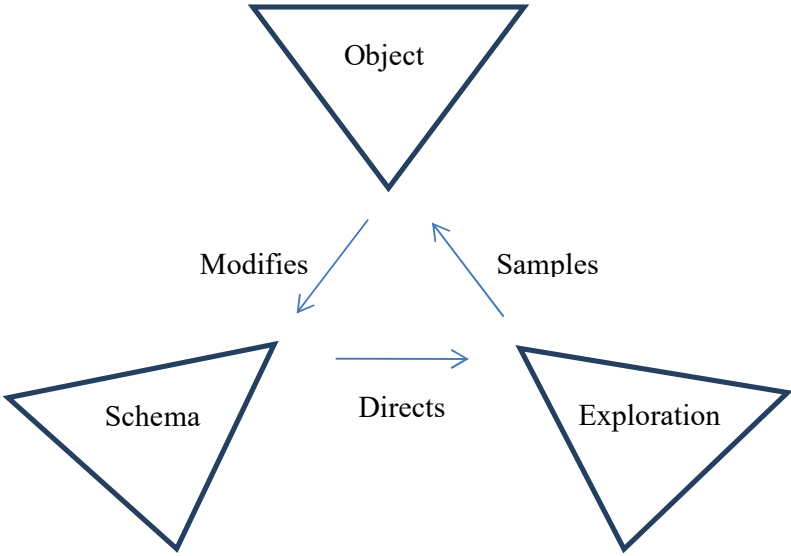
- There is no significant difference statistically to indicate that there is a difference between males and females regarding prioritisation of the visual factors
- The test reveal that most of the participants decide the product within the store, even when they had a product in their minds before entering

6.4 Secondary data findings

Findings from the secondary research findings (Chapter 2), suggest that along with product appearance there are other key influencing factors, both societal and psychological play a crucial role in the consumption behaviour of the consumer and has its implications in the decision making of the buyer. The review of the literature also directs the discussion to inspect the symbiotic relation between the key stimuli: product appearance and the psychological responses such as the rational, irrational,

symbolic and social, as all of these are found to be correlated and contributing to the consumption of design by the buyer.

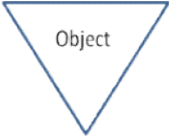
In this regard the literature reviewed studied various models of perception, theories of consumer behaviour as well as psychoanalytical theories to include both the rational and irrational psychological factors that were discovered to be influential in the decision making process. The various theories are triangulated with the qualitative and quantitative primary data to build a new framework model that includes all the factors. The foundation for this model was the perceptual cycle model, which has been discussed in section 2.2.1.





Based on the this model, the research findings from the 3 approaches - interviews, observation and questionnaire survey are collated to identify and reveal the cognitive process map of the target user segment and the target market segment during the key stage of purchase in-store. These findings emerge from the analyses of the focussed stage of the ‘In-store purchase’ behaviour from the observation data findings, in-store data evaluation from the quantitative questionnaire data analysis and the categories of focused coding level of the interviews.

The table below illustrates the analogized findings which are then discussed in further detail:

Table 6.1 Perceptual cycle factors

Perceptual cycle component	Description	Focused stages of purchase	Data Findings Reference	Key influencing factors
	<p>The Object is also the stimuli</p> <p>- the new information received by the users during this process</p>	<ul style="list-style-type: none"> • Entering the store • Browsing in the store • Discussion • Narrowing down the choices • Final choice making 	<p>Observation data:</p> <ul style="list-style-type: none"> - Cat L - Cat U (Sec 4.4) - Comparative analysis graph (Sec 4.4.8) <p>Questionnaire data:</p> <ul style="list-style-type: none"> - In-store Evaluation (sec 5.4, 5.5) <p>Interview data:</p> <ul style="list-style-type: none"> - Initial coding (sec 4.3.1) - Focused coding (sec 4.3.2) 	<ul style="list-style-type: none"> ➤ Store setup ➤ Display setup ➤ Visual factors of the products (Product appearance and Product Features) ➤ Cost factor on display ➤ Brand advertisements and Store installations ➤ Store personnel ➤ Information from store personnel (Product features, cost discounts and functionality) ➤ Product Tactility

 <p>Exploration</p>	<p>Exploration is the component that directs the users based on the information that is picked up and also what has already been found (schema)</p> <p>The perceiver/user is involved in the active exploration of the perceptual world around him</p>	<ul style="list-style-type: none"> • Entering the store • Browsing in the store • Discussion • Narrowing down the choices • Final choice making 	<p>Observation data:</p> <ul style="list-style-type: none"> - Cat L - Cat U (Sec 4.4) - Comparative analysis graph (Sec 4.4.8) <p>Questionnaire data:</p> <ul style="list-style-type: none"> - In-store Evaluation (sec 5.4, 5.5) <p>Interview data:</p> <ul style="list-style-type: none"> - Initial coding (sec 4.3.1) - Focused coding (sec 4.3.2) 	<ul style="list-style-type: none"> ➤ Peer influences (Group or the buying partner) ➤ Availability of and confusion due to choices ➤ Societal and group acceptance ➤ Family influence ➤ Conformity and Comfort zones ➤ Product appearance ➤ Cost factor
 <p>Schema</p>	<p>Beliefs or Schemata are the libraries of existing knowledge which are</p>	<ul style="list-style-type: none"> • Entering the store • Browsing in the store • Discussion 	<p>Observation data:</p> <p>(sub 4.4)</p>	<ul style="list-style-type: none"> ➤ Symbolic interaction ➤ Stereotypes, metaphors and

	constantly being updated and are directing the modification through exploration and reception of the stimuli	<ul style="list-style-type: none"> • Narrowing down the choices • Final choice making 	Interview data: - Initial coding (sec 4.3.1) - Focused coding (sec 4.3.2)	characterization ➤ Emotions and beliefs
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As discussed, the perceptual cycle model is cyclic in nature and thus the recognised key influencing factors are not functioning exclusively or independently from each other. The 3 components of object/stimuli, beliefs/schema and exploration are mutually reliant, associative and interactive with each other. Thus, the influencing factors are not detached, but are parts of a whole experience.

Each of the 3 components of the perceptual cycle, as has been describe in the table above (Table 6.1),are discussed in relation to the chosen user segment, product category apposed with the findings from the primary data in the following sections.

6.5 In-store Purchase Stimuli

The observation data (Section 5.4) recorded that the sensory stimuli for the users in the store were numerous, starting from when the users entered the store, to being greeted by the security personnel at the door and the profusion of visual imagery, along with displays and other distractions. The stimuli were not just visual in nature, and are received through the other senses such as the light music played in a loop, noise and ambient sounds inside the store, temperature, smells inside etc. These remain the same for all the users, their buying partners or for the individuals in the accompanying group. However, the stimuli are perceived differently by different individuals. This is because there are two tenets of the stimuli reception (Neisser, 1976): 1) Gradual accumulation of the stimuli and 2) active role of the observer in this process. This means that the subjective participation of the individual to actively seek out the stimuli and the accumulation of the stimuli based on the ‘anticipatory schema’ is not collective. Though the collective stimuli presented to the all the

individuals in the groups or pairs that entered the store were the same, it is necessary to try and understand the key stimuli for the 'participant'. Any harmony or similarities, if found, in the individuals' key stimuli can then be considered for collective correlation. The harmony is evident in the reaction: spoken and physical, of participants. The stimuli, in order to modify or direct the schema and in turn the cycle, must be sufficiently relevant to a current cycle, or should be able to trigger a new perceptual cycle. Neisser proposes that some classes of stimuli, such as brightly flashed lights for example, could simply induce a transient orienting response without conscious perception. Observation notes indicate that most participants noticed one of these stimuli: the music playing inside. Lot of the expressions recorded regarding the music was positive and the usage of the expressive words: 'cool' and 'fun', by number of shoppers, was recorded during observation (Appendix 8). This stimulus was more relevant to groups, than individual or pair shoppers. These expressions correlate to the psychological factor of emotions which is examined in detail in section 2.3.3. However, whether this has a significant contribution to the decision making and if there is a direct relationship between the influences of the stimulus on the buying behaviour calls for a larger study scope. This meant that most of the influencing stimuli inside the store such as the posters, lighting, installations, the music etc. are just transient and did not impact the conscious perception also defined by Neisser as 'transient stimuli (section 2.2.2). This was noticed during the observation sessions, where except for the emotional effect of the music of some group shoppers, the participants headed directly to the display cases, without any conversation or noticeable interest in the other factors mentioned above.

6.5.1 Store and display setup

The setup of the store was observed to have an impact on the conscious behaviour, and therefore, can be assumed to be a key stimulus that was directing exploration in the perceptual cycle. Each of the stores observed was setup in a designed style to direct the participants towards the most expensive, 'impact products', as described by the store owners: *'...we will always keep the good stuff opposite the entry door...'*, *'...Titan asks us to highlight some products ...'* (Appendix 8). According to the observation data, these products were, generally, the latest in the range and were the preferred exhibits for business purposes. As per the expert (IN5), the store was also

designed in such a way that the participant had to go through the entire display range towards the exit.

According to the shop owners' (Appendix 7), the store design also demanded the participants seek help as most of them were not able to immediately find what they were seeking inside. If they chose not to ask for help, the display layout required them to scan all or most of the products before they were able to find the product range they sought. This was a purposely planned setup, with the store owners having an understanding of the segment needs and ensuring their needs were not immediately accessible.

Section 2.4.2 of the literature review chapter discusses the psychology behind this layout design, where Mattew and Clark (2004) noted that this is an inexpensive way of marketing as the stimuli is just visual and it triggered sensory pleasures, affective pleasures and cognitive pleasures (Fiore, et al., 2000). In the same section, the influence of in-store stimuli and layout design were found to provoke a desire that motivated unplanned purchase or impulse purchase (Han, 1987; Han et al., 1991). This was, according to the expert (IN5) the intended objective of the layout design. However, the observation notes (Appendix 7), this setup seemed to evoke a noticeable reaction, with the participants either quickly scanning and processing the setup and moving through the products without paying too much attention to the product range outside their focus, or immediately seeking help from the staff. Interestingly, even though the finding from the questionnaire data: H8, suggested that the final choice of the product did not match the initial product participants' had in their minds (Table 5.27), which suggested that the actual choice or decision happened inside the store, observation in this study context, the store layout did not have the desired positive reaction and the effect towards increased impulse purchases were not visible.

Therefore, it can be concluded that the shop owners tried to influence the behaviour through the layout design of the stores, the observation notes (Appendix 8) by the researcher indicates that though the setup of the store did not have a noticeable impact on the purchase decision, it did, however, distract the participants with

additional stimuli and was observed to impact the emotional¹ valence negatively, in certain cases. The reaction to certain display cases which the staff attempted to direct the shoppers to, and which were not what the shoppers wanted, incited strong reactions '*...I am not interested in that at all...*', '*Don't want to see anything else, just tell me where I can find...*'. The factor of distractions affecting the emotional valence, has not been studied further in this study and has a scope for future studies.

6.5.2 Visual product factors

In an environment close to simulated lab conditions, which is what a showroom is, with the participants entering a controlled lighting, sound, directional conditions, the stimuli is also controlled by the display setup. Participants are not in a real world scenario where they have multiple senses of stimuli. In such an environment, i.e., in a showroom, the visual stimuli is the most immediate and relevant stimuli. This significant stimulus: Visual factor, which includes the Product Appearance (P.A) and the Product Features (P.F), was the focus for the in-store purchase process where the key decision making of choice and purchase occurred. Along with the price-tags attached to the displayed products inside the store, the participant had to rely primarily on the visual stimuli for the evaluation. This was evident in the observation notes of all the sessions (Appendix 8), where the first reaction of all participants, as they entered the store, was attention to the visual display and the P.A of the products in the showcases. This was because P.A was the more available stimulus as the stores had display cases which were brightly lit and the products were displayed in rows within the cases. Each row had approximately 6 watches and was visually well presented. This has been recorded by the researcher in the pre-observation session notes (Appendix 7). The P.A details of the products were easily discernible and this stimulus was the principal reaction inducing factor for the stages when the participants 1) entered the store, 2) browsed through the displays 3) discussion about choices 4) selection for tactile examination.

As has been discussed in pre-observation session notes (Appendix 7), P.F was also mainly dependent on the visual inputs the participants received. This was because the features were not described as information and the participants had to rely on

¹ Emotions have not been included in the perceptual model of Neisser, as it is a model of rational, conscious perceptions. Emotions will, however, be included in the modified perceptual model later in this chapter

P.A to determine and discuss the P.F. The other option was to ask the staff member, but it was observed that this was not frequent. There was a hesitation in interacting with the staff personnel and the discussion was, instead, between the participant group members and based on assumptions from the P.A

Therefore, it is evident that the visual factor stimulus played an important role in the direction of exploration and the modification of the schema, which will be discussed in the sections 6.6.6 and 6.6.7.

6.5.3 Cost Factor

The stimulus of the cost factor (C.F) was both observed to be both visual and information sought from the staff member (Appendix 7). Visually, the C.F was displayed as a price tag with each product in the display case and was clearly visible in most cases, though there some tags missing and then the users had to see the price from the staff member. However, most of the prices on the display tags were the marked retail price (m.r.p) and generally carried a discount of some kind, which was unspecified. So, this lead to the users having to ask the discounted rates for every product they were interested in. In most case, due to the hesitancy to interact with the staff, the users would assume or calculate an average discount within the group.

Thus, along with visual factors discussed above, cost factor has been noticed to have been a constant factor throughout the entire session. The C.F as a stimulus was introduced to the participants from the beginning of their shopping experience. In fact, C.F was also seen to have been a point of discussion amongst a few participants (Section 4.4.2) immediately upon entry, and even before they browsed the store and gathered the information stimuli displayed. The graph (Figure 4.6) suggest that C.F seemed to be highest in relevance when participants walked into the store (Cat J) and increases in relevance throughout the in-store stages like when communicating with the staff, narrowing down the choices, final selection and even post-purchase (Figure 4.6).

It can be safely deduced that C.F was a key stimulus in the whole of the purchase process, with an increase in influence towards the decision making stages of finalising the choices and deciding on the purchase, as has already been discussed in section 6.22 and sub-chapter 6.3. There was however, a constant discussion about

C.F, more than P.A, through the entire process and this will be a key factor of discussion during exploration section.

6.5.4 Brand advertisements and store installations

As discussed earlier (section 6.5.1), though the stimuli of brand campaigns, advertisements and installations, were considered transient, some of the visual stimuli positioned in the store, like the latest advertisement poster and an abstract installation art piece did play a role in the perceptual cycle. It was observed (Appendix 7) that, especially in groups of users who were friends, and also amongst a few pairs, the images on the advertisement poster, incited reactions and discussions. Discussions about a sportsman in the poster, about the watch he was shown wearing, his attitude and his dressing sense like *'he is cool, man...'*, *'...best thing is that he doesn't give a damn'*, *'square doesn't suit his style'* (Appendix 7). Though, the effect of these discussions could not be directly measured relative to the decision making, some of the browsing patterns, immediately after these discussions, were affected. Groups directed the buyer towards similar products that was seen in the poster (Appendix 7).

Therefore, these visual elements were not just distractions, as was observed in the layout design (Section 6.5.1), as the elements here seemed to generate discussions amongst the group members and partners about popularity, trends and acceptance which are related to psychological triggers of symbolic associations (Section 2.3.4) and individual psychological influences such as social symbols, self-esteem and conformity. Though not all of these will be examined in detail in this study, it can be concluded that this stimulus has a significant influence in the exploration stage of the perceptual cycle. Some of the psychological factors recognised above are discussed in sections 6.6.1, 6.6.3 and 6.7.1

6.6 Purchase Exploration

As has been discussed in the section on the perceptual cycle (Section 2.2.1), Neisser (1976) presented the view that human thought process is closely intertwined with a person's interaction in his environment, both informing and feeding each other in a reciprocal and cyclical relationship. Existing repertory of knowledge (schemata) leads to the anticipation of certain types of information (stimuli); this is then directed at anticipating and seeking out the information it requires to complete the

cycle. The direction is through action or behaviour which then provides a way to interpret that information. The environmental exploration or experience will then lead to the modification and updating of the schemata, further directing the interactions with the environment. Our perceptual exploration is directed by what we expect to look for and is modified by what we already know.

The exploration stage of the cycle is not independent and is heavily reliant on the stimuli and the schemata to direct it and modify it. Therefore, in this research study we have to be aware that the cyclic nature of the model demands that the recognised key influencing factors for exploration are constantly being modified and are directing the person's perceptions and compelling him to seek more stimuli as necessary. This means that the factors are constantly in flux; changing into schema and back to exploration. Therefore, there are a few factors listed under all the components of the cycle. Exploration is already in progress before the users entering the store and has been directing the search for new stimuli through anticipatory schema. But, we will focus on the stages of the in-store purchase from when the user enters the store, to starts browsing, to the discussion and narrowing of the choices, to the final selection.

The key influencing factors during the exploration through the above mentioned stages are:

6.6.1 Peer influence

A key factor that was noticed throughout the observation sessions was the influence of the group or buying partners in the choices amongst this user segment. Every participant user who had come there with someone (94% of the observed), displayed a marked reliance on their Buying Partners (B.P) to select the products they wanted removed from the display cases (Section 4.4.5). This interaction was mainly verbal and occasionally non-verbal. Even the stage of browsing through the displays involved a lot of conversation with their B.Ps. Amongst the users who were with someone, almost 62% of the B.Ps, either as a single partner or in groups, was friends or colleagues. [The rest of the B.Ps were spouses, siblings or parents; constituting family²]. These B.P's can be considered a sample of the potential bigger peer groups,

² 'Family influence' will be examined further in upcoming sections

the users will be influenced by, outside the store. The effect of the peer groups for the chosen user segment is specific to the Indian culture and sub-cultures. As has been commented by the experts (IN2, IN3 and IN6), the behaviours, attitudes and choices of Indian youth rely heavily on their associated peer groups. This is unique to the Indian societal context and cultures, as has been discussed in the secondary research (Section 2.5.1) and by the experts under Cat C: societal influence (Table 4.4). The peer group influence is also a critical element towards 'Behavioural intent', according to Fishbein (2000), as has been explained in Section 2.2.3 where Fishbein refers to peer group influence together with family and cultural beliefs as 'Subjective Norms'. Section 2.3.4 discusses this factor and is defined by Assael (1987) as a part of the symbolic interactionism, where symbolic individual associations lead to a measurement of the B.P's value in his/her immediate group.

During observation, it was noticed that the peer partners have a lot of influence in the modification of the observed consumer's schemata and also in directing the exploration for new stimuli (Section 4.4.5). Most products or display cases examined by the Key Participant Consumer (K.P.C) was verbally discussed with his peer B.Ps with questions like *'what do you guys think?'*, *'Will this suit me?'*, *'...I am not sure, what say'* etc. The peer B.Ps, especially the dominant members of the groups were highly opinionated about the stimuli, especially the stimuli of P.A and were vocal and forthright about sharing their opinions: *'Dude, that is rubbish looking, don't even think...'*, *'I would never wear such a thing, you see...'*, *'Wow, this is what suits you, you see more like this....'* etc. This seemed to have a visible impact in the exploration directions of the K.P.C, with either interest towards or away from certain products, even sometimes abandoning their preferences and looking at alternate products suggested.

This strong peer influence is referred to and discussed by a number of the experts: *'...showing off and getting peer approval is essential for this group these days, individual choices are becoming less common and group choices more..'*, *'Cigarettes, alcohol, vehicles and smart phones - these are the areas of consumption where today's youth in India are mostly dependent on their peers'*, *'....lesser products like t-shirts and jeans, what shoes they wear and what watches are told to them by friends... it is sad'* (IN3, IN5 and IN6).

As has been pointed out by the experts (IN2, IN3, IN4 and IN6), this phenomenon is quite common in India, especially amongst the chosen segment. Perceptions about ‘show-off’ products such as mobile phones, cars, motorcycles, which are in the expensive product category, and in less expensive categories like branded shirts, watches, fashion accessories like shoes and sunglasses, are all heavily influenced by peer discussions, review and evaluation. As has been discussed in section 2.7 of the literature reviewed, this is more evident in the current capitalistic consumer driven society, with products becoming the indicators of social esteem and acceptance; for example, big SUVs and luxury cars are still considered a social symbol and will propel your inclusion into a different peer groups. As expert in IN3 pointed out ‘...this is overtly evident in the male consumer market in India, with products aimed at this market such as the Royal Enfield and Harley Davidson motorcycles immediately and automatically engaging you into new peer groups in the form of riding clubs and owners clubs’. In fact, as discussed in IN3, consumption of these motorcycles has increased due to the invitation, direction and influence of the peer groups (Appendix 6). This indicates the significance and importance of the peer groups in directing consumption which has been discussed in the literature review (Section 2.2.2). This, feel experts (IN3, IN4), has not trickled down to the lower range of personal products like personal and home electronics, where the peer influence is not as significant. Electronic products like DVD players, headphones, television sets etc., are not as influenced by peers, with buyers depending on online reviews, feedback and expert opinions of salesmen for the purchases.

However, from the literature reviewed, experts interviewed and the observation data, it is evident that purchase of fashion and accessories are both heavily influenced by peer groups and B.Ps. Most buyers rely on the opinions of their B.Ps in physical showroom purchases of clothes, sunglasses, shoes and wristwatches. In the current study, it was observed that, during the in-store purchase process, the K.P.C relies heavily and actively on the B.Ps, especially for the peer group to direct and modify the exploration and, therefore, significantly affecting choices and eventually the buying decision. This factor is further explored in section 6.6.3.

6.6.2 Choices: Availability and Confusion

With exposure to the liberalized markets, post 1991, the choices available for consumers, in all market consumer market segments - electronics, fashion, FMCG

have increased drastically (Section 2.5.2). As pointed out by the expert in IN5, *'...in the last decade alone the availability of mobile brands has increased multi-fold, with all big brands and products from all their ranges being available in India'*. With this exposure, the Indian consumers, especially the target market segment under study, is being subjected to a plethora of choices in different commodities. As explained by the expert in IN2 *'... choices are abundant and the buyer has the luxury, if he wants to, of browsing leisurely, seeking the best out of the many and choosing the product of his dreams...this was how it worked in the first decade or more after the floodgates opened in 91. But, does he still? Today, he is impatient and is mostly annoyed with this choice. The young adults know what they want or even if they don't, they want it immediately.'*

This impatience and confusion is revealed in the questionnaire data findings which indicate that the actual choice and purchase decision was made in-store, with the purchase decision not matching the initial product they had in mind before entering the store (Section 5.7), suggesting that the choices in the store played a big role in the selection. Similarly, observation findings revealed that the K.P.C seemed to have an idea of the product in mind upon entering the store which was discussed with his B.P's, but the process of browsing and choice making directed them away from the original products in mind. The interesting factor is that the questionnaire survey found the consumers were generally quite clear in their minds about the products they wanted to purchase (Section 5.3), but moved away from them in the process of choosing. This indicates that the anticipatory schemata were ready upon entering the store and the choices presented to the inside the store rapidly changed to new exploration.

However, it was observed that during the store browsing and selection stages, the availability of the choices was increasingly distracting (Section 6.5.1). What was originally the P.A, P.F in mind, seemed to be dismissed and completely new exploration and schemata was being developed. This was evident in the movement of the participant and groups inside the store. The group split and moved out in different directions calling each other out at times and were not focussed on any particular range of P.F and P.A. The only stimulus that did influence the reassembly of the group was the C.F. After a brief period of unplanned and unstructured browsing, the buying partners or the group generally gathered together and

refocused the exploration towards specific product range or display cases, based on a quick discussion on the price brackets.

Therefore, the freedom and availability and the conditions created to promote these played an important role in the exploration of new stimuli and creation of new schemata. Sen (1999) has also examined the nature and importance of freedom and autonomy. He concludes that though freedom and availability is essential to self-respect, public participation, mobility, and nourishment, not all choice enhances freedom. He proposes that increased choice amongst consumer goods and similar services impedes and impairs freedom by taking precious time and energy off of other matters. Therefore, availability may contribute little or nothing, at times in the Indian consumer context. Sen proposes that it may be a negative factor of influence, as it will distract and frustrate consumers.

Having heard of the constraints of the previous generations, where “...a booking of a two wheeler scooter, for example, prior to the liberalization, meant enduring a waiting period of around an year for delivery and yet having to order from the few available Indian manufacturers like Bajaj, the young adults have themselves endure the impatience of waiting for products to enter the newly opened economies...” (IN4), current availability of choices was meant to be a positive influence. However, according to experts IN4 and IN6, the sudden and drastic change in the last 15 years of surplus choices, easy availability and access, has actually made this segment of consumers impatient. Quoting Sinha (2011), the expert in IN6 says ‘The Transition Generation, , love the seduction of luxuries and choices and are quickly learning to demand more of everything. Knowing of the constraints that their parents lived with, this generation wants to achieve everything that the previous generation desired but could not get... and they want to get it quickly, without wanting to work hard to find it’

Though the relevance of ‘choice’ as an influencing factor has been established in this study, how it affects the perceptual cycle, whether positively: catering to the desire of the user segment to have availability presented to them or negatively: confusing and distracting the perceptual cycle to look for newer stimuli, direct more exploration which is unnecessary and takes away from the focus and convenience of decision making, as has been found by this study, will need to be given more prominence in

design and understanding. This requires a more detailed examination, justifying a study by itself.

6.6.3 Societal and Group Acceptance

Peer group influence and the immediate influence of the B.Ps and groups inside the store have been discussed in the previous section (Section 6.6.1). The factor of societal and group acceptance is related to this, but is not restricted to the sample peer group of B.Ps. This section encompasses a wider gambit of socio-psychological factors such as family and communal resonance, acceptance into socio-economic clubs and finally, but perhaps most critically for the target consumer group of young adults, *'...elevation to the 'fashionable and cool' clan'* (IN5).

Observation of the in-store interactions amongst the K.P.C and the B.Ps revealed that this influencing factor that was clearly impacting the exploration and the reaction. Examples of the conversation lines: *'...that is not at all cool...'*, *'...people will laugh at you if you wear that watch'*, *'That is the 'in-thing' dude, go for it'*, *'...look at this one... who wears such a thing?'*, *'...that is such an old fashioned thing...'*, *'I am not sure that is cool... black is not even the trend these days'*, *'...gold are for marriage gifts... not for you to buy'* from the observation data (Appendix 8) indicate that there is a factor of societal norms and 'acceptable' consumption and display of these to be able to 'fit-in'. This is based on a constructed reality subjective to the K.P.C and his world. For example, as has been discussed in section 2.3.4, 'Khadi' fashion wear or simple hand-woven cotton apparels which started as a relief movement for the poor, is thriving in certain circles of Indian consumer societies. It is known for its inexpensive, durable and functional products such the 'kurtas', cotton trousers, sandals etc. This is typically not a product range targeted to, or consumed by the target consumer segment under study (Mahajan, 1994). Expert from IN2 notes that *'...however, the same consumer segment will secretly own a few Khadi products, mostly the cotton kurtas (traditional long sleeved tops for men and women), which they wear on occasions such as the 'Ethnic day' (an event organised by corporate, colleges and organisations, requiring one to wear 'traditional clothes' for a day).'* Even though this is not necessarily the traditional wear amongst the different cultures in the 3 cities studies, this product is assigned to this purpose. The expert

continues *‘...on other days Khadi is not commonly worn, and is relegated to as the preferred dressing style of the bohemian, artistic type or even a socialistic, revolutionary type. Anyone wearing this dress normally, in this consumer segment, is chided as being a poet, a guttersnipe journalist or a ‘comrade’ (or even all of them) All of these personas are pointing towards a completely different class of the society, to which the target segment does not want to belong to.’*

The example is evidence to the importance of this factor in the exploration stage of the perceptual cycle for this target group. The need to belong to or move into a group perceived to be ‘cool, trendy and fashionable’ and not be called out for, is critical to the group. This was observable in the impact of the reaction to certain products. The group members dismissed products that would not either ensure the wearer is in the group or not propel him/her into the group. Expert from IN3 describes this factor *‘... Indian young care greatly about belonging to the ‘cool’ and ‘happening’...they are so worried about standing out or even trying anything that doesn’t fit’.*

As an influencing factor, this motion or pursuit of *‘being cool’, ‘look sexy’, ‘Trendy’* are symbolic individual associations where the product becomes a symbol or measurement of the value it lends itself to his/her relevant and interactive world, society or groups. These factors have been discussed in different sections in the literature (Sections 2.3.4 and 2.3.5)

6.6.4 Family influence

Both the literature reviewed (Section 2.2.1, 2.5.1, 2.5.2 and 2.7.1) and the experts signal that one of the key influencing factor amongst Indian young adults and their consumption behaviour is the influence of the family. This is not just social, but has psychological foundations. Expert from IN6 illustrates with an example *‘...only off late are we seeing independent decisions in marriages amongst the young adults in urban India. Even so, it is proportionally low in comparison to the decisions that are still family driven.’* Expert from IN1 adds *‘... families still expect the guys to be from the traditional engineering or medical education fields and girls to be decently educated in anything... anyone who is slightly outside these expectation brackets is looked at suspiciously’.* The experts are explaining a non-unique phenomenon, due to the group being part of a common Indian culture of expectations of conformity by the family from a very young age. This has resulted in the lack of desire of individuals

in their teens and post-teens to not want to risk standing out or being different. What the 'father figure' might say is always a dominating factor in their experiences as adults, even though they may be financially independent, as has been recorded through the questionnaire survey (Table 5.6).

This strong dominance and influence can be traced to the family structures and relationships within it, in India. Indian culture has, for a long time, been built on a strong 'joint family' tradition, where the brothers of the father and their families stayed together under the same roof. This patriarchal structure of a large household with the men generally working together in the same business and the women staying back in the houses is no longer the norm in urban centres such as the cities under study (Section 2.5.1). The new 'nuclear family' structure is closer to the western social structures of a family of parents and their children, typically a four member household in India. The family hierarchies are still patriarchal and though both the parents are outside working, it is still male dominated and the father-figure is the dominant decision maker. Most of the young adults, even if they are raised in nuclear families, are in close contact with relatives and extended family of cousins, uncles and aunts. They meet them frequently and cross paths with common acquaintances in the same cities and areas (IN5).

This strong structure of 'family', which includes both the immediate and extended family, is a strong sub-conscious influence component of their daily lives. As discussed in IN2, *'... most of these kids and youngsters lead dual lives: at 'home' and with 'peers'... even post marriage, a lot of these young adults lead the dual lives as they are still close to their parents and other family...'* The expert illustrates with examples of *'...how parties are 'peer' lifestyle and not 'home' lifestyle. This means that they have to mask one from the other. At home, they are expected to follow a traditional and conventional lifestyle devoid of any indulgences. They perform this role well. But, the peer life is significantly contrasting. This is the life for enjoyment, partying, drinking and smoking. Their complete demeanour and personalities are modified to fit into the two worlds they exist in'* the language, non-verbal communication and their mannerisms also change as per the life they lead at that moment. This is peculiar and unique, as has been alluded to by experts (IN3, IN6), in that the peer group constitute individuals going through the exact same duality in lifestyles and it is almost an acknowledged, yet unspoken truth.

An observable example of this influencing factor in the showroom was the choice of colour by the consumers. It was noticed that most of the consumers chose a white or coloured dials, and avoided black dials. Though it was not explicitly verbalized, there was a perceivable avoidance of the black colour. As the expert in IN6 illustrates with a similar example - *‘Why is it that brightly coloured cars don’t sell as much in India as silver cars, grey or whites? Also, why it is that black is the least sold colour in private vehicles... Colour perceptions are heavily inherited from our parents. They associate black colour with inauspiciousness and death... it is a religious thing, especially amongst Hindus... it is not that the younger generation believe in it, most of them have no such beliefs, it is only to keep their parents happy.... we are very non-confrontational like that’*. The observation data findings indicate a number of instances when the K.P.C and the B.P’s discussed the factor of family approval and societal influence. Examples of such conversations: *‘...not sure ya, it looks too much...’, ‘... I am sure even mom will like this, she loves blue colour.’, ‘... I will wear this only outside the house...’, ‘... your dad also like white dials, no?’*

The product under study - wrist watches also holds a unique and interesting cultural significance related to family and traditions. As has been discussed in section 2.7.1, the product has a high relevance as a gift article with notions of ‘rite of passage’ from one generation to another and also as a symbolic representation of ‘coming of age’, during marriages and a connection between two different families. This makes this product category especially suitable for the study of family influence, the importance of which factor has been established in this study.

Therefore, the differences in influence of peer acceptance and societal acceptance are both distinct and have to be considered independently. Literature reviewed has also pointed out the importance of family endorsement and peer influence to the Indian consumer (Section 2.3.4). As a subject for future examination this factor presents very interesting opportunities for psychological studies.

6.6.5 Comfort zones and conformity

A strong finding, specifically from a number of the expert interviews, was the influencing factor of ‘conformity’. Almost all the experts alluded to this factor of the target group being conformists or staying with the ‘safe’ or staying in their ‘comfort zones’. Some of the examples of the interview quotations: *‘...where is the difference?’*

All the students in NID today look and seem the same...’, ‘Today’s youth is very conformist. They don’t take risks at all.’, ‘not largely experimental. You try out something for a brief period but not do something drastic for it. Look at hair colors. How many people who use hair colors use a completely different hair colour? Very rarely.’, ‘this is a generation who are happy to be comfortable.... No exploration... no experimentation’, ‘conforming to the what everybody else is wearing and doing makes today’s young really boring... see the fashion they wear... you cannot distinguish one from another...’ (IN1, IN2, IN3, IN5, IN6) suggests that this psychological factor plays a critical role in decision making. In most of the interviews, experts provided examples of what they perceived as the target group, in most of their consumption and lifestyle choices, displaying a lack of experimentation and individuality (Appendix 6).

Based on the findings, the factor of conformity has been found to include:

- Normative conformity
- Trends
- Desire to be accurate

Normative conformity refers to the ‘normal’ or what is perceived as common, approved and socially sanctioned. These social norms are dependent on the region, culture, society, economic development in general and more specifically the religion, sub-culture, socio-economic class, contextual specific (time period) and education levels of the individual.

Then, with reference to a selected social group, there are the norms that characterize the perception of what most people do which are termed ‘descriptive norms’ and norms that characterize the perception of what most people approve or disapprove as ‘injunctive norms’ (Kallgren, Reno and Cialdini, 2000). Descriptive norms specify ‘what is done’ and motivate by providing evidence to the exploration and action, whereas injunctive norms constitute the moral rules of the specific societies. Injunctive norms motivate action by promising rewards or punishments. In this study, it was observed that the participants inside the showroom, both verbally and non-verbally, communicated indicators of the social norms. There was more evidence of descriptive norms rather than moral implications. For example, ‘...not sure what everyone will say...’, ‘...people will love it, man...’, ‘and this will look odd...

people will stare at me...' (Appendix 8). 'What their 'world' may say about them and whether they are conforming to them is more visible than the morality of the actions. So, injunctive norms were found to be less affecting, in this study, than descriptive norms.

Indian society has changed drastically over the last 2 decades; socially, economically and culturally. Urban centres have seen this rapid change more overtly, and its impact has been more direct, than in smaller towns and rural regions. Though this has affected all socio-economic classes, the urban middle class, to which the target segment under study mostly belongs to, have been the most affected. The reasons for these changes are many: Internet, Information technology industry, Backend Processing Operations (B.P.O) and call centre industry, Satellite television, mobile phones, liberalization and opening up of the markets, western influx of consumer brands, relatively strong economic growth rates, better educational systems etc., but the resulting transformation has been well documented, some of which has been covered in the literature reviewed (Section 2.5.2). These changes have also modified the social norms. An example is cited by the expert in IN5: *'... dressing and fashion has changed so much in the last 25 years... where it was floral printed dresses, kurtis and skirts for girls and saris on formal occasions... a strict dress code, to now... a more relaxed, anything goes dress culture... boys' boxer shorts in private, boyfriend shorts in public, common tee-shirts.... it has become so much more gender neutral in cities'*

Fashion has become a reflection of these changing times, the experts suggest. A lot of these changes have become socially acceptable and almost common, from when it was frowned-upon or occasionally unacceptable 15 years ago. A lot of this acceptance can be attributed to the change-factors mentioned above. However, some of these change examples listed below are also a result of a gradual associative growth of the 'trendy', 'cool' and 'happening' aspect. It is, however, difficult to analyse which of the changes are trends which are temporary and when they become the 'norm'. As explained in IN4: *'Trend' is a unique concept in India. We are not great trend setters. In fact, we are not great trend followers either. What was the trend once, say polka prints in fashion or an all-out action hero type film in Bollywood, can never go out of trend or come back in here.... it first is popular in the big cities, it then, very slowly, moves to the towns and villages, and after 10 years.. Voila... it is*

all back and trendy one again in the big cities...'. Most of the experts agreed that trends in India are slow to be created or adopted, slow to catch on and very slow to die.

A few of the examples of this change in the 'socio-cultural values' in the daily fashion, some of which are trends and others the new norms, amongst the studied age group in urban cities, were discussed in the interviews and were observed to be influencing factors during the showroom experience, are depicted below:

- Self-decoration: ornaments and necklaces for men –'Apart from gold and silver rings and neck-chains, jewellery and ornamentation for men were fairly uncommon till the start of the 21st century. These days, it is common for young adult men to display beaded wrist bands, metal bracelets and necklaces made 'Tulsi'(a holy basil plant seed) beads. A lot of these ornaments are both decorative and religious symbols. However, the religious symbols are mainly to explain, especially to family members, what is merely a cool and trendy fashion statement...' (IN3)

During observation, it was noticed how the products were chosen to match these ornaments and whether the watches selected became a statement in alignment to the wearers' other ornaments. The most notable expression was the cool factor. Statements between the buying group members such as '*...the stone (on the wrist of the K.C.P) matches the colour of this so well...*', '*... that one is not that cool, man...it doesn't match the band, will you wear them together?*' represent how the ornaments were not really the religious symbols they were meant to be, but more a fashion statement the individual wanted to make. The exploration, in a lot of cases, especially with the male participants, was affected because of this factor

- Gender no-bar –'...floral prints for men, soft colours like lavender formal shirts, reduction of the 'strong-male' colours like greys, blues in men's formal wear, bright pink hats, shoes and accessories for men, increased popularity of uni-sex accessories like footwear, bags, watches and sun glasses all indicate a new acceptance by the society of reduced compartmentalisation of gender specific fashion. This change is also evident outside fashion, to a lesser extent, in decreased gender specific

queuing, seating in public transport and separate seating in public venues'(IN6)

The product in focus for this study was, by nature, unisexual and therefore this was not obvious in the choices between the genders, but there were subtle indicators of how the distinction between the choices of male and female buyers had become similar. There were same products which were selected from the display cases or discussed by both the male and female K.C.Ps. All the participants were comfortable with most of the colours, textures and shapes. The only strong reaction was recorded with the colour 'strong pink', most male participants either immediately moved away from it or showed forceful non-verbal body language or reacted negatively verbally to this colour. This could also be due to the strong association of this colour with homosexuality in the urban Indian culture (Section 2.3.4). Interestingly, the female participants did not show the same negative reactions.

- Comfortable is all that matters – '...the changing norms is more evident in work environments. New social norms in work cultures are highly interesting and drastic: less hierarchy, lesser 'Sir' or 'Boss' culture, first name addressing, and decrease in 'junior/senior' concepts'(IN1). Another area where office culture has changed is the fashion inside: '...casual or semi-formal dress culture in most offices, dress-down cultures in start-ups and smaller offices, formals not restricted to western formals only. There is a growing confidence amongst the target group to wear what they are comfortable with and also acceptance by the work-society'(IN6)

Though the product line under study was meant to be playful, casual and spirited (IN7), the use of the product in multiple circumstances still seemed to be directing the exploration. Participants generally indicated that they have other watches for more formal occasions in their discussions amongst the group members and that this purchase was for casual usage. Indicators like '*..not sure if this will work in my office...*', '*... people in my family will laugh if I wear this...*' or '*... i already have a sleek metallic one for formal wear...*', suggest that though comfort and the social norms around what can be worn in different situations have relaxed, it is still an influencing factor

- Cool to be green: ‘Eco-consciousness and recycling is special - While the culture and the norm, over the last few decades in India, has been that looks and expensive are the ‘stand-out’ qualities in products, especially showcase products which consumers used to display their status and personality symbols such as what they wore, vehicles and electronics, this factor of uniqueness through ‘being thoughtful and intelligent’ has become the new ‘distinct’. It has now become the trademark of eccentricity, freshness and righteous...’ (IN4)

Though, the product under study was not influenced by the concept of environmental friendliness as much as other consumer goods products are, there still was a concern by some participants about the quality of materials, especially the plastics used, for example *‘This looks so plasticky... is it even good to use?...’*. Another effect of this factor was the association that organic looking and anything associated with ‘green’ was of good quality, like *‘... this looks so much organic, it is not cheap’*.

Some of the other examples, discussed in the interviews, of these changes in the social norms in fashion, over the last 15 years, are: DIY culture is considered innovative and creative, interchanging age fashions like jump suits earlier popular with female children, now popular amongst teenagers and young adults, casual dressing for formal and family occasions like weddings and traditional beautification products like nose-rings, organic *henna* temporary tattoos is trendy once again.

Experts were surprisingly critical about how this age segment are not keen on experimenting or showing independent thinking in choices, especially in what they chose to wear or how they expressed themselves with what they wore. The reason for this strong reaction from most experts could be because of the age group the experts belonged to. The average age of the experts was approximately 46-50 years, which meant that they had grown up as young adults before the liberalization or during. All of the experts were from creative education backgrounds and had studied in the premium design institutes like N.I.D or abroad. They had been systematically encouraged to be individualistic and creative in expressing themselves. This, they had to do before the availability of the choices in brands, products and media and everyone dressed and expressed themselves similarly. Most of the experts have managed to create a personal style for themselves and are proud about this. This

could be the reason for the harsh criticism of the current group of young adults as being lazy, afraid to express themselves and sticking to comfort zones. There was almost a consensus amongst all the experts that this group were not experimental and were concerned about making a fool of them. The observed data also indicated that the K.C.P was cautious about whether he/she was buying something too '*... out there?*' or drastically different from the general trends. This was certainly an influencing factor in the exploration.

Finally, the aspect of accuracy or the desire to be not seen as a fool, to be able to blend in and not be attention seeking or as the experts describe lack of individuality and risk taking could also be noticed in the observation sessions. It was observed that the participant groups were cautious about the watches each other were wearing during the interactions while browsing in the store. It was observed that in almost all group sessions the K.C.P would seek out and physically examine the different wrist watches the other group members were using. Interactions such as '*Show me what you are using...*', '*...why did you buy this...?*' etc., could be analysed to be ensuring that the selections or choices by them matched the style of their immediate social groups.

Therefore, the factor of 'conformity', discussed above, was observed to be a key influencing factor during the exploration and it has its roots in deeper psychological schemata, which are harder to analyse. Individual psychological archetypes of image congruence and self-conscious, social confidence, attitude towards certain beliefs and the emotional dispositions are all salient contributors within this factor, but it can be concluded that this is a significant influencer to the perceptual cycle.

6.6.6 Product Appearance

One of the prime factors of influence under study was the factor of Product Appearance (P.A). The study began as an open-ended exploration of the importance of P.A in the decision making process of the target consumer segment with, however, a latent hypothesis by the researcher that P.A is the most critical influencing factor in the decision making, especially in a product category that was more than functional: aesthetically, culturally and symbolically significant (Section 2.3.4). However, based on the findings and analyses of the primary data, the study reveals that the factor of P.A is not the most influential factor, but is one of the many other influencing factors

which have been expounded in this chapter. In fact, the factor of pricing or the Cost Factor (C.F) has been found to be more influential in the final choice or decision to purchase. This does not invalidate the importance of P.A; rather, it helps in our interpretation and understanding of the role of P.A in different stages and in the overall consumption psychology of the chosen segments.

Both the observation and the questionnaire findings indicate that the influence of P.A is high before the purchase process begins: the questionnaire survey shows that P.A is the dominant factor of consideration before entering the store (Section 5.3). Observation data also reflected that elements of P.A were the most discussed keywords before the browsing began (Section 4.4.4). This suggests that participants had an idea of what P.A they were seeking, at the entry stage. During observation it was also noted that most of the interactions about P.A, at this stage, was restricted to 'colours' and 'shape'.

However, the incongruity of the P.A influence in the browsing stage between the observation data and the questionnaire data is glaring and also interesting. During the in-store stages of browsing and narrowing down the choices, the questionnaire data suggested that there was a slight increase in the influence of P.A (Section 5.4), with the peak in the graph during browsing and reducing slightly while narrowing the choices. However, the observation data suggested the opposite: P.A is reduced in influence during browsing stage in comparison to C.F. Both the questionnaire and observation data indicated that the influence of P.A during narrowing the choices had decreased (Section 4.4.4, Section 4.4.8). This deviation in the two findings, for the browsing stages, could indicate that:

- a) The participants perceived that P.A was important, during browsing, when recollecting, but was not actually the case as was observed.
- b) It could also suggest that the influence of P.A was not discussed or observed, as it may be an act of personal processing which means P.A was being considered and was influencing, but it was not displayed to the observer.

Without the luxury of replicating this in a test environment or designing a new test, it is difficult to conclude which of these findings are valid and thus it remains an open point. Expert suggestion in IN6 that *'..we love our colours, but overall visual*

consumption is still very superficial... we just talk about it' seems to direct the finding more towards option 'a'. This is also reinforced by the survey finding that most participants responded that P.A was a still considered a significant factor in the final decision (Figure 5.1), but the observation data contradicted this.

The next stage of narrowing down the choices reflected through observation data that the influence of P.A was on the mean line, which meant it was average. The questionnaire survey reflected a decrease in the influence from the previous browsing stage. It was clear that the narrowing of the choices was not based solely on the P.A, other factors such as C.F and A.I were important here. One of the key elements of P.A which was considered important in the selection stage was colour. Participants debated the colour factor extensively before asking for the rejected products to be returned to the display case (Section 5.10).

Finally, the final purchase choice saw the lowest influence of P.A, according to both the survey and observation findings. This clearly suggests that the purchase decision was not based on the P.A, but more on the C.F. Though most of the experts (IN2, IN3, IN6) supported the hypothesis that P.A was a key factor in the purchase decision, they cautioned that this could vary based on the product category and the consumer groups.

As a culture, most of the experts agreed that we are visual in our portrayal of self and of the society. As analogised by an expert (IN4) *'Bollywood movies push the desire for visual consumption by selecting and presenting the most appealing attributes of society, sometimes creating visual realities or choosing to base stories outside the country in order to appease this craving by the masses...'* IN3 also suggested that *'...generally Indian urban young adults consume bright more than monotonous or sombre colours, loud styling to subtle and are greatly influenced by the western fashion trends'*. However, as pointed out by the expert in IN3, this generation of young adults have also found a balance of fashion, between Indian or 'desi' and the western. *'... in the 90s and early 2000s we were blindly following everything US or Europe did in fashion and product design... now we have adapted better, we are far more in touch with our roots...'*

This visual culture is however not translated, it is found through the analyses of the primary research data, to the purchase decisions especially where there is a contest

between P.A and C.F. The findings suggest that Indian consumers are still not comfortable basing their purchase decisions primarily on P.A and then evaluating it against the other influencing factors like C.F. The relative prioritisation seems to reveal that P.A keeps decreasing in priority closer to the actual purchase.

6.6.7 Cost Factor

As discussed in the previous section (Section 6.6.6), P.A seems to be less relevant as through the purchase process close to the actual purchase decision stage, whereas C.F becomes more relevant or influential. Both the questionnaire and the observation data findings reflect that the C.F is lowest in relevance before the purchase process begins and gradually increases in influence till it peaks during the purchase stage and drops after purchase. Critically, the influence of C.F on the purchase decision is unambiguously the highest in comparison with the other factors such as P.Fs, P.A etc. This demonstrates that the Indian consumer, on average, is still highly value-oriented and expects 'more for less', especially in the studied segments (IN2, IN3, IN4, IN5, IN6).

Experts attribute this to a culture of 'waste not...want not' mentality that is popular and is a part of the Indian middle class paradigms. '*We are told not to waste anything, that money doesn't grow on trees and never to buy anything unnecessary..*', a culture of saving, investment and earning more is imbibed into the younger generations by the elders in most Indian middle class households, explains the expert in IN2. IN4 is illustrated with another example '*...regardless of the price of a product, we are told, don't go overboard.. . if you can find the same thing for less, why pay the extra?*'... so much so is this philosophy of 'be careful with your spending' ingrained into every growing adult and kid in Indian families that it becomes a part of their sub-conscious psyche.'

These observations by the experts, as they clarify, shouldn't suggest that Indian consumers are miserly but are very value-conscious, regardless of the price range or the visual impact of the products (IN2, IN3, IN6). The value of pricing in creating a positive experience for the Indian consumer has been studied by various research studies and discussed in the literature (Sec 2.4.4). These findings together, indicate

that, for the Indian consumer, the factor of pricing is a key factor directing the exploration and schema.

6.7 Schemata

In the section 2.3 the origins of the psychology of perceptions are discussed where Socrates suggested that ‘all enquiries and all learning are but recollections’ (Plato and Thompson, 1901); what Socrates describes is the process or the act of all the stimuli gathering and direction of exploration stemming from and guided by recollections. Recollections, when widened in scope of understanding using the perceptual model, is more than just memory, it is the library of knowledge and experiences, directing and modifying the cyclic process of perception. This is called schema or schemata by Neisser. In Neisser’s model, schemata represent the map of the individual’s world, knowledge about the environment. They are based on the previous experiences the individual has had. The schemata also control the attention span towards the stimuli. This attention is controlled based on exclusion or based on resource allocation. This modifies the exploration, either to affect more influence on certain factors or to not.

Though schemata is a component of the perceptual model, from the cognitive psychology school of thinking, it cannot be denied that most of the perceptions towards exploration and reception of new stimuli is achieved by this depository of knowledge in the individual’s mind, which cannot be detached from the more subjective and irrational; feelings, emotions and attitudes. It has been discussed in the literature reviewed that the process of human behaviour is not just cognitively motivated, but is a combination of the conscious, sub-conscious and the unconscious. Therefore, whereas the stimuli and the exploration were more observable and relatively perceptible, schemata made up of more subjective experiences, memories, emotions etc., is more challenging to decipher. A level of abstract theorizing is essential to make the schemata less ambiguous. Bearing that in mind, certain key factors which could be influencing the schemata or existing in the individual’s repository, which could affect his perceptual process and the decision making have been identified. These are psychological and subjective

6.7.1 Symbolic interaction

Symbolic interactionism (Section 2.3.4) focuses on the process by which individuals understand their world through the symbolic meanings. It assumes that people

interpret the actions of others rather than simply reacting to them. The elicited response or exploration is a function of the meaning attached to such actions (Blumer, 1962), which is, in turn, mediated largely by symbols. It is important to note that the architects of symbolic interactionism have always emphasized the notion of self as a part of their social nature. So, the self is not ever in isolation, but always a part of society. This is very evident in the study; the target segment belongs to an active social group and the consumption in the showroom generally was not just an individual action. Even otherwise, the individuals (K.C.P) are a part of the society outside and thus cannot separate themselves from the interaction. Symbolic interactionism (S.I) is manifested in consumer behaviour in the form of symbolic purchasing behaviour. This refers to buyers acting on the sub conscious associations of the structure of the product, in its visual form, feel, brand image, product image etc. (Assael, 1987). The product, here, becomes the cues to interact with the societies and either represent the self to the society, assign meaning to the product or assign social identity to themselves (Solomon, 1983)

As has been discussed in the literature reviewed (Section 2.3.4 and 2.3.5), it has been observed that the S.I manifests itself in the following ways:

- Society driven symbolic meanings: The symbolic meaning of the product is shared and defined by the society the K.C.P belongs to. As IN7 discusses ‘... *the brand ‘Fastrack’ has managed to be a club... young people want to belong to this club...*’. The product brand has managed to become more than a functional product, it has achieved, through branding and portraying of the products as ‘*risqué, bold and sexy*’ (IN7): an exclusive club status, for the society of the young adults to want to belong to: ‘...this club of guilty pleasures’ (IN7)

As has been noted in the pre-observation notes (Appendix 7), brand posters with celebrities and advertisement campaigns with tag-lines such as the ‘sorry for what?’ campaign, or the ‘comes out of the closet... move on’ campaign, Fastrack has managed to create a niche space for itself in the accessory industry with a young, devil-may-care, naughty and provocative image through its imagery and text (Appendix 9). The products match the image in the styling. The buying and wearing of this product and the brand, therefore, fulfils the individual’s need to belong to this

group of the 'young and restless', an image made glamorous by numerous Hollywood and Bollywood movies. Consumption of this product is then seen as membership criteria to this club.

- Symbolic individual associations: The visuals of the products, the P.A or even the brand can become an individual's statement to his society. This may or may not be different from the society driven meaning. Most of the conversation during purchase and post-purchase stages, was about the Associative Influences (A.I) of the product and included a lot of emotional and self-image congruence phrases '*I am really excited...*', '*It does look chunky... people will notice you...*', '*It does shout out, no?*', '*It looks quite expensive, looks more like a 15000 Rs. watch...*'

It was noticed that, though the brand attempted to represent an image '*young, careless and cool*' and the pricing strategy was designed to be '*inexpensive and accessible*' (IN7), a lot of the conversation post-purchase was about 'looking expensive' and not cheap. One of the key discussion points, post selection, was about what the chosen product said about the K.C.P and a key concern, observed was about whether the product did not look too low-cost. This indicates that the user group are guarded and attentive about the product not reflecting a 'common', 'budget' look. The experts attribute this to a more collective, cultural need: '*...We are imbibed into us the value of money and to not waste it, by family, mostly parents... but they are also teaching us to be highly competitive... to make it in life.. meaning become rich...*', '*...the middle class philosophy is: why spend more when you get similar looks for less... quality is ok too*'(IN2, IN3, IN4, IN6). This need of the user group for the product to look expensive, to reflect a price-point more than the actual value, is a strong need stemming from the concepts of money and saving acquired from their urban, middle class backgrounds and upbringing (Section 2.5.1, 3.6.2 and 3.6.3).

- Psychoanalytical symbolism: Symbols such as shapes, colours and expressions, all part of the P.A, have symbolic meanings that operate beyond the conscious perception. The meanings could be sub-conscious perceptions or even collective unconscious archetypes (Section 2.3.2). For example, it was observed that the choice of shapes had a visible distinction between the male and female choices. Whereas, most of the male K.C.Ps preferred angular,

geometric dial shapes such as rectangular, triangular etc., the female KC.Ps preferred the circular, flowing shapes. Zhang, Feick, and Price (2006) argue that, on a perceptual level, angular shapes represent a confrontation between a stimulus and its surroundings, hence the aggressiveness connotation, whereas rounded shapes present no such clash between stimulus and surroundings. However, the gender difference in perceptions of the shapes is a larger area of study, and is not in the purview of this study's objectives. The sample sizes and the specificity of context and product chosen =for the study, makes its unsuitable to find holistic patterns in this regard.

The popular choices of the products seemed to be adhering to what the design industry expert, IN7, terms 'Bold, big and loud'. The expert explains '*... we are conscious that this group prefer everything big and bold... our brand represents that and our product design too...*'. He elaborates that this is because their target group feel muted or not heard by the society. They are '*...breaking out and saying 'look at me, I am here!...' they don't like being ignored, but lack the confidence to speak*'. It makes for an interesting bigger study, whether this notion of compensation or the psychological counterbalancing of a perceived weakness, as the expert suggests, is a significant influencer in changing the perceptions: schema or exploration, and cannot be a conclusive factor in this study.

6.7.2 Stereotypes, Metaphors and Characterization

These are the elements of visual reference an individual invokes from his previous experience or from his library of imagery in the schemata. Exploration was observed to be directed by these pre-conceived visual models of the product. Some conversational phrases like: '*...that doesn't even look like a watch*', '*... that's interesting... looks completely different...*' (Appendix 8) indicate that the individuals in the groups and the K.C.P rely on the visual references for the product and are interested in the novelty of a new imagery. Whereas it was noticed that almost all K.C.Ps were more attentive to the products which were 'typical' and confirmed to their ideas about the product, with examples in expressions like '*..this is what I was looking for...*', '*Round is the best shape...I always wear round*', '*Guys, look for a nice, round dial...*' (Appendix 8) they were intrigued with something completely novel to them and discussed it. Some examples of this discussion were '*...look at this, interesting, no?*', '*this is a cool shape, but I am not sure it is for me*' (Appendix 8).

Another interesting observation was the reference to visual imagery from other products and natural forms such as ‘...that one looks like so organic... like a fish’, ‘what I want is something more like a smart phone look... not like a watch per say’. Participants discussed the product in comparison with other unrelated product ranges, suggesting that the unrelated visual library could be referred to while trying to relate to the products. Personality references and characterization of the products was observed, especially in the discussion amongst friends or close peer groups and B.Ps who were either spouses/girlfriends/boyfriends. Treating the product as humans, inducing human expressions was specially noticed amongst these pairs of participants. Expressions like ‘...doesn’t that look happy?’, ‘...listen, this reminds me of ...’, were heard while describing certain aspects of the P.A. Referencing of character and perceived expressions to the inanimate products, as an influencing factor, was acknowledged by the expert from the industry in IN7, but he accepts that there is no scientific way or effort to understand these and apply them in the design process.

6.7.3 Emotions and Beliefs

Emotions or the ability to evoke emotions, especially positive evaluations of the experience, resulting in positive expressions (verbal and non-verbal), was found to play a critical role in the exploration and the selection of the products. It was observed (Appendix 8) that most of the participant groups were in a positive emotional state during the purchase process. This was evident in the verbal and non-verbal expressions. However, the emotional states of the participants varied from calm, happy to excited and nostalgic at different stages of the process. Examples of expressions such as ‘*..this reminds me so much of my first watch...*’, ‘*Doesn’t this look like your dad’s watch: retro?*’, ‘*I just love these colours, they are so 80s*’ (Appendix 8), suggested that emotional associations of products or brands were found to grow out of the experiences and time. It was, however, difficult to observe or extract the actual emotional feelings that were affecting the perceptual cycle in the showrooms, as it is difficult for the individuals to verbalize these feelings or recount them during the questionnaire survey.

As the expert in IN4 states ‘...we, in urban India, is generally happy buyers, shopping is a therapy and relaxing experience...it is only after we purchase something that we become agitated...’. This was also observed in the showrooms, where the process of

browsing, selection and purchase was generally interspersed with expressions related to positive emotions, but post-purchase there was a visible increase in emotions such as doubt, anxiety, confusion. This can be attributed to the salience of the beliefs at that particular moment. Salient beliefs are the important beliefs that are recalled for application from the schemata depending on the stimuli and exploration at that point in time. Latent beliefs are the underlying beliefs in the long term memory, which are not important enough for recall. Emotions are then the evaluations of the beliefs (Section 2.2.3).

Post-purchase, the salient beliefs are no longer about the C.F or the P.A, but more about the perceived value of the purchase, i.e., whether this purchase was justified? These bring to salience, beliefs such as assumed reactions by family, peer groups, potential of failure, acceptance and image. Though emotions and beliefs have been recognised as key influencing factors arising from long term memories and affecting the schemata and exploration strongly, these factors have not been psychologically analysed in depth. This exercise could be an independent research study.

6.8 Conceptual Framework

Miles and Huberman (1994) defined a conceptual framework as a visual or written product, one that “explains, either graphically or in narrative form, the main things to be studied—the key factors, concepts, or variables—and the presumed relationships among them”.

The entire research study has been based on the theoretical bearings of the ‘perceptual cycle model’ of Uric Neisser (1976). However, the importance of being able to identify the insights that a theory can provide and the limitations, distortions, and blind spots in this theory is as important as the application of the theory in the study (Elbow, 2006). Dressman (2008) argued that such uncritical use of theory threatens not only the credibility of the findings of these studies, but the ability of the research to contribute to our understanding. Becker (2007) points out that an important, and often neglected, source of theory is the theories held by the participants in your study. To be genuinely qualitative research, a study must take account of the theories and perspectives of those studied, rather than relying entirely on established theoretical views or the researcher’s perspective. This doesn’t mean that participants’ perspectives are necessarily beyond criticism, or that other

perspectives are illegitimate (Menzel, 1978). It does mean that participants' theories need to be taken seriously. In the case of this study, the triangulation of the observed data of the shopper participants, questionnaire findings and the theories of the experts interviewed will all contribute in the critical analysis of the existing theory.

Having examined, and discussed in detail, the three data findings, along with the literature related to the in-store perceptual cycle amongst the urban Indian young adult for the chosen product category, the critical elements in the decision making has been found to be not just the product appearance and cost factor, but also the societal and psychological influences of peer groups, family and western impressions. In the Indian culture, it was found that the associative influences: emotions, symbolic interactions, peer and family influences, choices and comfort zones, have substantial influence in the different stages of the perceptual cycle. These factors are found to have not been represented in Neisser's perceptual model. The model also does not articulate or incorporate some of the relationships between these factors and the overlaps, such as emotions that become the salient beliefs, influencing the exploration but also affecting the schema. The study has also identified and defined some of the peculiar and unique factors such as beliefs and subjective norms, which play a key role in the perceptual cycle of the Indian young adults.

Unlike Neisser's perceptual model, Fishbein's reasoned action model (Section 2.2.3) includes some of the factors discovered to be influential in the Indian culture such as beliefs and norms. However, both the models of perception are found deficient in their exclusion of 'emotions'. In the Indian culture, this study found that these associative influences have more impact on the perceptual cycle than the stimuli of cost and appearance. The new conceptual framework model generated by this study is an integration of the Neisser model and the elements of the Fishbein model, amending the deficiency in both with the addition of the critical psychological factor of 'emotions'.

The following sections describe the modifications in sequence to generate the new conceptual framework:

6.8.2 Modification 1: Behavioural beliefs

Behavioural beliefs, according to Fishbein (Fishbein, 1996), is an individual's subjective positive or negative belief about performing a specific behaviour. The

intention of an individual to perform certain behaviour (browsing, selection, purchase) is based on the evaluation of it. These evaluations can be positive or negative, evident in the evaluation based on factors that have been found to be influential for the Indian consumer, discussed in this study, such as comfort zone (Section 6.6.5), conformity (Section 6.6.5), choices (Section 6.6.2), psychoanalytical symbolism (Section 6.7.1), stereotypes, metaphors, characterization (Section 6.7.2) and individual symbolic associations (Section 6.7.1). All these factors are both subjective and individualistic, and can be related to the direct impacting on the schemata and exploration stages of the perceptual cycle.

Behavioural beliefs are also key in directing the attitudes towards objects, in this case, towards stimuli. It has been found from this study that, for the Indian young adult consumers, in urban India and during the in-store purchase of wrist watches, the key stimuli are cost factor, product appearance, and visual brand cues and to a lesser degree store layout, product features and product tactility. These stimuli are influenced by the behavioural beliefs at different stages, based on the salience of the beliefs at that stage. This is defined by Fishbein as the factor: attitude towards the object (A_0)

6.8.3 Modification 2: Normative beliefs

As discussed in section 2.2.3, normative beliefs are the causal determinants of the individual's subjective norms and they refer to a person's perception of what should or ought to be done regarding behaviour, based on the perceived opinion of important referent groups or individuals (Fishbein and Ajzen, 2010).

Based on the findings from sections 6.6.1, 6.6.3 and 6.6.4, number of associative influencers that have been recognised by the study to be having significant influence in the perceptual cycle, mainly in the schemata and exploration stages are the influences of peer groups and family. The Indian consumers under study have been found to be greatly reliant on and directed by these two factors. These were salient beliefs while as along with these, smaller influencing factors such as available choices, trends and branding, which were latent beliefs, can also be associated with forms of peer/societal influence involving the perception of the K.C.P regarding the 'important others' (Fishbein, 1996) (Section 2.2.3). The approval or disapproval of these people/groups has been found to have great impact in the exploration and

schemata, and further along in the behavioural intent: purchase or not. However, normative beliefs by themselves are not enough to influence the behavioural intent, the factor of motivation of the individual to comply with these norms or the degree of compliance is also important, as this is very much a subjective factor of the K.C.P. This is depicted as Mc = individual's motivation to act on the beliefs

Normative beliefs along with the motivation to comply lead to subjective norms (Section 2.2.3). Subjective norms are a combination of different types of normative beliefs: subjective as well as social. In this study, a strong desire of the consumers in India has been found to be 'cool', 'trendy' and 'acceptable'. These subjective and social beliefs stemming from the perceived opinion of referent groups have been determined to be crucial to the decision making.

6.8.4 Modification 3: Behavioural Intent

Behavioural intent is the evaluative stage where all the perceptions, beliefs, attitudes and subjective norms consolidate to create the 'intent to behave' towards a response. The behavioural intent (B.I) is a critical component in the decision making stage of the process. B.I is influenced by the perceptual cycle, which is affected by the two important factors mentioned above: Subjective Norms (S.N) and Attitude toward the object (A_0)

6.8.5 Modification 4: Emotions

Emotions are the irrational state of subjective evaluation critical to the behaviour of the individual. All emotions affect both exploration and schemata (Section 6.7.3). It was discussed in section 2.2.1 that though Neisser's model explains the process of perception during the purchase stage, it fails to take into account some very crucial factors – Memory and Emotions. Though he briefly touches upon mental storage ability of the individual, he does not incorporate this in his model. Similarly, Emotions are excluded as well.

In this study, it has been found (Section 6.7.3) that emotions is an essential factor in the in-store experience of the Indian consumer and significantly influences the exploration and schema of the perceptual cycle. Post the stage of browsing and narrowing down the choices, emotions or 'evaluation' as Fishbein (1979) terms them, then becomes the positive or negative effect of a belief, in essence, the strength of the belief. The belief could be positive or negative and it could also be neutral. The

strength of a belief is a factor affecting the entire perceptive process. Again, this is analogous to a cause and effect chain. Beliefs lead to evaluation, and evaluated beliefs lead to new beliefs (Foxall, 2002). Also, as has been discussed in section 2.3.2, emotions could stem from a collective or social sub-conscious and can be the bridge between the rational and irrational. This means that emotions have been found to be critical in the evaluation and creation of beliefs, as well as in the modification and direction of 'exploration' and 'schemata' inside the perceptual cycle.

6.8.7 New conceptual framework model

The modified behaviour model, supplemented by Fishbein's reasoned action approach, is the new framework developed based on all the findings of this study

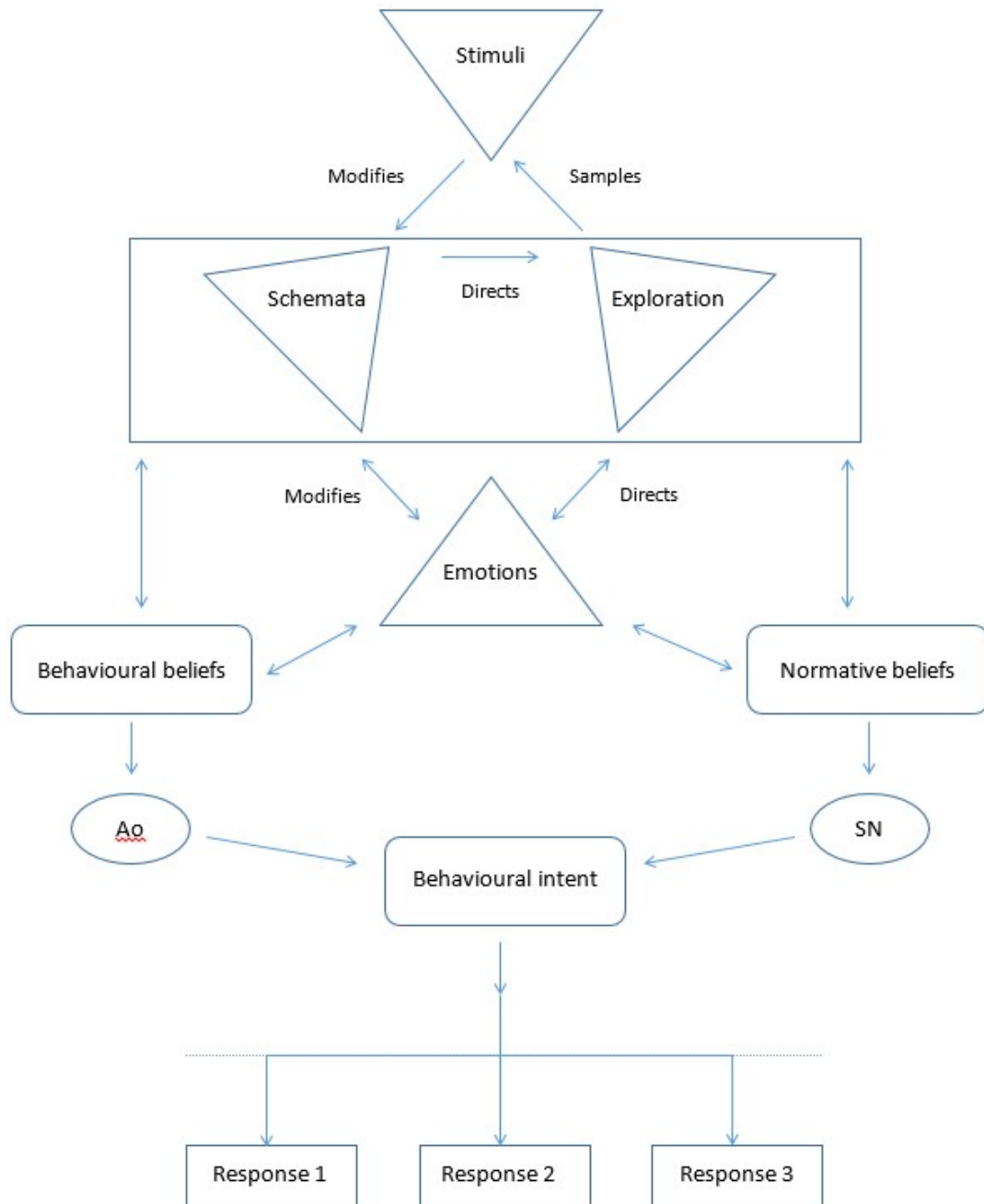


Figure 6.1 New conceptual framework (Modified behaviour) model

According to this new behavioural model, the perceptual cycle begins with the ‘stimuli’, which are sensory in nature and could be visual, tangible, audible or olfactory. Every stimulus modifies the schema about them. The schema modified by the new stimuli directs exploration, which then samples (accepts or rejects) the received stimuli, as well as triggers ‘exploratory schema’ to seek new stimuli. This

cyclic process involving stimuli, schema and exploration is constantly supplying information to the individual. However, only the psychological and conscious stages of exploration and schemata are interacting with the sub-conscious states of emotions, behavioural beliefs and normative beliefs; both receiving from and imparting to them.

Emotion is also constantly evaluating the beliefs and is, consequently, affected by the evaluation. There is, therefore, a symbiotic link between 'emotions', behavioural and normative beliefs. Furthermore, the behavioural beliefs are the basis of the formation of attitude towards the object (A_0), while normative beliefs ($+Mc$ = individual's motivation to act on the beliefs) become the subjective norms. The combination of these two factors A_0 and subjective norms lead to the evaluative stage of behavioural intent. The intent can be translated to multiple responses by the individual.

6.9 Summary

The chapter colligates all the data from the secondary and primary research using the triangulation method. It also functions as the final coding stage: theoretical analysis. The data from different sources are subjected to this final analysis level and is discussed, based on the theoretical foundation of the perceptual model. As per the model, the components of stimuli, schema and exploration were identified and each of the factors scrutinized to create a holistic perceptual model for the chosen target segment and product category.

Some of the key discussed findings (Appendix 10), which is the foundation for the new knowledge from this study are:

- The major finding of the study was that product appearance was as inconsistent influence factor and was found to have a small impact in the actual choice of products by the Indian consumers. The influence of P.A is lowest during the actual decision making stage. This relatively low influence of PA on consumption is also reflected and justifies the attitude of the design industry in India, with design being a low-priority function in the product development process.
- Psychologically , especially post-decision, Indian consumers, seek to allot a more influential role to PA, as a decision making factor, whereas the study

revealed that cost factor and its effects were found to be the single most important factor in the final decision making stage. Cost factor, amongst the Indian consumers, was found to be salient influencing factor across all the stages of the purchase process.

- Another interesting new finding of this study is the critical and dominant factor of associative influencers of societal and subjective norms, beliefs and attitudes. The study found that Indian young adults are heavily influenced by the societal and subjective norms and cultural influences in their perceptual cycle. The need to be accepted by different social groups: friends, peers, social and family are a driving force in the selection stages of the process, even occasionally leading to compromises and changes in choices.
- Related to this was the finding that amongst the group influences, peer influence and the pressure of the dominant buying partner or a group member is significantly high, especially in the stage of narrowing down the choices
- A unique cultural finding was that a strong desire to 'blend-in' and 'not stand out' is found amongst this segment of Indian young adults. Conformity to prevailing style cultures and trends was found to give a sense of membership and comfort. Western influence has a great impact on the design styles and decisions of the designers in the industry. The current popular trends are directly borrowed into the product design. This factor of popularity in the western markets is also a key influencing factor in the selection of products by consumers

The new conceptual framework model is the result of the synthesis of all of the study findings and is established firmly on the supporting theories of Neisser (1979) and Fishbein (2000), with the modifications to the new model combining the two theories. The modifications have emerged from the new findings from this study related to the Indian consumer behaviour and they are the factors of emotions, behavioural beliefs, normative beliefs, attitudes, subjective norms and behavioural intent. All these factors have been found by the study to be critical and unique to the Indian urban young adult consumer market. This new behavioural model has examined and implanted the key influencing factors, mentioned above, that were found missing.

This new model is aimed at marketers in particular and the design industry in general, where the primary objective is to direct the response to be positive towards particular products and negative towards competitor products. But for this they will have to identify the key influencing factors in each of the components in the model on a case-by-case basis and recognise which stimuli has to be manipulated to impact the identified key factors.

Chapter 7: Conclusion

This concluding chapter summarizes the thesis, discusses its findings and contributions and its possible impact on the understanding of consumer decision making amongst Indian young adults. The chapter then discusses the limitations of the research along with recommendations for future research.

The chapter is divided into three sections. Section 7.1 is a summary of the thesis. Section 7.2 discusses the findings of the study, followed by their contributions. The scope and limitations of the work is deliberated in section 7.3. Finally, section 7.4 discusses recommendations for future work and concludes.

7.1 Summary of the thesis

This thesis has studied the process of in-store decision making of Indian young adults, with a focus on the fashion accessory product segment of wrist watches. The influencing factors in the perceptual cycle of decision making: product appearance, cost factor and associative influencers were analysed, and the findings led to the development of a conceptual framework in the form of a new, integrated behaviour model, combining and enhancing the existing models of perceptual cycle (Neisser, 1967) and reasoned action (Fishbein, 2000)

Chapter 2 reviewed the secondary research available in the form of literature. Theories of consumer behaviour focussed on theories of decision making and perceptual cycle were studied along with perceptual cycle model and reasoned action model, which were the foundations of the new conceptual framework. The role of the sub-conscious, emotions and symbolic interaction, belonging to the psychoanalytical theories were analysed concurrently. Current studies and literature related to the Indian social, economic and consumer psychology revealed that the available literature is insufficient and lacking, especially in the study of the consumption of product design and in-store purchase behaviour areas in the Indian context.

The next chapter discussed the research philosophy and methodologies adopted for this study. The data collection methods were founded on the integrative mixed methods research with the usage of both qualitative and quantitative approaches. The study employed qualitative methods with in-depth expert interviews and

participant observation and a quantitative questionnaire survey to validate assumptions. The epistemological grounding of the research methodology was critical realism, while the theoretical perspective was anchored on constructivist and interpretive perspective. The chapter also explains the rationales behind the employed methods: questionnaire, interviews and observation, the sample choices and details the research approach followed for each method. Issues of ethics, trustworthiness and credibility were also deliberated upon.

Chapter 4 and chapter 5 explains the analyses of the qualitative and quantitative data respectively. The analyses was based on the coding practices recommended by Charmaz (2014) associated to the inductive-abductive philosophy and 3 coding levels. Chapters 4 and 5 describe the first two levels of coding of the data: initial and focused coding. The interview data findings revealed that the experts attributed a lot of relevance on the themes of influence and attitudes in the consumer behaviour amongst Indian young adults. These themes/categories were further examined along with findings from other data forms in the next chapter. Both the observation (Chapter 4) and the questionnaire data analyses (Chapter 5), evinced the graphical patterns of influences during the in-store stages of consumption: pre-entry, browsing, selection and purchase. The analysed initial and focused coding levels from the in-store observation data and the questionnaire survey data revealed that product appearance is not as relevant as the cost factor in the purchase decision and also that the associative influencers like attitudes, beliefs and norms played a more critical role in the processes of exploration and selection.

All the findings from the initial and focused coding levels in Chapter 4 and 5, were then subjected to the final coding level of theoretical analysis. Chapter 6, therefore, was the final step of the analysis supplemented by and triangulation of the different analysed data: quantitative, qualitative and the literature reviewed. The next section (Section 7.2) will discuss in detail the findings from the final, triangulated analysis level from chapter 6. The final section of chapter 6 reviewed the two theoretical models from chapter 2 and the findings from the analyses, to develop a new, modified behavioural model with supplementation of the factors discovered to be critical to the Indian consumers in their in-store decision making. This was the new conceptual framework, a model which will be the foundation for the case-by-case evaluation of the relevance of factors for the practitioners.

7.2 Summary of the study findings

The aim of the study was to examine the roles of different social, psychological and visual stimuli as influencing factors in the in-store perceptual and behavioural model of young adults in urban India. The result of the study was the development of a new conceptual framework model describing the process of perception and the influencing relationships of the factors that were discovered as influential through the study. Accordingly, the study identified the key influencing factors that emerged from empirical primary research (Chapter 4, Chapter 5) and by concatenating the theories of cognitive psychology, consumer behaviour and social psychology (Chapter 2) and mapped them into a modified perceptual/behavioural model (Section 6.8)

The objectives of the study directed the research methods and sequentially the analysis and findings. The findings are therefore mapped to the objectives.

7.2.1 Product Appearance is not the most important factor

One of the important and immediate finding from the primary research was that the factor of product appearance, which was in focus in the study, is not the most critical influencing factor, as may be expected in this product segment. Both the quantitative and qualitative research data reflected that the influence of product appearance was inconsistent throughout the in-store purchase process. The observation data clearly indicated that product appearance was not the most relevant factor in any of the in-store stages, whereas the questionnaire data suggested that product appearance is a factor relevant only in the browsing stage, but this data was recorded post observation and is based on the recall factor. This could also suggest that the Indian consumers seek to allot an influential role to product appearance, which may not be the case. In comparison with other tangible factors such as product features, product appearance has been found to be more influential in certain stages like browsing and narrowing down the choice, whereas the features are more important in the selection stage. Thus, it can be concluded that product appearance seems to have relatively low influence in the decision making of Indian consumers

This finding was directly a result of the objective 3 (Section 1.2), which was to compare the influence of product appearance with other influencing factors like product features and pricing. The analysis compared all the tangible stimuli like

functionality, features and pricing and this finding reflects the result of the comparison

As new contribution to knowledge, this was significant, as in the product category of fashion accessories and in the Indian context, there have not been any previous studies to understand the influence of the product design and specifically product appearance in the decision making. This finding was therefore, new and interesting, as it was unique to the chosen consumer segment and product category. However, the finding may find congruence in other consumer accessory goods segments like mobile phones, where the matter of 'fit' is not involved. This means that this finding can be extrapolated to include any fashion accessory product, where the proportions, stitch and sizes are not a factor.

7.2.2 Indian consumers' purchase decision is significantly price based

This key finding of the study not only validates some of the literature from previous studies (Section 2.2.5) that Indian consumers are highly price-conscious, it reasserts these findings in a product segment that is as much aesthetically significant as it is functional. This means that even when there was a choice in the selection criteria between aesthetics or appearance, features, functions and pricing, the Indian consumers base their final purchase decision primarily on the cost factor. This was evident from the findings of both the qualitative and quantitative data, and is also substantiated by the literature reviewed. According to the questionnaire findings, the only stage in the in-store process where cost factor was not as relevant as the other stages was during the selection of the products. However, the observation data findings suggested that, even in this stage, cost factor is not completely irrelevant. However, both the findings suggest explicitly that cost factor was the most influential factor in the final stage of purchase decision.

Objective 3 and objective 1 of the study were both directed by this finding as it has emerged that cost factor was one of the key factors impacting the consumer behaviour, while it was significantly more relevant in the decision making process in comparison with other factors such as product appearance and features.

Though there have been studies suggesting that the Indian consumers are price dependent in their purchase decision making, the contribution of this finding to

knowledge about Indian young adults, is that even in product segments where aesthetics are assumed to be important (IN6 and IN7) and this has directed the marketing strategies of the brand under study, the final decision to purchase or otherwise, along with numerous stages during the purchase process, was driven by the price or cost factors.

7.2.3 Family influence is a constant and sub-conscious contributor

This social and psychological factor was found by this study to have a major influence in the entire process of consumption and decision making inside the store. This factor was a dominant category in the observation and interview data findings. Both literature and expert views support the argument that the culture of constant evaluation of actions towards, and conforming to the family expectations, is a unique Indian phenomenon. This influence can be traced to both the social, economic and psychological factors (Section 6.6.4). This strong sub-conscious influence was found to increase in its relevance throughout the purchase process, and extended to the post-purchase stage also. Thus, this finding was interesting and unique to the culture under study.

This finding addresses the objective 2 by evaluating the contextual, social and psychological factors that influence young Indian adults. This was one of the key factors amongst other psychological influencing factors under the category 'Associative Influencers'

This finding was one of the central contributions to new knowledge, as there has been very little understanding of this factor in consumer behaviour in India. The value of this finding can be applied by practitioners in targeting and directing emotional evaluation of stimuli inside the store, and related to products such as branding, advertisements and marketing.

7.2.4 Peer influence is equally dominant and more immediate

Along with family influence, which was sub-conscious and significant in influence, peer pressure and influence was found to be equally relevant. However, with a lot of consumers being accompanied by buying partner/s, the peer influence was more

immediate and visible. Observation findings showed that peer pressure, often inside the store, by the dominant buying partner or group member was high and directed the buyer towards and away from products. This was especially influential during the selection stage of the process. This is an important finding, as it has also been found in the observation and questionnaire data that the actual selection and purchase decision happens mostly inside the store. This means that the choice, selection and decision to purchase are not predetermined by the buyers. It is greatly affected by their experiences inside the store, of which the influence of buying partners and the groups have been found to be critical. As pointed out by the experts, even when not immediate, perceptions about 'show-off' products are heavily influenced by peer acceptance and reviews. This finding that young adults in India are heavily influenced by perceptions regarding peer groups, enough to modify their exploration and sometimes selection decisions is unique to the Indian culture and the chosen demographic segment.

Along with the other associative contextual, social and psychological influencers like conformity, family influence, attitudes and beliefs, peer influence was a direct finding related to objective B. This key factor emerged from the literature, observation and interview findings, as a critical influencing factor in the decision making and consumer in-store behaviours.

Similar to the factor of family influence, this factor of peer pressure and influence has not been studied, discussed or debated in the context of consumer behaviour amongst Indian young adults. This is an important contribution to the current knowledge. Though practitioners and the consumer industry has understood the merits of targeting this factor indirectly through advertisements, this new knowledge will help them focus promotions and brand strategy more towards this factor. However, resulting from the two factors of family influence and peer influence, the findings reveal an interesting dichotomy in the lifestyles of this consumer segment: to be 'cool' so as to belong to the peer groups versus adhering to the traditional conventions influenced by the family. Finding a balance while choosing one of these factors to exploit, is a challenge for the marketers.

7.2.5 Comfort zones are important to Indian young adult consumers

Both expert interviews and observation findings revealed that ‘conformity’ is an important influencing factor in the decision making process of young adults. This factor is related to attitudes, subjective norms and social norms (Sections 2.2.3 and 6.6.5). This factor was further found to constitute three types of conformity: normative, trends and a desire to be accurate. It was found, through observation findings, that consumers were cautious about their choices, explicitly communicating the anxiety of selecting a product that might not confirm to the subjective perceptions of acceptances. This factor has its roots in the schemata and was a key influencer in directing exploration.

Objective 2 related to the evaluation of psychological factors specific to the Indian context and culture, is targeted by this finding.

All the associative influencers, including the factor of comfort zones and conformity amongst Indian young adults, as well as in general Indian context, in the consumer behaviour area, have been largely missing in the discussions and studies. This factor has a direct impact on both the direction of the marketing and also the product design, as highly evocative and unique designs were found to be ignored. This new knowledge should aid designers to evaluate their inspirations and styling, so that the acceptability levels of the designs increase.

7.2.6 Emotions affect all elements of the perceptual cycle

Emotions were found to be constantly affecting the experience of the consumer inside the store. These evocations were more apparent, during observation, amongst buying groups and pairs. Expert interviews also affixed a high value of influence to the decision making, especially during the browsing and selection stages. Another stage where there was a visible effect of this factor was during the post-purchase stage, where increases in anxiety and confusion were recorded. Emotions or the Fishbein (1979) definition of evaluation of beliefs was considered a key factor affecting all the stages of the perceptual cycle.

The effects of emotions and how they direct and modify consumer behaviour has been found to be not given enough importance in existing literature related to the

Indian context. This finding, is therefore a new contribution to the knowledge, but requires further in-depth studies to examine the psychology of it.

7.2.7 Modified perceptual and behavioural model

All the study findings were integrated under the theoretical models of Neisser (1979) and Fishbein (2000) into a new conceptual framework model (Section 6.8). This new model modified and supplements the two models, by implanting the key influencing factors that emerged from the study: emotions, behavioural beliefs, normative beliefs, attitudes and subjective norms into the perceptual cycle constituting stimuli, schemata and exploration.

This new model or the conceptual framework stemmed from final objective of the study – objective 4, and is the result of the triangulation of all the data findings from this study: quantitative, qualitative and literature.

This model is envisioned to serve as a framework for not just explaining the consumption behaviour of the young Indian adult in this study, but as a tool for excavation, exploration and investigation of perceptions and behaviour intentions in other consumer segments, contexts and markets. This tool will be greatly advantageous for marketers and designers from the design industry in evaluating the influencing factors for their consumer segments, and thereby modifying and designing the presented stimuli and directing the perceptions.

7.3 Limitations and scope

Through this study, the researcher aimed to understand the Indian consumer and how he comes to a purchase decision and how product appearance influences this decision. Most of the research studies conducted has concluded that the Indian consumption is complex and varies drastically across different sectors: consumer groups, product categories and socio-economic classifications. However, there has been very little data or insight into the actual behaviour or even the process of buying in India. The literature review revealed that the complexities for the study due to the inherent but unique plurality of the Indian society, cultures, histories, languages, economies was a critical factor to be considered in designing the study. It was, therefore, necessary for the research study to be focussed to a particular sample

consumer segment and product category. This meant that there were some associated limitations of this study in terms of scope and scale. The limitations were also as a result of the practical constraints for the researcher:

- As the study is firmly grounded in the chosen market and product segments and cannot be generalised into a broad understanding of 'Indian consumers', it has to be restricted to the selected sample segments. Similarly, a global perspective with comparative socio-cultural differences was out of the scope of this study and thus it cannot be translated to new contexts. However, the new contextual framework developed in this study can provide a foundation model for similar studies in other cultural contexts.
- Even within the boundaries: geographical, political and cultural in the Indian context, due to the practicalities of the study, the sample segments were restricted to the selected geographic locations. This left out interesting geographical areas, which, due to the stark social, cultural and historical distinctness of different regions in India, could affect some of the findings. For example, some of the cities in the North-East states of India have a very different culture, language and social systems, preferences and influences are based on greater exposure to western cultures and are reflected in their fashion, popular culture like music and movies. Therefore, it can be expected to affect the attitudes, beliefs and norms differently to a similar young adult in Bangalore, for example.
- All of the associative influencers were found to be greatly significant to the consumer behaviour and decision making models of Indian consumers. Factors like peer influence, family influence, emotions etc., have to be examined in further detail to completely understand how they affect and the psychological process. These warrant independent and extensive studies.
- The study is restricted to in-store purchase behaviour and other mediums like online or telephonic purchase behaviour is not examined. These mediums present unique and complex behavioural experiences, which will be an opportunity for future studies.
- Though observation research revealed some of the influencing factors related to behaviours triggered by attractions and distractions, the study scope did not allow comprehensive understanding of these key influencing psychological

factors. Distractions within the store could be critical to the decision making and is important for the practitioner, as it may directly affect the efficiency of consumption

- A critical growing market in India: aspiring urban centres, which are tier 2 towns like Cochin, Guwahati etc. have very different cultures and sub-cultures. This would certainly affect the attitudes, beliefs and other associative influencers discovered to have a high influence in the purchase behaviour in this study. This market will be important for the practitioners as it growing rapidly, and an extended, supplementary study might be necessary
- The importance of the associative influencing factors: attitudes, beliefs, norms and emotions, were one of the key findings from this study. However, each of the factors: their individual roles within the perceptual cycle, effects on the behaviour and relationships within the decision making model have not been examined in detail. This calls for independent studies.
- The influencing factors like beliefs and attitudes have been discussed to have both subjective, individual roots and social, contextual influences. Jung's (1958) theories on the personal unconscious versus the collective unconscious and some of the concepts by psychoanalytical theorists like the pre-existent irrational base, archetypes and local moral order have not been adequately explored.
- In a complex product like the wrist watches, which have many different parts and assemblies, it is difficult to evaluate the product appearance in terms of simple tangible elements like colour, shape, form, texture etc. This also affected the evaluation of the symbolic-aesthetic interactions (Section 2.3.4).
- Relevance of the western influence was a factor which was a significant finding from the interview research data. However, this factor was deemed to be a part of the trends, availability of choices and conformity factors in the third level of analysis. The factor was not examined independently as there was not enough supplementary data findings from observation or questionnaire methods
- The sample sizes and data collection was restricted to the practical constraints of time, availability and willingness. Experts for the interview method were shortlisted from 13 chosen experts to 7 based on the response rate and

availability. Some experts responded but were not willing to participate. This restricted the sample.

Similarly, the observation and questionnaire sample sizes were restricted by the authorisation and permission issues. The industry partner authorised showroom observations only for a period of 3 days per showroom and in 6 showrooms in 3 cities. Based on the footfall within the stores, 102 observed episodes were recorded.

The questionnaire survey was conducted in the same period and was based on permission from the managers of the stores. 5 managers out of the 6 showrooms agreed and thus the response rate was only 109 in total.

Bigger samples, more coverage and longer durations of data collection is expected to yield better data

- Finally, the total duration of the research study was extended beyond the planned 4 years due to the researcher's personal hardships, which resulted in a two and a half year break between research stages. This affected the flow and also the cogency of the study. The researcher has attempted to correct this during the analysis and writing stages.

7.4 Recommendations

This research study has exposed huge gaps in a comprehensive understanding of the Indian consumer behaviour. Though product appearance was the key focus areas in this understanding the current study, the potential for understanding, more assiduously, the influence of the associative psychological factors is immense. The study also reveals that the understanding of the consumption of the visual: product visual, brand visuals and media visuals for the Indian context is very less. This is another big opportunity for future research stemming from the gaps in knowledge discovered by this study. The importance of the in-store experience in the decision making is clear from this study and therefore more intense examination of the factors involved is required.

The findings of the study invite a number of research openings, with the scope to study almost all the identified influencing factors independently. Societal, group and family influence, conformity as a need for acceptance, peer pressures and western cultural influences, and the symbolic interactionism between the product and the

Indian consumer perceptions are all crucial areas of study, all of which will lead to a better understanding of the Indian consumer and why and how he buys what he buys.

Another area of study recommended for future work is the understanding of the influencing factors in a new medium of consumption, i.e., online purchasing. This medium presents its unique challenges like the digital: visual and textual representation of the stimuli like product appearance, features, cost factors, brand cues etc. Attention and distraction factors also play a significant role, as the conditions are not lab-like as in the store. Peer and family influences that have been recognised as critical in this study may still play a role in the new mediums, but the channels might be different. This study will be greatly relevant and interesting in the new buying environments and can be a good comparative study to this study. Similarly, different geographies, social and economic classes and product segments can be studied with this new framework from this study as a foundation. Finally, the concepts of personal and collective unconscious in the psychology of purchase will be interesting in understanding the nature of the psychological factors found in this study.

This research study is not only a contributor to this understanding and to the marketers and design industry in India, but will hopefully act as a pivotal paradigm to a number of extensive and valuable studies.

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List of Appendices

Appendix 1: List of topics for expert selection

Appendix 2: Pre-selection experts list

Appendix 3: Questionnaire form

Appendix 4: Maps of cities and showrooms for research

Appendix 5: Themes from first level interviews

Appendix 6: Digital transcripts of interviews

Appendix 7: Pre-observation notes example

Appendix 8: Initial coding of observation notes

Appendix 9: Posters of advertisements

Appendix 10: Key findings table

Appendix 1: List of topics for expert selection

consumer behaviour	cognitive psychology	Neisser	perceptual cycle	decision making
Indian consumer behaviour	Fishbein	decision making models	theory of reasoned action	product design
young adults	design industry	consumer psychology	urban India	Indian middle class
Indian young adults	symbolism	symbolic interactionism	art and design in India	social psychology
globalisation	Freud	Jung	perceptions	consumer awareness
indian consumer market	subjective norms	design consumption	aesthetics	product styling
Buying behaviour	symbolic associations	symbolism in design	luxury fashion	visual merchandising
communication media	western fashion	emerging economies	wrist watches	design industry
fashion accessory	functional design	aesthetics	ergonomics	luxury goods
marketing and branding	in-store purchase	branding for the young	visual consumption	creative thinking

retail shopping	retail marketing	Indian economy	liberalization and effects	urban consumption
brand influence on buying	capitalism and effects	beliefs and attitudes	purchase power	spending patterns
marketing in design industry	design management	product development	manufacturing of products	store design
graphic design	visual design	user researchers	fashion trends	trend analysts
mass media	brand communication	psychoanalysis	design process	Indian urban cultures

Appendix 2: Experts list

Participant	Subject Expertise	Designation	About
Dr. Deval Kartik	Design Strategy, Consumer Behaviour, Cognitive Psychology and Indian Young adults	Coordinator and Faculty, Strategic Design Management, National Institute of Design, Ahmedabad and PhD in Indian teenage consumer behaviour	PhD in Consumer Identities of Indian Urban Youth from Anglia Ruskin University.
Prof. Ramanuj Majumdar	Product Management, Consumer Behaviour, Marketing Research, Strategic Marketing, International Marketing, Marketing Practices in India	Fellow at Indian Institute of Management Bangalore and Research Fellow at IIM Calcutta	Doctoral degree of Indian Institute of Management Calcutta. Publications: Product Management in India, Consumer Behaviour :Insights from Indian Market
Prof. Nina Sabnani	Marketing, Advertising, Storytelling, Indian urban markets and the middle class segments	Associate Professor, Industrial Design Centre, Indian Institute of Technology, Mumbai	PhD from Industrial Design Centre, IIT Bombay, India. Publications: Prompting Narratives:

			The Kaavad Phenomenon, Sharing Stories: Learning with Stories, The Challenges of a Sleeping Giant: Design Issues.
Dr. Samar Sarabhai	Retail Management, Product and Brand Management	Associate Professor and HOD at TAPMI School of Business at Faculty of Management, Manipal University, Jaipur	PhD In Retail Management from University of Rajasthan. Publications: Changing Face of Modern Retail : The New Economic Order; Analysis of Indian Retail Consumer Behaviour
Prof. M.P Ranjan	Education, Research methods, Product Design, Economy and Sociology	Head of the NID Centre of Bamboo Initiatives, Principal Designer, National Institute of Design, Ahmedabad	Independent Academic and Author of Blog 'Design for India'. Publications: From Industrial to Social

			Design, What's Next: Future of Design Education.
Dr. G. Madan Mohan	Finance, Entrepreneurship, Retail and HR	Assistant Professor Department of Management Studies, School of Management, Pondicherry University	PhD from Madras University. Publications: Retail Industry- Paradigms, Practices and Prospects, Indian Economy in 21st Century Reviews, Prospects and Issues, Marketing on Sustainable Marketing Strategies- Issues and Challenges, Knowledge Management.
Dr. Seema Khanwalkar	Semiotics, Visual Analysis, Product design	Semiotician and Faculty, CEPT University, Ahmedabad	Social Scientist and Adjunct Professor, Faculty of Design, CEPT University. Publications: The

			Semiotics of Brand, Literacy in the 'visual world': Impact of the SLS experiment in rural India.
Prof. Amaresh Chakrabarti	Design Synthesis and Creativity Eco-Design and Sustainability AI	Senior Professor and Chairman, Centre for Product Design and Manufacturing (CPDM) at Indian Institute of Science (IISc)	PhD (Engineering Design) from University of Cambridge, UK. Publications: DRM, a design research methodology, Assessing design creativity, A design research methodology.
Vineeta Nair	Graphic Design, Visual Merchandising, Store Design	Graphic Designer, Blogger, Mumbai	Studies Applied Art and has worked as an Art Director at an advertising agency in Mumbai. Currently

			runs the popular blog 'Artnlight'.
Marri Sreenivasulu	Consumer trends, retail marketing, Indian young adults	Author	Publications: Trends in Retail Marketing in India
Prof. Prakash Unakal	New Product design and development, Wrist watches, Indian young adults and urban India	Head of Department, New Product Design, M.S Ramaiah School of Advanced Studies, Bangalore	Sr. Associate Dean - BD & Innovation at Welingkar Institute of Mgmt Bangalore
Dr. Shekhar Chatterjee	Indian Culture, Cultural History, Design, Art & Aesthetics, Indian Craft	Assistant Professor of the Design Discipline at the PDPM- Indian Institute of information Technology Design & Manufacturing Jabalpur, India	PhD in Indian Culture from Gujrat University
Mr. Hemanth Pal	Fastrack watches, Accessory Design, Marketing	Head of Design studio, Fastrack watches, Bangalore	Product designer (lifestyle products)

Appendix 3: Questionnaire

- Age - _____ years
- Gender - Male/Female
- Occupation - _____
- Total number of years spent living in a metropolitan/cosmopolitan city - _____ years
- Approximate monthly disposable income (earnings/pocket money - after savings and other necessities)
Less than Rs. 1000 Rs. 1000-5000 Rs. 5000-10,000 More than Rs. 10,000
   
- Purpose of visit to store - Buying for myself / Buying for others / Browsing
- Did you have a product in mind before entering the store? Yes / No / Not sure
- Did you have a budget in mind before entering the store? Yes / No / Not sure
- Did you have the product features in mind before entering the store? Yes / No / Not sure
If yes, please specify: _____

- o Did you have the product appearance in mind before entering the store? Yes / No / Not sure

If yes, please specify:

- o Rank the following factors in a product according to importance
(1=most relevant, 4= least relevant)

1. Before entering the store: Functionality / Product Features / Pricing / Product Appearance

☐ ☐ ☐ ☐

2. While looking through the store: Functionality / Product Features / Pricing / Product Appearance

☐ ☐ ☐ ☐

3. While narrowing down your choice: Functionality / Product Features / Pricing / Product Appearance

☐ ☐ ☐ ☐

- o When you ask for the product to be taken out of the showcase, you are looking to
(1=most relevant, 4= least relevant)

Feel the product / Use the product / ~~Inspect~~ the functions / Examine the product appearance

☐ ☐ ☐ ☐

- o When you are looking at the removed product, what visual features are most relevant to you?
(1=most relevant, 4= least relevant)

Colours in the watch / Materials in the watch / Visual expression (casual/sporty etc.) / Ornamentation

☐ ☐ ☐ ☐

- o Did you make a final selection? Yes / No

- If yes, rank the following factors when you made the final choice

(1=most relevant, 4= least relevant)

Cost of product / Product appearance / Features of the product / Product functions

☐ ☐ ☐ ☐

➤ Did it match the product you had in your mind when you entered

~~Yes~~ / No / Not sure

○ When you hear the term 'Product Design' what features come to mind?

(1=most relevant, 4= least relevant)

~~Colours~~ / ~~Shape and form~~ / ~~Materials and textures~~ / ~~Visual expression (casual, sporty etc.)~~



Others: _____

○ How important is 'Product Appearance' in your decision?

Not important / ~~Not~~ sure / Slightly / Very

○ Would you pay more for a visually appealing product

~~No~~ / Maybe / Yes / Always

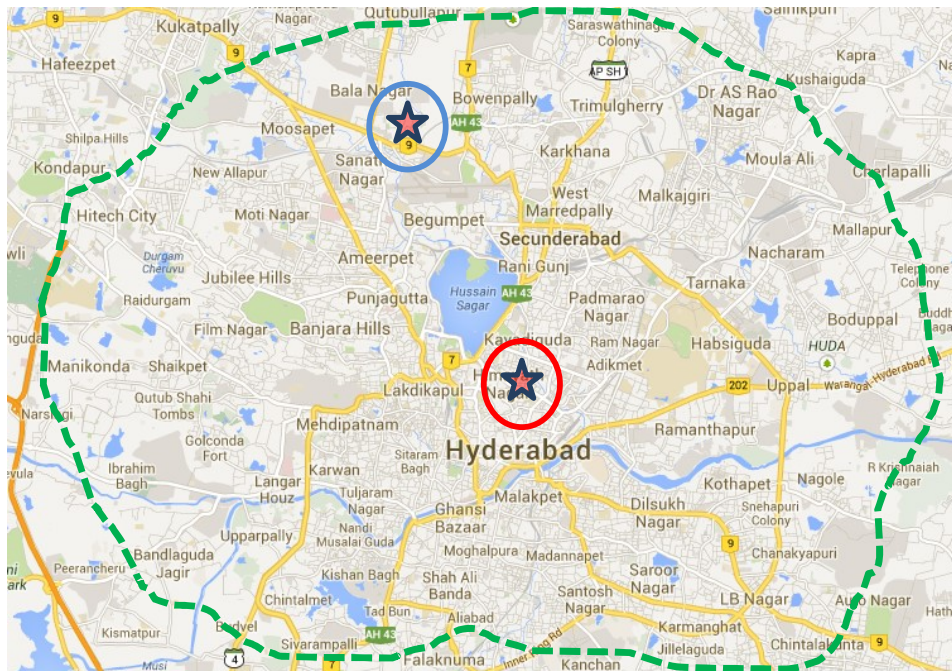
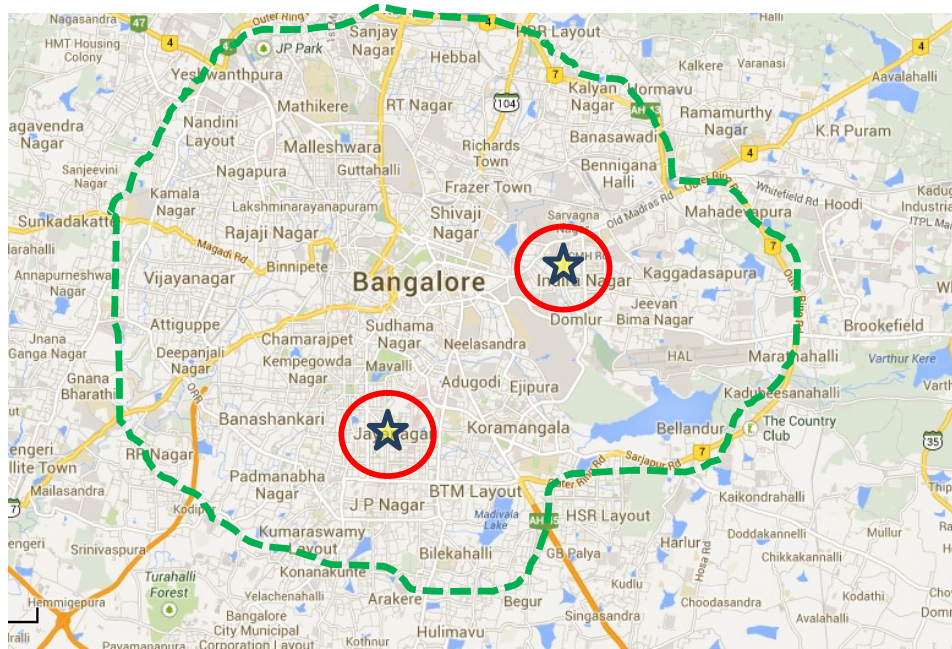
○ Would you ignore the brand over a visually appealing product?

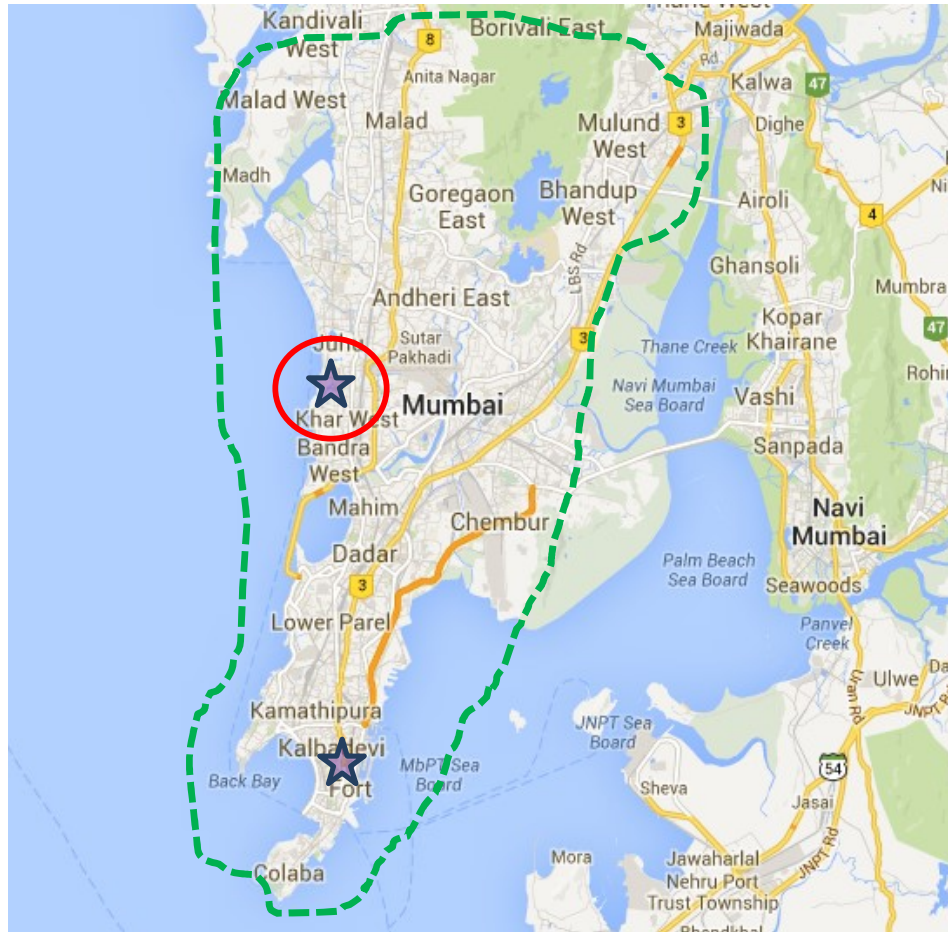
~~No~~ / Maybe / Yes / Always

Thank you!

Appendix 4: Maps of cities and showrooms







Appendix 5: Themes from first level interviews

<p>Coordinator and Faculty, Strategic Design Management, National Institute of Design, Ahmedabad</p> <p>Researcher: In terms of consumer culture do you see any changes in past 5 to 10 years. Where were we heading with urban culture?</p> <p>Respondent: Essentially if you see India from 1991 onwards there has been a slow uncoming of different retail formats. As a result things which were not easily available in India earlier are now easily available everywhere. One need not depend on cousins who went abroad and getting those things for you. Things are easily available everywhere. Also there is a large amount of brands in each category, there are so many variations and constantly there are things available. There is confusion if consumer's because what was simpler earlier has become much more complex now. You will have to worry and start thinking what type we suit me better. The way and the pace earlier large role was of experts who will tell what will suit you. I think a lot of this will result in loving of self-esteem as if you don't know yourself. So constantly you have to ask somebody to water my skin type, what kind of cream is more suitable for me, what kind of shampoo is more advisable for me. Besides that there is also a fear factor that has been coming from various sources. Pimple on your skin is bad. Of course aging is the worst. Again number of products for anti-aging population and it is really funny because that is the age where you are so much more comfortable than you would have in 30+. You are probably better settled in your career, better off financially that way you are more comfortable with yourself. The only products that are sold to you are anti-aging products as if you are not meant for anything else. It's funny when people refer to you as bigger age but the potential of that age group is not considered at all by marketers. That's the other side to it. People buy much more because of the availability and then you also tend to buy things that probably you don't need. Earlier there was one product for one skin problem and now you have ten different things for different problems. Earlier Fair & Lovely was there but now suddenly you find so many different types in that only. The latest ad which says Fair & Lovely and Fair & Lovely when is face wash and cream. So there are too many products in the market which confuses the customers. There is no good result from them as well. Also what I realize is that they keep changing either the packaging, some little thing in the content or advertising. At the time you get used to something they suddenly will change the packaging. Next thing you go to buy you will think what happened to the things I was buying. Most of us have a visual way of picking up things. Many of them don't know the brands they are using because they pick it up visually. Of course for men grooming up has become very very important. Number of products for men grooming is substantially increase.</p> <p>Researcher: Even the consumer is little immature. Is that what you are heading at?</p> <p>Respondent: I don't keep it to Indian consumer. This could be everywhere and this could happen to people elsewhere also. When there is too much of a choice you are not sure. But yes for India it is a new phenomenon. Again if you look at the kind of things which</p>	<p>have been targeted to the youth, almost everyone uses it because everybody is seeing these things for the first time. Levi's cannot be just a youth brand in India because it is everybody's brand. If you fit into one then you buy that and wear that. That difference of colour remains. Diesel importance of looking good having a perfect body and parties but this become very critical. You are looking less at stereotypes. I have been in this profession now for a decade now. You go from one place to another you don't find a difference. In NID now I don't see students like the kind of students I used to see before. If you see students from IIT or MIT or MIT they all look the same now. I think that sense of individuality, the way you dress, the way you keep your hair, everyone wants it to be presentable and wants to present it in a certain manner.</p> <p>Researcher: Is it ideal that they are so superficial as well in terms of...</p> <p>Respondent: In a way yes. You are not being individual. Earlier I remember in my times who you were was what you defined. That is not so much now a days. More or less, people want to be accepted by others, be part of the crowd than stand out. There are very few trend setters so to say there are more of trend followers. Where is the difference these days? All the students in NID today look and age of the same. Today's youth is very confirmed. They don't take risks at all.</p> <p>Researcher: In terms of buying behavior itself, is the consumer today observing and understanding trends and stereo types or do you think is he not looking for details or design. He will just follow a trend.</p> <p>Respondent: Again it will depend. There are particular people who use things from same brand. At the same time there are people who find everything good. Its not to say they do not observe, one always want to try and find out what is best for him. They are also non experimental in the things which has come up. They will try it out since the market offers lot of material now a days and they would try out. At the same time, doing something that is completely different is something which is completely missing. This is also making extremely clear that this is what I do. Especially younger people. Maybe with age you begin to try out new things goes down and you start accepting things. The youth is not largely experimental these days. You try out something for a brief period but not do something drastic but it... look at hair colours. How many people who use hair colours use a completely different hair colour? Very rarely. Conforming to the things that everybody else is wearing and doing makes today's young really boring... see the fashion they wear... you cannot distinguish one from another.</p> <p>Researcher: So we are not really experimental?</p> <p>Respondent: Not largely experimental. You try out something for a brief period but not do something drastic but it... look at hair colours. How many people who use hair colours use a completely different hair colour? Very rarely.</p> <p>Researcher: Is that reflecting on our society in our desire to confirm?</p>
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Respondent: In a way we've always been that. If we look at the way we adopt to things it is very interesting. How easily Indians have given up the language. It's funny but we all speak in English. We try to speak in English even if people know other languages. The same with our dressing. It's very rare to see people wearing traditional Indian dresses. Mostly it is western formal even for women. Even if we modify to match the Indian figures it is boring Indian formal. So many young people I meet and they are all in some old western formal. There is so much that India is to offer in textile and clothing. In a way we are really confirming society.

We have modified to suit to west. To that extent we do that. English is of course the acceptable language everywhere. We modify any western food items also. To that extent we don't take things as it is. So yes we modify and in a way we are very conformist to that sense. We always get moved by others.

Researcher: Is this a comment on youth today?

Respondent: I think it's not about the youth. Youth today has far many options. They try to figure out everything. They don't want to be in the depth but they just want to know you know what kind of thing is it and ultimately come back to what is the comfort zone. But they are not even shy in saying so. It's perfectly okay to be superficial about everything.

Researcher: So that's the kind of confidence they get and they don't mind being themselves?

Respondent: Again because of energy and the real time connectivity everywhere they want to know what is going on in the rest of the world. So take a trip come back and be yourself.

Researcher: Has the technology in India actually opened up the mindset of societies? Has networking lead to increased consumer awareness?

Respondent: No not really. See the thing is you figure out what else is happening but you don't want to leave your comfort zone. A small example is I was traveling with a few of my students. We traveled by train which we have not done in long time. We were thinking what will we do on the train and won't we get bored. How can 15 people together get bored? One was we cannot sit in a place for such a long time and second when we had to take the bus from Chennai to Pondicherry it was a very nice comfortable bus. Drove out the music which was a Tamil pop music and within couple of minutes somebody said does someone have their own music? We should at least listen to music which is different from ours for a short time atleast. They were looking for their comfort zone. They were looking for KFC, looking for pubs and absolutely no intention to try out the local food. Why can't we do something which we haven't done for a long time. Those people refused to cycle around in Pondicherry. I feel that's why despite connectivity and technology the minds haven't moved. You really don't want to do something and I don't know may be you do that when you possibly go abroad. But within your own country you don't want because it doesn't suit you.

Researcher: Not very open to exploration regardless of the availability.

Respondent: Yes.

Researcher: How has availability changed the consumer?

Respondent: The fact is that you have things available. You just don't reach out to it. So even in terms of reading and finding out new stuff you know that there is internet. You don't really access till it comes to writing that particular assignment. When something is taught to you, don't you want to find out more about it? I remember in my times, we used to rush in library thinking we need to know more. Now, it is like I have taken the name of the person now, I will Google later. I think just because everything is available on the platform that need to and drive to grab everything that comes our way is not there. Hear a good piece of music and you bookmark it. I will listen to it later. I think this might just continue to happen.

Researcher: Does it reflect globalization among youth?

Respondent: It shows the impatience and also why try for it now when I can have it later. If I can get it later when I need it why do I have to have it now? If you have to meet somebody, you tell that person that I will meet you at 3pm at PVR. You reach the place and start calling that person where are you? Can't you decide before which place at PVR you will meet? You will not decide on things just because you know that you and other person has cell phones. So that entire need to plan something, look forward to something that anticipation none of that exists. I will go there and find out. It wastes me sometime when people say that. I will pick you, can you give me address they say you reach that place and give me a call. What if I forget the phone, what if the battery is down. What if there is no network? Anything can go wrong, why can't they just plan ahead? That's how we are used to. Access it when required otherwise lot of commodification of emotions to answer.

Researcher: The need to define ourselves, that seems to be going. What we wear and what we have defines us. Is that the way we are heading?

Respondent: Commodities have become more important today but again when you look into our society emotions primarily govern us as a society. So there again it is not that if you get commodity emotions are not important or you love your parents as long as they give you things. I was reading an article which says we are no longer experimental. You don't want to upset your parents in any manner because they are the ones who are ultimately getting you everything. To that extent yes you are so used to your comfort zone. But at the same time it can't be that drastic that you give up all the emotions of consumer design things. Again in terms of opening up of client side that remains and your parents still decide for you what you want to do in life. No matter how much you have access to information that emotional and financial support is so high that they force you into engineering etc.

Researcher: I think that happens in a country like India. That will always be there no matter how open minded we get.

Respondent: Yes, of course and parents emerge in different ways and understanding that it is perfectly fine to be a designer and it's a different thing. I think more or less parents decide it.

Researcher: Do you think it is class base because people are discussing how disparity in middle income group has sort of led parents and youth to discover new things, understand themselves as individuals and parents are supporting the youth.

Respondent: See what was happening was the parents were not so educated. For them, if one child out of two children does engineering or architecture they are very happy. This is because they haven't done that. Then if the child wants to do fashion designing or something then it is bit of a concern and it is not easily accepted. Especially when it comes to fashion, product design probably will be accepted but not fashion. Similarly, for girls doing civil or mechanical engineering it is a no. They usually ask girls why didn't you take interior design instead of architecture. They are little more comfortable that the child wants to go for higher education especially when it comes to IT and AI. That is perfectly fine. They want their children to grow above them. The child falling below line is not acceptable anywhere. If I am an auto driver then my child can be an auto driver or do better but he cannot drive a cycle. That is one thing I feel is the fear of the society.

Researcher: What changes have you seen in terms of mass media? Has it affected consumer choice?

Respondent: There are 2 things happening simultaneously. One mysterious thing remains that media is more owned by revenues than anything else whether you see news channels or general entertainment channels which aim more towards TRP more than anything else. So you have series of films which has good standards and you can watch it with family and still feel happy. It was not like the child will have sex before marriage or something. News channels still show most mediocre possible news. That is one side of it and the other side of it one thing which is not happening in the TV scenario at all but is happening in movies. A lot of young directors, story writers, lyricists, screenplay writers coming up. They know that the film need not be a box office hit, there will be a certain crowd for sure. There are times when people go watch the film and it will become a rich money maker. That is happening. Portrayal of change for good is more interesting. The girl character in Band Baas Bharat she is so cheerful in life including the time she wants to have sex with somebody. There is complete clarity in her mind. This is not seen in Jaisa Anjaam or that kind of a film. There are no conformist like Vidya Balan in Lakshya. I think it is very different and interesting film. Somewhere a woman is taking a decision about her sexuality. In the last scene where you have this man going with ladies and then next scene you have Vidya Balan going with two men. To my mind, it's a great achievement to show that women can also be like men. I think that is some kind of thing which has come. Even the films where homosexuality is talked about. The problems related to homosexuality. This was something that nobody wanted to talk about. I think those are good changes that are happening. To that extent cinema is doing something different but TV is not interesting at all.

Researcher: In terms of all the revolutions in the psychology of buying, what are the key observations?

Respondent: See what I see happening that because of internet and social media platforms and all that people get to know that something is happening. What exactly is the issue is something most people don't know. If it seems cool you join and participate. You click a like button and you support it. Do you really mean any of that. I think this is something we are very comfortable with. You do that and you think you have done your bit. I don't think they're revolutionaries because they are not involved. Unfortunately most of the time people mix up issues or persona lies. Without getting into the problem they just raise their voice. To a great extent unfortunately they reach sentiments where class differences come over and caste differences. So till a thing comes and hits me, I am not getting into anything and that is the most unfortunate thought. In Medha Patkar's case where she was working against child marriages most people was saying that she should be shot. Why does one think like that. Have you been in that situation where you are voiceless and somebody understands you. Instead of that one says that she should be shot. A few years later when the Narmada dam is built and artists are working you get things like subscribe to it by paying some 5000/- How will any revolution come in this kind of a case? Fanish was banned in Gujarat. After few days it was like why was this banned? I was wondering why was it? I think revolution is not possible because nobody is involved.

Researcher: Does that tell you something about interconnection between moral principle and ...

Respondent: It bothers me in a personal way. Two people whose children died in Iraq they probably will not be happy to know that their parents were killed but people in America will be very happy since it is not affected them. I don't think it is something to do with Indian society it's something to do with human beings in general. Unless it affects us directly most of us are fairly insensitive to most things. None of us put pictures of Japan on Facebook because it is affected by a tragedy. It does not matter to us, if people ask us if we will go there to help those people then it will be why should I?

Researcher: In terms of internet are you saying it is almost a sophisticated movement? We just get satisfaction of doing things on that and that's about it. Moving forward, what do you think about the visual culture and where it is heading. Do you foresee any trend or visual culture?

Respondent: Again there you have seen lot of things happening in other places. We tend to buy some of those. In terms of visual culture there is an improvement. You see lot of places with good visual design. Visual appeal of places and products have been considered but I don't think there is much change in terms of functionality. There is a lot of influence of media on it so what is seen on TV still dominates things what people wear. Especially in certain sections of society where TV plays a major role. In terms of makeup and dressing all this is what you see on TV. There is a balance at the same

time. People prefer matt finish colors which is also available on the other hand you have things that film society needs. Segmentation has also evolved. I think overall visual culture has improved a lot. To feel the visual experience in xxxxxx places which are very appealing whether it's your theatres spaces or shopping malls.

Researcher: It is interesting how these visual cultures are evolving. You mentioned that look is more important than functionality. Does that tell us how society is thinking now? Earlier you mentioned about how grooming is more important than what you are thinking?

Respondent: Certainly. Looking good is so very important that I don't mind being unhappy. I size zero is a trend then I would completely be unadorned. At the same time if I can go to gym and do that I would do that. I think visual thing about looking good is so high that you don't even think it is good for me and my health. That kind of thing is there. Look at a place which really looks very nice. The approach road to it will be so pathetic. Just 2800 have one beautiful thing all the way. There is always a break in that beautiful visual place. I think that's again something to do with the society. We go abroad and we get throw rubbish because we are tired but here people don't mind throwing things everywhere. Good things just start becoming beautiful and they just break. is a very surface kind of a thing. There is no effort or will to keep the place beautiful. I remember had been to Dwarka. That ancient temple is so beautiful but you don't feel like entering because it is so dirty outside. I had been in rainy season and the place was so muddy. Why would not one put a carpet so that the place doesn't become so dirty. I had to take a bus back to Akshardham. All kind of people coming to see good places are very similar. It is also a monument and people from various small towns and villages come to see those place. That place is so clean. There are volunteers who pick it up and throw there. Why don't they do it with other places?

Appendix 6: Digital transcripts of interviews

[illegible][illegible][illegible][illegible]

Respondent: Yes, of course, and parents emerge in different ways and understanding that it is perfectly fine to be a designer and it's a different thing, I think more or less parents decide it. You know, families will expect the guys to be from the traditional engineering or medical education fields and girls to be decently educated in anything or just about anyone who is slightly outside these expectation brackets is looked at sideways.

Researcher: Do you think it is class bias because people are discussing how disparity in middle income group has sort of alienated parents and youth to discover new things, understand themselves as individuals and parents are supporting the youth.

[illegible]

choice?

media is more wired by reputation than anything else, you get some long, winding, meandering, and convoluted paths. There's a thing, however, that's always been true: When you're talking about entertainment, you're talking about people. And people are messy. They're not always rational. They're not always logical. They're not always consistent. They're not always fair. They're not always kind. They're not always honest. They're not always brave. They're not always strong. They're not always beautiful. They're not always good. They're not always bad. They're not always right. They're not always wrong. They're not always true. They're not always false. They're not always real. They're not always imaginary. They're not always anything. They're just people. And that's what makes them so interesting. And that's what makes them so messy. And that's what makes them so human. And that's what makes them so *us*.

those are good changes that are happening. To that extent cinema is doing something different but TV is not interesting at all.

Reinhardt: In terms of all the revolutions in the psychology of buying, what are the key changes?

[illegible]

Researcher: Does that tell you something about interconnection between moral principle and

Repondent: It bothers me in a personal way. Two people whose children died in Iraq they probably will not be happy to know that their parents were killed but people in America will be very happy since it is not affected them. I don't think it is something to win an instant issue. It is something to win human beings. General. Unless it affects us directly most of us are fairly inoperative to most things. None of us put out pictures of Japan on Facebook because it affected by a tragedy. It does not matter to us. If people ask us if we will go there to help people, we will go there. I think it will be very stupid if we

Recapitulator: In terms of time met are you saying it is almost a sophisticated movement? We just get satisfaction of doing things on that and there's about it. Moving forward, would you think about the visual culture and where it is [Design](#). Do you foresee any trend or visual culture?

Respondent: Again there you have seen lot of things happening in other places. We tend to, but some of those, in terms of visual culture there is an improvement. You see lot of places with good visual design. Visual appeal of places and products have been considered but I don't think there is much change in terms of functional. There is lot

of influence of media on us? What's seen on TV still dominates things, what people wear, especially in certain sectors of society where TV plays a major role. In terms of music and dancing, all this is what you see on TV. There's a balance at the moment. People prefer what's seen, which is also available on the other hand you have things that people don't like. Segmentation has also evolved. I think there's a visual culture as well as a verbal one. There are a lot of places which are not on TV, but which are becoming more and more important.

other. It is interesting how these visual cultures are evolving. You mentioned that look is more important than functionality. Does that tell us how society is thinking now? Earlier you mentioned about how grooming is more important than what you are wearing?

[illegible]

The following table lists the names of the people who were involved in the project, along with their roles and the dates they were involved. The table is organized into three columns: Name, Role, and Date.

Name	Role	Date
John Doe	Project Manager	2023-01-15
Jane Smith	Team Lead	2023-02-01
Bob Johnson	Developer	2023-02-15
Alice Brown	Designer	2023-03-01
Charlie White	Tester	2023-03-15
Diana Green	Analyst	2023-04-01
Frank Black	Writer	2023-04-15
Grace King	Editor	2023-05-01
Henry Lee	Reviewer	2023-05-15
Ivy Clark	Coordinator	2023-06-01
Jack Hall	Support	2023-06-15
Karen Young	Admin	2023-07-01
Leo Scott	Finance	2023-07-15
Mia Adams	Marketing	2023-08-01
Noah Baker	Operations	2023-08-15
Olivia Carter	Legal	2023-09-01
Peter Evans	HR	2023-09-15
Quinn Foster	IT	2023-10-01
Rachel Gibson	Security	2023-10-15
Sammy Hill	Compliance	2023-11-01
Tina King	Quality Assurance	2023-11-15
Uma Lee	Documentation	2023-12-01
Victor Scott	Training	2023-12-15
Wendy Adams	Research	2024-01-01
Xavier Baker	Development	2024-01-15
Yara Carter	Design	2024-02-01
Zoe Evans	Testing	2024-02-15

[illegible]

was being tested to see if it could be used to predict a person's behavior. Johnson, like most scientists, was not a fan of the test. "They're not ready to use it," he said. "They're not ready to use it." But the test was used anyway, and it was used to predict a person's behavior. Johnson, like most scientists, was not a fan of the test. "They're not ready to use it," he said. "They're not ready to use it." But the test was used anyway, and it was used to predict a person's behavior.

[illegible]

[illegible]

ROCHER: You talked about narratives, about things being remembered easily.

[illegible]

SCHER: Also talking about this **update** been here can you see it happening in west as well. How do you think it is influencing us? Are we responding in the similar manner or are we going away. Ex. All of us are aware what happened on Facebook and why

12

people are quitting but most of us are still there and sharing photographs. This is also when you install an application you know that the information is shared out of the platform. So are we at some level becoming comfortable with giving out information and sharing that, knowing that this may actually be used.

Culturally we are very saving types. Even if you go to the village every day and take a lot of photos, you still have a problem saving the picture. You are not going to give him the photo. You wonder why that man is so keen to take his picture. He wants to possess it forever. It's the capturing time forever. I'm going to live. He **has to** have the picture forever. That's the reason why I want to be photographed so much. He doesn't know you if it's someone I know, and I want to remember them in that picture. I'm doing some things to pass near the picture. You go out with a camera, there will be so many people passing you to take your picture. You go to China, they take it. They might tell you that it's you. You can go like in Europe and take the picture. They will say, "You are so beautiful. You are so beautiful." They are not taking the picture. They are so beautiful. You in family, always are a very beautiful person.

Information. People expected to share their privacy details. You don't ask someone about their salary. But when your uncle will ask you what your salary is, they ask about the salary. You don't think that he is coming to your territory and asking about the salary. How rude and so. You think that he is concerned, he wants to know if I earn for or not. Whole thing is culturally different. But, in certain things changes are not for good. When you are asked about your salary, you are asked about your second income upon which I have exclusive. Your sense of privacy will change. Your associations will change or become as well as what you will share and

ROGER: Talking about family values how do you think that has changed? What is the nature of family values that are shared in the present **2006**. You see a lot of independent like people stay on their own. What do you think is the current pattern?

We need to know **what** a class is and we're talking about because there are a lot of different ways to define a class. We can define a class by saying that it's a group of people who are all doing the same thing. We can define a class by saying that it's a group of people who are all having the same experience. We can define a class by saying that it's a group of people who are all sharing the same values. We can define a class by saying that it's a group of people who are all following the same rules. We can define a class by saying that it's a group of people who are all having the same feelings. We can define a class by saying that it's a group of people who are all having the same thoughts. We can define a class by saying that it's a group of people who are all having the same actions. We can define a class by saying that it's a group of people who are all having the same characteristics. We can define a class by saying that it's a group of people who are all having the same qualities. We can define a class by saying that it's a group of people who are all having the same traits. We can define a class by saying that it's a group of people who are all having the same attributes. We can define a class by saying that it's a group of people who are all having the same properties. We can define a class by saying that it's a group of people who are all having the same features. We can define a class by saying that it's a group of people who are all having the same aspects. We can define a class by saying that it's a group of people who are all having the same elements. We can define a class by saying that it's a group of people who are all having the same components. We can define a class by saying that it's a group of people who are all having the same parts. We can define a class by saying that it's a group of people who are all having the same pieces. We can define a class by saying that it's a group of people who are all having the same bits. We can define a class by saying that it's a group of people who are all having the same bits and pieces. We can define a class by saying that it's a group of people who are all having the same bits and pieces and so on.

14

[illegible]

TEACHER: Do you also see changes in trends you see around jewelries and

I love chunky things and my eyes always go to that chunky things not one thing with one pearl. I appreciate these kind of things. Not necessary gold and silver. It could be crystal, bread, **bedou**. It has to be this way. I have lots of things and people also have lots of things. This is made from cotton, silk, it's very interesting. It's something that I like.

SCHER: You should also tell us about the project home.

Home is not my new project.

[illegible][illegible]

15

[illegible]

TEACHER: Where can we get these from?

You can get it from www.bulkbags.com. They are based in China. They also have places where they stock. There is another [bulkbags](http://www.bulkbags.com) stores but they are not into children books. I can give you a copy of the film.

ROCHER: My cousin is doing a research on Indian story telling. He did work with a

everything All these will take me to the past and not in the contemporary. I don't go to theaters. I am not driven to go and see a movie. That is me. I do see comments on current events on newscaster. My Internet, which I'm watching carefully, I have Google alerts on 200 words that I watch regularly. This means newscaster is ~~disappearing~~. I am only reading subset of the newscaster which I am interested in. That is again on the desktop. I am not buying any of them. So media is changing.

so buy lot of magazines when I travel. At the time I am there 500-600 rupees goes to it. I can't generalize this as I don't see others doing what I am doing. This is my own behaviour pattern.

Researcher: I have couple of questions about the visual culture in terms of how it has been changing, the language that we use. Do we see any changes in what language is used?

56369030030 Generally Indian urban young adults consume eight more than monobrand or attribute occasion and spring to subtle and are greatly influenced by the western culture. The study was conducted in the metropolitan cities of India, viz., Mumbai, New Delhi, Bangalore, Chennai, Hyderabad, Kolkata, and Pune, between Indian or 1990s and the western . . . in the 50s and early 2000s we were blindly following everything US or Europe did in fashion and product design . . . new we have adopted better, we are far more in touch with our needs. They are also very value oriented, they want their money's worth. The middle class philosophy is, why spend more when you get similar looks for less. Quality is not too

[illegible][illegible]

Researcher: So do you see society is almost going in the flow rather than ...

Susan Goodall: They are also driving it with the choices they are making. They are picking and choosing their own price levels. And I think that's what we're going to see as we move away from the state. There are many different ways that are not real hard to think about. I think you're talking towards selective option. One major thing that has happened is localization. Culture is localization that happens in both rural areas; that is one form of localization. In urbanization that happens in both rural areas, that is the other form of localization. The second is connectivity. They are local. The second is the geographical location which has a great impact and that's beginning to assert itself. Assessing the differences in terms of localization and space.

Researcher: With all this moving about is it still....

554800600: What percentage is moving? We have access to all information. All the more reason to assert themselves, I think it's more of the self-identity self-identity is going to come up. Either you don't have the option, you can erase a language by all these school systems. But that is being reversed and local languages are being asserted, finding ways to survive and live. And through various other claimed because of that expression and need to maintain the identity. That's an interesting new phenomenon

Researcher: So English is no longer a dominant language?

Reassessor: It's not only a link; another link will be a dominant language. I don't see mean here since it has no other links. I will continue to dominate in small groups because of behaviour and small group interaction. Technology is permitting them to work in their kind of place. Last week in English we had some one on my blog. It was about Google Translate. We not even know which language that person will be reading in English or Japanese. It now sets the parameter that read design in India in German and then one will read in German. Translation now is becoming better and better. So how does it matter where it's originating from? Other ones are being accessed in a local context rather than a global context. They're going to be used by people who may never speak each other, you understand each other and you'll connect. I've been asked that before. We are creating a very interesting space.

Researcher. So does it mean that methods are not important than the data which is being communicated, is that all we are interested in?

Respondent: Style, content and etiquette are always important and dominating. If you are not part of that sub culture then you are not in. Style is going to be as important as content. Fear of doing it right, of saying that in a big group way, those things will dominate. I am just looking forward where it seems to be going. Increasingly I will not be surprised if that asserts on itself.

It's interesting. Take a small sample and project it on a bigger sample. I think that worked. More work was available in India for research. If you join this group called www.designinindia.com, they are design anthropologists who are interesting people. Design on yahoo www.designinindia.com has a video tape so you can get content, how to do it, how to manage it, how to use it. There are books available, they are discussing those tools. There are discussions on how to do it. If you put your audio tape they will put and tag and get back to you. Some 1600 anthropologists are on it. Might be of interest to you. Over group is www.designinindia.com. If you do not put - I will

take you to wrong place. They talk about all the colleges that connect at abd level. Most professors and Phd candidates will discuss. That group is about 2000+. You will find very good people. Questions you are asking are currently being discussed on this platform.

I was supposed to go to Dundee this month. I went to Bangkok last month.

over. I think this was very useful and we have covered almost everything we wanted to ask.

ant: So how come you are not asking anything about colour?

over. **Q3** Interesting to know that colour play such important role in daily life. Consumers don't realise **Q3** importance or **Q3** relevance. Have you noticed any changes in the colour space? How are people now defining their visual spaces?

Spot: Lot of interesting tips but difficult to pin everything down. Generally everybody has access to colours. More and more things are wacky in colour now. If you look back in 50's and 60's you will not see so much of colour. Now if you see clothing absolutely exploded. It's not only that you look around footwear you will find everywhere. There are also expressions of absence of colour. In late 1980's or early 90's I was a guide for one design student and she is now one of the colour consultant in India now.

Anna Kuzova was my student. It was the first research project on colour sensation in Russia. She was commissioned by Burger paints. On colour trends and forecasting years back 20 years ago! The report still exists in my library. Take a look at it. Incredible place of research 20 years ago! They reported all sorts of colour. She runs conference on colour every year. I was interested in RAD from that time and my student wanting to do that will come to me. I liked **Agapov**, runs a large exhibition design company. His partner is **Nazaren Agapov**. They are all undergraduates but their projects were highly impressive. Once they get passionate about something we don't stop them they go it. I was surprised to meet them. Where did you learn all these things? You learn by experience with it.

[illegible][illegible][illegible]

Needreher: Apparently we have access a lot of ways to trigger our imagination, as just that we don't

[illegible][illegible]

Researcher.
How do you th

[illegible]

demographic variables. They do focus groups, they do interviews, they go and observe, and they triangulate. They do what makes them. That is an indicator of who they are. I've noticed no design process includes things of humor. It's always about economic considerations. Benetton's realize that when you teach you buy more.

1. The first step is to identify the problem. In this case, the problem is that the company is not making enough profit.

that warm up and cool down has gone down just used to that any kind of change. Earlier courtship would last for two or three years. Similarly in relationships also, boy meets girl before you know what's happened they are already broken down. I am not even commenting on whether it's good or bad, but definitely the pace has accelerated a lot.

RESEARCHER: Other than media, what do you think are influencing factors for changing **public** perceptions that come to people?

Response: I think according to me property, technology, media, speed of communication, speed of transfer of knowledge. Earlier you would not know what's happening in New York, right now you know instantly. Whether it's good or bad, it's definitely changing lives.

RESEARCHER: Which segment of society is receptive to this sort of charge?

Questions: Obviously, I think young people are more receptive to change. Think the younger, the rich, more educated, they are kind of easier going to change. They are the early adopters of this change. Again, the adoption process has shifted. We in urban India, is generally hood boys, shopping is a therapy and reading experience. It is only after we purchase something that we become agitated... even in product segments where aesthetics are assumed to be important. Earlier if jeans were worn in Bombay, 20 years before jeans were worn in **Delhi**.

RESEARCHER: So that's crossing to next group of people who are affected.

Respondent: Yes and the time between them was three years because media is exposure. It only took time but now it's instant.

TRANSACCION: What are innovations and kind of approaches that they are is excited about.

[illegible]

Spoiler alert: You know how it works; they put them into houses for 30 days they are not exposed to outside world. Today I am talking to you, I know I am talking to you and I am behaving in a certain manner but if three of us are stuck in one room for 30 days, day and night, even my behaviors might change. This they show on TV which people like watching. So people like watching this.

RESEARCHER: All these results **show** where there **only** from **few** period.

Reassessing: They are getting bolder and bolder, lot of money being offered. This woman, a fellow artist or actor or writer, human being is now in for the biggest successful story. This is something she could have never imagined or dreamt of.

RESEARCHER: How do you think in terms of technology, how do you think project has been life style in terms of technology?

[illegible]

REVEAHER: Do you feel like this is something which is reflected, if you are taking about macro socially productive.

Q5300993: I think there are lot of time is spent unproductively. I don't know if some people feel it or not, I think some people don't feel it, I think its negative contribution of technology. Instant gratification, instant success, instant failure, **Q5300993** communication.

of children
and young people
in the community
and in the family
and in the society
and in the world

Respondent: I think media plays that negative role by telling you instantly about what is happening in all other parts of the world. It's some extent that negative influence is there.

RESEARCHER: I see that people are saturated with technology or are they just loving it and playing it?

edness of an old women actress, that doesn't make headlines, but it's got guts and a mad sense of humor. Human nature is that that rising above other people's bad thing. What I find unacceptable was when a society leader and government leader is being something and people are a lot of things, but you should not forget that this is just a reflection of society. People are behaving in certain manner, young girls are dressing in a certain provocative manner, men are running, advertising will know that. Then you can't say provocative manner, men are running.

RESEARCHER: I guess in some ways the mutual reflection like media show something and people follow it.

Respondent: Covert advertising shapes society in turn society also shapes advertising. It's an cooosite effect. You can't blame one. It's hard to say where it starts. Today the paces

[illegible]

RESEARCHER: So do you feel like these kind of outspoken reactions like aggressive ways of expressing these thoughts, is that by nature?

Background: As part of hedonism, individuals that is coming to the fore and I think the way it comes because of prosperity. I think when you don't have money in your pocket, you are less confident, you are less bold, you are more cautious, once you have money in your pocket you are more confident.

RESEARCHER: How is this really interesting?

cases philosophy is why sends more when you get similar words for ex. quality is so too it's increasing again you can't blame money. When money limits its services lot of people write against it but the richest part of the population is told by lot of young guys, **boutiques** and all its lack a way of life. I am ignorant about what you do at night there why all this big boss and really some are successful. That is why this is false **saturated** obviously a thing often a close friend to come and come and best.

RESEARCHER: Almost like to very details and honest extent, they want to see the person in natural thing, without any sort of portrayal.

Appendix 7: Pre-observation notes example (transcribed from physical notes for illustration)

Showroom number 2, Day 1

Showroom - Jayanagar, Bangalore

Date - 21/03/2013

Time - 9.20 am

Manager (MG)- Mr. Nambiar

Assistant manager (AM)- Sushil Kumar

MG introduced me to all the staff members and directed AM to show me around

The layout map had been changes a few days ago as AM explained 'new products have come in... we need to show them more...'

explaining the layout, he said 'we keep changing the layout map.. we want people to explore more'

'generally they don't find what they want immediately, we plan it like that'

AM points out the new poster of cricketer Virat Kohli placed right in the middle of the showroom floor

'this is the new promotional poster, we have been told by the company to keep it in the center'

post introduction and briefing, the layout design was observed

the showcases were brightly lit

there were about 50 showcases, with 2 rows each

each row had 6 watches

there were special cases with only 4-6 watches. These were the 'premium range'

the glass showcases were locked and only opened when a watch was removed from the case

No info on P.Fs

C.F was in the form of handwritten tags

some of the tags were not clearly visible

each watch had a model number under it, but was not always clear. Some of the model numbers were missing

The music was low yet audible

the music were the instrumental versions of western pop songs that were popular

there were 3 staff members apart from the MG and AM

AM managed the store, MG was not always present

Episode 1:

Time of entry - 9.56 am

Time of exit - 10.42 am

A group of 3 participants enter

all look to be within the age segment

the KCP is the guy and the 2 girls accompanying him are the BPs

BPs are friends

they head close to the poster and talk about the expression on the face of the model

they also discuss the watch advertised in the poster

positive expressions regarding poster 'looks sexy on him', 'pretty cool'..

they ask the staff member to show similar watches

Appendix 8: Initial coding of observation notes

episode no.	time of entry	time of exit	no. of people	genders	age groups	relationships	language of communication (kanada, english, telegu, hindi, marathi)	decided/undecided (did they know what they want?)	consumer inside/outside the group	browsing pattern
1	12.22pm	12.56pm	2	1 male, 1 female	Early 20s	Couple	English + some Kannada words	<ul style="list-style-type: none"> - The girl appeared to have an idea of the product appearance and the budget. - The boy seemed undecided and was talking about features such as 'multiple clocks', 'stop watch' etc. 	The consumer was the boy in the couple.	<ul style="list-style-type: none"> - The couple split inside the store, the girl browsed through a specific section of the watches while the boy moved around the shop looking through numerous products in all ranges. - The boy then moved towards the girl's location and started browsing through the same collection she was looking at - The girl was concentrating on the mid-range watches and was only looking at non-metallic watches (leather and plastic)
2	1:10pm	1:44pm	3	1male, 1 female, 1 son	varied age groups	family	English + Hindi	The boy seemed to have an idea of what he wanted, mother was clear on budget and father was keen on longevity of product	The son	The son went straight to Fastrack and youth watches while parent's browsed around all available products, occasionally looking at something and asking the boy's opinion


selection pattern	dominant member/influencer	communication inside group	communication with staff	narrowing down choices	handling chosen watches	choice of final product	post final choice behaviour	Descriptive keywords/phrases	Location
<ul style="list-style-type: none">- The boy selected a few products based mainly on the features he was looking for he was also basing his choices on the girl's desire for leather straps and non-metallic watch bodies.- The girl was primarily concerned with	<ul style="list-style-type: none">- The dominant member was visibly The girl, who was either The girlfriend or partner.- Her primary concern was the look of The watch which she made clear from the beginning of The episode	<p>The language between the couple and the body language suggested that this was the purchase by the girl for the boy and therefore the communication had a lot of 'I think you need...'</p> <p>Sentences by the girl, suggesting she was making the decisions</p> <p>Easy, informal dialogues with lot of humour, mainly about the product appearance</p> <p>Both seemed to have a strong sense of what they liked in the design of the watch and what they didn't and mostly agreed with each other</p> <p>Choices and language suggested unanimity in the decision making</p>	<p>The couple seemed to communicate and decide amongst themselves rather than take the opinion of the staff member</p> <p>They were certain about the watches they liked/disliked</p> <p>Staff member did try to engage the couple with inputs and suggestions, mostly about features and appearance, but they were brushed aside by the couple</p> <p>The girl had very specific questions to ask the staff like 'Is the strap changeable?', 'Any other colours' and on</p> <p>The boy interacted mainly with the girl and very little with the staff</p>	<p>Couple narrowed the selection from one particular range which the girl was concentrating on from the beginning</p> <p>The choices were mainly the girl's selection and were based on the product appearance and features demanded by the boy</p>	<p>The choices of 3 watches were asked to removed from the showcase and inspected by both visually</p> <p>The chosen watches were then placed on the showcase next to each other and the girl took a couple of steps back to examine visually</p> <p>The boy then asked for it to be removed from the case</p> <p>They discussed the appearance further and the boy inspected the functions and buttons</p> <p>The boy then wore 2 watches on right and left wrists and showed it to the girl</p> <p>The language suggested the boy was examining the feel and comfort of usage, while the girl was examining the look on the wrist</p> <p>They tried all 3 watches</p> <p>The boy wore all 4 selected watches, 2 on each wrist and father and son discussed which looked better, while the mother provided her input now and again. Even though the boy was quite sure of what he needed, he was trying to see which felt and looked better on him. The parents, though providing their opinions, let the boy make his final decision on himself.</p>	<p>The final product was chosen after a bit of discussion in their local language, the girl preferred one of the products, but the boy was unsure of the features as he wanted the 'stop watch' feature which was unavailable in that 'not sure what everyone will love it, man...', and this will look odd... people will stare at me</p> <p>Girl persisted and convinced the boy</p> <p>The main criteria of the girl's choice was the product design and appearance</p> <p>The boy agreed with her choice regarding PA</p>	<p>The girl asked for the product to be packed, still questioning the staff over available colours and interchangeability of straps the stone (on the wrist of the K.C.P) matches the colour of this so well... that one is not that cool, man... it doesn't match the band, will you wear them together? To boy, I already have a sleek metallic one for formal wear</p> <p>Show me what you are using.</p>	Beautiful colour, looks rugged, feels light, strong, bold look, feminine, rubbish look, wow-factor	Bangalore -1
<p>The son selected watches based on looks and features, he ran his choices by his dad,</p>	<p>The son. He was primarily concerned with a dark, coloured dial and strap and</p>	<p>Communication suggested that this was a purchase for the son for an occasion as there was a lot of 'Is not just for that day...' talk. Also, even though the boy seemed to be quite clear as to what he wanted (black strap with a metallic dial), he did depend on his father's opinion and his mother's for budget</p>	<p>(day/date dial and colours) in a particular model as the boy seemed to be quite sure of what he wanted. The father discussed only warranty and feature longevity with staff, no talk of design and dial shapes and availability. Mother's involvement was limited, with boy, father and staff.</p>	<p>Watches were selected basis on features and designs as the boy wanted many similar looking watches from various budget categories were selected and discussed with the mother.</p>	<p>The boy inspected the watches on his wrist, heard put his parents' opinion and made a final choice after thinking through for a few minutes</p> <p>I already have a sleek metallic one for formal wear This looks so plastic... is it even good to use? Once he selected the one he wanted, he checked with his mother</p>	<p>The mother asked the product to be billed but still made sure with the boy if he was sure. He said he was but continued to browse through the store.</p>	<p>strap material, look, comfort, budget, dial design</p>	Bangalore -1	

Appendix 9: Posters of advertisements



www.fastrack.in

fastrack *Girl*
move on



Genelia
Sweet
no more!

Rs. 695 onwards

Appendix 10: Key findings table

Sl No	Influencing factor	Key Findings	Research questions (chapter 5.1)
1	Product Appearance	<p>A. The major finding of the study was that PA was as inconsistent influence factor and was found to have a small impact in the actual choice of products by the consumers</p> <p>B. The influence of PA is lowest during the actual decision making stage</p> <p>C. Upon reflection after the purchase, consumers seek to allot a more influential role to PA, as a decision making factor, than it actually is</p> <p>D. The relatively low influence of PA on consumption is also reflected in the attitude of the design industry in India; with a low level of focus on it inside both the production and marketing teams</p>	Q1 What is the value of product appearance (PA) as an influencing factor over the different stages of in-store consumption behaviour
2	Cost Factor	<p>A. The other key finding of the study was that India is a highly price-conscious consumer culture</p> <p>B. Cost factor and its effects were found to be the single most important factor in the final decision making stage</p> <p>C. Cost factor is constantly in the salient beliefs of the key consumer participant across all stages of the in-store consumption process</p>	Q2 How do the other influencing factors like cost, product features and functionality affect the decision making

3	Extrinsic psychological influences	<p>A. Indian young adults are heavily influenced by the societal and subjective norms and cultural influences in their perceptual cycle</p> <p>B. The need to be accepted by different social groups: friends, peers, social and family are a driving force in the selection stages of the process, even occasionally leading to compromises in choices</p> <p>C. Amongst the group influence, peer influence and the pressure of the dominant buying partner or a group member is significantly high, especially in the stage of narrowing down the choices</p> <p>D. A strong desire to 'blend-in' and 'not stand out' is found amongst this segment of young adults. Conformity to prevailing style cultures and trends was found to give a sense of membership and comfort</p> <p>E. Western influence has a great impact on the design styles and decisions of the designers in the industry. The current popular trends are directly borrowed into the product design. This factor of popularity in the western markets is also a key influencing factor in the</p>	<p>Q3 What are the key extrinsic socio-psychological factors that are affecting the decision making process during purchase and post purchase?</p>

		selection of products by consumers	
4	Symbolic Interaction	<p>A. Though Indian young adults were found to be comfortable in conforming to popular trends, they want the products to portray 'cool, trendy and bold'. The brand attempts to cater to this desire in their image, promotions and advertisements</p> <p>B. Symbolically, the segment wants the products to depict 'expensive'. 'Looking upscale' was found to be a key influencing factor both in the selection and decision making stages</p> <p>C. Semantically, the product was expected to signify 'technologically advanced'. Extra features, which were not useful, were still preferred. The designers, too, loaded the watches with extra buttons and features, so that the watch looked 'innovative'</p>	Q4 How do symbolic associations of the product appearance affect the purchasing behaviour?
5	Relevance of Product Design	A. 'Colour' was found to be the dominant influencing element inside of PA, for both the consumers as well as for designers.	Q5 What is the relevance of product design in the

		<p>B. Shape, materials and texture were the secondary elements of PA, that affected the consumption</p> <p>C. Product design is almost an after-thought in the design and development process of the product, with the design decisions primarily based on an individual's, (generally the head of design) reaction and perceptions of the 'trends'. There is no scientific or systematic attempt to include design research or exploration in the process</p>	<p>consumption cycle in the design industry and amongst consumers?</p>
--	--	--	--