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Optimizing Millennial Consumer Engagement With Mood Analysis

Sabyasachi Dasgupta and Priya Grover

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Optimizing Millennial Consumer Engagement With Mood Analysis

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MISSION

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Table of Contents

Detailed Table of Contents

Effective visual product presentation gives consumers a sense of appropriateness and supplementary perceptible experience to lessen the degree of apparent risk, compensate the absence of sensory attributes, and offer delightful online shopping experiences. The purchase of lifestyle products has become a matter of happiness to consumers that is convincingly regulated by the mood. Mood—a direct indicator of the subjective wellbeing—plays a prominent role in consumers' purchase behavior. This chapter attempts to examine the impact of product presentation on purchase intention of lifestyle products and moderating role of mood by obtaining data from 356 Indian online shoppers. Results revealed that mood moderates the impact of product presentation on purchase intention in online shopping context. The study recommends that marketers must offer pleasant and lively virtual product experiences for creating favorable shopping atmospherics and encouraging consumers' purchase intention.

This chapter explores what triggers international millennials moods in relation to India and its cultural attributes. The theoretical undertaking related to nation branding and soft power study was used as a basis for this research. In the light of the discussion carried out in the chapter, key Indian cultural attributes were briefly discussed. The major cultural attributes extensively discussed during this research were related to Indian cinema, Indian cuisine, religion, spirituality, and yoga. Twenty-two international millennials belonging to four different cultural groups were selected for the focus group research. Their perceptions about India brought out interesting insights in understanding how to promote India among different cultures.

This chapter explores consumer engagement, brand/category recall of the target audience by utilizing the mind and mood analysis method. What really goes into the decision-making process by the consumers before making a choice in the market which is full of clutter in its space has been the sole purpose of this research paper. The arduous work involved processes to find out the consumer buying behavior of guitars by semi-professionals and professionals at Indian semi-metro cities. With the growing numbers of offline and online stores, consumers are spoilt for choices when it comes to purchasing the desired products. The innovative world and various brands of products make it difficult for a consumer to make a buying decision. The authors aimed to throw some light into how such decisions are made by choosing a target audience and one of the most popular musical instruments, guitars, by using some invigorating techniques which have been discussed in this research paper.

A green school basically integrates nature into school (mainly through academics, operations, and student/teacher and community engagement) with incorporated natural substance to school educational module. The sole purpose of green schools is to inculcate healthy and nature friendly initiatives with integrated environmental course content in school curriculum. Research shows that environmental training and education might enhance a normal learner's classroom execution and diversified impact on individual's personality as environmental knowledge can make ordinary learners extraordinary. Green schools aim at decreasing the drop-out rate in schools by introducing environmental education as an interesting subject with aspects of learning by doing. Students of Class 6th, 7th, and 8th standard use tabs/tablets for submitting their assignments, tests, and quiz/assessment exams enabling them to be tech-savvy generation. This research will address this issue through a qualitative research and in-depth interviews of students of different green schools of Gujarat.

It has been noticed that there has been an increase in the number of families adopting dogs as pets in the urban areas on India. Dogs among all other pets are considered the most loyal and unconditionally loving animals. However, maintaining a dog is not as simple as it may seem. One of the most important factors that contribute to the wellbeing of a dog is the nutritious food consumed by the dog. This research paper aims to understand the behavior that influences the purchase of dog food in Mumbai city. The goal is to comprehend the preferences and the buying pattern of dog food consumed in Mumbai. To undertake this research, 15 in-depth interviews were conducted, of people who own dogs; belong to the middle and upper-class families in the city of Mumbai. Dog owners indulge in a lot of reading and research to make sure that they give the right form of nutrition to their dogs. This research threw light on the purchase behavior of dog food consumed in Mumbai.

Much of the research in compulsive buying behavior has focused on broad personality traits of women. Such behavioral tendencies have been seen more in women than men. There have been certain papers attributed to geographical differences leading to differences in food habits as well. But, there has been little or no research specifically addressing Gen-Y women and what social identity differences lead to variation in their compulsive comfort food buying choices.

In the present day, social media has highly affected the fan culture and fandom for brands. Brands have their fandom, especially luxury brands. The current study aims to explore the influence of social media in enhancing brand fandom through two factors under social media: interaction and usage. Further, the study also seeks to explore the influences of brand fandom on brand loyalty and online purchase intention. The study will undersign the importance of interactions on social media sites to understand the influence of social media on in shaping and reshaping the perception of brands in their mindsets and developing a love for them. Perceptual responses will be gathered from 232 undergraduate and postgraduate students (aged 17-27 years) studying in an Indian private university and subsequently analyze using partial least square. The study seeks to find a relationship between the influence of social media interaction and social media usability on brand fandom. The proposed relationships have been tested using SPSS 17 for Windows.

India's fascination with jewelry goes way back to 5000 years with gold being the widely preferred choice for ornamental and investment purposes. Seventy-five percent of the Indian gold market is currently dominated by non-branded players. The existence of age-old loyalty towards family jewelers made it difficult for branded jewelers to break through the market. Hence, this research paper attempts to examine the consumer's perception towards one of the biggest brands in Indian jeweler Tanishq. Being a TATA brand, it is immediately associated with the respect that the brand brings with it, creating great brand salience. Tanishq penetrates varied cultures and life stages to deliver efficient customer service, garnering loyalty. However, Tanishq has positioned itself as a premium brand, commanding high making charges for its designs, which tends to alienate certain classes of society, and its sub-brands are overshadowed by the parent brand. With exemplary designs and customer service, Tanishq does make a mark on the Indian population, making it an aspirational brand.

In today's scenario, the millennials are keen towards the mobile technology wherein they expect to use the best of it in all aspects of their lives. Online channels help the millennials to enhance their shopping experiences by taking a glance at the reviews, ratings, value, and pricing of the products. This can be attributed to the streamlined services coupled with the free trials and delivery, and additional discounts offered by the apps. But, at the same time, how their mood affects their decision is still a question. For instance, if the consumers are in a good mood, they are likely to shop more. However, if they are in a low mood, they might not shop for anything. This study includes the mind and mood analysis of the young millennial consumers while shopping for apparels online. The study will involve in-depth interviews of 21 customers. The analysis will be done through the Leximancer tool. Additionally, this chapter would help the retailers understand the range of mood, which the customers display while purchasing apparels online and accordingly devise their strategies.

Consumer mood is not simply a state of mind or general affective enterprise of individuals going to make any choice. It also acts as a moderator in making the person belong to the social world in some way. The act of choosing is an intentional behavior and dependent upon the mood, culture, and social class. The object of choice fit into the accumulated framework of meaning-making systems where the mood has an important role to play in a social world. It was observed by Savani et al (2010) that people in US context have a more independent and disjointed model of choice as compared with the Indian counterparts. The argument is about the intentionality to choose as not an individual stance but collectively derived behavior in a collectivist culture like India where groups matter.

The focus of the present study is to gain knowledge about the different types of smartwatches with the help detailed mind and mood analysis of the consumers based on the factors influencing the consumers to prefer the Apple brand including the

Foreword

The title of the book is quite interesting and throws up a Pandora's box of ideas and thought processes in the minds of the readers. Yes, each of the words in the title is challenging and apt. Optimizing is, has and will be the buzz word moving forward. There is a tremendous pressure on resources and the point of discussion is not strictly from the producer's angle only; what about the time constraints from the consumers' end?

Never in the history of mankind, did the customer have so much choice and so much variety of products and services at his/her disposal. That too with a click of a mouse! Consumers are the master of all that they see, especially in the virtual world that encompasses them.

This virtual world has started to make very elaborate and unreasonable demands on consumer's time and persona. Yes, it is true that the consumer is served with a virtual feast of products and services. Customers are given inputs on virtually all aspects. And the marketers expect consumers to make judgments based on the inputs provided. We expect the consumer to make decisions in a flash. There is continuous pressure on the consumer to make decisions in a spur of a moment.

The contradiction is, expectations of a decision to be made in a flash and that the consumer is happy with the choices made, for a long period of time. But the same marketers make unreasonable demands, the next time the consumer logs on. In the FOMO (Fear Of Missing Out) infected world, the consumer is always on. The consumer is cajoled, beseeched, threatened and even emotionally blackmailed. Dead line pressure of a sale always hangs on his head like the proverbial sword of Damocles.

Initially there was Euphoria and excitement! But this has come to such a passé that there is a sense of Déjà vu and even desperation. Marketers were supposed to make the consumer happy and make his life better and more enjoyable.

Shopping was seen as a mood enhancer and an activity that consumers especially the women shoppers associated with excitement, happiness and a sense of achievement when they got a deal that was exclusive, limited and for a select few. It was great to get a deal that very few got. They wanted to lay hands on a deal that they could boast off in their social circles. It was the ultimate kick of life!

But in the Internet infected modern marketing, deals are all pervasive and available to all. In a way it is a level playing field. Anyone can buy anything from anywhere in the world. The power of purchase and possession is just a click away. Thus the mood enhancing quality of the product purchase exists, but the intervening time from one purchase to the next has decreased drastically.

In the times gone by, the mood enhancement lasted initially for years. Marketers have decreased it successfully and now the mood enhancing capacity of purchase came down from years to months, to days and may be in the future it will be down to hours!

Thus buying of products and services has become an addiction. The need for mood enhancement has become a daily fix. The customer has moved away from happiness of mood enhancement to buying products and services out of habit. It has become a fix or an obsession, to avoid hangovers and not to get depressed of being left out in the virtual rat race. 'Food for thought for all marketers, the consumers and the readers'. It is a budding area for research and consultancy for academicians and researchers in consumer behaviour.

The book that you have in your hand has fourteen excellent articles on the topic Optimizing Millennial Consumer Engagement with Mood Analysis. In the chapter, "Role of Consumer Mood Analysis in Buying Guitars: An Exploratory Study Amongst Semi-Professionals and Professionals in Semi-Metro Cities," the researcher talks about consumer behaviour when they buy guitars. I would say a very interesting topic has been attempted. Playing guitars and shopping, are supposed to give happiness and enjoyment. But is the purchase process as smooth as silk or taut as over tightened strings of a guitar? The article elucidates the concept with suitable research.

"The Impact of Indian Consumer Mood and Their Perception for the Jewelry brand Tanishq" is a research which I think this article that is very apt for this book. There are four things that frighten Indians, conducting a marriage ceremony, buying a house, a car or buying gold Jewelery. Gold is held in high regard by Indians. So much so that 75% of the total gold produced in the world is bought by Indians, almost 750 tonnes in a year! That is a lot. And most of the gold that is sold and bought is unbranded. That means buying gold is perceived as risky and reputation of the seller is considered more important than the mood enhancement quality of the purchase. There is definitely mood involved in buying gold. But I dare say that the mood is mostly serious. Gold sellers and marketers need to get their act together and make people feel safe and assured. A neutral feeling in gold purchase is as good as having a very positive mood. It is with religious fervor that Indians view gold and gold purchases. Remember, 'Danteras'.

"Impact of Mood of the Millennial Customers on Purchase of Apparels Online" is an interesting chapter and looks at millennial customer's mood on purchase of apparel. The trigger happy millennials are buying, but are they buying so much in quantity that makes the apparel manufacturers happy? The chapter touches upon interesting ideas like kinds of products that the millennials are buying, whether discounts are affecting the mood, what could enhance their online shopping experience and innovations that can be introduced. The touch and feel that enhances the mood in real shopping is missing in virtual shopping. So how to get the customer experience the touch and feel and enhance the mood in virtual shopping? The article is a ringing endorsement of the concept that moods impact virtual shopping which by itself is not a huge surprise. Online marketers should take care that their consumers' mood remains happy and online transactions be as smooth as silk so that the customers, key in their debit/credit card details and shop till they can't type any longer either on their laptop or on their mobile phone!

Similarly the book has articles about Impact of Product Presentation on Purchase Intention, Moderating Role of Mood in Online Shopping of Lifestyle Products and different types of smart watches and the factors influencing the consumers' preference towards Apple brand including the social and cultural factors and the mind and mood of the consumers while purchasing. All three are articles that touch upon areas that are very critical – product presentation and Customers perceptions about famous brands. In fact all three can be viewed as being complementary. Product presentation is an aspect that appeals and great presentations are effective mood enhancers and go a long way in generating that warm happy feeling in the minds and hearts of the consumers. Apple is a super brand and consumers take a personal pride in claiming that they are Apple brand users. The mood of happiness comes from the fact that they are owners of a brand that is created with love, pride and extremely good product quality. The customers don't mind shelling out huge amount to get the latest Apple product at the earliest, before others can lay their hand on the same. The latest offering of Apple, The I-Phone X is retailing at a whopping price of Rs 1, 00,000/-. The cost of Rs 1, 00,000/- itself is the source of happiness and upliftment of mood!

Similarly the book has articles about Role of computer tablets as mood elevators in the perception towards green schools, Compulsive food buying and mood enhancement in millennial women and about Understanding how features are affecting the buying mood of consumers in the passenger vehicle segment. The book has touched upon an intangible aspect of the consumer psyche, which is very difficult to even to understand, forget measuring. Most measurement studies tend to vary from each other. The mood enhancer of a consumer may not excite another. It is a new area that has not been explored in detail and the authors should be congratulated for attempting to throw light on an area that is becoming more and more prominent in an era where the consumers are becoming choosy and ultra-powerful. Consumers are the king of all, which they preview and can destroy or build reputations with a click of a mouse. It is better to understand consumer's mood and amend our products, services and the marketing mix to please this fickle god of consumerism!

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Preface

With rapidly changing marketing environment globally and new forms and strategies of marketing emerging, the boundaries among companies and customers are blurring. The users are constantly participating in content creation and product development (Hoyer, 2010), supporting each other in developing appropriate judgments regarding products and services (Dholakia, 2009) and promoting products and brands amongst each other. (De Bruyn, 2008). Consumer engagement is becoming crucial to the recall and survival of the brands in the intense competitive market. Consumers will engage with a product or a brand only when the brands will refresh the minds and uplift the mood of the consumer. Thus mind and mood analysis of consumers in different categories are required to understand parameters that will excite the minds and moods of consumers. Understanding these parameters will enable marketers to create strategies that will enhance consumer engagement with the brand. Once the consumer is comfortable with the offerings of the brand and happy about its experience, consumers will automatically connect to the brand and this process will lead to higher consumer engagements with the brand.

The concept of customer engagement tries to explain the multiple ways, apart from transactions, through which customer behaviors affect companies (Brodie, 2011). Nowadays, there is a considerable amount of interest amongst companies to find out new innovative ways to engage customers. Marketing Science Institute (MSI) declared customer engagement as an important priority for research in the period 2010-12 (Marketing Science Institute, 2012). But still now, companies lack sufficient understanding as to how an effective customer engagement could contribute to co-creation of value (Brodie, 2011). Several benefits of effective customer engagement have been shown like post-purchase customer satisfaction, increased repurchase intentions and positive word of mouth (Witt, 2003). Studies have also shown the importance of emotional attachment of the customer (Barnes, 1997). One of the most successful ways for a company to maintain a long-term sustainable competitive advantage is to develop and nurture its customer base (Anderson, 2004). Customer engagement is one of the most important significant tool that helps in developing strong relationships between the company and the customer (Brodie, 2013).

As customer engagement originated from the concept of customer experience, companies used to measure different scales of satisfaction through a number of good or bad experiences by the customer. It was Schwager in 2007 who defined customer experiences as “the internal and subjective response customers have any direct or indirect contact with the customer.” With time, customer engagement became an effective and efficient way to capture customer experiences in a customer centric market. Customer engagement moved from being a concept to a process involving the role of commitment, involvement and trust in developing a community of loyal and engaged customers (Bowden, 2009). Customer engagement basically became a manifestation of customer’s behavior resulting from motivational drivers. It could be expressed in different ways, both positive and negative (Doorn, 2010). The most comprehensive elaboration of the concept to date takes customer engagement as a psychological state resulting from creative and interactive customer experiences. It is a multidimensional concept revolving around the customer’s cognitive, emotional or behavioral dimensions (Brodie, 2011). While customers from all segments now days have increased service expectations but the millennial comprise the biggest chunk of it. They do extensive research and follow brands online, go through online reviews and communities before making a purchase. This set of young population is making companies think of innovative ways of customer engagement.

Digital innovation has seen the emergence of millennial population and engaging them poses a great challenge for all the companies. With rapidly changing technology, companies find it difficult to cope with the changes and adopt and respond to such competitive environment. Digital channels through improved online connectivity has tremendously transformed the communication abilities between the company and its customers. So, the biggest challenge faced by companies is to understand the customer’s needs through these channels (Cespedes, 2003). The difficulty faced by companies is, making their digital channels engaging and valuable to the customer (Peltier, 2010). Design research has proved that emotions and moods affect attitudes and behaviors of the customers towards the companies thereby affecting the level of customer engagement and long-term value relationship (Matilla, 2001). The process of connecting through emotions is very complex and involves a lot of factors but it is affect (a combination of emotions, feelings and mood) that influences the greatest (Ekkekakis, 2009).

This book is a novel attempt to understand how to influence the minds and moods of consumers in different categories so that consumers find their experiences with the brand enriching and satisfying. This strategy will ensure brand sustenance and recall in the long run. We are sure that readers of this book will find interesting insights regarding the mind and mood analysis of consumers across categories and will benefit in various ways from this scholastic endeavor.

Yours

The Editors

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Chapter 1
Impact of Product Presentation on Purchase Intention:
Moderating Role of Mood in Online Shopping of Lifestyle Products

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ABSTRACT

Effective visual product presentation gives consumers a sense of appropriateness and supplementary perceptible experience to lessen the degree of apparent risk, compensate the absence of sensory attributes, and offer delightful online shopping experiences. The purchase of lifestyle products has become a matter of happiness to consumers that is convincingly regulated by the mood. Mood—a direct indicator of the subjective wellbeing—plays a prominent role in consumers' purchase behavior. This chapter attempts to examine the impact of product presentation on purchase intention of lifestyle products and moderating role of mood by obtaining data from 356 Indian online shoppers. Results revealed that mood moderates the impact of product presentation on purchase intention in online shopping context. The study recommends that marketers must offer pleasant and lively virtual product experiences for creating favorable shopping atmospherics and encouraging consumers' purchase intention.

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INTRODUCTION

Globalization, demanding customers, advances in information & communication technologies (ICT) and increased usage of internet have led to increased competition and brought significant promises to electronic commerce. In such dynamic business landscape, the most important asset that an organization possesses is its customers because the ultimate measure of its success in the market is determined by what the customers think about organization's image and offerings. Therefore, every organization aims to create market offerings appropriate to fulfil the customer needs and expectations better than its competitors with an ultimate goal of creating an encouraging customer experience, delivering of services which create value for the customer, building customer loyalty and ultimately contributing to the long-term profitability of the organization. Using the extent of sensory interactions, direct and indirect experiences have been identified by researchers. In the context of product, experience of direct nature shows the intercede interaction of consumer with product, in which consumer applies all its individual sensory stimuli. The depiction of object in physically form in various media generates the form of indirect experience. ICT and internet-related technological advancements have shaped a different form of experiences. In this form of experience, usually termed as virtual experience, prospective buyers can examine a product visually with the advance facilities of object enlargement, zooming, or inspecting the product with various angles.

Product presentation is one of the important determinants of consumer buying behaviour in both online and offline format. Turley & Milliman (2000) advocated that elegantly presented product creates a favourable mood which further consequently directs to desired shopping outcome in the physical store environment. This product presentation is even more important in case of online platform. Besides attracting the customers, the well-presented product also assists consumer decision making in the lack of direct experiences with the product. Since consumers can't physically inspect the product before purchase in online environment, well-presented product plays a decisive function in encouraging purchase stimulus, shopping experiences and desired outcomes. In the age of technological revolution, e-commerce companies have begun to provide the sensory experiences to satisfy shoppers' needs by employing the technological advanced tools such as product enlargement, product rotation, three-dimensional presentation, controlled playback, functional video of the product. Use of such technology enhances understanding product features & functions, website performance and success of e-commerce organizations in this competitive marketplace.

Although the online product presentation has attracted the attention of several researchers and practitioners, it is evident the missing aesthetics product experience is still the most important hindrance in e-tailing environment (Internet Retailer, 2005). This present study also proposes that mood may be a significant attribute that facilitates sensory or aesthetics experience in product purchase. As stated by Gardner (1985), mood is a decisive and momentary construct of person's instinctively apparent emotional condition. Mood of a person can affect his behaviour with no interference with other cognitive courses of action (Clark & Isen, 1982). Addressing this concern, an attempt has been made to examine the impact of product presentation of e-commerce companies on shoppers' purchase intention and moderating role of mood in this relationship in the context on lifestyle products in India.

A study of this nature is justifiable in Indian perspective as it is the second fastest growing economy in the world, after China. Together with a population of 1.32 billion people, India is designated as the second largest emerging consumer market in the world and rapid economic transformations have led to an increase in the consumption. It is expected that e-commerce revenue of India will increase from $26 billion to $103 billion by 2020. Although lower than China, Japan and others in terms of the base, Indian E-commerce annual growth rate is quite higher. India is growing in this front at the rate of 51% and other markets are also growing (China 18%, Japan 11% and South Korea 10%) but slowly (ASSOCHAM-Forrester, 2016). Moreover, this research is interesting to be done because India occupied the significant position in the usage of internet, social media and Smartphone. With more than 462 million users, India has become the second largest country by the number of internet users after China.

The outcomes of this study will be of immense value to marketers for designing appropriate product presentation strategies to arouse customers' moods and influence their purchase decision in this emerging market.

The major objectives of the research were:

- To examine the impact of online product presentation on purchase intention of lifestyle products.
- To examine the moderating role of mood in the relationship between online product presentation and purchase intention of lifestyle products.

LITERATURE REVIEW

Online Shopping

Expansion of the Internet as a user friendly technological advancement has changed the way buyers and sellers interact through online transaction channels and has transformed the social and spatial aspects of shopping for many consumers. The favourable demographics of developing economies promises a number of opportunities for e-enabled retail models and therefore, companies are exploiting the Internet as an alternative channel for reaching out to customers. Internet is fast catching up as an important media especially among Indian youth. The improvements in ICT infrastructure coupled with psychographic changes among youths are bound to influence their purchase behavior and inclination to use the electronic channels for shopping (Khare & Rakesh, 2011). Online shopping allows customers to select, inspect and purchase products over an interactive electronic medium. It also offers some unique benefits to customers in terms of increased customization, time saving shopping experience, purchase convenience, efficient and timely product delivery, easy comparison of alternatives and cost savings through lower prices. As electronic channels proliferate, it becomes important for an organization to differentiate itself from the rest. Unlike physical outlets, where marketer has a varieties of ways to differentiate, online platforms are typically constrained to the same communication channel, the same access mechanism, universally adopted technology and even the same product items. Without any reservation, a key determinant of uniqueness for an online platform is its content and the presentation of offerings.

Online Product Presentation

In the growing online shopping environment, the importance of online platform design has been highlighted. Websites that make use of responsive presentations, orderly interface & navigation, and trouble-free search options offer enjoyable and memorable shopping experience by shopping convenience (Park & Stoel, 2002). In the e-tailing environment, products are being evaluated by shoppers only through virtual product experiences rather than physical examination due to lack of aesthetics or sensory attributes. This diminishes the direct physical, social and psychological experiences of traditional shopping. Moreover, internet is unique in nature on which customer is free to move from one product to another and from one online store to another easily, it seems pertinent to persuade customers to retain and/or return at another time by offering enjoyable services and exceptional features. online product presentation is emerging as a prominent strategy to gain the attention of online shoppers. The absence of sensory attributes makes it complicated to showcase the lively features of the product in e-commerce market (Jiang 2007). E-commerce companies may be able to stimulate consumer feelings, shrink consumer perceived risks and eventually encouraging their intention to buy the products, with the help of innovative multimedia visualization techniques (LaRose, 2001). Thus, effective presentation of the product has become progressively more significant in appealing consumers in e-commerce context.

Then & DeLong (1999) suggested that the consumer will be involved in the commercial exchange online, when the relevant description of the product is presented in the effective manner through the visual display by the retailer. Many e-commerce companies have displayed their product through effective manners in order to attract customers. Online retailers are avoiding the traditional forms of presentation dominated by texts and images and are now employing lively visualization techniques to augment the demonstration of products (Coyle & Thorson, 2001; Suh & Lee, 2005). Displaying product effectively minimizes uncertainties of online shopping and offers a competitive edge over traditional retailers (Elliot & Fowell, 2000). Stationary images and video devoid of commentary are less effective than moving images, virtual product experiences and commentary enabled videos in influencing consumer willingness to purchase products presented in e-commerce platform (Jiang & Benbasat, 2007). However, Kim & Lennon (2008) come across that instead of product image size; the quantity of information about the product in the form of rich text has more powerful impact on consumer willingness to purchase the product.

Product Presentation and Mood

Mood is viewed as feeling state that is subjectively perceived by individuals and as such, is a sub-category of feeling state. It is momentary and subjected to vary with time and situation (Jeon, 1990). In our day to day life, mood plays an active role in determining our beliefs and attitudes and it is instrumental in influencing our thinking, helping in decision making, and initiating actions (Gratch & Marsella, 2004). A consumer experiences a variety of subjective and/or affective status of mind during exploring, selecting or utilizing products and even interacting with marketers (Cohen & Areni, 1991; Ruth, Brunel, & Otnes, 2002). Marketers have realized that in managing human impressions and behaviours, moods (both positive and negative) play a determinant role. Social scientist explains that positive moods improve the performance of behaviours that generate to favourable consequences. Experiencing positive mood enhances the receptivity of consumers in collecting good amount of information about the product and their willingness to purchase the same even without having the direct experience. A consumer's mood is affected by visual product presentation and product presentation can be made attractive by increasing the size of product images and presenting the product from various angles and in different size may create a pleasurable shopping experience (Liao, et al., 2016). A moving object or distinct colour may also generate positive feeling and favourable attitude towards the product in online platform (Then & Delong, 1999). Further Jeandrain (2001) in his research revealed that a three-dimensional demonstration of the product encourages favourable mood of the consumer towards products and thus creates a pleasure experience of shopping.

Product Presentation and Purchase Intention

Purchase intention is considered as the major element of consumer cognitive behaviour that shows conscious plan of consumer in product purchase (Spears and Singh, 2004). Effective product presentation may construct an emotional response, creating arousal and pleasure while making decision for purchasing a product. The attractive and interesting demonstration of the product leads to favourable customer experience which may consequently increase purchase intention. Researchers including Then & Delong (1999) and Kim & Lennon (2000) were of the opinion that consumers' willingness to buy the product can be accelerated through such product presentations which are visually appealing. Strategies such as large-sized pictures, moving product, distinct colour, three-dimensional view, human models and displayed in conjunction with similar items may be more helpful in developing favourable consumer purchase intention (Fiore, Kim & Lee, 2005; Algharabat & Abu-ElSamen, 2013).

Mood and Purchase Intention

Purchasing lifestyle products using online stores may be considered as complicated task for a number of reasons. First, lifestyle products are not purchased for functional benefits but also for psychological requirements. Thus, physical examination of products is utmost important in order to check the appropriateness, suitability and quality. Second, computer knowledge and expertise also need for online shopping purpose. Third, there are several concerns associated with online shopping such as timely delivery, product returns policy, security and privacy issues and legitimacy of merchant. These all aspects make online purchase decisions more difficult (Elliot & Fowell, 2000; Park, Lennon & Stoel, 2005). Several researches on the topic have projected that under the complex task situation, mood acts as a mean of heuristic knowledge for assisting consumer decision making (Schwartz & Clore, 1983). As a result, positive moods can be helpful in increasing purchase intentions in the case of online shopping environment. In marketing psychology, several empirical studies support the correlation between consumers' mood and purchase intention consumer. Mood states are inherent and likely to affect the purchase decision in terms of what, when and how much is purchased and even intention to repurchase the product (Babin, Dardin, & Griffin, 1994; Liao et al., 2016). Several researchers conform that when the consumers are in a favourable mood in the course of shopping, they are more keen to spend additional time in the store (online and offline both), evaluate the store more positively and consequently shop more profoundly & frequently (Park, Lennon & Stoel, 2005; Li, Sarathy & Xu, 2011; Zhang et al, 2012). Menon & Kahn (2002), Eroglu et al. (2003), Mummalaneni (2005), Rose et al. (2012) and Pappas et al. (2014) have studied the significant role of emotions or moods by means of virtual store atmospherics and advocated that online shopping cultivates different moods which trigger consumers' intention to purchase. Consumers' positive feeling generate a kind of rose-colored glasses effect, instigating products to seem more appropriate and vice-versa. Consumers' positive moods increase the likelihood that individuals will reflect behavior with positive consequences and decrease the likelihood that individuals will engross in behaviors with anticipated negative consequences (Gardner & Hill, 1988). The purchase of lifestyle product has become matter of happiness to the consumer that is convincingly regulated by the mood. Mood - a direct indicator of general subjective well-being - plays a prominent role in purchase and subsequently in post purchase behaviour of consumer.

Hypotheses of the Study

The present research work has been undertaken to investigate the importance of product presentation in online shopping environment and its impact on consumers' purchase intention of lifestyles products. Three lifestyle products namely, fashion accessories, apparels and electronic gadgets have been selected to examine the association between online product presentation and purchase intention and moderating role of mood in this relationship.

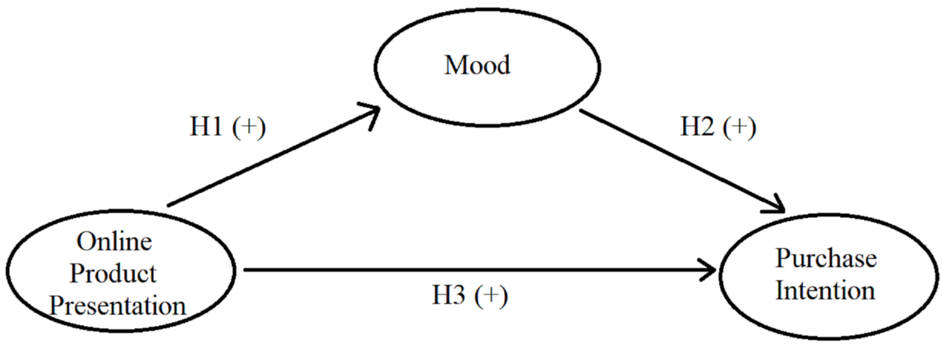
By reviewing the relevant literature, the following research hypotheses were framed:

- **H1:** Online product presentation has a positive impact on purchase Intention.
- **H2:** Online product presentation positively affects mood.
- **H3:** Mood moderates the relationship between product presentation and purchase intention in online shopping context.

RESEARCH METHODOLOGY

Data for this study was collected from Indian consumers using an online survey developed on Google Forms in September, 2017. A well-structured questionnaire was developed and sent to consumer through emails after taking their consent for the same. The online survey is widely used research instruments as it facilitates prompt response as well as considerable advantages in terms of wide coverage and associated cost. Overall, 373 responses were received. After editing, final valid 356 questionnaires were found suitable and employed in this study, eliminating 17 incomplete and casually responded questionnaires. The existing literature helped in the preparation of the questionnaire and questions were selected based on related

Figure 1. The proposed Conceptual Model



studies. Some questions were then modified by the researchers in order to focus on specific information.

The entire questionnaire was developed in two parts. First part consisted of questions related to respondents' demographical profile, their frequency of online shopping and product presentation modes used by online stores. The second part of the questionnaire was designed using the variables related to measurement of online product presentation, mood, and purchase intention. Respondents were instructed to indicate their opinion according to their degree of agreement with given 15 attributes related to online product presentation, mood and purchase intention in a five-point Likert-scale (where 5 designated strongly agree and 1 designated strongly disagree).

Out of 15 attributes, eight were associated with online product presentation (Webster & Ho, 1997; Menon & Soman, 2002; Park, Lennon & Stoel, 2005; Jeong, 2007), four were related to Mood (Eroglu, Machleit & Davis, 2003; Park, Lennon & Stoel, 2005) and three variables were concerned with purchase intention (Jiang & Benbasat, 2007; Shukla, 2010). The validity of the construct & content, the precision of its attributes' meaning and to ensure its association with the research objectives was ensured with the panel of experts and faculty members. To check the reliability, a pilot test of 40 respondents was carried out and Cronbach's alpha test was conducted using SPSS software. The calculated value was 0.834, which indicated the reliability of the questionnaire within the acceptable threshold. After assuring reliability, a full scale survey was carried out and data thus received was analysed using SPSS 22. Descriptive statistics was calculated using SPSS 22 and structural equation modelling was carried out using AMOS 20.

RESULTS

Sample Profile

Data presented in the Table 1 show the demographical distribution of the surveyed participants. Age-wise distribution indicates that 12.92% of participants were of the age range of upto 20 years, 53.93% were of 21-30 years, 24.44% were from 31-40 years and 8.71% were above 41 years. The sample was dominated by male with almost 62 percent. The majority of participants fell into the category of students and followed by employees of private organizations. As regards to education level, 28.65% respondents were graduate, 24.44% were post-graduate, and 46.91% were professional degree holders such as MBA, B.Tech etc.

Structural Equation Modelling (SEM)

SEM is applied in this study because it simultaneously examines the inter-relationships among several variables, both independent and dependent, and explores the causal associations among various measurement items and latent constructs (Hair et al., 2010). It is two-step approach including measurement model and structural model (Gerbing & Anderson, 1992). For the reliability and validity of the latent variables and observed variables, measurement model is intended and for showing the strength of path and testing the proposed relationships among constructs, the structural model is used. Structural equation modelling was performed using AMOS 20.

Table 1.

		F	%			F	%
Age	Upto 20 Years	46	12.92	**Occupation**	Students	197	55.34
	21-30 Years	192	53.93		Private Employees	101	28.37
	31-40 Years	87	24.44		Government Employees	15	4.21
	Above 41 Years	31	8.71		Others	43	12.08
Gender	Male	221	62.08	**Education**	Graduate	102	28.65
	Female	135	37.92		Post Graduate	87	24.44
					Professionals	167	46.91

Demographical Profile (N= 356)

Measurement Model

At the outset, using three latent constructs namely, online product presentation, mood and purchase intention, the measurement model was designed. These three constructs were measured through 12 items (3 items of online product presentation were removed because of poor fit). The maximum likelihood method was applied for parameter estimations and overall fit-indices. Using the fit indices, the fitness of measurement model was considered. Fitness indices and their threshold levels indicate the good fit of the measurement model as values of all indices was above the acceptable threshold (Table 2). Results show the model sufficiently fitted the data.

Cronbach's α was applied to verify the reliability of items. The value of alpha ranged from 0.724 to 0.781 which was well above the minimum suggested value of 0.60 for each construct. To measure the degree to which items of a construct have a high percentage of variation, the term convergent validity suggested by Hair et al. (2010). It is measured by examining the factor loadings and their significance through critical ratio. Results show that items are significantly different from zero ($p < 0.05$ level), since all the value of the critical ratio is greater than 1.96 (Byrne, 2009). The standardized loading estimates for each item at the alpha level of 0.05 was higher than acceptable level of 0.70, signifying the convergent validity of the measurement model. Composite reliability (CR) – another reliability indicator in the measurement model – was also showed good reliability for each construct (online product presentation = 0.826, mood = 0.799, purchase intention = 0.756). Average variance extracted (AVE), which measures the overall extent of variance, was greater than the acceptable level of 0.50 for all three constructs (online product presentation = 0.534, mood = 0.515, purchase intention = 0.563). Thus, all these measures confirm convergent validity for analyzing of data.

As stated by Hair et al. (2010), discriminant validity in the model evaluates the degree to which the variance is shared between a construct and any other constructs. Discriminant validity is confirmed when AVE of a particular construct is more than the average shared variances (ASV) between the constructs. Table 3 shows that AVE of the particular constructs is more than the ASV. In particular, the results of measurement model are appropriate and possess satisfactory reliability and validity. Therefore, it is recommended to further advance to structural model.

Table 2.

	$\chi 2/df$	GFI	CFI	TLI	NFI	RMESA
Calculated Values	2.856	0.959	0.920	0.916	0.920	0.056
Threshold Values	1.0 – 3.0	> 0.90	> 0.90	> 0.90	> 0.90	< 0.08

Measurement Model: Goodness-of-Fit Indices

Table 3.

Construct and Item		Standardized Loading	Critical Ratio	Mean	SD	α
Online Product Presentation (CR = 0.826, AVE = 0.534, ASV = 0.462)						
OPP 1	OPP demonstrate all benefits of product to me in a convenient and attractive form.	0.70	9.901	4.01	0.768	**0.725**
OPP 2	It saves my time by providing images, pricing information, technical characteristics and many more relevant information.	0.76	10.779	3.94	0.718	
OPP 3	OPP enhances the personalization of the product and thus provide aesthetics value to product.	0.77	9.081	3.85	0.757	
OPP 4	Appealing visual presentation such as quality, size product image, motion & use of model accelerates me to purchase products online.	0.81	8.278	3.72	0.851	
OPP 5	Product presentation gives me a feeling of complete satisfaction, happiness and fulfillment.	0.82	9.946	3.92	0.760	
Mood (CR = 0.799, AVE = 0.515, ASV = 0.391)						
M 1	I feel pleased while shopping.	0.70	10.789	3.49	0.817	**0.781**
M 2	I feel my mood facing good influence when I shop online.	0.71	10.339	3.58	0.785	
M 3	I like the music being played in the website along with product display.	0.72	10.355	3.79	0.875	
M 4	Combinations of colour schemes in the product presentation & of website in overall make me feel refresh.	0.74	9.878	3.43	0.914	
Purchase Intention (CR = 0.756, AVE=0.563, ASV = 0.388)						
PI 1	I would think about by buying product online when it is presented effectively.	0.73	11.086	3.47	0.884	**0.724**
PI 2	I would recommend nicely presented products online to friends and family.	0.78	10.128	3.69	0.798	
PI 3	I would say favourable things about the product which is effectively presented.	0.74	9.948	3.77	0.806	

Standardized Loading, Reliability & Validity of Constructs

Structural Model

Similar to measurement model, the structural model also used various goodness of fitness statistic like CFI, GFI, NFI, TLI and RMSEA. As presented in Table 4, all the measures have calculated values more than the acceptable threshold. Review of these fitness indices proposes that proposed structural model seems to appropriately fit with the data.

Table 4.

	χ2/df	GFI	CFI	TLI	NFI	RMESA
Structural Values	2.720	0.974	0.945	0.986	0.937	0.034
Threshold Values	1.0 – 3.0	> 0.90	> 0.90	> 0.90	> 0.90	< 0.08

Structural Model: Goodness-of-Fit Indices

The overall structural model was developed by twelve measurement items that recognized the three latent constructs (Figure 2). Among three hypothesized relationships calculated, all three were found significant at 0.05 (Table 5). The impact of online product presentation on mood (β= 0.693, p = 0.000) found significant, indicating that online product presentation helps in creating the favourable mood towards products shown in the online platform. The direct association between online product presentation and intention to purchase (β= 0.194, p = 0.026) found, indicating that online product presentation helps in encouraging purchase intention for lifestyle products. The effect of product presentation on purchase intention (β= 0.830, p = 0.000) found even more significant when mood was also involved in this relationship. This indicates that mood moderated the impact of product presentation on favourable intention of purchase in the online shopping context.

Figure 2. Hypotheses testing results

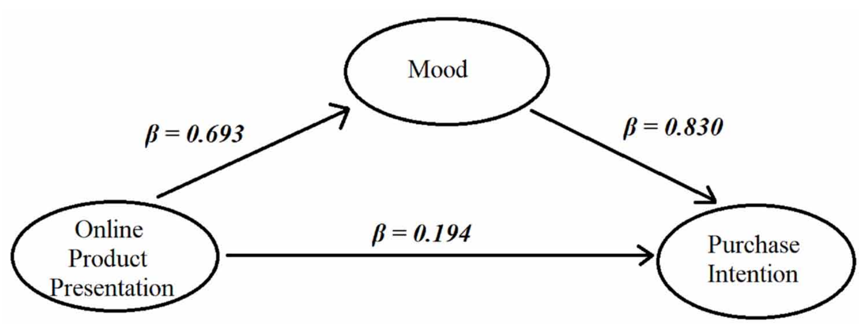


Table 5.

Independent Variable	Dependent Variable	Estimates	Standardized Error	Critical Ratio	*p*	*β*	*Hypothesis Testing Result*
Online Product Presentation	Mood	.439	.050	8.777	***	0.693	Accepted
Online Product Presentation	Purchase Intention	.101	.046	2.224	.026	0.194	Accepted
Mood	Purchase Intention	.684	.098	6.957	***	0.830	Accepted

DISCUSSION

The escalating prevalence of online shopping has changed the manner by which modern consumers explore information, assess alternatives, and make choices. With the substantial growth in e-commerce in the Indian context, there is a need for researchers and marketers to better comprehend the influence of shopping environment on consumer's willingness to purchase. Researchers attempted to explore the roles of product presentation on purchase intention of lifestyle products in online shopping landscape. This study also investigated how mood influences or moderates the relationship between the study variables - online product presentation and intention to purchase. Results of the study indicated the significant, positive and statistically supported relationship between these three constructs. Product presentation significantly affects the purchase intention of lifestyle products in the online platform. Further, the impact of product presentation on mood also found significant, indicating that product presentation helps in creating the favourable mood towards products and subsequent purchase intention of lifestyle products in the online platform. The results showed that mood positively persuade the intention to purchase and also moderates the direct relationship between online product demonstration and intention to purchase. This result is consistent with previous researches of Park, Lennon & Stoel (2005), and Zhang et al. (2012) who supported the positive association among product presentation, mood and purchase intention with reference to apparels.

In online shopping environment, consumers' mood acts as an influential factor in their decision making behaviour. This has direct and instantaneous effect on consumers' willingness to search for products, amount of information needed for final purchase, product evaluations, degree of perceived risk, associated and complementary services and their intention to make the final purchase. Similar to relevant past studies, this study also indicates that innovative product presentation techniques create pleasant and inspiring shopping atmosphere which has direct and immediate influence on consumers' engagement with products and subsequent increase consumers' intention to purchase products. E-tailers should accordingly attempt focus on those aspects of product presentation which help in designing an affective and alive shopping environment. Vivacious, lively and cheerful online interfaces and demonstration of product attributes can reinforce the favourable moods of consumers and their willingness to make the product purchase. From perspective of marketers of lifestyle products in online platform, this study highlights the aspects of pleasant shopping environment which includes usage of innovative and advance presentation tools and creating favourable shopping mood of consumers. In the online platform, where shoppers inspect the product virtually rather than in its physical form, marketers must provide cheerful and lively environment for shopping in order to compensate the shortcomings of online shopping and also stimulate consumer intention to purchase. Particularly in online retailing of lifestyle products, marketers' strategies to evoke such emotions and moods using innovative presentation are obligatory owing to the absence of essential sensory experience facet.

The study also observed that product personalization, availability of rich product information, website design & interactivity, usage of music, moving objects, appealing colors enhance the positive moods of shoppers. From theoretical and practical background, the understanding of product presentation effectiveness and mood viewpoint will help scholars and practitioners in framing visually appealing strategies. In the course of development of strategies for product visualization, marketers need to consider the relevance of consumer mood and involvement. Consistent with prior research (Then & Delong, 1999; Park et al. 2005; Jeong, 2007; Li et al. 2011; Zhang et al, 2012), the present research provides empirical evidence for the significance of mood and have beneficial implications for augmenting the presentation of product online.

CONCLUSION

E-commerce is a rapidly emergent channel for purchasing lifestyle products in India. In this growing and competitive e-commerce landscape, marketers regularly add a variety of features and services to differentiate their offerings and further increase sales. Since shoppers have to imagine the product in online marketplace, marketers need to develop rich virtual product experiences attempting to imitate reality. Therefore, effective product presentation has become increasingly more significant in creating arousal, pleasure and encouraging them to make purchase. As revealed in the present study, innovative multimedia product visualization techniques offer experiential value in the effective manner, which enhances the purchase intention. Findings also signify that mood moderates the direct association between product presentation and intention to purchase lifestyle products. Results highlight that indirect or virtual product experiences and favorable shopping atmospherics are important commercial stimuli in online business that can make products more touchable. In the Indian context, where numbers of internet users and online shoppers are growing rapidly, it is recommended that marketers should pay attention to effectiveness of product presentation as a significant marketing tool that influences brand image, competitiveness, and long-term success.

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Chapter 2
Understanding the Mood of International Millennials Towards India

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ABSTRACT

This chapter explores what triggers international millennials moods in relation to India and its cultural attributes. The theoretical undertaking related to nation branding and soft power study was used as a basis for this research. In the light of the discussion carried out in the chapter, key Indian cultural attributes were briefly discussed. The major cultural attributes extensively discussed during this research were related to Indian cinema, Indian cuisine, religion, spirituality, and yoga. Twenty-two international millennials belonging to four different cultural groups were selected for the focus group research. Their perceptions about India brought out interesting insights in understanding how to promote India among different cultures.

INTRODUCTION

This chapter helps us understand what triggers international millennials moods in relation to India and its cultural attributes. The theoretical undertaking related to nation branding and soft power study was used as a basis for this research. In the light of the discussion carried out in the chapter, key Indian cultural attributes were briefly discussed. The major cultural attributes extensively discussed during this research were related to Indian cinema, Indian cuisine, religion, spirituality and yoga. Twenty-two International millennials belonging to four different cultural

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groups were selected for the focus group research. Their perceptions about India brought out interesting insights in understanding how to promote India among different countries.

RATIONALE FOR THE STUDY

The focus of this research is based on Ying Fan's (2010) nation brand definition. According to Fan (2010, p. 98), "A nation brand is the sum of the perceptions in the minds of the international population, which may include some of the factors like people, place, culture, language, history, cuisine, celebrities, international brands, and movies". So the focus of this study is to evaluate various cultural factors of India which influence the perception of young millennials around the world. These young millennials are the future leaders and decision makers; therefore, their perception about India matters a lot (Parida, 2015).

OBJECTIVE

- To identify a range of soft cultural attributes that millennials from different cultural groups associate with the nation brand of India.
- To measure/evaluate the perceptual impact of soft cultural attributes that millennials from different cultural groups associate with the nation brand of India and rank these by their perceived significance.

LITRATURE REVIEW

According to Fan (2010), a nation brand is the total sum of the perceptions in the minds of international stakeholders, which may comprise some of the following elements such as people, place, culture, language, history, food, fashion, famous faces (celebrities), global brands, and cinema. A nation brand is different from a national brand; a national brand refers to a specific product or service, which is distributed and available throughout the country as opposed to a local brand, which is available locally, or a global brand, which is available globally. Nation brand refers to the mental image of a country held by the international community.

According to Olin (1999), the concept of nation branding is to remold national identity. Anholt (2007) and Lee (2009) claim that it is to enhance nations' competitiveness; while Jaffe and Nebenzahl (2001) believe that nation branding is required to embrace political, cultural, business and sports activities. Rendon (2003) states that nation branding promotes economic and political interests at home and abroad. Clearly, there are diverse opinions within academia about the focus and purpose of nation branding. According to Fan (2010), identity, image, and reputation are separate constructs, which refer to mental associations created by past knowledge. Nation branding is defined as the image and reputation acquired by people living outside the country. He also states that stereotyping media coverage and personal experience influences the perception of the international audience. Fan (2010, p. 6) gives another definition; that Nation branding is a process by which a nation's image can be created or altered, monitored, evaluated and proactively managed in order to enhance the country's reputation among target international audience.

Nation branding exists, but it is difficult to measure. *The prevalent challenge in nation branding is the way to communicate a single or multiple messages to different audiences in different countries* (Fan, 2010). By constantly evaluating the opinions of a country brand's audience, one can begin to comprehend the effect that news events, cultural activities—and even a nation's own self-promoting efforts—have on an entity's decision to choose one nation over another.

Throughout history, nations have managed their brand as a means to influence perception (Anholt, 1998). The objective was to support an internal view that unified a country's citizens to back nation building. It was also used to ensure a solid distinction amongst neighbors and competitors. Nation branding is a vibrant component in both domestic and international affairs. The distinction between an effective, diverse and implicit brand and a weaker less differentiated one can have a significant influence on a nation's appeal to financiers as well as tourism and can compromise national confidence and societal unity (Anholt, 1998).

To work successfully, nation branding must enclose political, artistic, and industrial activities (Jaffe and Nebenzahl, 2001). By this, factors that support the branding of a nation must be *rich, simple, distinguishing, and diverse.* This demonstrates the intricacy characterized in nation branding. Along with marketing, nation branding also engages nearly all aspects of a nation's character.

KNOWLEDGE GAP

This chapter challenges the conventional views of nation brand study. Previous literatures approached the topic of India's nation brand under the framework of Western conceptualisation or they understood the issue in a way not accommodating to the contemporary India's context. Culture has been an important aspect while studying nation branding, however, in India's case, nation branding has been predominantly studied through the lens of economics, politics and public diplomacy. In almost all studies (as per researchers knowledge), India's various cultural attributes were always mentioned, however, its influence on creation of perception was never studied.

While researching India, Panda (2005) focused more on economic and political angles affecting the brand image. He did not touch upon the cultural aspect, which is a very important component. His arguments concentrated on issues like economic gain from tourism, export, investment and retaining the best talent. Research by Gupta & Singh (2007) also focused more on economic and political angles; how soft cultural attributes influence the brand of the nation has not been studied in detail.

Globally, soft power have been studied through four approaches. The first approach is from the perspective of otherness. Through investigating other great powers, analysts reach their conclusions.

The second is comparative approach covering quantitative means. Chinese Professor Yan Xuetong and his associate Xu Jin associated China with U.S.'s soft power. They measured China's soft power using the quantitative method, calculating and comparing two players' international mobilization, international attractiveness, and domestic mobilization. They adopted many indexes, like the attractiveness of state mode, culture, the number of military alliance; decision-making right in the international community in their research (Ying, 2006).

The third approach is based on behavioral perspective. This is done by observing some specific phenomena and various government behaviors in a country's diplomatic activities in recent years. For instance, the forefather of soft power, Nye, and Chinese nation brand watcher Joshua Kurlantzick think China is the looming giant of Asia, viewing China's nation brand is increasing (Nye, 2005; Kurlantzik, 2007). According to Nye, China's nation brand rise is shown in three aspects, namely, Chinese traditional culture, China's constructive economic achievements, and China's international image. Scholars also mentioned the Chinese language study and foreign enrollment and China's rapid economic growth.

Fourth, some professional survey institutions or broadcasting organizations carry public polls on nation branding and soft power. Monocle magazine carries a similar kind of approach each year where it publishes the rankings of countries as per the overall "Soft Power Index" which includes economics, culture, human capital, diplomacy, and politics.

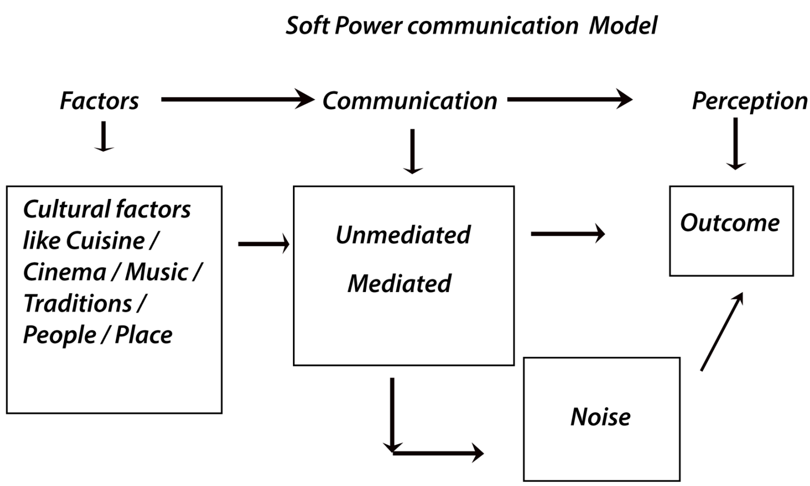
Previous approaches, at some level, can explain whether a country is rising in nation branding index or not, however, there are research limits and blind spots. Firstly, to evaluate a country's position, not only quantitative sources should be taken into account, a qualitative source should be studied as well. Therefore, there, needs to be a study, which mentions to what level nation branding influences people, organizations and countries and shapes their preferences.

Secondly, a study by Panda (2005) and Gupta & Singh (2007) shows that their research was very generic in nature and didn't target individual countries. Previous studies were not based on the fact that different countries may have very different perspectives on a country's nation branding attributes. There is also a lack of communication model in the field of soft power study and nation branding. The qualitative model will be used to fill this gap. It is anticipated that this study will be of benefit to Indian policymakers and ambassadors particularly as India is predicted to become the largest country in the world (population wise) and will have an impact on global decision-making (Creswell, 2009).

COMMUNICATION MODEL

The model in Figure.1 is influenced by International communication model (Narula, 2006) and Berlos's SMRC model of communication (Lee, 1993). The purpose of the model is to understand how people from different countries perceive a nation through its culture. The model is a linear communication model. The proposition is that different countries get influenced by different cultural factors. What may appeal to people from one country may not appeal to others. In the above figure, there are three major components. The first component comprises of cultural factors of a country. These factors can be related to cinema, cuisine, traditions, famous people, place, sport etc. The second component is how these cultural factors are communicated. These factors can be communicated through both mediated and unmediated forms i.e. the cultural factors may have been conveyed through communication mediums which were specifically planted to deliver the cultural message or through communication mediums which were not delibarately planted. The mediated and unmediated form

Figure 1. Soft Power Communication Model



can be experienced through media, internet or personal contact with people. The third component is the perception about the delivered cultural messages. These perceptions can be positive, negative or neutral in nature. While the communication is passed, there can be a possibility of noise. Some aspects of noise can be in the form of vicarious elements such as poverty, corruption, patriachal society etc. which can affect the perception.

There is a research gap in terms of communication, in the case of nation branding and soft power study. As the dissemination of culture is difficult to track, there has been a lack of a communication model, which touches upon the whole process of nation branding mediation and the perception of people belonging to different countries.

The proposed communication model can help in communicating with different countries. A research will have to be carried out to find which cultural factors influence a particular country. Once these cultural factors are identified, that particular country can be approached with a specific communication plan which will involve the preferred cultural factors. For example, if Indian cinema is popular in Russia, then Russia can be approached through film festivals. Similarly, if Mexicans get intrigued by Indian cuisine, then they can be approached through food festivals and steps can be taken to introduce Indian cuisine to Mexican masses. The model can also be used to improve some pre-concieved perceptions which some countries may posses. For example, Hollywood has depicted India as a poor country with slums and beggars with movies such as '*Slumdog Millionaire*' (2008), '*The Avengers'* (2012) and '*Mission Impossible – Ghost protocol'* (2011). Even though these portrayals of the country are true, there is another side of India, which has not been portrayed. For this reason, people from many countries may perceive India as a country which has a big population of poor people with underdeveloped infrastructure. Steps can be taken to prevent and improve these kind of perceptions.

The purpose of this chapter is to fill this research gap by finding out how; millennials perceive and get access to different attributes of a country and then what steps can be taken to improve the perception.

RESEARCH QUESTION AND HYPOTHESES

Research Question

- How various aspects of India's customs and mores define international millennials perception of India as a soft power?

Hypotheses

- Indian cinema has a significant input towards creating a positive perception about India to the outside world.
- There is a possibility that Yoga is losing its connection to India and becoming a practice which is considered to have emerged from the Western part of the World.
- Indian cuisine has the potential of becoming a great Indian soft power attribute.
- People from different countries perceive Indian culture differently and therefore must be approached with cultural attributes which appeal to them.

RESEARCH METHODOLOGY AND DATA COLLECTION

The researcher used the conative form of focus group for the research as the main objective of the research was to understand the perception of Indian nation brand attributes of international and Indian diasporic millennials.

Focus groups combine observation and interviewing methods, facilitating data to be formed through group interaction (Collis & Hussey, 2009). One of the reasons for selecting this technique was its effectiveness as an exploratory research tool (Easterby-Smith et al., 2008). Focus group can deliver an adaptable and supportive means of gathering insights into matters such as the opinions, perceptions, and attitudes of international and diasporic millennials, which is the focus of this research, in a relatively short period of time. Focus groups also acknowledge range to be explored, in terms of the variety of issues that can be discussed, so that a variety of perceptions and experiences can be gathered. Group participants can freely interact among each other without any bias or pressure that is beneficial to discussion and where participants are secure in conveying their opinions as part of a group, permitting data and insights that otherwise might be hidden to be disclosed (Clavin & Lewis, 2005; Collis & Hussey, 2009).

Focus group study has been recognized as extremely suitable while looking for insights into attitude creation and decision-making processes, such as those which influence people's behaviour (Malhotra & Birks, 2007; Eriksson & Kovalainen, 2008). This provided the researcher an opportunity to investigate how people from different nationalities got to know about various soft power attributes of India and what were their perceptions about these attributes. Which of the given attributes mattered to them the most and which did not.

The participants were selected using Purposive sampling. The participant's contribution to the research aims was used in this study (Eriksson & Kovalainen, 2008). The recruitment of the respondents was done through non probablity sampling. It is a common method of sampling in focus group research study (Saunders, et, al., 2007). Participants were carefully screened to meet the researcher's necessities and a group of individuals who were homogenous both in terms of demographics and socio-economic characteristics were recruited (Malhotra & Birks, 2007).

Students from the University of Southampton were recruited for the focus group study. The reason for selecting this University was that it is among the top 20 Universities in the United Kingdom that recruit international students. According to the study done by the UK Council for International Student Affair in 2013, there are 5955 international students at the University of Southampton (UKCISA, 2013). The University of Southampton is ranked among the top 100 Universities in the world and has sizeable international student populations. Another reason for selecting the University of Southampton was the convenience of gathering data as the researcher was from the University of Southampton.

There were four groups. The first group comprised of undergraduate students belonging to British nationality. The second group comprised of undergraduate and postgraduate Eastern European students. The third group was made of Indian diasporic undergraduate students and the final group was made of Latin American students. All the four groups were selected by interviewing individuals at the University of Southampton campus. The researcher took the help of the University of Southampton Erasmus Society for recruitment of respondents. The Erasmus society is for all Erasmus and international exchange students.

The focus group discussion with British Caucasian students involved five participants, while six participants joined the Latin American group. There were six participants in British Asian group and five participants in the Eastern European group. All the participants were University of Southampton graduate and postgraduate students between the age group of 18 and 28.

The main reason for selecting Latin American participants for the focus group interviews was that, culturally, Latin American countries like Brazil, Colombia and Mexico are very similar in nature to India. Both India and these countries are collectivist countries with high power distance and with masculine world view. They belong to high contex cultures as well. However, inspite of cultural similarities, there is very little diplomatic relations between the these countries. The researcher found cultural similarities while travelling to Mexico in 2014 and wanted to find out what kind of perception did Latin American millennials have about India and its culture.

The reason for selecting Eastern European participants was that historically, India has shared close ties with Russia and eartwhile Russian countries, however, there has been very little research (as per researcher's knoweledge) done post Russia's break in 1991, about the perception of the current generation of Eastern European students about India and its culture. Another reason for choosing this particular group was researcher's proximity to Russia. The researcher was born in Moscow and lived there with his family for 8 years of his life. The researcher still has family friends living in Russia and interacts with them from time to time. The perception of Eastern European students about India holds special interest in the researchers mind.

The reason for selecting British Caucasian participants for the focus group research was to find out how they perceive India and its culture. Britain has been closely associated with India and its culture and it was fascinating to see how British Caucasian students viewed India and its culture and what aspects of Indian culture attracted their attentions.

The reason for selecting the British Indian participants was to find out about their perception of India. British Indians belong to many interethnic groups. There were participants who were from Punjabi origin, Malyalam origin, Gujarati origin and Telugu origin. There were couple of participants whose origins were from Goa and Bihar as well. It was interesting to see how participants from British interethnic groups viewed India and whether they had the same kind of perception about India as their British Caucasian counterparts.

Prior to the focus group research, the researcher provided an information sheet with an overview of the research, a statement of the aims, objectives and process of the research, benefits and disadvantages of taking part, confidentiality guarantees, possible uses of the research findings and email contact details of the researcher so that participants could follow this up with the researcher at a later date if they had any subsequent questions (Saunders, et, al., 2007). The participants were asked to fill a short questionnaire with their basic socio-demographic information such as age, sex, nationality, and program of study. This helped in construction of the group and data analysis post the focus group study (Malhotra, et, al., 2012).

The groups were audio-taped and transcribed verbatim. The transcripts were entered into NVivo, a software package especially designed for the analysis of qualitative research. All data that related to a particular topic or theme were categorised and given a code name. Data were coded through an initial creation of almost 200 free nodes, some of which were later revised and categorised according to the topic areas. 7 key themes came out of the focus group research. These themes were: *Indian cinema, Indian cuisine, Indian traditions, Tourism, Indian culture, Religion & spiritualism, Yoga and India's brain power*.

All the key themes were discussed in detail among each group. There were some themes which were picked up with more interest than others; the interest in themes also depended upon the type of group. For example, the British Caucasian group and the Latin American groups showed more interest in Indian religion than the other two groups.

FINDINGS

Latin American Group

The Latin American participants had, overall, a positive image of India. The participants believed that there were a lot of cultural similarities among Indians and Latin Americans. Indian cuisine and spiritualism were two cultural attributes which had a very positive impact on them.

Soft Power Communication Model for Latin America

Figure 2 Shows that for the Latin American participants, Indian cuisine, spiritualism/ religion and festivals like Holi were the most interesting cultural aspects from India. They were introduced to these cultural attributes through their Indian friends, Indian restaurants, media and video arcade games (Dhalsim character from Street Fighter video game series). The noise or the vicarious cultural aspect which was discussed the most by the Latin American participants was the rich-poor divide and caste system. The overall perception about India was on a positive scale.

Eastern European Group

Participants from the Eastern European group had mixed perceptions of India. They had been exposed to Indian culture while they were growing up as their family members used to watch old Indian movies.

Figure 2.

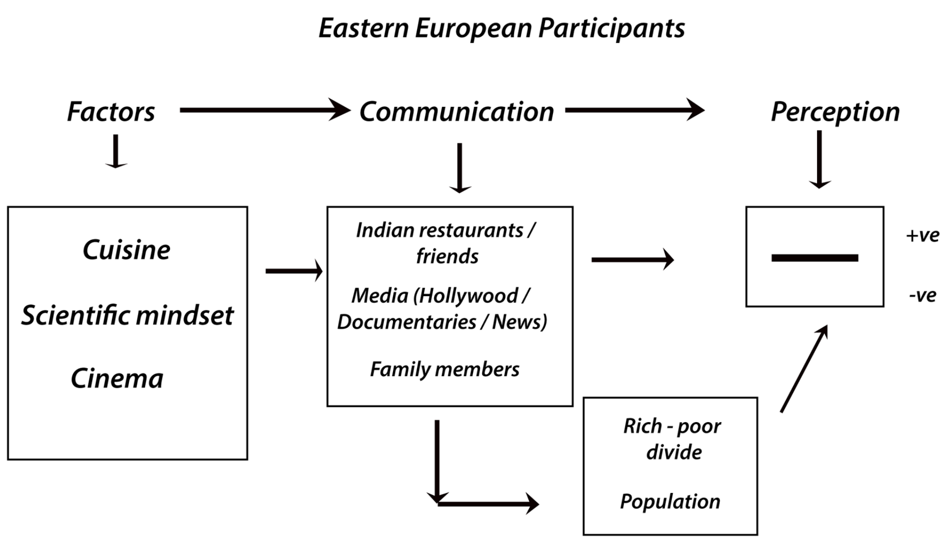
Soft Power Communication Model for Eastern Europe

Figure 3 shows that for the Eastern European participants, Indian cuisine, India's scientific mindset and cinema were the most interesting cultural aspects from India. They were introduced to Indian cuisine by their Indian friends and Indian restaurants in the United Kingdom. The notion that India was scientifically strong was due to India's close proximity to Russia. The Eastern European media published positive news about Indian and Russian scientific collaborations. The information about Indian cinema was mostly from their family members who were keen on watching them. The noise or the vicarious cultural aspect which was discussed the most by the Eastern European participants was the rich-poor divide and India's population. The overall perception about India was mostly on a neutral scale.

British Caucasian Group

The British Caucasian participants had positive perceptions about India and its culture. Participants from the British Caucasian group mentioned Indian family values and how Indian culture was an inclusive culture. Their observations were more on culture and family.

Figure 3.



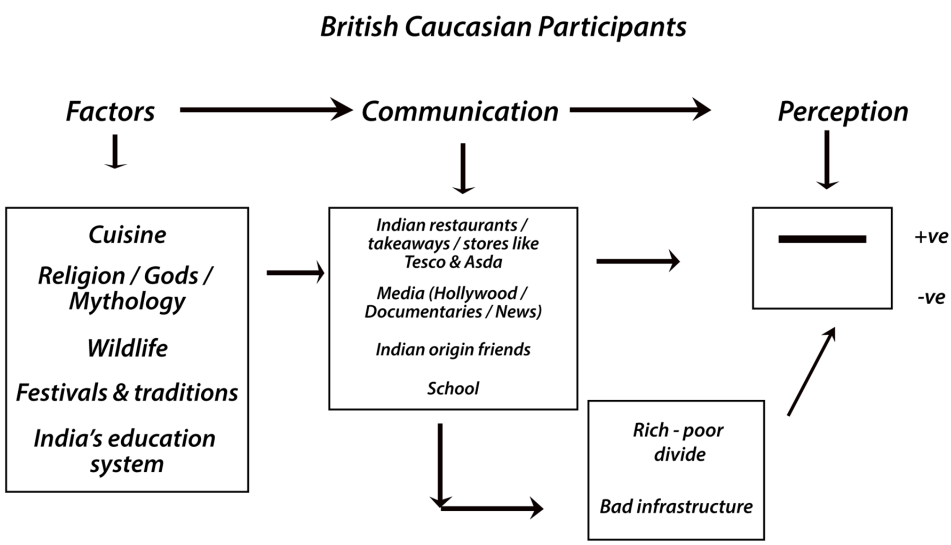
Soft Power Communication Model of British Caucasians

Figure 4 shows that British Caucasian participants were interested in Indian cuisine, India's traditions and festivals such as Holi & Diwali, Indian marriages, India's exotic wildlife and Indian education system. They felt that India produced smart people. They were introduced to Indian cuisine through Indian restaurants, takeaways and convenience stores like TESCO and ASDA. They were introduced to Indian religion through their school. The participants then watched documentaries regarding Indian religion and mythologies. They got informed about India's festivals and traditions through their Indian origin friends as well. They also got informed through Hollywood movies and various blogs which they followed. The noise was majorly the divide between rich and poor people in India and bad infrastructure, especially related to the internet. Overall perception about India was positive.

British Indian Group

Among all groups, the British Indian group had the most negative perception about India. Most of the participants were aware of major developments happening in India. British Indian participants were very close to their families, especially to their grandparents. Almost all British Indian participants got their information about India through their families.

Figure 4.



Soft Power Communication Model for British Indians

Figure 5 shows that British Indian participants were interested in Indian cuisine, India's family values and festivals such as Holi, Diwali and Indian marriages and Indian cinema. They were introduced to Indian cuisine, India's festivals and traditions, family values and Bollywood by their family and through Indian news channels and cinema. The noise was majorly the divide between rich and poor people in India and patriarchal society. Overall perception about India was on a negative scale.

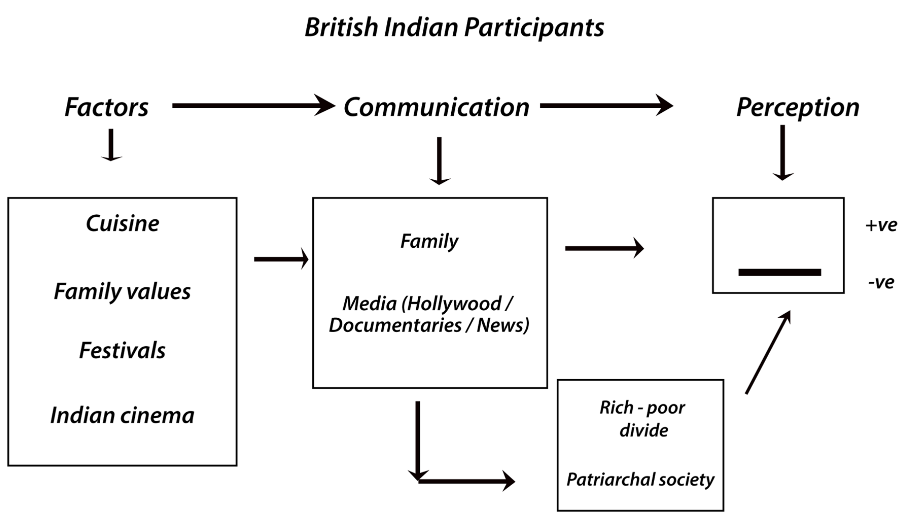
ANALYSIS AND DISCUSSION

The research successfully managed to answer the research question about how various aspects of India's customs and mores define international millennials perception of India as a soft power. It was found that India's cultural attributes played a major role in creating perceptions among 4 international cultural groups who participated in the focus groups.

- *Indian cinema doesn't have a significant input towards creating a positive perception about India to the outside world.*

There is no doubt that Indian cinema has been one of the most glamorous soft power exports for India and it is viewed in more than 70 countries – from Egypt to

Figure 5.



Nigeria and Russia to Thailand. Its popularity appeals across cultures. The media visibility has made Bollywood a household name in many countries (Thussu, 2013). Shah Rukh Khan may have a huge fan following across the globe and be considered as a global icon, but apart from the British Asian participants, none of the other participants belonging to Eastern Europe, Britain or Latin America was aware of his stardom.

All the four groups had different perceptions about Bollywood because they came from different cultural backgrounds. The Latin American participants had very little exposure to Bollywood. One Brazilian participant mentioned a successful Brazilian Telenovela *Caminho das Indias* (India – A love story); however, that did not influence his perceptions on Bollywood. Most of the participants were amused by the special effects used in Indian cinema. None of the Latin American participants, particularly the Mexicans, knew about Barbara Mori's 2010 Bollywood movie *Kites*. Barbara Mori is a popular Mexican-Uruguayan actress and model. The Latin American participants were not exposed to Indian cinema which was doing well across the globe. They were also quite influenced by the Hollywood movies. Indian movies, which have been successful overseas such as '*My name is Khan*' (2010) and '*3 idiots*' (2009) had not released in Latin American countries; therefore Bollywood's impact on Latin Americans is still not clear. However, the movie '3 idiots' was re-made in Mexico as '3 idiotas' in 2017 (Sundar, 2017). The Latin Americans were also not influenced by the songs and dances of Bollywood. The exposure to Indian cinema may create an interest.

The Eastern European participants were more familiar with Bollywood than their Latin American counterparts. Most of the participants had grown up watching Indian movies at home with their families. They were also acquainted with old Indian songs. However, none of them followed Bollywood movies after leaving home. Indian films still attract interest in Russia and other Baltic countries; however, they are predominantly watched by the older generation. The new generation likes watching Hollywood movies which have bigger budgets and more realistic storylines. The participants were not aware of the new face of Indian cinema and could not name any of the recent big stars; however, they knew about Aishwarya Rai, Anil Kapoor and, Dev Patel because of their appearances in the Hollywood movies. There was one participant who liked watching Indian movies. He was re-introduced to Indian cinema through one of his Indian friends who suggested some Indian movies, and he liked them. This just shows that when exposed to current Indian cinema, people from Eastern Europe will like them - they just have to be exposed to them.

The British Caucasian participants were not very keen on Bollywood. None of them had seen any Bollywood movies. Their perception was that such movies had a lot of songs and dances, like a musical. They also thought that Indian movies were 'cheesy' and did not have Hollywood-type budgets. One British Caucasian participant who had lived in Bangalore, India for a couple of years thought that Indian movies had bad special effects and portrayed a mixture of romance and action sequences. Her mother was a big fan of Bollywood cinema; however, the participant did not like them. It was evident that the participants did not have any idea of new Bollywood cinema that had come to the fore in the last two years.

The British Indian participants were the most familiar group with Bollywood. All the participants had seen Bollywood movies; however, they had only seen movies which had big Bollywood stars like Shah Rukh Khan, Aamir Khan, Salman Khan and Hrithik Roshan. They were only exposed to big budget movies with big stars which were released in the UK. They had not seen low-budget realistic movies which did not get a chance to be released in the UK. On inquiry, most of the participants wanted to watch more realistic movies. They felt that Bollywood cinema was full of romance and drama. There was a spate of realistic movies released, which were produced by big production houses like *'Tarein Zameen Par*' (2007),

'*Fashion*' (2008) and '*Black*' (2005) but according to the participants, that stopped and there was a re-emergence of Bollywood formula cinema. The problem is that these participants do not have any platform from which to watch low-budget realistic cinemas which have been winning awards at international film festivals because they do not get released in the UK. Movies like *'Tarein Zameen Par*' were big-budget productions with big star casts and were released in the UK because they had the backing from big production houses. It is evident that given a chance, the participants may like the new age Indian cinemas.

Almost all British Indian participants liked listening to Bollywood songs; however, they were more familiar with songs from their childhood, which was early 2000 and did not listen to Bollywood hits released in the last two or three years.

One of the most interesting aspects to come out of the research was that, apart from three Eastern European participants, none of the other participants from other groups considered Bollywood as a good cultural ambassador for India.

- *There is a possibility that Yoga is losing its connection to India and becoming a practice which is considered to have emerged from the Western part of the world.*

Yoga is arguably India's greatest cultural export, which has morphed into a mass cultural phenomenon across the globe (White, 2011).

British Indian and British Caucasian participants mentioned that Yoga was not a practice which originated in India. The British Caucasian participants strongly felt that Yoga may have originated from the Eastern part of the world, but that it was definitely adapted and developed by the Western world. The British Caucasian participants were aware of Sanskrit-sounding names of various postures and yet they did not connect Yoga to India. Not a single British Indian participant connected Yoga to India although, interestingly, their family members practiced Yoga on a regular basis. However, the Latin American participants and Eastern European participants had a different view. Participants from both these groups knew that Yoga was an Indian practice. The Eastern European and Latin American participants based their connection of Yoga with India on the images of Indian yogis and Indian postures that they had seen. Overall, there were very few participants who practiced Yoga. Most thought that it was a painful practice; however, they knew that it was good for mental and physical health. Only a couple of participants from the British Caucasian group and the Latin American group had practiced Yoga and meditation before the exams.

The Indian Government has been trying to safeguard Yoga's cultural legacy and its connection to India (Thussu, 2013); however, it seems that it has not been completely successful in doing so, particularly in countries like the USA and the UK, where yoga has become extremely popular. This study proves that even the young Indian diaspora is unaware of Yoga's connection to India. There is a concern that Yoga, with its roots in ancient Indian history, may lose its connection with India. During the study, it was found that Yoga and India's spiritualism were not viewed through the same prism, and British Indian and British Caucasian participants saw both as different entities. The Latin American participants showed a lot of interest in spiritualism but were not very keen on Yoga although they knew about its benefits. The Eastern European participants were not keen on spiritualism or Yoga.

Yoga has become a multi-billion-dollar industry (Alter, 2008) and so India should capitalize on Yoga's monetary and cultural opportunity. At the same time, it should also safeguard its identity as a practice originated in India. Just like the Confucius centers opened in China across the globe, should India's government concentrate on opening Indian Yoga centers across the globe? India's current Prime Minister Narendra Modi (2017) has understood the significance of Yoga and lobbied in the United Nations to declare 21 June as the International Yoga Day. Whether this effort is instrumental in creating awareness that Yoga is an Indian practice has to be seen.

- *Indian cuisine has the potential of becoming a great Indian soft power attribute.*

According to the focus group participants, Indian cuisine was the most popular and effective cultural ambassador for India. All the participants had experienced Indian cuisine. The Latin American participants were introduced to Indian cuisine through their Indian friends and once they had a taste of it, they fell in love with it. The Latin Americans felt that there was a lot of similarity between Indian and Latin American cuisine. Surprisingly, they had never eaten Indian food in their home countries. Another observation was that the Latin American participants had mostly eaten Indian food prepared by their Indian friends, who used authentic recipes and spices. Some of the participants had also eaten at high-end Indian restaurants in the USA and Canada, so their perception of Indian food was based on home cooked and high street Indian food. The Latin American participants also felt that Indian cuisine was a healthy option since it consisted of a variety of vegetables and nutritious ingredients. This positive impact of Indian cuisine was also visible in the visual case study analysis, where Indian cuisine was one of the most drawn images among the Latin American participants.

Some of the Eastern European participants from the focus group research were also introduced to Indian cuisine by their Indian friends. There were a couple of participants who had eaten Indian food in the Indian restaurants where they worked. Indian cuisine was considered to be a healthy option. The Eastern European participants felt that Indian cuisine had a range of vegetarian options, and they also perceived that Indian cuisine was cooked using little oil. Rice was boiled and hence healthy. On the other hand, they did not like the Indian takeaway food: they felt that it was unhygienic and unhealthy.

The British Caucasian focus group participants loved Indian cuisine. They had grown up eating Indian food, although this related more to the British Indian style of cooking. Most of the participants cooked curry at least twice a month. They were keener on buying Indian spice pastes from the supermarket and cooking curries at home than going to restaurants or ordering from takeaways. Cooking at home was a cheaper option since all of them were on student loans and they did not want to spend their money eating out. British Caucasian participants were also more aware of Punjabi-based cuisines and terms like chicken tikka masala and naan. The participants felt that the British cuisine was more lamb, chicken, and fish based whereas Indian cuisine had a range of vegetarian options which was considered to be healthy.

The British Indian participants were the most familiar with the variety of Indian cuisines. All of them had grown up eating Indian food at home. Most of the participants had learned basic cooking from their mothers and had spices that they cooked with. The British Indian participants ate Indian food at least once a week. Indian food was perceived as a healthy option because of the benefits of the various spices it contains, along with numerous vegetarian options. One participant had seen his grandparents use turmeric and ginger to get well from sickness so he felt that Indian spices were very good for health.

There were a couple of participants who were South Indian diaspora; both of them were used to having South Indian cuisine at home and the only North Indian cuisine which they had was from Indian restaurants in the UK. All participants preferred home-cooked Indian food to that available in the restaurants. They felt that the food prepared in the restaurants used too much oil and spices and was not healthy. It was observed that even during the visual case study analysis, Indian cuisine was the most drawn element by the British Indian participants.

Indian cuisine was the topic which was talked about the most by all the groups. Every participant was excited about food. There is massive scope for Indian cuisine as it has a universal appeal across cultures. Latin America has a huge opportunity for Indian cuisine. There are very few Indian restaurants in countries like Mexico, Brazil, and Colombia. People like eating spicy food with strong flavors. Coriander and cumin are some of the common ingredients used in Indian and Mexican cuisine. The Latin American participants felt culturally closest to India while discussing food.

One of the key findings was also the love for Indian sweets; all the participants who had eaten the sweets loved them. However, Indian sweets do not come across while discussing Indian cuisine. In Indian culture, sweets are related to happy and auspicious occasions (Sukhadwala, 2011). Some participants had eaten Indian sweets when they had an opportunity to celebrate traditional Indian festivals like Diwali, so in their minds, it was the combination of celebration and sweets. The participants who had not eaten Indian sweets wanted to taste them after hearing positive comments from their fellow participants who had eaten them. So, there is scope for the Indian sweet market as its products are a cross between a snack, a dessert, and confectionary (Sukhadwala, 2011).

It is no wonder that Indian cuisine is not readily available in Eastern Europe and Latin America since there is very few South Asian diaspora living in these countries; however, the Government of India has not done much to popularise Indian cuisine and it has been more of a private drive by individuals. This study has shown that Indian cuisine can be at the forefront of cultural integration and can play a major role as a soft power ambassador for India.

- *People from different countries perceive Indian culture differently and therefore must be approached with cultural attributes, which appeal to them.*

It was seen that the influence of culture varies from place to place. Some countries may like a certain cultural aspect while another country may not find that aspect interesting and influential. The study showed that millennials perception of India as a soft power varies depending on which country they originate from. All the focus groups showed different interests about India. Latin American participants showed special interests in Indian cuisine, Spiritualism/Religion and festivals like Holi. The Eastern European participants showed interest in Indian cuisine, India's scientific mindset, and cinema. The British Caucasian participants were influenced by Indian cuisine, India's traditions and festivals such as Holi, Diwali and Indian marriages and India's exotic wildlife along with Indian education system. The British Indian participants were interested in Indian cuisine, India's family values and festivals such as Holi, Diwali and Indian marriages and Indian cinema.

CONCLUSION

This research challenges the conventional views of soft power study. Previous works of literature approached the topic of India's soft power under the framework of Western conceptualisation or they understood the issue in a way not accommodating to the contemporary India's context. Culture has been an important aspect while studying Nation branding attributes, however, in India's case; it has been predominantly studied through the lens of economics, politics and public diplomacy. In almost all studies (as per researchers knowledge), India's various cultural attributes were always mentioned, however, its influence on the creation of perception was never studied.

While researching India, Panda (2005) focused more on economic and political angles affecting the brand image. He did not touch upon the cultural aspect, which is a very important component. His arguments concentrated on issues like economic gain from tourism, export, investment and retaining the best talent. Research by Gupta & Singh (2007) also focused more on economic and political angles; how soft cultural attributes influence the brand of the nation has not been studied in detail.

The researcher in this study has broken many such preconceived notions in the study of nation branding. First of all, a qualitative approach was undertaken where a country's influence on a group (focus group) was studied. This was done to understand how people from different parts of the world perceived India and to what extent Indian culture influenced them.

Secondly, it was proved that the influence of soft power and nation branding attributes varies from one country to another. Some countries may like a certain cultural aspect while another country may not find that aspect interesting and influential. There can be many reasons for that. For example, India has not shared a strong diplomatic bond with Latin American countries like Mexico, Brazil and Colombia, however, culturally, there is a lot of similarities, and it came across in the research. Similarly, India always had a good relationship with Eastern European countries; therefore, Eastern European people have a very different perception of Indian culture at least that was evident from this research. Therefore, Historical relationship (as seen with the Eastern European group) and cultural similarity (as seen with the Latin American group) of a particular country should also be taken into consideration.

The study also showed that different cultural attributes could be used to influence different countries. Although there is a belief that nation branding attributes and soft power is difficult to measure, through this research it was shown that by using qualitative methodologies, the cultural aspect of soft power could be understood to gain an insight into how people from different parts of the world perceive India.

The research looks at nation branding and soft power study from a completely new perspective where a country's cultural attribute plays a significant role. The insights gained from this research can go a long way in enhancing multicultural soft power study.

LIMITATIONS AND SCOPE FOR FUTURE RESEARCH

There have been a number of limitations encountered while undertaking this research. The research activity was limited to the United Kingdom only. The focus group was limited to students belonging to the University of Southampton only. It was not possible to expand the research to other Universities across the United Kingdom due to monetary and time constraints.

One of the major difficulties encountered was the very little literature available on soft power and nation branding. There were no articles or academic papers written on soft power in India, apart from the book 'Communicating India's Soft Power: Buddha to Bollywood' by Professor Daya Thussu.

Another difficulty was selecting the right kind of participants for the focus group research. The average age of Latin American participants and Eastern European participants was higher than the British Caucasian and British Indian participants. This was due to the fact that the researcher couldn't find any undergraduate students belonging to Latin America and Eastern Europe as the majority of students who hail from these regions come for their masters and PhD's. Similarly, most of the British Caucasian and British Indian students were undergraduates and there were very few students who did their masters and PhDs.

The issues that have been addressed in this research but not resolved could be considered in future research. The present research only considered students from the University of Southampton and living in the United Kingdom. The area of research can be increased to students belonging to other Universities in the United Kingdom. A bigger sample can be taken for focus group research along with concentrating on a single country rather than many countries. The research could potentially be expanded into more countries with different cultural backgrounds. For example countries like Mexico, Brazil and Colombia can do a similar study to find out how people from different cultures perceive their countries and whether their image is more on positive or negative scales.

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Chapter 3
Role of Consumer Mood Analysis in Buying Guitars:
An Exploratory Study Amongst Semi-Professionals and Professionals in Semi-Metro Cities

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ABSTRACT

This chapter explores consumer engagement, brand/category recall of the target audience by utilizing the mind and mood analysis method. What really goes into the decision-making process by the consumers before making a choice in the market which is full of clutter in its space has been the sole purpose of this research paper. The arduous work involved processes to find out the consumer buying behavior of guitars by semi-professionals and professionals at Indian semi-metro cities. With the growing numbers of offline and online stores, consumers are spoilt for choices when it comes to purchasing the desired products. The innovative world and various brands of products make it difficult for a consumer to make a buying decision. The authors aimed to throw some light into how such decisions are made by choosing a target audience and one of the most popular musical instruments, guitars, by using some invigorating techniques which have been discussed in this research paper.

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INTRODUCTION

"Music is divine and a form of expression to the soul". Consistent acceptance of various music genres in India makes the Musical instrument-mainly guitar, an escalating market. Through the interviews and study conducted on our target audience, we came across some invigorating insights and trends.

For both, professionals and semi- professionals (including young music-enthusiasts), the purchase of guitar has an emotional appeal. For a beginner, it marks the beginning of his/her musical journey, whereas, for a professional or a veteran- it is a form of implementing the existing knowledge, expertise and experience. A lot of factors are involved when these groups make their respective purchases, on the basis of their emotion and passion for this art.

To find such factors and to analyse the mind and mood of such consumers, a thorough research on the subject was required.

CATEGORY OVERVIEW

Market Share

As per our research, western musical instruments in Indian market are expected to cross INR 542 Crore revenues by 2017 (RnMTeam, 2012). In Indian market of western musical instruments, Yamaha is the leading player in the industry offering variety of products in different segments of musical instruments industry (RnMTeam, 2012) The competitor brands like Casio, Roland, Fender, Pearl, Zildjian, etc have put their roots and USPs in other specific segments of the market (RnMTeam, 2012)

According to 2000-12 data, music-expo report said that the guitars were the leaders when it came to import of musical instruments with Rs. 744 million revenue then comes keyboards with Rs 558 million revenue, then came the string instruments, drums and wind instruments with Rs 37 million (RnMTeam, 2012)

Further data on imports and demand of musical instruments have shown consistent growth as on 2011 which witnessed imports of guitars worth Rs 716 and Rs 557 million for keyboards following a similar pattern as mentioned before for other musical instruments including wind instruments. An interesting observation was that for import of parts and accessories of various musical products, the imports have been more than Rs. 1450 million previous year. (RnMTeam, 2012)

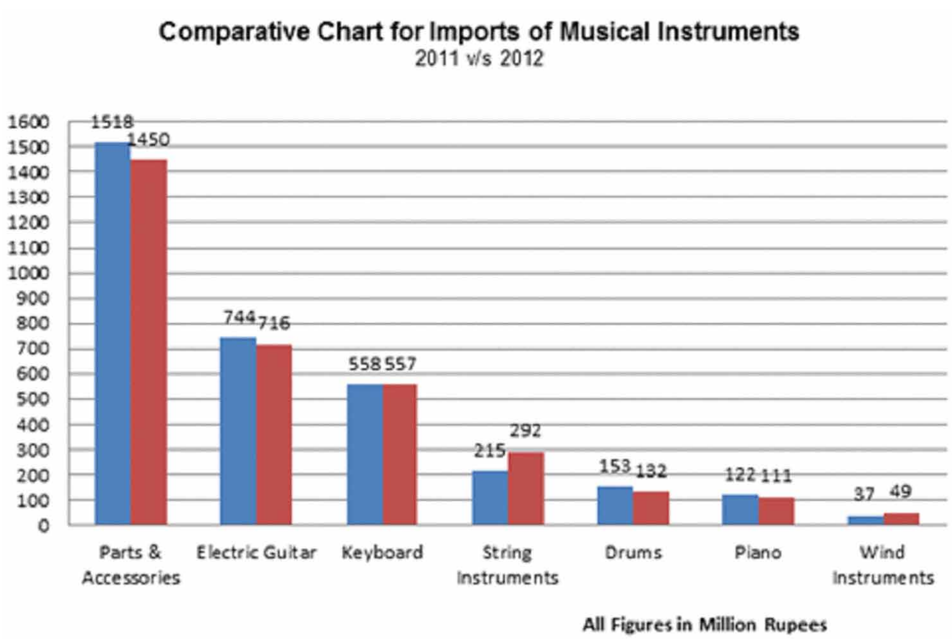
However in 2011 the Indian Musical Instruments market reached the highest number in sales as per the revenue contribution from keyboards in the MI category leaving behind guitars as one of the leading products, while regionally, if it is researched about Northern and Western India have 61 percent of contribution as far as sale of musical instruments is concerned (RnMTeam, 2012)

In some researches, it has been established that online sales have accounted for twenty per cent of total sales of musical instruments constituting electronics in majority in India.

Market Trends

As per our research, the booming trend currently are the digital platforms like Flipkart and Amazon.com. The Market for the Musical Instruments is also being led or being driven by this trend. These leading e-commerce platforms are known for their competitive or reasonable pricing and also for the large amount of varieties and options they provide to the consumers. The on-going trend is such that despite providing the consumer with the lowest or the optimum pricing for the MI category and others, these platforms have remained financially sound and profitable in the best manner giving a tough competition to the offline stores and smaller online stores, both. Their forte being strong and quality range of the products to choose from and optimum pricing strategy. (Musicwest, 2002),

Figure 1.



Another essential trend observed is that the currently more aware and educated consumers with aid of internet and bombardment of knowledge on various things have developed high expectations from the market environment. They expect the music stores to offer a pure, high-tech and comfortable shopping environment, and more personalised service to match the ever increasing level of technology in musical instruments. With the rise of more and more options and acceptance, the buying behaviour of the consumers tend to be finicky. They generally want all the services and detailing and with the pricing at-par or consistent with any mega-store and best brand. In totality, they want a one-stop shopping experience with all the services and facilities available at one place. (Musicwest, 2002),

So, the high expectations and conducive shopping environment at offline musical instrument are some important factors and the trend prevalent and which the marketers should tap into.

Also, observed is that with our target audience and the buying behaviour of guitars, the trend which was followed was first came the early adopters, the tech aficionados, the semi-professional group of our target audience (mainly millennial), who are usually the beginners or the explorer to first try out any new technology, service or a product, next comes the early followers who enhance the growth in a category and follow after the early adopter after some time they witness a particular trend, then comes the mainstream who bring a balance to the adoption scale and then eventually comes the laggards who are the lazy ones or the last to adopt any trend. (Kotler, 2016).

This is to highlight from the above theory about consumers that the professionals of our target group adopt MI products with measured approach, choosy behaviour and slow growth; they are the mainstreams majorly.

It gives rise to an 'S-Curve' graph representing the rate of adoption that is, initially with slow growth followed by fast growth, leading to slow growth to come back again to the top of the curve giving way to a clear-cut S-Curve depiction on the graph.

Another interesting trend to point out is that, the USP of the Industry is related to the production of the goods and export of Musical Instruments produced in India to other nations like China, that benefits the industry financially and in totality. What happens is also known as 'economies of scale', that is as the quality products are produced in bulk and sold in India and other nations globally, the costs or prices go down (as the cost of manufacturing becomes lower) increasing the profitability and increasing the revenue opportunities and development helping our products to reach the masses (majorly the target audiences) and increase popularity nationally and internationally, both.(*Source: from economic times article* (Menon.S, 2016), and (Alpert & Alpert, 1990),.

Market Growth

The Market of Musical Instrument has witnessed a stable or a steady growth in the past ten years nationally and internationally. With the increase from 4.2 million dollars to 7.1 million dollars, from the year 1995 to the year 2000, it has been observed that the market has only seen an upward trend as far as growth and rise in revenue is concerned. (Musicwest, 2002),

In the year 2003, the sales and hence the revenue of the MI industry globally was down to 6.9 million dollars, that is holding the second highest position in the history of the MI industry. (Musicwest, 2002).

Some notable mentions being acoustic pianos which saw a sudden but steady decline in sales. In totality, the MI market had seen a stable or a balanced growth of around four per cent over the last few years.

As per the market research reports by 'Musician Expo', by 2017 Musical instruments market in India is going to touch 96 million dollars. (Music, 2012). With majority of the population and the target audiences under 34 years and with the developing acceptance of western culture and western music culture in specific, there are greater chances of better revenue figures and profitability in this market leading to better disposable income, growth and profit margins.

Continuing further with the Expo market research, as mentioned, Musical instruments market hold an essential space in the Indian retail store system chain witnessing a surge or rise in the business growth, opportunities and profitability.

In addition to the above information, it is observed in the last 10-years that there are growth patterns in the market of Musical Instrument which show incredible and noteworthy gains in key Musical instrument categories, Guitars being prominent in them. It is expected that these trends and growth figures would continue as the economy grows and strengthens (RnMTeam, 2012).

So it can be observed as above that Increasing adoption of western music and more and more acceptance towards all genre of music, myriads of options and easy availability of various western and well as classic musical instruments, online and offline, both and decrease in the prices of the products in the market to the target consumers, form some of the crucial factors which are driving the Indian musical instrument market in upward slope or towards growth and progress.

The above factors have debilitated any chances of decline and paved the path to create an atmosphere of huge potential for better future growth in the industry, in totality.

Rationale for the Topic

Our study revolved around consumer behaviour analysis of professionals and semi-professionals before they bought guitars.

The reasons as to why we chose 'Consumer buying behaviour of Guitar, specifically, are as follows-

Cost factor- Guitar is quite affordable, especially when it is compared to musical instruments like piano, which supposedly was one of the "most popular" during the first half of the 20th century. Hence consumers tend to prefer it more, thus increasing its popularity. The wide range of varieties which the guitar offers from acoustic to bass, from electric to steel guitars to name a few. (Lahdevaara.J, 2014). Consumers get a gallant amount of opportunity to choose their desired product. Research suggests that guitar is quite easy to learn in comparison to violin and other counterparts which makes it the most obvious choice to be used by youngsters, semi-professionals and professionals both. Guitar is a lot more portable than a piano and lighter in weight. So, it happens to be a very good choice especially for the touring musicians.

The reason behind choosing the target group as the Semi-professionals and professionals is that they form the largest segment of our target market and have the largest amount of disposable income. Also, this segment can be very loyal if catered to, properly.

Semi metro cities would include places like Pune, Lucknow, etc. which happen to be the hub of rich cultural heritage and a place of music connoisseurs where we can get a thorough mix of semi-professionals or rising stars in the student fraternity and other groups and professionals, both.

Research Objectives

1. To understand the main factors responsible for the changing preferences from one musical instrument towards another or among brands for same product.
2. To understand the role of mood in the buying behavior of millennial towards Guitars.
3. To understand the role of review, recommendations and feedback in affecting the shopping trends and decisions of the millennial consumers.

LITERATURE REVIEW

What are all the problems or issues a buyer has to face while purchase a guitar? Generally, the first decision a buyer goes through is to choose the type of guitar to purchase. After this buyer does research on which model to go for lying within their budget. Doing research on the models helps avoid unnecessary or wrong buying of the product and allows an informed decision while purchasing. (Schmitt.B, 2007). Majorly, it has been suggested that the first guitar should be bought from a guitar shop. On the other end Pawn brokers and charity shops will offer second-hand guitars but all decisions are upon the buyer who may not be proficient in spotting flaws or damages. Guitar shops provide a range of new guitars from established manufacturers and a collection of second-hand guitars without any flaws. It is important that the buyer must not be persuaded from their informed choices on the day when they make a purchase. (Alpert & Alpert, 1990).This research focus on giving a brief about consumers buying behaviour while purchasing a guitar whether a professional or a semi-professional guitarist and this integrative review of literature synthesizes on the findings of previous research studies about consumer's mind and mood analysis in buying guitar, consumers targeted are semi-professionals and professionals in semi-metro cities.

As per (Tang.L, 2012), Primary Research on the Network Marketing of Musical Instrument Galleries, e musical instruments industry in China has been developing at an annual growth rate of 10 -15% with a sale of approx. 600,000 guitars among all musical instruments. Further research signifies that While choosing musical instruments, consumers usually consider the following factors: popularity and reputation of the brand, popularity of the musical instrument gallery and quality of the musical instruments, price and discount policies of instruments, after services provided by the manufacturer, recommendation and promotion by the instrument seller, consumer's aesthetic appreciation and functional demands; opinions from surrounding acquaintances and the network, recommendation by training courses etc. Also consumers are divided among high end and medium to low end consumers. High end consumers give the most amount of importance to brand of the instrument, medium to low end consumers focus on price and quality. The medium consumers who have certain purchasing power and at the same time pursue high quality of life pay more attention to product quality and after services while purchasing musical instruments. (Schmitt.B, 2007)

According to (Schmitt.B, 2007), who shared his guitar buying experience and observation of consumers behaviour states that most important thing to look into a guitar is the material it is made of, further he classified the material into type of tone woods and how it affects the sound of the guitars. Further stated to compare the different brands, it was mandatory to visit multiple stores and there are many different body styles of guitars that accentuate different playing styles and can pull out the best sounds of a given wood.

Some of the budding artists have the habit of gathering information from offline stores and also utilising internet to gain knowledge before they make a final purchase and also about the relevance of the 'touch and feel' effect before the user or a consumer makes a purchase. (Yasav, 2015).This presents to us an interesting insight and the curiosity to probe further on the fact that whether these trends continue or not and also on the e-commerce boom or the influence of online market platforms on our target customers when it comes to buying guitars in the musical instrument category which we have researched on, further, in this paper.

Knowledge Gap and Value Addition

As mentioned, there has been no specific research done on our topic specifically targeting both, semi-professionals and professionals in semi-metro cities in India.

Also, with each respective research it is quite evident that different consumers have different influencing factors that differentiate them from one another while making a purchase of a musical instrument or specifically guitar. So, it is necessary to find out if the trends which we observed with the budding artists continue as in 2008 to today in terms of reasons to buying a guitar as their most cherished instrument and are those trends relevant with the professionals, or no.

Knowledge Gap

Since there is no such research been done before on the respective topic of Guitar buying behaviour of semi-professional and professionals, both, as the target consumers, except from the research paper - (Roberts & Levesque, 2008), this put forwards a knowledge gap which this chapter tries to find out. The research done in this chapter aims to find the buying behaviour of semi-professionals and professionals in terms of guitar has never been done before. This sect of the target market is the most unpredictable and thorough as far as buying their instruments is concerned. Professionals prefer a much exclusive shopping environment unlike the semi-professionals and budding musicians.

RESEARCH METHODOLOGY

Ease of variety coupled with imports of western musical instruments in the musical instrument industry is expected to propel the demand for millennial in choosing the right instrument for them. In hand experience of musical instruments especially guitar, also adds value to the customer’s reviews for the product. The fact, that the millennial focus on flexibility, convenience and positive experiences while purchasing guitar online or offline also favorably impacts the market trend. There are variety of brands which provide different kinds of deals and discounts along with several other features of returning & exchange policies, as well as flexible payment systems.

The aforementioned factors contribute positively to the millennial buying behavior. So, the research is exploratory in nature. The study involved in-depth interviews of 21 customers. Each interview was 30-45 minutes. The tool will be discussion guide. The analysis will be done through the Leximancer tool. The results would be of practical significance to the factors influencing buying behavior of consumer before purchasing a guitar online of offline as it would help them understand the range of mood which the customers display while shopping and accordingly device their cycle of purchase strategies.

Data Collection

Here, majority of targeted semi-professionals & professionals in the music industry (Musicians, performing artists or both). These are the groups which have the maximum number of consumers pertaining to our research work, with the disposable income which is again the most as per the data we found out. These market segments can be very loyal when treated and targeted adequately and can be approached with the traditional marketing techniques and with the advent of digitization, new techniques can be adopted for the same.

Demographics

- **Age:** 20-60-year-old
- **Gender:** Both
- **Occupation:** Students, hobbyists, performing artists and other professionals
- **Marital Status:** Married and Unmarried
- **Income Level:** Households of Upper, higher middle and lower middle class.
- **Geographic Locations:** Tier 1 and Tier 2 Cities.

Consumer Buying Habits

- **Buying Behaviour:** Personal savings and salary
- **Buying Platform:** Online and offline both
- **Source:** Peers, online ready information, etc.

Psychographics

- **Factors Influencing Buying Behaviour:** Price comparison on online platform with ready-made information. Influence of some brands, etc.
- **Values Cultural Impact:** Indian being musically sound and rich place influences the buying behaviour of the consumers. Personal values and

limitations- with myriads of options, personal choice and financial conditions, consumers tend to make the buying decisions

- **Lifestyle:** College-goers, professionals and other music enthusiasts

Findings

This exercise was conducted to create an operational definition of what consumers think mood is to lay a framework for the individual studies conducted later. The outcome of this study can be illustrated using a pictorial representation as follows:

Often repeated concepts, based on the frequency in which they appear on analysing all the transcripts together as a cumulative set of responses, seem to tell a story that revolves around the major themes of person/people, feel, mood, mind, temporary and

Figure 2.

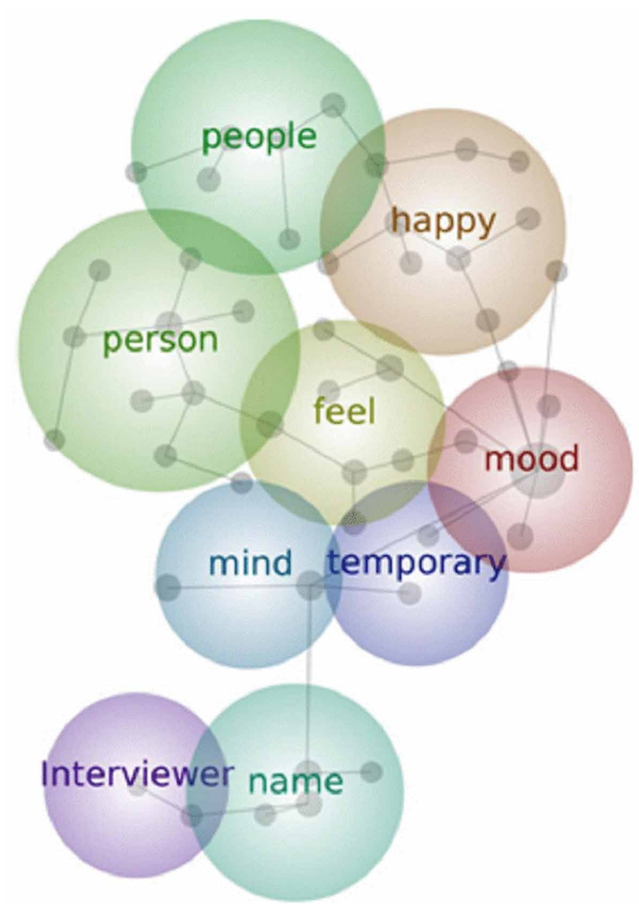
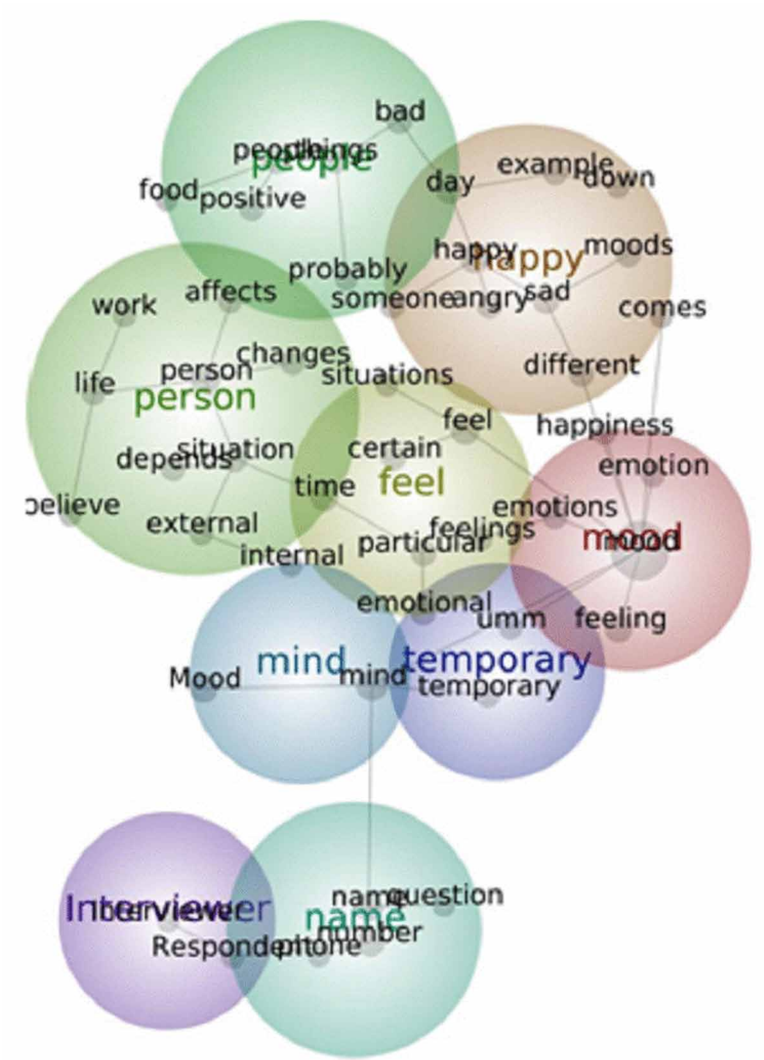


Figure 3.



happy. On looking through the transcripts, the researchers could gauge the impression of understanding the terminology 'mood' and various emotional connotations and association with the same.

We also found that this question was very esoteric (even vague) in nature, consumers found it a little difficult to express their feelings easily while demonstrating semiotic accuracy. Therefore, we had a considerable number of respondents providing examples of what they thought constituted of a good mood as a result of some input they received (frequently talking about product/service benefits, promotions, feature additions, utility value specific to their needs and discounts). Along with these points making the core of the responses as a whole, a few interesting concepts that emerged on the periphery were:

- Changes
- Situations
- Internal and external
- Emotions
- Time (related to the now as opposed to any form of time measurement)
- Depends (in this colloquially used form of the word as opposed to the noun dependability)

From the nature of the investigation conducted thus far, it was clear that a detailed discussion with willing participants will be necessary for questioning along the mood construct. Additionally, doing a qualitative study made sense in the larger scheme of things. Also, looking at the results of the primary investigation into 'mood' and its concept map, a large distribution of secondary attributes can be seen for every major concept. On the basis of these considerations, it was decided to conduct qualitative interviews with 1. Participants belonging to distinct categories and 2. Participants in the same category with different considerations. The results of the first round were used to create in depth discussion guides for interviews with all participants belonging to a category. In all, seven studies in categories were conducted like pet food, jewellery, musical instruments etc. to gauge the consumers' viewpoint on what are their considerations while making purchase in their own requisite area. The pre-study helped with creating discussion guides such that all elements which emerged in the concept map were, covertly or overtly, integrated into the questioning agenda.

A set of individual studies for the readers are presented here. Some of these studies have a very niche audience while others have a relatively common respondent profile. However, the pre-study has helped in creating a common frame of reference while dealing with all kinds of respondents using similar discussion guides. For all the seven studies presented herewith, the discussion guides have been worded according to the category requirements; however, they use the same core of questioning to include concepts that have emerged from the first phase of study.

Average length of an interview across the spectrum of categories was variable from 30-45minutes. Detailed descriptions of the corresponding respondent target groups have been mentioned in the individual studies. 21 in depth interviews were conducted for every category in the exercise. The upper limit of the number of interviews was decided on the basis of the principle of redundancy. Every time the investigators started coming across very similar data from the interview, they conducted another additional interview to make sure no new information is being identified. Post the point of saturation, the interview process for the category was stopped

The transcripts of interviews conducted were collated and analysed using textual analysis with the help of an automated tool, 'Leximancer'. Leximancer automatically conducts lexical analysis on a given qualitative dataset and provides information related to word-count, word connectivity (how many times does a word appear in conjunction with another) and study of context among other important data points. These have been used in a uniform manner to make the results of the different categories comparable in term of the objective of the study. Ultimately, the process of research requires not only the application of sound and function specific methodology but also integrity on the part of the researcher/s. Despite the results being aimed at providing insight into the marketing domain, it still needs to be understood that the participants in the study are human subjects. It is therefore, necessary to recognize their rights and protect them. With this in mind, prior consent was taken from every respondent before conducting an interview with them after the researcher and the respondent mutually agreed to not jeopardize the integrity of either sides by clause of not revealing names of the respondents at any later time unless their consent was obtained. All the respondents were informed about the subject of the studies, the objectives of the overall project and the procedure that will be followed in the course of collection of the data and were provided assurance that they will not have to risk anything or pay during the interaction.

Sampling was done using a combination of a simple random probability sampling method (in case of the categories which aren't extremely niche) and snowballing among those which required referrals from the respondents. The researchers were open to answering any questions about the motives of any entity on their side of the investigation; however, such a case never arose. Moreover, using Leximancer translated into minimizing the subjectivity brought in by the researcher. Most often, the work of the researcher was limited to synthesizing data collated by the tool and deriving meaning from the similar text collected from like-sounding contexts around a particular concept.

In summary, the 'mood' analysis project has made use of a qualitative research approach to justify the exploration into the relatively unchartered domain. The researchers have followed ethical guidelines while recruiting respondents and have divided the project into seven sub-projects. Each one in itself is a smaller study which focuses on a category and a specific requirement of the corresponding target group. All the sub-projects have used the same methodology for collection of data and analysis of the data to maintain uniformity in order to remain comparable repositories of information. Detailed descriptions for the target group and the exact number of interviews conducted have been mentioned in chapters corresponding to individual sub-projects.

Analysis: Using Leximancer

From the Leximancer we came upon the keywords portraying the theme and the sub-theme pertaining to our topic- consumer behaviour by semi-professionals and professionals for guitars in the musical instrument category and further analysis was done on that as under.

Music

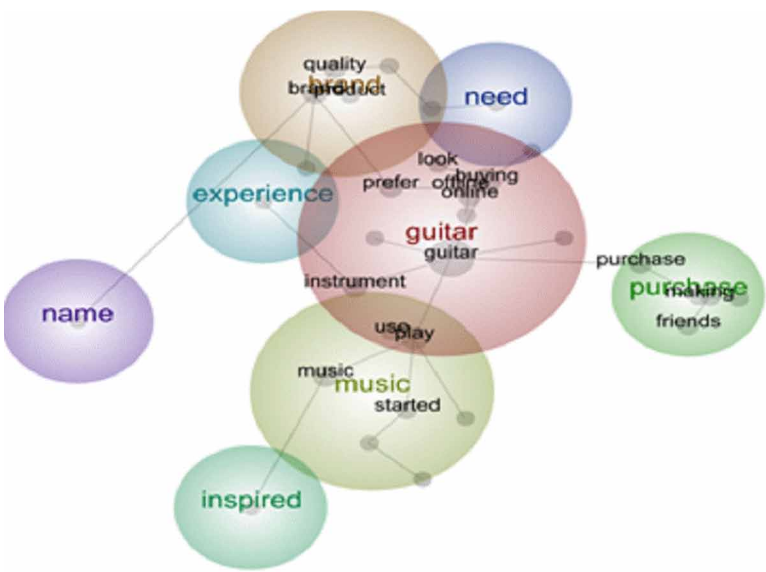
- **Keywords:** People, play, musical, instruments, started, inspired, playing, time

There have been respondents fond of *playing music/ musical instruments-inspired* by *some personal mentor/family figure or a celebrity name.*

Inspiration from some entity formed the core of the consumers wanting to play musical instruments.

The *time* from when they *started* with *playing* and learning music and consuming products furthered their *inspiration* and helped them become semi-professionals and eventually professionals furthering their interests in the field. Music is such a diverse creative field. Learning guitars enhances the USP of the product and goes on to popularising the art and the product inspiring more number of people to pursue it further.

Figure 4.



Guitar

- **Keywords:** Purchase, opinion, friends, professionals, decision, look, sound

Guitar was the main object/product of our research from the musical instrument category, wherein, the research tried to understand why the target audience (semi-professionals and professions) purchased guitar, what was the story or *inspiration* behind their *buying* the product and finally their mind and mood analysis for the same and what *factors* influenced them to buy it. Most of the TG talked about the '*look*' of the guitar, the kind of *sound* you get to listen, word of mouth, effect of *friends* and other peer groups forming the *opinion* leaders and influencing them in their *buying decisions.*

Some of the respondents even said that guitar was not just a *product* but an experience and a core part of their lives helping us to understand their psyche behind purchasing a guitar.

From word of mouth via friends and other peer groups, online music consumptions and trends for semi-professionals to implementing one's existing expertise, knowledge and experience in the music field by professionals and veterans formed some of the major factors influencing the buying behaviour of the TG.

Quality

- **Keywords:** Brand, feel, prefer, buy online, products, name

Respondents were asked that if they *preferred brand* of the guitar or the *quality* when they go to *buy* guitars, to which both the semi-professionals and professionals from the target people preferred the quality over the brand.

Most of the consumers wanted to go to the online stores to get the *feel* of the *product* and gauge its' *quality* by feeling and touching the *product.* The correct buying decision *comes* to people's mind when they see, touch and feel the guitar before buying it.

Names of some of the prominent brands like *Stranberg, Gibson, Fender, etc.* were discussed and an interesting insight from the mind and mood analysis of the consumers which came out was that for most of them- *quality* is a subset of a good *brand.* Whereas, for the experienced group it was all about the quality and the ambient factors related to their sensory aspects of touch, see and feel.

Experience

- **Keywords:** Feel, technicalities, Hands-on, your

Through research, a lot of insights were gathered about the *experience* of the consumers when it came to buying the product and making purchase-decisions. While interviewing different individuals, it was found that most of them relied on the *hands-on* experience which they get when they go to the offline stores. From the *experience* of the salespersons at offline stores who suggest the buyers about their best and most sold products to their mentors and friends suggesting the semi-professionals and professionals to make a wise choice regarding their product, from testing the wood and timbre of the *guitars* to understanding the *technicalities* of the guitar brand in the store by checking the guitar if it *feels* good by using, testing and trying it out in the stores itself before making their buying decision; consumers lap onto the *experience* and *feel* of the guitar product brought to them by the offline stores.

Rarely, some people from the target group go for the offline store in the cases when there is paucity of time and they are to give performances at short notice and have a non-working instrument. The given case usually is observed to happen with the semi-professionals unlike the professionals who are usually ready for such circumstances which the budding stars learn with time adding to their learning *experience.*

As mentioned, both the target groups check all the technicalities and measure all of them as per their requirements. If all of that comes up to the threshold of the required criteria set-up by the buyers and fulfil their expectations from the product they are going to buy, then they make a confirmed decision of buying the guitar brand of their choice.

Thus, it can be clearly understood by the above analysis that *Experience* of the product, ambience from where it is bought (offline/online environment) has an essential amount of impact on the consumer buying behaviour for musical instruments, in this case the subject of analysis being guitar brands. Their buying behaviour entirely depends on positive and negative experience of the product. As it is said, “consumer is the god and free to make the decisions for their product. It is on the marketers as to how they provide with the experience to their consumers, market- environment and the relevance of the required products which make all the difference”.

Inspired

- **Keywords:** Source, inspiration, interest, sing, guitarist.

Most of the consumers are *inspired* by certain entities in their life which help them develop a passion and a will to pursue certain hobbies and in some cases, inspire the consumer so much that, they develop an unconditional devotion and love towards that field. In research work, it was observed a similar kind of pattern when it came to the consumers and they develop a passion to learning and playing *guitar*.

It was further analysed and found out that the *source* of *inspiration* for some of the consumers from our target group (semi-professionals and professionals, both) have been diverse: ranging from watching a celebrity play a guitar on-screen (for example: one of the candidates from our target audience talked about 'Slash') to getting *inspiration* from professional *guitarist* at some musical event and becoming an ardent follower of the same. Some on the other hand, get *inspiration* from their respective parents. In some cases, mother of the consumer, being a music enthusiast, motivates the consumer to pursue playing the instrument and developing *interest* for the same, whereas in some of the situations or life-stories father becomes the motivating factor for the consumer to buy and play guitar. In other cases, their teacher(guru) *inspire* them the most and help them build and develop *interest* and confidence to pursue the art to an extent when the consumer decides to pursue a career in music and start honing his/her skills to play a guitar. There have been adequate examples in our journey of doing research on this topic which display and portray the prominent *sources* of inspiration for our target group to *sing* and become a *guitarist* at the same time.

Also, there have been interesting observations in the cases when the candidates get *inspired* by what they see in their surroundings or whatever is in vogue or in fashion. For example: we came upon a case in which the consumer was enamoured by the music played by his friend who started off with pop-culture of music in their group and others took after him. Whereas in some cases, the consumer became a *guitarist* to woo the opposite gender and to become popular amongst his peer-groups.

The *cool-quotient* of the *guitar* as an instrument and its' user-friendly behaviour adds on to the rising demand of the guitar brands and its' consumption especially from the offline stores and somewhat from the online platforms.

Purchase

- **Keywords:** Opinions, Friends, Making.

One of the very interesting fact which was found about consumers buying behaviour of musical instruments especially guitars was the role of *opinion leaders and friends* of the buyers of the product. The opinion of such entities play a vital role on *making* the mind-set of the consumers and shape their buying decisions to buy a guitar. Such people can be a member of the family or a friend or any other individual who has the ability to influence the buying behaviour of the target audience. Majorly the ones who have knowledge of the product to whom the buyer usually looks up to before making any essential buying decision considering their suggestions as reliable and useful form the group of opinion-leaders who have the habit of giving advice with aplomb and confidence. Such people could be from the sect of people who have been playing guitar as an instrument from quite a long time like the *veterans* or professional artists of the industry or a person who is a part of an existing band or a group.

Friends and family members also form the core group who affect the buying decisions of the consumers. The interviews which we conducted with the potential target groups helped us to understand the fact that budding artists rely heavily on their peer- groups before making the purchase of the guitar and asking them and taking the opinions of their friends shape the way they go for the product and eventually buy it. When asked whether these sects affect them to make purchase decisions both semi-professionals and even professionals responded to us in assertion. It formed a step to buying your desired product.

Surprisingly, even the professionals we conducted the interviews with told us that despite being experienced and experts in their fields and playing guitars; when it came to buying a new one and a close person gives them some advice about any *guitar brand,* they paid heed to it and psychologically it affected their purchase-decisions.

Learning

- **Keywords:** Learn, chords Easy, process, Career.

Through research, it was found that different parameters which affect the guitar *learning* experience of the consumers, it also varies from person to person.

Some learn guitar because it suits their personality, some learn because they find it *easy* to learn and user-friendly *process* and also finds it more stylish amongst the other musical instruments, whereas some learn for fun and some just want to take guitar learning experience to the next level and maybe pursue a career in music as a professional artist as well.

Now, when it comes to how they prefer to learn guitar, it also varies from person to person. Some people prefer guitar coaching to learn guitar while some use internet as their learning platform like YouTube as mentioned by one of the respondents. Others on the contrary, prefer the traditional method of learning, that is, by doing it from a well-known person in the industry and well-versed with the art like mentors and gurus who have been veterans in the field or in some cases even from their parents and guardians.

Some of the arduous and interesting methods described by the consumers range from learning *basic guitar chords* from the internet and going towards the path of rediscovering and discovering and nurturing their talents which is a long process involving more and more practice without any guide or a mentor solely based on the experience. And the other case in which the consumer just goes to the mentor or a guru and learns the nuances of playing the instrument and further pursuing it as a *career* option in his/her life. All such experience only enhances the art and purchase of the guitar brands leading to more demand and popularity.

Need

- **Keywords:** Realised, people, musician

The various candidates interviewed from target group had different perspectives on the *need* of the various platforms (online/offline stores) for them when it came to their buying behaviour.

The *professional musicians* from the consumer group *realised* early-on in their career, the importance of the existing offline stores with the advent of competitive online platforms. What was observed through the analysis and interviewing experiences, was that the professionals totally abhorred the online stores and the culture of consumers buying from them, to the extent that one of the interviewee (a veteran musician in the industry) even said that he wouldn't even think of buying from online stores and advise the same to his students. As to him, he solely relied on his expertise and the experience he had gathered throughout the years. Also, the fact that such consumers held the conjecture that online stores might not deliver the product of their choice especially when it came to *guitars.* The veterans of this industry even recommend the budding artists to consult or have their mentors along with them before making the buying decisions and not compromise on the quality when it came to their instrument which they were going to worship for the next years.

The above perspective was common to the *semi-professionals* or the budding artists as well. They felt the *need* to go to the offline stores and buy the guitar. Some went on to saying that on certain occasions, in order to save time, they had ordered from online stores meeting with bad experiences and after learning their lesson, opting for the traditional buying method of the *guitars* from reliable offline stores advised by their mentors or idols.

Apart from the specific themes, some observations regarding buying behaviour of the professional and semi-professional musicians have also been analysed as follows:

Semi-Professionals

- **Cost Factor:** Semi-professionals considered Value for money aspect. Though most were not ready to compromise on the quality but if needed urgently they were ready to go for a lower cost brand. Some also said that the low cost or brand name did not matter to them as long as the quality of the product is good. While some aspired to buy brands like 'Gibson' and high-cost 'Fender' as they perceived the quality to be a subset of a good brand and were ready to accumulate money to be able to pay the price and purchase their favourite product
- Semi-professionals are careful but not to the point of being fussy or too particular about the exclusivity of the product.
- Semi-professionals said they would pay heed to and get affected by the word-of mouth effect, that is, via the opinions on the guitar product/brand/quality by their friends and peer groups
- **Mood:** After making a guitar purchase, the mood of semi-professional (including young music-enthusiasts) ranged from- being overwhelmed in case of their first successful guitar purchase to being disappointed if the product purchased was dissatisfactory because of the lack of experienced or being duped by the retail store in case of a beginner.

Professionals

- **Cost Factor:** Professionals did not bother about the cost as long the quality of the product was the best. Some professionals did not even look at the brand but solely relied on their expertise, knowledge and touch and feel of the quality of the product.
- Professionals are a lot choosier and particular about the exclusivity of the product. From checking the authenticity of the look, to specific fret-boards, to going for the product best suited to their needs, professionals never jeopardised or compromised on any aspect when it came to purchasing a guitar

- Professionals thoroughly relied on their experience and expertise in the domain and did not get affected by word-of mouth, that is, opinion by friends and other peer groups. Rather, they preferred to go the offline store themselves, test the product and then buy it.
- **Mood:** After making a guitar purchase, the mood of a professional generally ranged from being highly satisfied to sensing the feel of bliss after making a successful purchase. The veterans or professionals in the musical instrument domain, have seen it all- from yester-years' music to current trend and acceptance of new music genres. Hence, firstly this group of our target audience never compromises on the quality, goes to the store, tests the product and finally makes the purchase utilising their knowledge and all the expertise gained through years of practice and experience which helps them to make the perfect and flawless purchase.

CONCLUSION

Discussing about the demographics and geographies, data suggests that maximum portion of revenue from sales have been derived from metropolitan cities but the contribution of Tier 1 and Tier II cities are also significant and increasing in a rapid manner. In totality there is growth. Taking into consideration the availability of data and scope of research work, the research revolved majorly around Metros and Tier 1 cities

Taking the discussion, a step further, clearly the conclusion can be arrived at from the study that for the musical instrument category, majorly keyboard and the guitar have garnered popularity, growth and demand with music enthusiasts-beginners and professionals, both (which also happen to form our core target audience for this research paper), which establish a great majority of the Indian Musical instrument requirement.

It is also noteworthy to mention that as per the growing trends with different varieties and options readily available in online and offline stores, both, some other instruments owing to different forms have also gained great demand in recent times like – Electronic Tabla and Taanpura, Veena and Sitar, Flute and clarinet. These instruments are marginally and gradually growing in terms of sales in the MI market.

Consumers, in general are unpredictable when it comes to their buying behaviour but through research, it was found out that they were very aware, as well. In comparison to earlier days, they are now spoilt for choices. As per research, sales of musical instruments especially guitars are increasing at a rapid pace even from tier2 and tier3 cities. On one hand, there is a sect of consumers who solely rely on their experience, on the other hand, there are the budding/ rising stars who rely more on their mentors, friends and opinion leaders and eventually decide on their purchase. The overall findings have been quite interesting ranging from the value of guitar brands to their quality, touch and feel of the products, from the offline stores to the easy availability of guitar brands on leading online stores like Amazon and Flipkart.

There were two broad categories in our target audience- semi-professionals and professionals who play guitars from the musical instruments category. The thing which stood out was the fact that despite the online stores, both the categories of our target audience emphasised on checking their instrument before the purchase by ‘touch and feel’ of the guitar brand from the offline stores. What was understood was that the purchase of Guitars for our consumers was a passionate affair requiring no frivolous buying but adequate research and utilisation of their experience and the people related to them who effect their buying behaviour and matter to them.

Some of the similarities between semi-professionals and professionals playing guitars and their buying behaviour were-

- Most of them talked about getting inspired from an entity to playing the guitar and then buying it.
- Most of them studied deeply and went to off line stores to get first-hand experience of their product- touch and feel it and then make the purchase decision.
- Mostly all preferred quality to brand
- Some even said that quality is a subset of a good brand
- All users were very passionate for music and guitar and their field of art, in particular

Lastly, it can be concluded by saying that the increasing adoption of western music and more and more acceptance towards all genres of music, myriads of options and easy availability of various western and well as classic musical instruments, online and offline, both and decrease in the prices of the products in the market to the target consumers, form some of the important factors which are driving the Indian musical instrument market in the upward slope or towards growth and progress. The above factors have debilitated any chances of decline and paved the path to create an atmosphere of huge potential for better future growth in the industry, in totality. Hence, it is an opportunity for the marketers and the industry stalwarts related to the Musical instrument category on the whole paving a path for a bright and progressive future.

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APPENDIX

Discussion Guide

The following sample interview guide would be used to understand the mood and the way semi-professionals and professionals make purchase decisions while buying guitars at Indian Semi-Metro cities (majorly Pune and Lucknow). It contains the introduction to make the interviewee understand the purpose of the interview (including their consent to be a part of this process), a set of questions and closing comments as given below.

We would like to thank you for giving us the time to conduct this interview process with you. This interview is with respect to our mini project which we want to publish on mind and mood analysis of consumers and on how they make purchase decisions of musical instruments (mainly guitars).

- May I know your name and age?
- Can you say a few lines about yourself?
- What is your profession of work?

The interview should take less than 45 minutes. Since your comments and opinions are valuable and we do not want to miss out on any point, we would be noting down all that you say and would also be taping the session. So, please be as clear and as open as possible when you speak to ensure clarity in the entire process.

We can assure you that the confidentiality of all your responses would be taken care of and would only be under the jurisdiction of the research team for analysis purpose. Please note that you can end the interview whenever you want to.

Do you have any questions regarding the above-mentioned information?

Are you willing to take part in the interview?

______________ ____________________ ______________

Interviewee Signature Date

Questions

1. Who or what inspired you to pursue music as your hobby/ profession (separate for semi-professional and professional)?
2. When did you first play a guitar? Any memorable incident related to it? Please tell us your experience.

3. Why do like to play only guitar amongst all musical instruments? Please explain.
4. Why do you think there is an increase in the purchase of guitar amongst the musical instruments?
5. Do you think digitization has any effect on your buying behaviour preference towards guitar? If yes, how? If no, why?
6. What kind or genre of music do you play and which is your most preferred type of guitar? Please specify the type and elaborate.
7. What would you prefer- quality of the product, brand or both? Please give reasons for your choice.
8. How does the brand or quality or product affect your performance?
9. How do you differentiate your brand of preference over the others? Please explain giving examples.
10. Which is the preferred platform among online and offline while buying your choice of guitar and why? Do you still go to the stores to get your choice of the instrument? If yes, why? Please tell us your experience
11. What was your mood while making the purchase? Do you think it had any effect on your choice of buying a guitar?
12. What other factors influences your buying decisions while purchasing a guitar? Does the opinion of friends and family matter while making the purchase?
13. Do you take feedbacks from your peers post the purchase is done? Do their views in any way change your preferences or have any effect on purchase decisions? Please specify giving examples.

Chapter 4
Role of Tablets as Mood Elevators in the Perception Towards Green Schools:
An Exploratory Research on the Students of Green Schools in Gujarat

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ABSTRACT

A green school basically integrates nature into school (mainly through academics, operations, and student/teacher and community engagement) with incorporated natural substance to school educational module. The sole purpose of green schools is to inculcate healthy and nature friendly initiatives with integrated environmental course content in school curriculum. Research shows that environmental training and education might enhance a normal learner's classroom execution and diversified impact on individual's personality as environmental knowledge can make ordinary learners extraordinary. Green schools aim at decreasing the drop-out rate in schools by introducing environmental education as an interesting subject with aspects of learning by doing. Students of Class 6th, 7th, and 8th standard use tabs/tablets for submitting their assignments, tests, and quiz/assessment exams enabling them to be tech-savvy generation. This research will address this issue through a qualitative research and in-depth interviews of students of different green schools of Gujarat.

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INTRODUCTION

The issue of environmental education is the current topic of the green debate as the earth is not a separate entity from the perspective of sustainability. Penalties of ecological degradation incorporate poverty, starvation, climate extremes, endangered species, human rights abuse and war, acute and chronic illnesses, and an inexorably flimsy universal situation that predicts panic and catastrophe. Most of the world's governments and agencies are led by self-serving egotism and are too dawdling towards environmental variations leading to decreased internal stability and health care crisis. According to an estimate 24% of the global disease burden (loss of healthy life years) and 23% of all deaths (premature mortality) are owing to ecological elements, with the environmental burden of diseases being 15 times greater in evolving countries compared to established countries, due to environmental risk exposure and availability of basic health care facilities. (WHO, 2009)

Environmental degradation is of several types and has numerous consequences. Various investigations have been done in many countries applying diverse strategies to find health benefits from enhanced ecological quality to address this challenge. Ecological hazards can be diminished by upgrading the quality of air, water, sanitation facilities, green and renewable sources of energy are observed to be interrelated with noteworthy health advantages and can aid to the accomplishment of the Goals of sustainability, Development and overall wellbeing. Green schools are one such ray of hope that facilitates awareness about environment and how to protect it from degradation on daily basis. Children who represent, future generation of the world must be aware of what they have inherited from their ancestors as Environmental wealth and how to preserve it for their future generations to pass on as a legacy. Keeping this in mind, the Centre for Science and Environment every year awards the green school award to the top eco-friendly schools in India. This year it was held on Feb.15, 2017 at India Habitat Centre, New Delhi. (Green School Awards 2017, 2017).

Research demonstrates that schools that adopt an ecological concentration exhibit better scholastic execution over the educational modules. Ecological training helps to foster creative and rational thinking, innovative ideas and cultivates leadership qualities. (Kats G.2006).

With the advancement in technology, shift in educational paradigms and ease to accessibility & affordability of information has a vital role as it enhances the learning outcomes. Young learners have the potential to develop social and emotional skills as well as increasing motivation for learning while using technology, in particular tablet devices as instructional tools at school level.

Making use of technology for easy but effective learning methods and saving trees has added a new dimension to the concept of green schools by replacing books/ paper/ pencil with introduction of the touch screen Tablet PC. Today's generation is tech - savvy and use of tablet as a substitute for conventional books and notebooks serves a dual purpose as it is comparatively easy to be accepted by students as a learning tool keeping in mind their interest in technology and developing inclination towards learning while encouraging them to imbibe concept of sustainability. This study focuses on the methods in which Tablet PC and technology has been used in green schools, acting as mood elevators for students to enhance their sustainable learning in and outside the classroom and how that differs from the past learning experiences of the conventional notebook. Therefore, this chapter focuses on enhanced digital learning using tablets as mood elevators for students of Green schools.

- **Rationale of Study:** The rationale behind this study specifically focused on How Tablet PC/technology was implemented in Green schools aiding to student and teacher community in learning and teaching process while benefiting society, nation and world as a whole entity. How successfully teachers made use of Tablet PC in their lectures, regular feedback was taken to ensure the success rate? How specific features were used for specific purpose during lectures for developing the interest of students to use and accept Tablet PC as learning tool? (Stewart A., 2013). This chapter deals with the mood analysis of the customers/students when they study through tablets in place of conventional text and notebooks. In addition to this, the current study would help the school mentors to overcome the gaps and accordingly, design a curriculum supported by robust technology that will impart quality education, enhancing teaching/learning experience of teacher/student while keeping this tech- savvy generation, connected to their roots (Environment) for adopting a sustainable way of life. The study will help green schools develop a congenial environment for environment sustainability in the long run and at the same time make the students more committed to environment concerns. The results would also be of practical significance to the online portals like Blackboard/LMS as it would help them understand the mood and preferences of the learners while studying online and accordingly design their online learning tools & apps.

Research Objectives

1. To understand how use of tablets can lead to environment sustainability in Gujrat?
2. To understand the role of technology (specifically, tablet devices) as mood elevators to a group of learners (11 – 13 years) in Gujrat.
3. To understand how use of technology (specifically tablet devices) affects the perception of learners towards green schools in Gujrat.

LITERATURE REVIEW

Environmental Degradation: An Alarming Situation

Wellbeing is influenced by Mother Nature in numerous ways. Ecological dangers have been demonstrated to affect human wellbeing, either directly or indirectly, by upsetting life-supporting ecosystems. (Remoundou K, 2009).

Degradation of the environment and eradication of natural life causing depletion of natural resources i.e. water, air and soil and devastation of biological systems is termed as Environmental degradation

According to High Level Threat Panel of the United Nations, Environmental degradation is among ten officially cautioned Threats. The definition of environmental degradation as per United Nations International Strategy for Disaster Reduction is "The reduction of the capacity of the environment to meet social and ecological objectives and needs"- European Researcher, 2014, Vol. (81), No. 8-2 1492.The main cause of ecological degradation is human activities to a great extent. The level of ecological impact varies in accordance to its environment and inhabitants.

Definition: Green School

According to the website of greenschoolbuildings.org, the U.S. Green Building Council (USGBC), "A green school as school building or facilities that creates a healthy environment that is conducive to learning as well as saving energy, resources and money". (Nur Hidayahtuljamilah Ramli*, 2012). Gordon defines a green school as - The solidarity process that considers a building's performance over a period of 50 - 60 years, with specific focus on planning, designing, and construction that is in concord with nature. He also elaborated that the purpose of building a green school is to maximize the optimal usage of resources, reducing air, water and noise pollution, providing comfortable temperature and ample light conditions, instilling the significance of innovation in the developed environment. (Gordon, 2010)

In an interview session Gary Bailey, Vice President of Innovative Design with (Olson, 2003) agrees that in order to create superior learning environments sustainable or green schools are the best choice. Concept of sustainable development is based upon a crystal clear understanding of fulfilling the necessities of present generation without letting upcoming generations' to compromise while fulfill their own necessities. Apart from acting as a teaching & learning aid/tool for sustainability, Green school also espouses the concept of sustainability in itself. (Nur Hidayahtuljamilah Ramli, 2012).

Emergence and Concept of Green Schools

The knowledge spaces created for groups of learners, that comprise of students and teachers are known as Schools. An establishment where process of training and learning takes place according to (Freiberg., 1999)

According to (Rudd P. R., 2008) and (Schneider, 2002) school environment facilities provided in the green school effects the overall learning process and results associated with it, therefore the layout of green school is considered to be the key component that has noticeable impact on the learning outcomes displayed by an individual.

Research and review of literature demonstrates that green schools are competent in providing quality education, enhancing the results of learning and minimizing cases of student dropping out from schools by introducing digital notebook in place of traditional books and notebooks. In order to accomplish the dream of positive learning environment in green schools there is a dire need to consider basic components pertaining to sustainability, sustainable education and green infrastructure to be implemented while establishing any green school.

According to the report of World Commission Development, Sustainability can be defined as fulfilling the necessities of the present day without compromising the ability of upcoming generations to fulfill their own necessities. A green infrastructure is considered as sustainable structure that is planned, constructed, renewed, run or used again in a resourceful and eco-friendly way. Green infrastructure aims at preserving the environment, health of local and regional people, increased performance efficiency of teacher / students and optimum use of available resources with minimal wastage for reducing the overall influence on the ecosystem. (Dick, 2007)

Benefits: Green Schools

Green schools are advantageous in terms of being cost effective, energy and resources saving, minimization of pollution, health and knowledge acquisition for community. It works on the concept of 3Rs - Reduce, Reuse and Recycle.

Green school plan offers an exceptionally economical mode to improve student learning, improved fitness and reasonable functioning costs, leading to quality education and instilling competitiveness in these schools. Green schools offer monetary gains that are 20 times higher than conventional schools according to (Kats G., 2006). Students get a healthier indoor learning environment in green schools and simultaneously help in saving water and energy resources as well as expenses. The cost cutting done on the maintenance and operations of green schools are utilized for benefit of students in terms of procuring equipment, recruiting teachers and planning and organizing events/ activities concurred by (Gordon, 2010).

Profits of green school plan that can be categorized as:

- Monetary gain
- Ecological balance and
- Public welfare.

In comparison to conventional schools, green schools try to enhance energy performance by optimum utilization of solar energy especially in day time and use of insulated rooms for controlling and to maintain a comfortable temperature range thereby using 33% less energy. Green school designs, assessed reduction in use of water by 32%, mentioned by U.S. National Research Council (Kats G., 2006).A reduction in the contamination of the environment and maintenance cost of wastewater treatment helps in saving funds for school building. The surplus profits include minimum functioning and maintenance expenses, minimum days of teacher's absence (sick leave), enhanced societal participation, less communal inequality and better learning environment.

Advantages of sustainable or green schools begin with the influence on student health, good exam scores, reduction in number of student drop outs and retaining teachers to cut down functional expenses. (Kats G., 2009). Improvement in the overall performance of the students is directly related to better indoor air quality, well lit classrooms, and improved classroom acoustics, comfy and stable room temperatures. Green schools are the healthiest, effectual and cost effective learning environment that itself acts as a teaching device, offering a practical implementation of knowledge and sustainability to students, teachers and parent community contributing to diminish global warming and saving earth.

Difference Between Green Schools and Normal Schools

Green school can be defined as any educational community (schools) that makes continual efforts to involve school children in out- of-the-box thinking, logical learning and creating sense of belongingness towards mother Nature by implementing practical based knowledge, contribution oriented activities and cooperative methodologies to make school environment a healthier, safe and comfortable place for teachers and students engaging whole society to create put in efforts for a sustainable future of present and upcoming generation (NCERT, 2014) whereas conventional schools which lack involvement of community and aspects of sustainability and eco- friendliness are normal schools.

Role of Green Schools in Environmental Sustainability

Imparting Effective Environmental Education and sustainability through Green schools (Barr, 2011).

- **Student - Centric:** To develop a curriculum/ module keeping in mind the age criteria of the students not only supports the individual development and significance, but also involves lifetime knowledge acquisition procedures pertaining to sustainability.
- **Society/People - Centric:** Essentially focuses on the betterment of community which influences the entire life cycle, education & culture and socializing manners of a student's life in one way or another.
- **Goal - Centric:** Adopts procedures which provide realistic solutions, considers genuine issues, infuse confidence and thus fulfill expectations.
- **Relationship - Centric:** Engages students to connect with people from different zones and develop an understanding of the challenges faced by them in conservation of non – renewable resources, air, water and energy. Practical based learning (learn by doing) and relating things at personal, local, national and international level.

Green Schools: General Characteristics

The general characteristics required to be considered while building the green schools as per the guidelines mentioned by (Nur Hidayahtuljamilah Ramli, 2012) are:

1. Preserves natural resources, air, water and energy.
2. Upgraded indoor environment in the schools.
3. Improvement in classroom acoustics and using day lighting techniques
4. Employing methods for proper treatment of school waste and water waste.
5. Conserves fresh drinking water and encourage recycling
6. Encourages protection of natural habitats.

7. Creating healthy, safe learning and playing areas for students by removal of harmful substances.
8. Helps the local people and region by encouraging waste management efforts through cleanliness drives.

Green School: Guidelines

Leadership in Energy and Environmental Design (LEED) was created in 1998 with the motive to propose an exemplary model/framework for establishing Green schools by U.S. Green Building Council (USGBC) in words of (Kats G., 2006). The Agenda of LEED includes seven classifications out of which five are related to imperative objectives that help a green school to earn better scores. The classification is as follows:

1. Water and energy efficiency
2. Environment
3. Natural assets,
4. Indoor air quality,
5. Innovative designs,
6. Viable locations
7. Local concern and need.

A criteria similar to LEED was developed in California in 1999 for green schools known as Collaborative for High Performance Schools (CHPS). According to CHPS Web site green schools have 13 specific qualities**:** "Healthy, comfortable, energy efficient, material efficient, water efficient, easy to maintain and operate, commissioned, environmentally responsive site, a building that teaches, safe and secure, community resource, stimulating architecture, and adaptable to changing needs." (Green Schools:Attributes for Health and Learning, 2007)

The goals of Green schools can be accomplished by adhering to the guidelines of Green School attribute for Health and Learning report by U.S National Academy of Sciences. (National Research Council, 2006) The course of action taken to build a green school includes optimum use of land, how to construct building? How to install particular equipment and How to maintain entire school? Concept of Green school foresees beyond design and engineering aspects of a building therefore, in order to achieve specific aims an amalgamation of engineering techniques with designing is done to obtain desired results. These techniques are:

1. Schools are usually located near public transportation minimize pollution.
2. A green site is preferred to build a green school so as to reduce its ecological impact and making optimum use of solar energy and light.
3. Water conservation can be done by rain water harvesting and developing irrigation systems.
4. Conservation of non-renewables sources is possible by developing and designing techniques that converts the renewable sources like air, water and wind into useable form of energy.
5. Using substance that are harmless, decomposable, and can be reused.
6. Green school creates an indoor environment which offers a balanced temperature, clean air, ample sun light, insulated/sound proof walls and roofs, to enhance efficiency level, optimum use of available resources to minimize the negative impact on the biological system.

As per the recommendations of The U.S. National Academy of Sciences report the construction techniques should be included in the guidelines of Green schools to achieve the desired result like proper waste disposal and management, avoiding misuse of resources, providing good aeration systems ensuring overall performance of building systems. (National Research Council, 2006)

Technology in Green Schools: Use of Tablets as a Teaching Aid/Tool

Green schools engage students' community to learn the following aspects of sustainability. (Gujrat) To utilize assets in best possible and sustainable way in order to save them for next generation.

- **Following 3Rs:** Reduce, Reuse and Recycle.
- Use of Tablets in Classroom (6 – 8th class) as a learning tool – involve them in minimizing use of paper and pencil.
- Use of natural products and involve them in minimizing use of chemicals.
- Curtailing the use of harmful products in and outside the school premises.
- Growing their food with the help of Food systems and Gardening

The impact of technology is contingent on its strategic instructional and learning implementation in the green curriculum. Technology in general and tablet devices in particular are used in the Green school classroom as teaching and learning strategies to engage, enhance and retain the learners' attention in order to achieve instructional goals.

It was evident that how the learners' conceptual levels affect their overall performance and thus influence their response and social behavioral skills. Imparting these teachings and safety measure of sustainability, will play a vital role in nurturing future generation for creating a healthier society and sustainable planet for themselves.

Benefits of Study Through Tablets: Mood Elevators

Sustainability begins with preserving the priceless environment, first of all humans needs to save trees from cutting down and that is possible with minimizing use of paper and pencil. Working on this thought process some Green schools prefer use of Tablets (Notebook PC) as a substitute of paper and pencil for dissemination of knowledge to learners/students either online or blended/hybrid mode like Backboard and LMS. (Education)

Tablets or Notebook PC's use attractive features like touch – screen, educational apps i.e. Byju's App and activity based learning modules for effective teaching and learning in classroom with maximum student participation and less cases of absence of students from schools.

Tablets enable teachers to collect valuable information and usage of a wide range of teaching aids for maximum learning and minimum distraction for students. Tablets are handy as they enable Teachers to introduce textbooks, assignment, quiz and assessments in an attractive and digital manner. Education domain and IT Trends are well integrated and are competitive enough to suit the present lifestyle of students/learners. (Kongsgarden, 2016).

Research Gap

Numerous studies have been conducted on the mood analysis of the consumers while using a particular product. (Luomala, 2000). However, it is very essential for the school mentors to know, how mood influences the learning outcomes of the students/learners. This would help schools to design specific curriculum and teaching methodology for a proficient learning experience and will succeed in attracting students to attend schools regularly and minimizing dropout rates in schools. This leads to an opportunity in the designing of curriculum by school mentors to enhance learning outcomes.

RESEARCH METHODOLOGY

The most difficult thing about taking up this project is the absence of literature which assimilates the study of the inclination of the student from the perspective of choosing Tablets as a parallel support mechanism in the Indian settings leading to minimal use of paper/pencil and thereby creating awareness about environment and sustainability. Because of this impedance, an exploratory methodology was utilized to deal with the investigation to assert that it would be a reasonable step. It is not yet acknowledged what may develop out of this effort of infusing the conception of mood with the shoppers' logic for purchasing a product. Accordingly, an interpretivist approach was adopted of investigating the area in pursuit for emerging styles and strings in different ways until a significant idea was touched upon to instruct research further.

Ease of accessibility, content sharing and affordability coupled with advancements in the app based learning technology is expected to boost the demand for future students. In fact, today's Tech-savvy students focus on flexibility, convenience and positive experiences while studying online also favorably impacts the market trend of education system. There are variety of learning apps which provide different kinds of audio-video and self-explanatory lectures, sample assignment and quizzes along with several other features of making learning a fulfilled activity by the use of 3D or animation effects as well as flexible mode of learning 24X7. The aforementioned factors contribute definitely towards tech based online learning trend. The qualitative study will involve in-depth interviews of 21 students. The tool used is discussion guide. The analysis will be done through the Leximancer tool.

- Target Group:
- **Age Group:** 11 years to 13 years

Students from different Green schools of Gujarat will be targeted for the in-depth telephonic interviews.

Sarva Shiksha Abhiyan (SSA) is Government of India's flagship programme for achievement of Universalization of Elementary Education (UEE) in a time bound manner, as mandated by 86th amendment to the Constitution of India making free and compulsory Education to the Children of 6-14 years' age group, a Fundamental Right. (Gujrat).So, the city of Gujrat has been taken to conduct the research to understand the effect of government's initiative in this city.

Research Questions

1. How does the use of Tablets, impact the learners' motivation with classroom activities (i.e., with excitement? apathy? sense of accomplishment)?
2. How do learners interact with technology used in the classroom (i.e., as an instructional device? As a learning tool? As a rewarding mechanism? as an entertaining strategy)?
3. What are the main factors responsible for the changing preferences of the students to study online? How do these factors affect the trends Education system in today's scenario?
4. How does mood and mind of the students affect their learning styles?
5. How do suggestions, recommendations and feedback affect the teaching and learning trends and decisions of the future generation?

ANALYSIS

Major themes that emerged out of the final analysis are:

- How to make motivational use of tablet device in the classroom?
- How tablet/ app based classroom activities' impact the learners' social interactions?
- Is there any noticeable change in the learners' resulting from change in classroom routine?
- How teachers can influence behavioral changes by adopting motivational strategy?
- While using tablets as a substitute for Paper/pencil, how students can be motivated towards environmental sustainability?

The overall research provided an in-depth understanding of the motivational impact tablet devices potentially have on young learners concerning engagement and participation in learning activities. The impact of technology was contingent on its strategic instructional and learning implementation in the green curriculum. The study revealed that technology in general and tablet devices in particular are used in the Green school classroom as teaching and learning strategies to engage, enhance and retain the learners' attention in order to achieve instructional goals.

The results also revealed how the learners' conceptual levels affect their overall response and thus influence their social behavioral skills as well. In addition to that, the results raised awareness concerning the students' reactions to the change in their day-to-day schedule and revealed some practices to manage learners' behaviors.

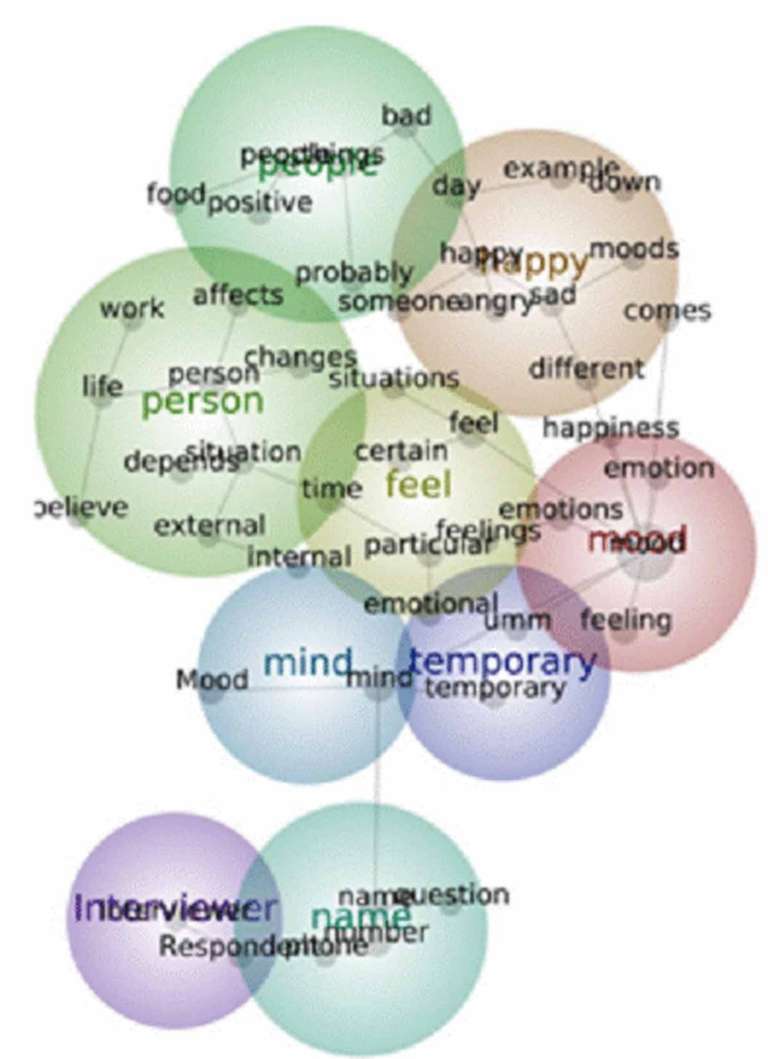
On evaluating the transcripts together as a set of collective responses, it was found that rehashed ideas appear to communicate a story that spins around the major topics of individual/individuals, feel, mood, happy, mind and temporary. While looking through the transcripts, however it gives a feeling that the Learners' meaning of mood is fundamentally the same as the conventional proclamation suggested in psychological research, there is a relationship between happiness and mood while consideration of any product/services.

Learners are believed to relate 'inclination/mood' with a feeling of happiness that is ephemeral and which is associated to mind-set, when a specific inquiry/question/ motivation is posed to students while considering a product or service they respond in a different manner.

Being a survey it is extremely elusive (even abstract) in nature, as it was somewhat challenging for learners to express their feelings effectively while exhibiting semiotic precision. Ample time was given to learners for receiving specific and precise answers to the questions posed to them. Hence, good number of respondents were found giving reasons of what they thought constituted a perfect inclination/mood towards learning while using tablets as a substitute for paper/pencil because of some information they had (discussion about online learning/tablets, benefits, features, utility as per necessities and flexibility).

Figure 1. Concept map for learners' perception of mood (Source: Leximancer)

Figure 2. Detailed concept map for Learners' perception of mood (Source: Leximancer)



Considering these points as center of the all the reactions, a couple of intriguing ideas that rose on the fringe were:

- Conditions
- Changes
- Inner and outer
- Sentiments

- Depends (in this informally used form of the word as opposed to the noun dependability)
- Time (related to the now as opposed to any form of time measurement)

It was evident from the research that a point-by-point talk with respondents is essential to understand the inclination/ mood construct of learners. Since the approach for this subject was interpretive and conducting a qualitative study makes sense. Taking a close look at the outcomes of primary inquiry into ‘mood’, concept map also provides optional aspects for each major idea.

Based on these considerations, it was concluded on direct qualitative interviews with students belonging to different Standards 6^{th}, 7^{th} and 8^{th} (Age group 11 to 13years students from Green schools of Gujarat)

The result or pre-study helped in creating a common format for in-depth discussion guides for interviews with participants belonging to different classes. The discourse guides have been formulated as stated by the class requirements; however, they utilize the same questions to include concepts that have developed from the first phase of study.

Average length of a telephonic interview was 20 minutes. Detailed descriptions of the respondent target groups have been mentioned in the individual studies. 21 students were interviewed from 6^{th}, 7^{th} and 8^{th} standard from Green schools of Gujarat to ensure new information is being identified.

The transcripts from telephonic interview were collected and evaluated utilizing text based analysis with the help of automated tool, ‘Leximancer’. Leximancer automatically conducts lexical analysis for a provided qualitative dataset. The data analysis is given in the form of word-count, word connectivity (how many times does a word reappear in conjunction with another) and study of context with other major points related to data. This data analysis enables result formation of different classes comparable in term of the aim of the study that is – ‘An attempt to perceive the mid-set or intention of learner about use of tablet in place of books/ notebooks in green schools and to create awareness about the concept of sustainability’

The procedure of research needs sound methodology as well as integrity on the part of researchers’. Although the results being focused at providing an insight into marketing domain, still it was needed to understand that participants involved in this study are human subjects therefore, it is crucial to protect their rights. Keeping this mind frame, former approval was taken from each respondent before interview and it was consented that neither respondent nor researcher will imperil the integrity of either side by revealing the identity of the respondents at any point of time without their consent. The respondents were informed well in advance regarding the theme, aim of the study and the process that will be followed in the course of collection of the data and were ensured that they will not have to risk anything or pay during the interaction.

According to Burns and Grove (1993), Anonymity is said to exist in a research when a subject cannot be associated, with the individual responses of anybody including the researcher. Final analysis was conducted in the study after removal of all traces of personal identification from the data collected from a respondent. Furthermore, use of Leximancer analysis curtailed subjectivity brought in by the analyst. The role of analyst was restricted to synthesizing information collated by the tool and deducing implication from the comparable data from contexts which appear to be alike for a specific idea.

To summarize, during this 'mood' analysis project, researcher utilized qualitative approach to rationalize, investigations done in unexplored areas. Ethical guidelines were also considered while selecting final respondents'. Each interview aims at a specific class and particular needs of a target group. Similar procedure was adopted for data collection and analysis to bring out uniformity in comparable sources in the feedback provided. In depth descriptions for specific class and age group and exact number of interviews conducted have been mentioned in the chapter.

FINDINGS

Major themes that emerged out of this research using Leximancer Analysis are:

- Tablet,
- Feel,
- Environment,
- Use and
- Green Schools.

Circle Diagram Analysis

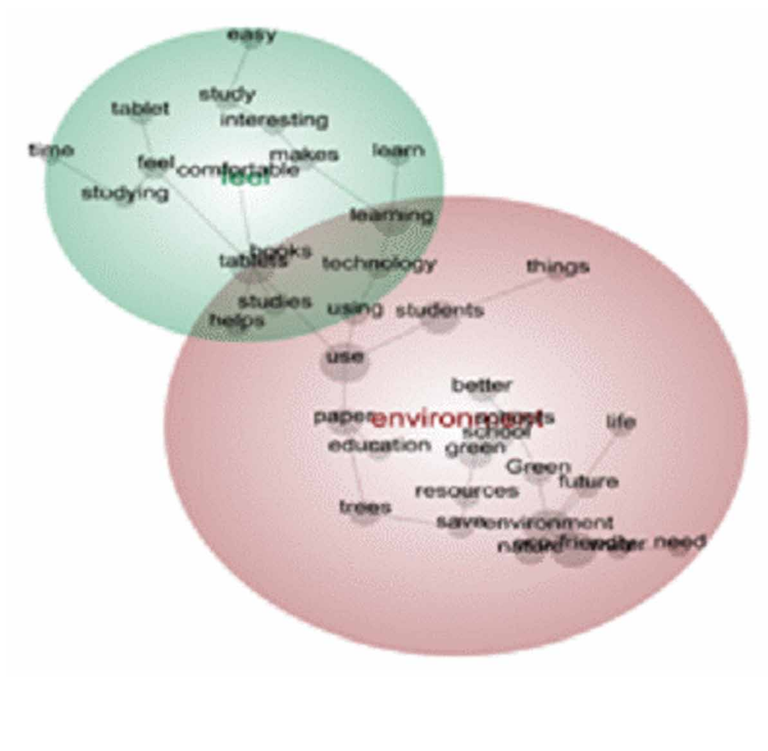
The data was collected from 18 respondents through in-depth telephonic interviews. Further, analysis was done through Leximancer tool. This research can help the school mentors to get an idea about the mindset of the learners/students and design their green curriculum accordingly.

The analysis can be explained below in the form of circle diagrams:

Students Learning Inclination: Segments Analysis

Figure 3 illustrates the different aspects of learning in a broader perspective. For instance, what does Indian students/learners prefer when they study? Is it somehow related to the mood of the students? What are their preferences for studies, tablets or conventional text or notebooks? On the basis of their moods, most of the students preferred studying through tablets according to research. So, their mood is directly linked to their learning styles. If they are happy and feel good, they learn with keen interest which enables them to score good marks and enhances their performance as well as active involvement in school activities. Even if they feel low, still they will be motivated to study anyhow. In such cases, tablets act as a mood elevators or stress busters for students as they can play mind games, watch videos and listen to audios related to their topic without getting bored. Some students were very specific about choosing tablets as an option for studies in place of text and notebooks because they feel by doing so they can contribute to save earth.

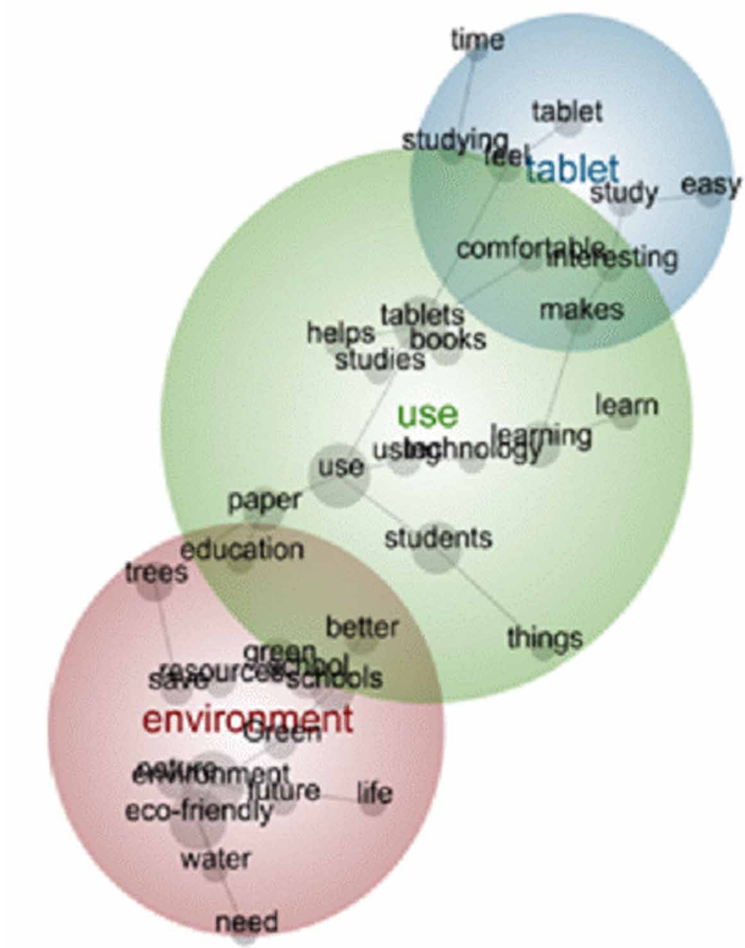
Figure 3.



Students Learning Inclination: Sub-Segments Analysis

Figure 4, illustrates the reasons why students prefer to study using tablets in place of text and notebooks? How does use of tablets in schools affect the learning styles of the students? How technology based teaching and learning is a major attraction for today's tech-savvy generation? Does the use of tablets create a new teaching and learning paradigm, proposing new opportunities' in student learning outcomes? Feedback generated through the in-depth interviews, demonstrates that the ease to use tablets along with effective presentation of concept in the form of audio and video lectures acts as a major factor for encouraging students to choose tablet over textbooks for study. Owing to the change in lifestyles, and time constraints the students

Figure 4.



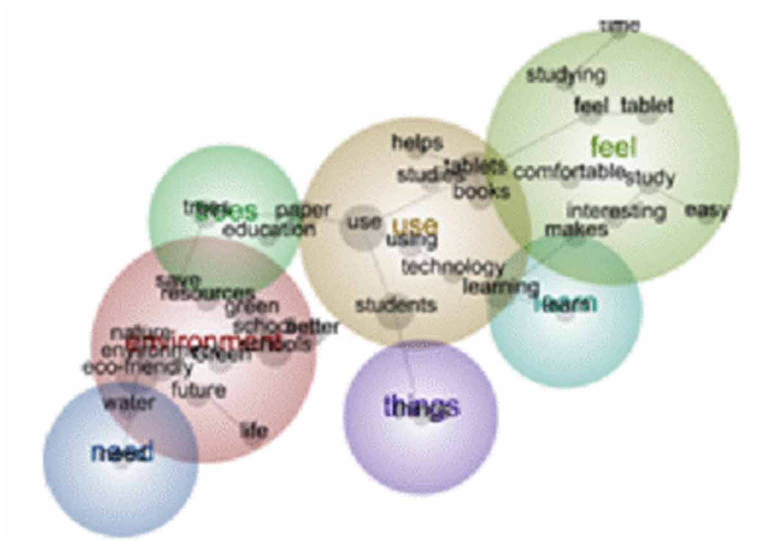
find is time saving and easy to learn through tablets as information is available at a click of mouse. In today's era there are numerous educational apps with easy and attractive features which makes learning a fun filled activity for students, thereby developing a synergistic relationship between the students and nature by the use of tablets which in turn will save trees by reducing the use of papers.

Students Learning Inclination: Detailed Sub-Segment Analysis

Figure 3 illustrates detailed analysis of factors such as Feel/mood, environment, use, need, learning and education. In India students are shifting their preferences from text and note book learning to app – based learning, owing to the accessibility of information at the click of mouse. Today's, learners prefer app – based learning methodology that utilizes aural and visual effects to create interesting learning patters for pupils. Proven merits of app-based teaching/learning include effective execution of simulation and game-based learning (quiz, assignments and assessments), extensive control on teaching and learning management and performance support system. Responses from pupils help teachers in curriculum designing process.

Use of tablets for study purpose makes learning a vivacious experience for students and teachers as it enables them to easily connect with each other to provide on- demand training, especially in case of Green schools.

Figure 5.



Students Learning Trend Analysis: A Broad Perspective

In figure 6, time, feel, learn, use, paper, tablets and environment are explained on a broader perspective. In past few years the learning pattern of the present generation has changed drastically as compared to the former generations. Today's generation is a tech savvy generation, who suffice most of their learning needs from mobile and internet. It was observed that factors such as ease of learning, time-saving, and availability of information affects the learning preferences of the millennial. Majority of the students prefer learning through tablets because it is easy, convenient to learn anytime & anywhere therefore, saves a lot of time and makes them feel happy. As per this study, there are many youngsters who believe that app-based learning is a trend to look forward to for raising an eco-friendly generation.

Figure 6.

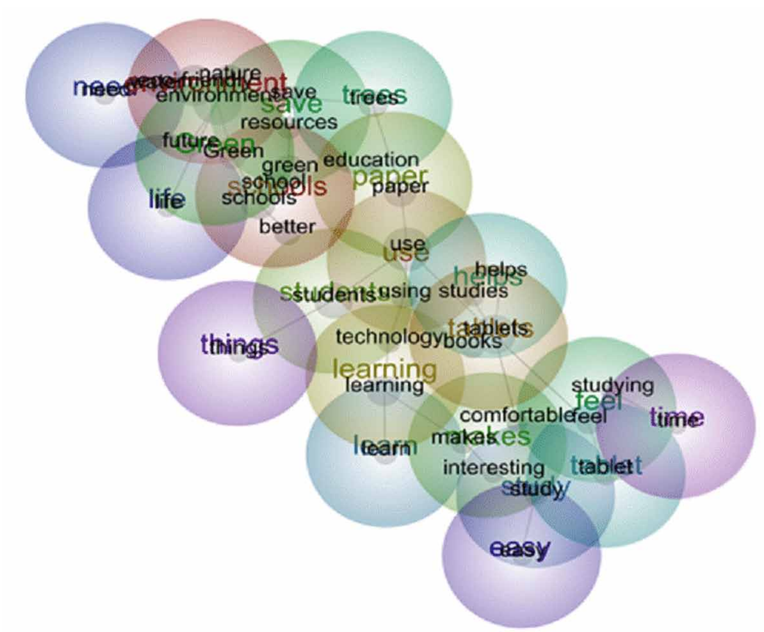
Different Factors: Connecting Links

Figure 7 shows the association between environment, schools, use, tablets, feel, easy learning, comfortable, time, student, need, save, paper and trees. Learning depends upon the mood of the students and ease to get information. As per the in-depth interviews conducted, most of the millennial prefer tablets over text and notebooks. This can be attributed to the factors such as:

- Availability and accessibility of information easily and at one place.
- The biggest attraction for today's tech-savvy generation is how quickly and easily they can get any information by a single click, without any hassles of going out to libraries and looking for information related to a particular subject/topic. Tablets are thus one of the best education and learning options over conventional textbooks and notebooks.
- The pedagogy adopted by Green schools is also a key factor in favorably impacting the students' choices & preferences in terms of studying and thereby enhancing learning outcomes and participation of students.

Hence, it is evident from the above-mentioned factors, why tablets are preferred over text and notebooks for the students/consumers; because the decision to study

Figure 7.



or not depends solely on their mood, environment, ease, use of tablets for education as well as entertainment too; all the factors are inter-related to each other.

Figure 8 gives an in-depth analysis of the various attributes which affects overall teaching/learning experience. In India, the students/learners prefer technology based learning to save trees and by minimizing use of paper and adopting sustainable lifestyle. As already discussed, learning for students in schools majorly depends on the availability of information and mood of the students. If the students are in a good mood, they learn with keen interest. However, if they are in a bad mood, a few still try to learn while others do not learn at all. Similarly, if availability and accessibility of information also acts as a major constraint, then students opt for tablets over textbooks. Reason being they get numerous options at one single platform at the same time, rather than going to libraries for collecting information about different subjects, thus saving their time which can be utilized for some other constructive activity.

Detailed Analysis: Connecting Link Between the Different Factors

Majority of the students prefer learning through tablets. This can be attributed to mood elevation with the ease to learn, comprehend and perform in the class. The research also demonstrates that, few of the students prefer using technology based education and learning due to their awareness about optimum utilization of resources, minimizing wastage and avoiding the misuse for a sustainable future.

Figure 8.

Figure 9.

SURVEY RESULTS

1. Why do students prefer tablets over conventional text and notebooks?

Students prefer tablets over conventional text and notebooks because it moves from the conservative mindset to progressive mindset, it helps to protect the environment and helps them to use technologies for better learning and also makes it easier to learn efficiently without pressure of carrying so many books. They prefer easy and time saving methods for getting information. When they get bored they prefer playing games and listening to music for refreshing their mood. The method of teaching and learning is way too different and is in a digitalized mode which creates awareness for an eco-friendly environment among students. Students are the “building blocks of a nation” and schools play an active role in saving the environment and hence saving mankind & life on Earth. Using tablets in place of papers or notebooks will help to reduce the wastage of paper, this further helps in developing and maintaining an eco-friendly environment by saving trees and indirectly that means saving mankind against global warming.

2. How does mood affect the learning experience of the learners/students?

Mood plays a significant role in affecting the overall learning experience of learners/students. Learning depends upon the mood of the students and ease to get information. If the students are in a good mood, they tend to learn with keen interest. However, if they are in a bad mood, a few still try to learn while others do not learn at all. Similarly, if availability and accessibility of information is easy and fast they develop interest towards studies while in absence of facilities and relevant information, mood gets spoiled which develops aversion leading to dropouts from school. Thus, mood has a great impact on learning experiences & outcomes, social and behavioral skills.

3. Does it enhance the effectiveness of teaching and learning framework?

It definitely enhances the effectiveness of teaching and learning framework because it is a general habit to use electronic devices in daily life. Hence, using tablets for learning makes it easier to understand the concepts effectively. Use of tablets in green schools is a commendable step, because imparting technology based learning provides a modern approach to education while creating a sustainable future for all. It also becomes easy for teachers to include audio – visual effects to the concept making it interesting and easy for students to grasp, which is not possible with paper textbooks making. Ease to learn the concept enables them to actively participate in discussions and various activities which in turn enhances their performance and grades.

4. How does it help in reducing the dropouts from schools?

Green Schools not only provide a healthy environment for growth & learning but also act as an interactive teaching and learning tool. Students experience, learn and practice eco-friendly methods based on 5 elements – earth, water, fire, wind and ether which connects them to Mother Nature while they grow into environmentally responsible citizens. Green schools nurture and inculcate the tech-savvy generation with the values of concern for the environment and resource management, trying to make life better for present and future generation. These schools adopt aural and visual based learning concept for effective learning outcomes and active participation of students, thereby minimizing dropouts in schools. Students skip school in absence of interest based teaching and learning methodology, so when students will learn new thing in interesting way they would love to come to school rather than missing it and sitting at home. Sustainability related activities become a part of students' daily curriculum unlike regular schools and these good habits remain with them forever and are even passed on to future generation.

CONCLUSION

According to the in-depth interviews and analysis, mood along with the mindset of the consumers play a vital in effective learning process. Students/learners are shifting their learning preferences from paper made notebooks to electronic notebooks and tables. This can be attributed to the ease of learning the concept and availability of information at a click of the mouse. Moreover, app based learning saves a lot of time and acts as stress buster for them because learning through tablet is fun filled activity rather than strenuous job.

However, mindset impacts the participation and learning outcomes of a student to great extent. Significantly, mood also plays a crucial role during learning and inculcating the values about environmental education and awareness. It was perceived that when students are in good mood, they are keen observers and good learners. They can study for longer duration provided they find the concept easy and interesting. On contrary if the students are in a bad mood, then they might not be interested in studies at all leading to less participation, poor performance and even dropout cases from schools too. Though in few cases, few students prefer to study through tablets while feeling low or sad in order to elevate their mood and bring a smile to their faces. Hence it can be concluded that mood and feelings also affect the learning trends of students.

SUGGESTIONS

This study established that Green schools are competent enough and achieved success to some extent to pass on the message of sustainability by introducing Tablet PC as mood elevators for the students of 6th, 7th and 8th standard by using various features to make learning interesting and effective. The dynamics of green schools and setup of classroom, methods of delivery and communication between trainer and learner were changed at times for effective learning as proposed by the learning outcomes which also served as a connecting link for mood elevation of students. Specific key areas/issues to be addressed and improved for making a tablet PC program successful by all means in green schools are:

- Training and development sessions for teachers prior using Tablet PC.
- Teachers must get additional time for exploring and creating innovative learning activities for students with the help of Tablet PC.
- Improved quality of the students' Tablet PCs and improved infrastructure of green schools.

Thus it can be said that role of Tablet PC as mood elevators in education will be established once the key indicators have been met before initializing a Tablet PC program for making it successful in any Green school. The Tablet PC can serve as an example of a "Technologically enabled/supported" way to enhance teaching, learning and feedback between student and teacher.

- **Future Scope of Research:** A study of use of tablets as mood elevators in learning can be done among regular schools and then comparative with the green schools in Gujrat.

Major Takeaways From This Chapter Include

- With the advancement in technology and ease of learning, the students are changing their preferences towards technology based learning compared to conventional learning methods.
- Not only mind-set, even mood impacts the teaching and learning attributes of the students. Regular Feedback from students and teachers enables green school mentors in formulating a sound pedagogy.

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APPENDIX

Discussion Guide

Instructions to Interviewee: Before we start I would like to remind you that there is no right or wrong answers in this discussion. We are interested in knowing what you think, so please feel free to share your point of view. It is very important that we hear your opinion.

1. According to you, what is an eco-friendly environment?
2. Why do we need an eco-friendly environment?
3. What is your role as a responsible citizen towards building an eco-friendly environment?
4. What, according to you is a green school?
5. How is it better than other schools?
6. What role does a green school play in building an eco-friendly environment?
7. What is your opinion on use of tablets in learning in green schools?
8. Do tablets offer benefits over use of paper/ hard copy books in learning?
9. How comfortable you are in using tablets while learning?
10. How do you feel while studying through tablets?
11. Does use of tablets affect your mood and how?
12. Does use of tablets make you study effectively and how?
13. Do you think regular use of tablets will enhance the mood of students and increase their involvement and efficiency in classes and if yes, how?
14. Do you think regular use of tablets will reduce the number of drop outs in green schools and if yes, how?
15. Do you think regular use of tablets will contribute to building an eco- friendly environment and if yes, how?

Any other issue or point you wish to add or share your opinion. Thanks for your views and valuable time.

Chapter 5
Understanding How Behavior Plays a Role in Purchasing Dog Food in Bombay

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ABSTRACT

It has been noticed that there has been an increase in the number of families adopting dogs as pets in the urban areas on India. Dogs among all other pets are considered the most loyal and unconditionally loving animals. However, maintaining a dog is not as simple as it may seem. One of the most important factors that contribute to the wellbeing of a dog is the nutritious food consumed by the dog. This research paper aims to understand the behavior that influences the purchase of dog food in Mumbai city. The goal is to comprehend the preferences and the buying pattern of dog food consumed in Mumbai. To undertake this research, 15 in-depth interviews were conducted, of people who own dogs; belong to the middle and upper-class families in the city of Mumbai. Dog owners indulge in a lot of reading and research to make sure that they give the right form of nutrition to their dogs. This research threw light on the purchase behavior of dog food consumed in Mumbai.

INTRODUCTION

Recently, there has been an increase the adoption rate of dogs in India, especially in urban cities such Bombay, Delhi, Chennai, etc. This, combined with the awareness of nutritious ready-made food available for dogs has led to the growth of the dog food industry.

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Within the food range, the dog food category is expected to dominate the market as the largest contributor of revenue, followed by the fish and cat food segment. In the case of the dog food segment, dry good has a higher share because of the dog's affinity towards dry food in general. On the other hand, cats love wet food. Dry food also includes meat treats/snacks like meat jerkeys, meat biscuits, and nutritious supplements, but on account of its high price, basic dry food is consumed more. Based on research about food preferences of pets, companies are now strategizing their offerings and products accordingly. (Netscribes, 2015)

According to petfoodindustry.com commercial dog food contributes 6-7% to the dog food market and is said to grow at 24% annually. Brands such as Royal Canin and Mars International Pvt. Ltd (Pedigree) rule the market when it comes to the dog food industry in India. Mars International has 70% of the market share while others brands are set to penetrate deeper into towns and cities in the country in order to increase their market share. (Mars International, 2015)

According to the TechSci Research report, the dog food segment is set to contribute the highest share to the pet food industry and is expected to grow at approximately 13% annually. (India Pet Food Market Forecast and Opportunities, 2014) However, this growth has not reached a level of consistency as yet. There are people who purchase dog food but not on a regular basis as yet. People are still in the nascent stage of purchasing such food for their dogs. In the metro cities of India, people are exposed to a lot of information through the internet, which helps in create an opinion and take informed decisions about the kind of food to buy for their dogs. Even within dog food, there is a variety of types of food available, including regular dry food, food sticks and treats, chewy food, etc. People are experimenting with regular dry food, to begin with, and only a certain segment of these people are going ahead with treats, biscuits, food toppings, chewys, etc. This is mainly because dog food in general is priced on the higher side, and within that, basic dry food is the most affordable with value for money while the rest are expensive for regular consumption. This in turn, bounds the target group by income and purchasing power. This could be the reason why the transition from home-made dog food to commercial food is more evident is urban cities such as Mumbai, Bangalore and others as the understanding for nutrition and ability to pay for the dog food is higher on this side. (Dog Foods, 2016)

The last decade has seen an increase in the purchasing power of the earning class of India. The growing sentiment among urban households is that a dog is loving, loyal and considered a family member who has no material demands. There has been more awareness and widespread knowledge about dogs in particular as pets among people. This is mainly due to high use of dogs in advertisements and movies and human nature is such that whatever you aspire to own is based on what you see around you. A classic example was seen in the rise of purchase of Pugs soon after the Hutch advertisement. Dogs play different roles in different lifestyles. They are treated as siblings in a single child home, whereas for a senior citizen they are seen more as a companion. People treat caring for their dogs as a hobby, and some even give up their mainstream careers to venture further into the pet industry. With the growing social acceptance of dogs as pets, there has been a rise in products such as apparels, toys, food and luxury spas and hotels especially for dogs. (Shah, 2016)

In 2017, Pedigree owned by Mars International Pvt Ltd has led the dog food category in terms of sales. The reason for is that the products are economically friendly and easily accessible because of their widespread distribution. Pedigree caters to all aged dogs, all types of dogs and takes into consideration any allergies or ailments. The kind of food available includes both wet and dry food such as milk and vegetable, Chicken gravy rice, etc. to Denta stix, biscuits, etc. (Dog Food in India, 2017)

Identification of Topic

After an extensive research done on the pet industry as a whole, it has been noticed that there is no detailed information or study on the topic of dogs. There are research papers and studies covering cat, fish, bird, and dog supplies under a single study, which gives a very generic perspective to the industry. However, there is a void of information when it comes to dog food specifically. Even if there are studies on dog food, there is no content that specifically caters to the consumption and purchase behavior of the same.

Therefore, it is appropriate to study, analyze and understand the purchase pattern of dog food in the metro cities of India. This would bridge the gap of knowledge between the dog food industry and the patterns of consumers' decision making and buying behavior.

Rationale Behind the Study in India

India is now emerging as one of the fastest growing global pet market. Dogs occupy around 85% of the pets in India, North India have the largest number of pets. According to India International Pet Trade Fair, the pet population in India has grown from 7 million in 2006 to 10 million in 2011. On an average 600,000 pets are adopted every year. There is a constant rise in the number of families adopting pets today. There are multiple reasons for this including security, companionship, stress buster, etc. However, among all pets, the animal that is adopted most often is a dog. (Indian Pet and Equine Industry)

There are multiple start-ups in India which cater to the needs of dogs. One such example is 'Hotel for Dogs' located in Chennai and Bangalore. (Hotel for Dogs) It

Figure 1. 17th in the list world-wide
(Pet Care in India, 2017)

TOP 20 DOG POPULATIONS	
USA	69,929,000
Brazil	35,800,000
China	27,400,000
Russia	12,520,000
Japan	12,000,000
Philippines	11,600,000
India	10,200,000
Argentina	9,200,000
UK	9,000,000
France	7,570,000

is a boarding facility for dogs when the owners are busy or not in town. They also house and take care of abandoned dogs until they are adopted. In 2016, Hotel for Dogs, Bangalore rescued and provided shelter to 156 beagles that were adopted by various families within a period of two months. This goes to show the rate at which adoption of dogs occurs across India.

In relation to this, the demand for dog food is also increasing swiftly. Since a majority of the segment of population that own dogs in India are working class professionals, there is a lack of time causing them to purchase commercial food over home-made food. This could relate in an evident change in the consumption and purchase pattern of the dog food industry.

Therefore, it would be interesting to study, be aware of and gauge the purchase patterns of the dog food industry. This will enable us to notice the preferred brand purchased and consumed throughout. In addition to this, the study will also attempt to cover the share of online and offline purchase of dog food in Mumbai, and its impact. One in every ten people in Mumbai owns a dog. Mumbai being a city with a lot of diversity and variety of crowd, it gives us an opportunity to understand the difference in purchasing patterns of dog food, from one type of a person to another. Thus, the location target for this study is Mumbai.

Objective of the Study

The objective of the study is to understand purchase patterns in terms of preferred brands of the dog food industry in traditional and online platforms

LITERATURE REVIEW

Product Line Overall (Differs From Pet to Pet)

The food category includes prescription food, Weaning food and Food toppings, Meaty, fruits and vegetable, dental, raw hides, biscuits and treats. When it comes to hygiene and grooming, dog owners are big on this; this category includes shampoo, conditioner, brushed and combs, towel and accessories, dry bathing, deodorants, etc. The health and wellness category consists of kin and coat care, dental care, health supplies and supplements, eye and ear care, de-wormer (Health & Wellness). The products for dogs are ever expanding and even include bowls and feeders such as clamp bowls, elevated bowls, adjustable bowls, feeders, steel and plastic bowls (Bowls and Feeders) and collars and Leashes such as Muzzles, Collars and chain collars, leashes, show leashes, retractable leashes, recovery collars, harnesses and cones, pet tag (Collars and Leashes).Toys are must for dogs and include rope and jute toys, soft toys, latex toys, rubber toys (Toys). Keeping the dogs healthy is a priority for dog owners and therefore for flea and ticks there are spot on treatments, Powders, sprays, medicated collars, shampoos and soaps (Flea and ticks). Dogs even have Diapers, odor and stain remover, waste management, potty training pads and trays, crates, cages and beds: Cates, gates, cages, travel accessories, bags, T-shirts, bandanas, coats and jackets, rain coats, cooling coats, shoes and socks. Pets and training products, general human medicines are used for pets too for basic purpose.

According to Rana Atheya, Co-owner of e-commerce dog product site, **Dogspot.in**, the pet humanization in India has led to the lead consumers slowly shifting from home foods to commercial pet foods. Indian families do not mind spending for items that are beneficial for their pets such as food, treats, toys, medicines, etc. (YS, 2010) The demand for premium quality pet supplies has increased due to the increase in middle class families owning pet dogs. The portrayal of pets by the media has had a huge role in the perception of Indian households towards pets; one such perception is the ownership of street dogs, today.

Future of Pet Food (Market Share)

See Figure 2.

Price List

The price range for dog supplies varies from product to product which is affected by factors like quantity, quality, availability, taste, comfort, size, etc. Overall, the price range is between 150rs – 50,000.

Brands and Competition

Some of the top brands in today's pet supplies market are & the top two being Mars International having Eukanuba and Pedigree & Royal Canin followed by, Indian Broiler Group, Provimi Animal Nutrition India, PetSetGo and Bharat International Pet Foods (Netscribes, 2015), Hill's Science Diet, Lams, Beaphar, Eukanuba, Ecopet and Farmina, alongside numerous other domestic and imported brands. (Pet Care in India, 2017) Mars International occupies about 70% of the market share in India. (Pet Care in India, 2017) What makes Mars International the top brand in the market of pet foods is its originality and research that goes into the ingredients of the products. One of the leading brands under Mars International is Pedigree, which is incidentally the brand that is consumed the most by the TG studied. All

Figure 2. (Research, 2017)

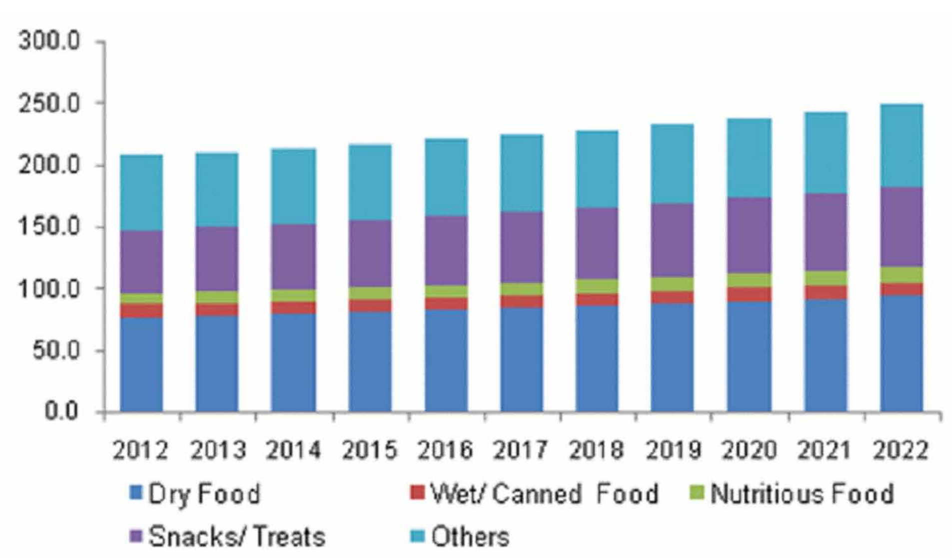


Figure 3.
(Products, 2016)

Food	Rs.75 – 2000
Biscuits	Rs. 200 – 600
Grooming	Rs. 250 – 18,000
Health and wellness	Rs. 50- 879
Bowls and feeders	Rs. 200-9,000
Collars and leashes	Rs. 175-2500
Toys	Rs. 200 - 4000
Flea & Ticks	Rs. 120 - 1100
Cleaning and potty	Rs. 160 – 26,000
Crates	Rs. 1650 – 45,000
Clothing	Rs. 200 – 3,000
Training	Rs. 280 – 5,500
Spa and Yoga	Rs. 5000 – 10,000
Magazines	Rs.200

Pedigree food is made out of good quality ingredients and devised for professional nutrition to keep a dog at its best. (Dog Foods, 2016).

All Mars International products cater to the four universal needs of a dog. These needs are – Skin and Coat, Oral Care, Digestion and Immunity. Along with this the food products are available and designed for dogs of all sizes in different life stages including puppy, adult, senior, small or large breed dogs. Pedigree believes that is not only important to let the dog owners know what they are feeding their dogs but also the nutritional value of the food being consumed. The main ingredients that differentiate Pedigree and other Mars International pet food brands are the eight unique elements that go into their products. They are:

Majority of the pets supplies products on E-commerce websites such as Amazon and Flipkart belong to brands owned by Mars International Pvt. Ltd. Other pet food brands fall short in areas where they use artificial flavors, and raw meat such as beef, Cellulose gum, Caramel color and other not so healthy ingredients which in

Figure 4.
(Dog Foods, 2016)

INGREDIENT	MAIN PURPOSE	NUTRITION
Ground Whole Corn	Essential amino acids, Carbohydrate source, Linoleic acid, Fiber	Energy source, lean muscles
Animal Fat	Source of linoleic acid, fat source	Energy source, healthy skin and coat
Beet Pulp	Soluble Fiber source	Added for digestion
Ground Whole Wheat	Carbohydrate source	Energy source and fiber
Meat and Bone meal	Concentrated essential amino acids, calcium and phosphorous	Lean muscles, strong teeth and bones
Vegetable Oil	Source of linoleic acid	Healthy skin and shiny coat
Brewers Oil	Carbohydrates and Fiber	, aids proper digestion
Corn and Gluten meal	Concentrated essential amino acids, antioxidants, linoleic acid	Build, maintain and repair tissue, immune system, healthy skin and coat

the long run do not provide the required nutrition. While the other brands do use some of the ingredients that Mars International products use, they do not use all of them in all their products thus failing to provide a whole-sum and nutritious meal. (Mars International, 2015)

For different stages of a dog's life, there are different nutritional levels required:

- A puppy requires food that is higher in protein and rich in vitamins, fats and minerals which is essential for growth.
- An adult dog would food to maintain its well-being. To do so they consume a lot of meat and bones which provide the necessary nutrition.
- A dog requires a combination of fresh wet food and dry food to snack on in regular intervals of time.

Future Potential

TechSci Research report, "India Pet Food Market Forecast & Opportunities, 2019", the pet food market in India is expected to cross USD270 million by 2019. (Netscribes, 2015)

The Euromonitor report states that the pet food industry around the world is projected to proliferate at a rate of 10-15% annually, in the years to come. (Pet Care in India, 2017)

Dog food is expected to register a 13% retail volume CAGR (Pet Care in India, 2017)

Currently, a growing trend in India has been the rise of pet-friendly restaurants, where pets are treated to gourmet meals and other fun foods. (Pet Care in India, 2017)

Knowledge Gap

Human Beings more often than not turn to their pets to seek comfort, love and simple joy in their lives. This by in itself is something that explains a lot about the importance of pets in one's life. In a world, so chaotic and mundane, pets are sure to add color to lives and enhance the meaning of life. The truth is pets make the world a better place to live in.

The first thing that comes to mind when one says "pet" is a dog. According to Tanmay Sharma, owner of Pets Pash, the reason why people prefer adopting dogs is because they are fun loving, warm, loyal, friendly and the most importantly, a companion. Sometimes, that is exactly what one needs at the end of a long and tiring day. Another interesting fact that has come to light today is that apart from the reasons mentioned above, people have now started to adopt dogs because it is a matter of pride and prestige in the society. With-in dogs, even the kind of breed of dogs that is owned represent a status quo. Therefore, the value of having dogs as pets are getting higher, and owners are beginning to realize the importance of their pets' well-being, especially feeding them with well-nourished food. This in turn this is increasing the demand for dog supplies, particularly dog food. Dog food is an integral part of maintain a dog and within that the type of food given is as equally important as it determines the nutritional value that goes into the well-being of the dog. However, there has been limited light thrown on this factor, therefore the reason for picking this topic is to fill the gap regarding the awareness, the buying patterns of dog food.

Research Questions

1. What are the emergent trends that lead to the purchase of dog food among dog owners?

RESEARCH METHODOLOGY

The study aimed to learn and understand a consumer's purchase behavior towards dog food in Mumbai. The study involved in-depth interviews of 21 customers who own dogs as pets and have had them for more than 1 year. The qualitative research used discussion guide as a tool. The analysis was done through the Leximancer tool. The results would be of practical significance to dog food manufacturing brands, who sell online as well as offline. Their main deduction from the responses was to understand in detail, the purchase needs, patterns and requirements of dog food in Mumbai.

- Target Group:
- **Age Group:** - 20+ years
- People from Mumbai will be targeted for the in-depth interviews.

Consumer Profiling

Demographics
Target Consumers
Current:

1. Pet owners, usually married couples with children; though couples without children and older citizens also fall under the category.
2. Businesses catering to pet supplies such as hotel for dogs, cat & dog spas, pet business who sell different brands of pet products.
3. **Potential:** Future pet owners and businesses
4. **Age Group of Consumers:** 20+ years
5. **Gender:** Female, as the lady of the house usually takes all the decision related to the purchase and consumption of dog pet supplies, especially in India.

6. **Income Level:** Middle – Upper class families earning 5, 00,000 - 10, 00,000 per annum.
7. **Education Level:** Completed School or Graduate
8. **Family Lifestyle:** Nuclear or Joint family having the ability to understand that the pet is another member of the house and should not be treated inferior and should have ability to take responsibility of the well-being of the pets. Usually, it is more noticeable among nuclear families.

Geographical location of consumers of pet supplies: Mainly in urban areas, where pet owners spend money on grooming their pets, especially dogs. Purchased mainly in metropolitan cities like Mumbai, Chennai, Bangalore, New Delhi, and Kolkata. Tier II cities such as Pune, Mysore, Thane, Gwalior, Bhopal, Indore, etc. also fall into the radius.

To get a realistic understanding of the scenario, 21 in-depth interviews were conducted. The target audience for this research was mainly people who purchase food for their dogs and are living in the city of Mumbai. The reason that study was conducted in Mumbai is because the city is a fast paced, constantly developing and consume a lot of information on a daily basis. Aside from that the city is also seeing a rise in the number of pet owners since the kind of people who reside there have the purchasing power, as well as access to knowledge and information about owning and raising a dog at their fingertips.

Psychographic

These are consumers who are similar in the sense, their personality types are usually introvert and prefer being in the company of a dog rather than having actual social interactions with other human beings. They find comfort and joy in the presence of their pets.

Behavioral

Consumers who have dogs, cats, fish, hamsters, turtle, birds, etc. as pets and purchase pet supplies. They value the life of their pets and consider it as equal or above their own. They must have an understanding that pets also require premium quality products such as good food and grooming in order to be nourished and lead a healthy life. The consumers will be similar in the sense that they will constant look for products that would enhance their pet's wellbeing, be part of active pet groups, take part in rescue and missing missions and have a general affinity towards their pet's lives.

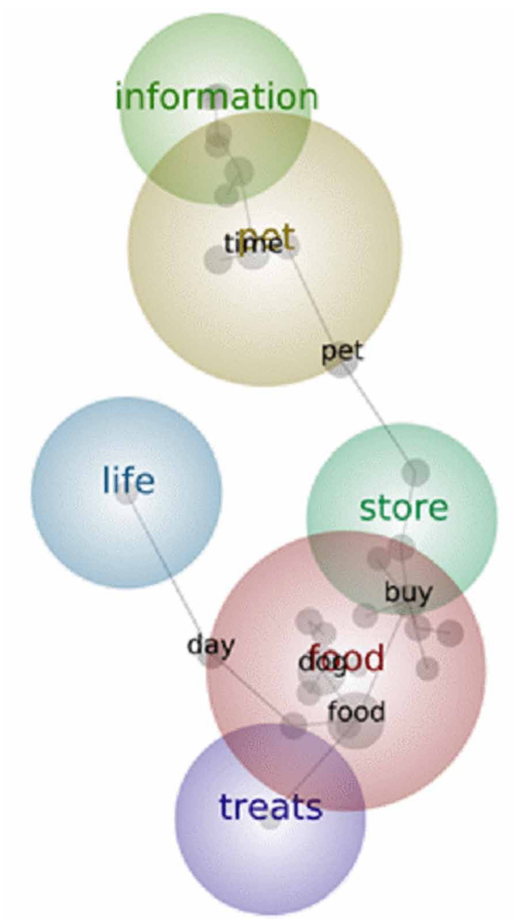
FINDINGS AND ANALYSIS

Based on the secondary research conducted, it is noticed that most of the dog owners are more prone to buying dog food that is suggested by the vet against buying out of instinct or being influenced by advertisements. Also, Pet stores serve as an important influence in terms of purchasing dog food.

Overview

The Leximancer tool was used to analyses the responses which collated the various themes and words used over all the responses, and gives an overview of the study.

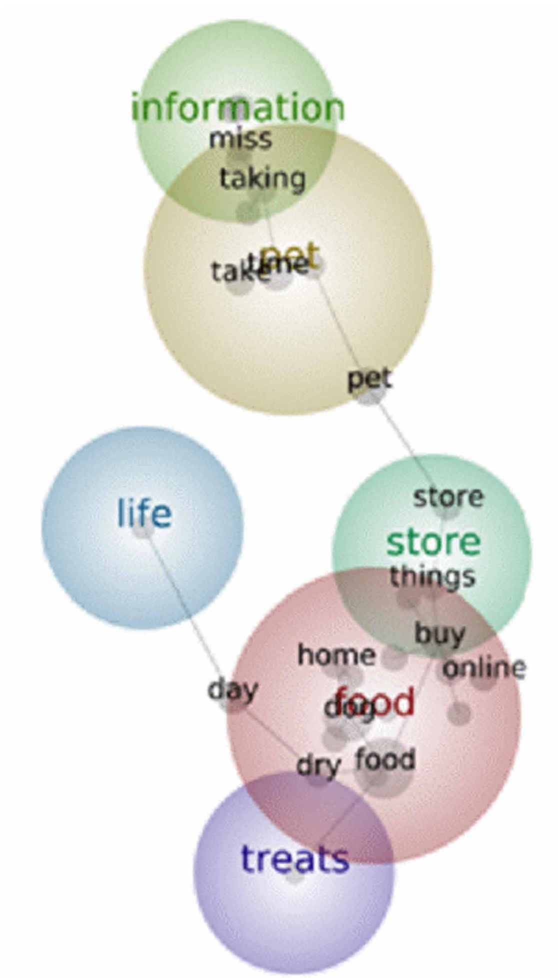
Figure 5.



Themes

The major themes revealed from the tool cover 'pet', 'life', 'store', 'food', 'information' and 'treats'. Dog food being the center of focus in this study, it was no surprise that the 'food' themed bubble had the most to contribute. Dog food is a vital part of owning a dog; it is something that is consumed on a day-to-day basis and the key element for the dog's survival. From the responses, it is evident that food is consumed in the form of wet and dry food. Wet food usually encompasses fresh home-made chicken, eggs, milk, etc. Dry food, on the other hand includes treats like chew sticks, biscuits, etc.

Figure 6.



Dog Food and Brands

The dog food market is very high on brand loyalty from the consumers. Once a consumer has tried and tested a product that has worked for their dog, they tend to stick that brand faithfully. The reason for such strong behavior is specifically that the product consumed meets all the nutrition requirements needed for their dogs' wellbeing.

Pedigree is the most preferred brand of dog food and the respondents prefer to go to the store, take time out and inspect the variety before making an informed purchase decision, which is why they do not purchase food online. This justifies the previously mentioned notion about brand loyalty among dog food.

Owning a dog is all fun and joy but it comes with its share of responsibilities as well. Something as basic as dog food needs to be thought out thoroughly. Information is collected from multiple sources. A lot of reading is done, opinions are taken into consideration, reviews are understood, and physical visits to a pet store are regular activity when it comes to purchasing dog food.

The Sample

The sample interviews collected were from dog owners/family members in Mumbai. The interview highlighted important aspects regarding the kind of food consumed by their pets, followed by the proportion of wet and dry dog food consumed loyalty towards food brands and products, and their owners' attitude while purchasing dog food.

After conducting their interviews, the obvious fact is that dogs have changed the lives of the owners in a positive manner. They serve as a companion, a stress buster and a loving member of the family. Approximately, 90% of the respondents feed their dogs at least twice a day. These meals are home cooked food, usually meat such as chicken, boiled egg, beef with rice or chapatti. It is strongly put forward that is unsafe and unhealthy to feed them food which contain spices or sugar additives. All home-made dog food is free of salt, sugar and other condiments.

It is found that they consume 2 wet meals per day and 1 portion of dry food in the form of snacks. While some of them prefer to give commercial food for snacks and treat, the rest of the dog food consumed is made at home. Treats include chew sticks, Denta sticks, dog biscuits, etc. However, few respondents prefer to keep the dry food through the day so that their dogs can consume it any time.

The most preferred brand of dry food given is Pedigree because the respondents believe that Pedigree contains all the nutrients required by these furry pets. Royal Canin is the second most preferred and used brand. Nearly, 80% of the respondents claim that homemade dog food serves a better option for a nutritious diet; however for things like medicines, calcium and vitamins, treats, they prefer commercial dog food. The respondents also feel that commercial dog food contains preservatives that are considered unhealthy and have negative effects on the immune system of their dogs.

With respect to loyalty towards a brand, the respondents are leaning towards extreme loyalty when it comes to purchasing dog food. This is mainly because their dogs are used to the ingredients in that respective brand's product and it suits their bodies. However a few respondents claimed that they would be open to trying out new brands if approved by their vets.

Expenditure

Coming to the money spent on each dog food per month, it is noticed that for a smaller breed, the budget ranges between 2000-4000 Rupees, whereas for a larger breed, the budget ranges between 5000-7000. This is subject to the commercial nutrition and medicinal intake and the brand with respect to each dog. Different households have a different budget set aside for expenditure on their dogs. Based on this budget, they purchase food that falls within their price range and provides the nutrition required.

Influence

All respondents said that their purchases of dog food are highly influenced by the recommendations of the vet, followed by word of mouth from a credible source. They always think twice before trying a new product and make sure that they have read the reviews, ingredients and nutritional value before making the purchase. None of the respondents go by instinct or advertisements to make a purchase, because ultimately the food consumed is for the wellbeing of the dog. The reason for this is that, there is no space for trial and error in this segment because the dog owners do not want to put the lives of their dogs at risk. Even though, dog owners in urban cities consume a lot of information through online content but however they are still very resilient towards shopping online for dog food, because physically going to the store allows the owner to touch, feel and test the product.

Talking about attitudes and moods of the consumers, each respondent claimed that they have visited a pet store on several occasions and they have always found themselves to be highly overwhelmed, tempted and amused by the variety of products offered. However, not all of them would make a purchase other than the one intended/ recommended with respect to dog food in a pet store.

Through the interviews conducted, it was found that only one or two respondents have shopped for dog food online before and would be open to suggested products.

A majority of them prefer going to the store and buying as they do not need to wait for the product to arrive and the consumption is immediate. Physically going to make a purchase allows dog owners to interact with other dog owners and gain more knowledge about what could work for their dogs.

Through the study, the general mood of the respondents inclined towards positivity and happiness. No respondent was burdened by the thought of purchasing food for their pet. As a matter of fact, they were curious and always updated in terms of the kind of food and nutrition that works for their dog. This directly implies that the respondents willfully take interest and are extremely careful when it comes to every single purchase for their dog.

The respondents are extremely overwhelmed by the variety of dog food offered today in the market and with the development of newer products, there are positive and negative attributes along with it. Positive, being the variety and choice being offered while the negative being that the knowledge and trustworthiness is limited. Most respondents are open to trying new products only if suggested by their vet.

CONCLUSION

To sum it up, purchase behavior of dog food is highly influenced by the vet's recommendations and word of mouth because having a dog is no less than raising a child.

The future scope of the dog food industry seems like it has the potential for new entrants to thrive in India. The industry growth is directly proportionate to the number of dog owners in the country. As more awareness is made about adoption of dogs and their lifestyles, more and more people are starting to adopt dogs. One of the necessary parameters to keep in mind while raising a dog is to make sure that the right amount of health and nutritional food is given to the dog. Currently, social media platforms are playing a huge role in informing and educating dog owners about this. However, the scope for advertisements of dog food might not increase even with an increase in pet owners for the simple reason of trust and word of mouth.

Limitations of the Study

The limitations of the study are as follows:

- The study is limited to Mumbai and hence, the figures and deductions may not be applicable to any other region

- The study was conducted using the Snowball Sampling technique, therefore there is a possibility of room for error due to a bias based on the respondents' recommendations

FUTURE SCOPE OF RESEARCH

The future scope of research can be extended in the following directions:

- It can be used as a comparison for studies on online purchase of dog food, in the future
- It can be used by dog food manufacturing brands, to understand in depth about the consumer's perception regarding their products and use that to increase their awareness and sales

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APPENDIX

Discussion Guide

In the past decade, there has been a constant rise in the number of households adopting dogs as pets in India. Families in urban cities like Bombay, Delhi-NCR, Chennai, Bangalore, etc. have started adopting dogs over other domestic animals as pets. This trend is having a direct impact on the dog food industry as a whole. Therefore, studying the behaviour that influences the purchase decision of dog food will give a wider perspective and insight into the mood of the consumer while making this purchase decision.

To undertake this study, the target audience has been narrowed down to dog owners, living in Bombay city. Qualitative methods will be used to collect the data from the target samples. This data will be audio recorded and notes will be taken down for additional information.

1. What made you take the decision of adopting a dog(s)? Has it changed your life? Please elaborate on how you feel about this.
2. Describe a day in your dog's life? How often does he eat in a day? How often does he bathe? Does he go for a walk on a daily basis?
3. Tell me about the food that your dog eats throughout the day. What about on special occasions (do you give him/her treats?).
4. What are your thoughts on home-made food VS commercial dog food (available in the market)? What does your dog like better?
5. What is the dry food and wet food proportional intake of your dog? Do you keep dry food all day long or serve it between meals, how do you go about it?
6. How often do you buy commercial food? Are you open to trying new things in the market or are you loyal to a single product/brand which you think works best for your dog? Please explain.
7. What is your monthly budget for dog food? Do you stick to it or are you flexible? Tell more about how you set this budget.
8. What influences you to make these decisions? Do advertisements have an impact or is word of mouth more credible? Or is it just that you see something and you believe that it will work for your dog?
9. What is your mood like when you visit to the pet food store? Are you overwhelmed and tempted by the variety of products offered or do you stick to what you need only?

10. Since everything is available online today, do you still make it a point to go to the store physically touch-feel the product and then purchase it? Or does online shopping with better for you? Tell me your experience.
11. If you are an online shopper, are you easily influenced by 'suggested products' while shopping online?
12. Is there anything else you would like to contribute to this discussion on your behaviour while purchasing dog food?

Thank you for the information you have shared and for your time.

Chapter 6
Mood Pattern for Savory and Confectionary Food Item Among Gen-Y Women From Social Identity Standpoint

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ABSTRACT

Much of the research in compulsive buying behavior has focused on broad personality traits of women. Such behavioral tendencies have been seen more in women than men. There have been certain papers attributed to geographical differences leading to differences in food habits as well. But, there has been little or no research specifically addressing Gen-Y women and what social identity differences lead to variation in their compulsive comfort food buying choices.

INTRODUCTION

Background

The Indian food industry is now progressively moving forward towards immense development, expanding its commitment to world food trade each year. In India, this sector has developed as a high-development and high-benefit segment because of its colossal potential for immense expansion. The Indian food retail market is projected to arrive at Rs 61 lakh crore (US$ 894.98 billion) by 2020 ("Indian Food Industry", 2016). The Indian food industry represents 32% of the nation's complete

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food market, one of the biggest enterprises in India and is positioned fifth as far as consumption, export, production and expected growth ("Indian Food Industry", 2016).

Compulsive purchasing is a much-perceived marvel, especially when it comes to the food industry. However, marketers have given little regard for its provenance when compared to clinical psychologists and counsellors. To get a certain amod unt of clarity, marketers have now and again been denounced, not without some avocation, of not utilizing pursuasive shopping inclinations to gain substantial returns.

Habitual purchasing covers a scope of conditions from the benign to the neurotic. Seeing how, and without a doubt whether people move along a particular way from favorable to pathological, is critical to marketers in valuing the flow of buyer conduct (LeBel et.al, 2005). Consumption of comfort food has been associated with negative affect, especially in women (LeBel et.al, 2005). Portrayal of behavioural triggers, emotional triggers and experiences that are dominated by negative affect in women who compulsively consume comfort foods has been noticed (LeBel et.al, 2005). The underlying possibilities can be vast and many, giving researchers in this field arrays of exploration.

Rationale

Much of the research in compulsive buying behavior has focused on broad personality traits of women like in Excessive Eating and Compulsive Buying Behaviours in Women: An Empirical Pilot Study Examining Reward Sensitivity, Anxiety, Impulsivity, Self-Esteem and Social Desirability (Davenport et.al, 2012), Compulsive Buying: A Theoretical Framework (Workman et.al, 2010) etc. Such behavioural tendencies, from the understanding of the above-mentioned studies, have been seen more in women than men.

There have been certain papers attributed to geographical differences leading to differences in food habits as well, like in *Neighborhood characteristics associated with the location of food stores and food service places* (Morland et.al, 2002). But, there has been little or no research specifically addressing Gen-Y women and what social identity differences lead to variation in their compulsive comfort food buying choices.

With this particular research, I would like to explore and analyze the current collection of existing study, along with exploring habitual purchasing of confectionary Vs savoury by taking a gander at conduct and by looking at social identities like ethnicity and culture impacting impulsive purchasing.

This study will help understand the differences in Gen-Y women who belong to different ethnic or cultural groups, living in a multi-cultural society, and assess their compulsive comfort food buying choices. It shall also address any differences between them.

Marketers need to know and understand what runs in the shopper's mind before, during and after a purchase. This study can benefit them by helping them position savoury and confectionary goods better and target Gen-Y women more efficiently. It will also help scale up marketing practices by understanding the implications of this study.

The research will also add great value to confectionary and savoury stores, companies, manufactures etc. in gaining perspective. Apart from that, similarities and differences, if any established, will help them plan out businesses more effectively for a better future.

Aims and Objectives

The aims and objectives of this research are as follows:

- To identify similarities and/or differences in mood patterns, if any, in specified social identities of Gen-Y women with respect to compulsive comfort confectionary food buying behavior and compulsive comfort savoury food buying behavior.
- To use mind analysis and analyze what comfort food category between confectionary and savoury works best for which ethnic and cultural group in Gen-Y women.

LITERATURE REVIEW

Growth of Food Industry in India

The Indian food retail industry has been developing emphatically lately. Despite slow growth of food industry in India, it will surely pick up pace in the coming years. With multiple new entrants in the market, the industry seems to be heading in the right direction at the right time.

The Indian food retail industry had added up to incomes of $328.2bn in 2014, with respect to a compound annual growth rate (CAGR) of 9.4% somewhere around 2010 and 2014 (Marketline International Ltd., 2015). In correlation, the South Korean and Chinese enterprises developed with CAGRs of 3.1% and 17.5% separately, over a similar period, to achieve particular estimations of $77.0bn and $899.3bn in 2014 (Marketline International Ltd., 2015).

Foreign Direct Investment (FDI) in India is perplexing, especially with respect to supermarkets. Right now, FDI is allowed up to 100% in single-brand retail. In any case, with respect to multi-mark retail, the most extreme measure of FDI allowed is 51% (Marketline International Ltd., 2015). Recently, that there has been an allowance of 100% FDI in food multi-brand retailing. This additionally accompanies different necessities, for instance multi-mark retail locations must be built up at the watchfulness of state governments. Right now, this is just allowed in Mumbai, Delhi and Bangalore (Marketline International Ltd., 2015). Besides, organizations wishing to enter the multi-brand retail segment must contribute at least $100m, while no less than half of the aggregate FDI is required to be put to resources that are in the backend framework like packaging, logistics and manufacturing, within three years (Marketline International Ltd., 2015). Such complexities encompassing remote interest in the sustenance retail industry are probably going to be off-putting to outside organizations thinking about entry.

Specialist and independent retailers represented the biggest portion of offers in the Indian food retail industry in the year 2014 (Marketline International Ltd., 2015). Deals through this channel created $295.4bn, identical to 90% of the overall value of the industry. Deals through grocery stores/hypermarkets created incomes of $3.3bn in 2014, likening to 1% of the industry's total incomes (Marketline International Ltd., 2015). Cutting edge retailers in India represent just a little extent of incomes in the business. Be that as it may, this portion is required to develop in significance in the coming years as expanding urbanization and a developing workforce drives buyers to more advantageous shopping strategies.

The broadening cycle of interest in infrastructure for the retail food industry is taking after the national, spatially incorporated model, which is planned on the basis of focusing on urban utilization and consumption (additionally loading the urban poor) as opposed to fulfilling the dietary needs of the individuals who have relied on upon both the Public Distribution System and open markets for their requirements (Goswami, 2010). This particular model will lead to building more multi-model transport systems, road transport network, filling in retail spaces in small towns etc. More the build, more the addition to the growth of industry. One basic component is the financial sector in this business, a relative newcomer in the food framework both in India and all inclusive – comprising of investment funds and banks, institutional investors and asset management firms (Goswami, 2010). They are being cooperated by generally young organizations in the property and real estate sector, logistics and transport sector along with infrastructure and telecom sectors, the vehicle and coordinations part, the foundation and telecoms enterprises (Goswami, 2010). With such support from multiple industries and areas, retail food industry in the country will not only gain perspective, but will also gather the much-needed diversification and innovation.

Gathering the various facts and figures from the papers about the growth of food industry in India, research in this industry can help quicken the growth in India through insight gaining. It is probably extremely necessary to study small aspects of consumer behavior that will add on to the knowledge ocean of the industry. As see above, since retail food industry has picked up great pace and is likely to plunge into an explosive growth, this research can actually be of great use to manufacturers, corporates, supermarkets and other retailers, home-based-stores, research and development agencies, marketing personnel and much more.

Comfort Food Buying and Binging

The thought of a dependence on hyper-satisfactory food is as of now getting across the board consideration from the mainstream media. By differentiation, it is just as of now that the term 'food addiction' has increased any logical validity. For example, since 2008, as indicated by the Web of Science Data Base, there has been a steeply exponential increment in the quantity of scientific publications dedicated to this area, with just two distributions somewhere around 2000 and 2007, and 34 distributions in 2012 alone (Davis, 2013). An imperative catalyst for the re-established enthusiasm for food addiction is the convincing and collecting bio-behavioral proof that highly palatable food rich in sugar, fat, and salt have an addictive potential just as close to addictive medications like cocaine and liquor (Davis, 2013).

It's not clear what causes binging to a large extent, but rather, as most dietary problems, it's viewed as a method for adapting to sentiments of misery and low self-regard. Things that may build a person's danger of creating issues with voraciously consuming food may include low self-regard and an absence of certainty, melancholy or uneasiness sentiments of stress, outrage, weariness or forlornness, disappointment with one's body and feeling under-weight to be thin, unpleasant or traumatic occasions in your past, a family history of dietary issues, which might be identified with qualities, contrasts in one's mind or the level of hormones delivered by your cerebrum contrasted with individuals who don't voraciously consume food or any other factor subjective in nature. In order to study compulsive comfort food buying behavior in Gen-Y women, it is very essential to understand what the causes are that generally lead to binging or even comfort food buying. These papers help us understand the causes, its effects and what roles various factors play in determining the same; without which, the study will have little or no direction.

Those with disordered eating, whether it be gorging or ingesting a large portion of the everyday calories at night, for the most part describe themselves as incessantly stressed and/or obese (Dallman et. Al, 2003). Generally, most food type that are binged on or over-indulged in are usually high in carbohydrate caloric content and fat and be majorly characterized and categorized as comfort food (Dallman et. Al, 2003). Conversely, patients with anorexia nervosa have high cortisol focuses and low insulin fixations as demonstrated by computed tomography in the research (Dallman et. Al, 2003). Both these groups have high level of depression and low self-esteem;

while one group is looking to reduce stress, the other is looking for escape routes through starvation (Dallman et. Al, 2003).

Numerous inspirations driving our determination of food type- especially comfort food - can be extensively credited to a mix of both psychological and physiological attributes. Physiological inspirations driving food inclinations can include the body's natural response to remedy nutrient imbalances and energy, while psychological inspirations can simultaneously impact the delight one gets from specific foods. These factors will help figure out what sort of areas we should look at in the current research that can add value and not simply be a super-imposed addition.

For specific people, certain food types can have apparently addictive qualities; the confirmation for this identifies with the way that when satisfactory foods are devoured, the body discharges follow measures of sedatives, which hoist both mind-set and fulfillment (Wansikn, Cheney & Chan, 2003). In spite of the fact that the discharge is in little sums, opiate-related food incentives could fortify an inclination for foods that are most connected with these sentiments (Wansink, et. Al, 2003). In some ways, this can be considered as a simple to fixation; that is, at times, not eating a specific opiate-related food can bring about discomforting or diverting yearnings (Wansink, et. Al, 2003). In reality, a study of chocolate fixation found that longings for chocolate might be driven by a craving to acquire the reward of utilization set up of the negative outcomes of not expending it (as mentioned in Wansink, et. Al, 2003). Both sexual orientation and age impact one's inclination towards comfort foods (Wansink, et. Al, 2003). Females have a tendency to incline toward snack related comfort food while males favored more nutritious supper related food (Wansink, et. Al, 2003). Also, more youthful individuals favored snack related food when contrasted with older individuals (Wansink, et. Al, 2003).

A different study shows a different kind of finding. Customers have a tendency to pick familiar choices less when they are amidst change (Wood, 2010). The discoveries demonstrate that buyers don't anticipate this conduct and expect decision conduct consistent with the hypothesis of comfort food; in this manner, the comfort food fallacy is both shocking and persuasive in element decision situations (Wood, 2010). The importance and complexity of these issues recommend that the further investigation of comfort food consumption and the fallacy of the same can possibly extraordinarily advantage researchers, advertisers, arrangement creators, and customers (Wood, 2010). These findings add yet another reason why more research should be done in the field of comfort food. With more diversified study, more insights can be gained which will further develop better practices.

Through these, one can gauge that there are differences in the way people perceive, crave and eat food. Since it has been studied that women have a tendency to be inclined towards snack-related foods over men, our study will help add on to this by giving it a denser outlook of women's cravings. It will even add on to the age factor as the target that will be studied is going to be specifically Gen-Y. While little or no study has majorly focused on social factors, delving into that area could give a larger purview and help develop a broader consumer behavior and consumer journey mapping.

Social Identities

In order to learn about social identities and their respective relation to food choices, it is a necessity to understand how social identities are formed, how they cause similarities and differences to rise in other aspects of everyday life and how it impacts preferences of people. For the same, 5 different papers have been studied.

"All human identities are social identities" (Jenkins, 2014). When one identifies oneself, there is always a meaning attached to it and the meaning will always involve a particular interaction, which includes any agreement or disagreement, innovation and convention, and also negotiation and communication (Jenkins, 2014). Identity generally denotes way people, individuals or collectives, identify themselves and distinguish themselves from other individuals or collectives; it is a systematic establishment as well as a signification (Jenkins, 2014). There are dynamic principles behind the similarities and differences between social identities that rise up (Jenkins, 2014). In his book, Jenkins classifies how identities are established and why. He lays down four reasons for their application and the basis of identity as a concept. One, to establish sameness of objects; two, the factor of consistency or continuity and how they might change grasping the distinctiveness; three, to classify persons or things; fourth, to associate or attach oneself with other groups of people or individuals (Jenkins, 2014).

The social identities of people are not static, but rather advance dynamically after some time; specifically, people verifiably develop a large number of social classes (Moss, 2016). For each of these social classifications and many others that can't be assigned with basic tags, people distinguish regular convictions, states of mind, emotions, and practices, alluded to as models (Moss, 2016). In particular, they build these social classifications and portray the models to separate their own particular gathering from different groups (Reid and Hogg, 2005 as cited in Moss, 2016). When they can depict their groups unequivocally, people know which models or norms to take after, curbing anxiety and uncertainty (Hogg and Mullin, 1999 as cited in Moss, 2016). Most social identities are seen to boost self-esteem and make people feel like they belong.

Social identities that differentiate one from another is certain ways, may give rise to other differences including choices. In a particular study, it has been identified that social identities generate certain differences when it comes to preferences. There have been similarities and closeness within one particular group of people that have a similar social identity and there also have been differences among multiple groups, or among multiple social identities. Social identity influences essential economic preference (Benjamin, Choi & Strickland, 2010). Observations in the study showed that making a particular social identity group of subjects' ethnicities salient caused them to show more patient preferences. Making race notable to two different social identity groups led subjects to have different economic preference types. While one group was seen to be more patient towards their preferences, the other, upon establishment of clear cut identities, became more risk averse in economic preferences. Understanding manipulations of identity salience is vital for no less than two reasons: one, they could be an experimental apparatus that economic specialists can use to test speculations about how enduring identities have affiliations with matter of conduct, and second, how cohorts of socially identified groups may themselves have essential genuine behavioral consequences (Benjamin et. Al, 2010). Although this study was conducted in the United States of America, this gives us a perspective of how social identities can lead to differences in preference areas. This can be used as a structure to study whether they also have preferences when it comes to compulsive comfort food buying.

Another paper that shows a different pattern of conduct among social identities is of one that was studied on a particular Arab community with respect to voting behavior. The social structure of an average Arab area in Israel is mostly made out of several *hamulas*, which is a group of a large number of families that share the same great-grandfather (Benn-Bassat & Dahan, 2012). *Hamula* association was measured in the paper by people's last names. All individuals that have a similar last name shape a social gathering or *hamula* (Benn-Bassat & Dahan, 2012). It was found that *hamula* individuals tend to vote in favor of *hamula*-based candidates in elections done locally. Specifically, it was seen that voters will probably vote in favor of an applicant who shares their last name than for other hopefuls. This finding proposes that the *hamula* is an important social identity as far as political behavior in the Israeli community. Ethnicity and culture have shaped their thought processes and their affiliations towards voting.

In order to understand consumption patterns among various social identities, a paper by Alan Warde on consumption and identity formation was studied. In his paper, he presented a rather oblique critique of the consumer's choice. He even uncovered certain intriguing paradoxes that rose from accepting previous research. In previous research by Bauman that was referred to by Warde, it was said that freedom gave rise to responsibility of decisions being made. But, in his paper, Warde throws light on how people make meaningful consumption choices are more often than not, well informed about their choices and their identities and are less likely to make a mistake. "Those for whom choice matters are highly informed about the proper things to consume" (Warde, 1994, pg.896). They avoid likelihood of mistake by generally consuming from the choices that are laid out to them (Warde, 1994). What we can gather from this particular paper is that social identities have a strong hold on how people make decisions and how people may tend to choose from within what others in the same identification group may also do. This can help lay down a strong basis for studying social identities and their food choices in specific. The research will help develop the concept of identity formation and its association in consumer behavior. Marketers can gain an upper hand if consumer behavior is studied among groups of similarly associated individuals.

KNOWLEDGE GAP

After studying multiple papers, journals and books, it is pretty evident that there has been a lot of research in areas of growth of food industry in our country, compulsive buying and consumption, social identity formation and even in comfort food. But, very little research has been done on the mood patterns of various social identities impacting compulsive comfort food buying behavior. There are no evident studies that have been done to gauge any similarities or differences among various social identities, especially when it comes to ethnicity and culture, which particularly impacts the choice of comfort food purchased. When narrowed down to specifically Gen-Y women of our country, there seems to exist a huge knowledge gap for the industry. Gen-Y women, being major consumers of comfort food, may have different reasons to compulsively purchase either savory or confectionery or perhaps both.

Certain research has been done when it comes to personality traits & the mind affecting choices. There has also been certain research done on social identities affecting voting behavior and economic preferences. But, to build a strong basis of reference of how social identities may shape consumer behavior and consumption pattern, this research has to be carried forward.

The application of this research may help marketers, businessmen, entrepreneurs, economists, retailers, bakers and even salesmen to understand Gen-Y women consumers better when it comes to comfort food choices. If results show any similarity or difference in moods among social identity groups, positioning and marketing products can be efficiently done. This research also has the potential to be studied on a different target group later and diversified to other social identity groups beyond ethnicity and culture. Once these gaps are filled, there could be an added advantage to the way people work in the food industry, especially when it comes to confectionery and savory food groups.

It is essential for exploratory research to be carried out in every area possible, be it small or large. This would help facilitate a better and wider understanding of the market and of the consumer him/herself.

Hypothesis Pertaining to the Research Gap

Hypothesis 1: Ethnic and cultural differences will give rise to different moods for compulsive comfort confectionary food buying and compulsive comfort savory food buying behaviors in women.

Hypothesis 2: Ethnic and cultural differences will not give rise to different moods for compulsive comfort confectionary food buying and compulsive comfort savory food buying behaviors in women.

Here, as the first hypothesis states, the research will try and study whether ethnic and cultural differences in women will give rise to their choice of comfort food buying behavior. The first hypothesis has been designed in way that if there are any patterns or trends observed, post data collection, pertaining to individuals belonging to specific ethnic groups, then the study would prove to validate the null hypothesis. The first hypothesis that the research will try and prove will help ascertain whether differences in ethnic groups will give rise to differences in comfort food buying in women and would help achieve the objectives. The second hypothesis has been designed in such a way that if there are no trends and patterns observed, there will be no specific ethnic or cultural origin that will pertain to their comfort food choice and the study would reject the first hypothesis and accept the second hypothesis.

DATA FINDINGS

The data was collected from 151 respondents in total. The analysis has been done for the first 150 since the last respondent was not accounted for. This was due to the fact that the researcher began the analysis much before the last individual responded and the responses on Google forms were not closed. It was closed after this was identified. So the data findings show 151 responses, while analysis and conclusions have been drawn from the 150 responses given. The data sheet submitted also has only 150 responses.

The age group targeted was between 18 and 40. Majority of the respondents lie between the ages 21 and 26. There has at least been one respondent on the lowest and the highest end of the bar.

The respondents are from various parts of the country. Most of them are from the western and southern regions. Delhi and other parts of northern India have been covered. There have been a few responses from Indians currently living outside the country – like Singapore and Dubai as well.

Figure 1. Age (151 Responses)

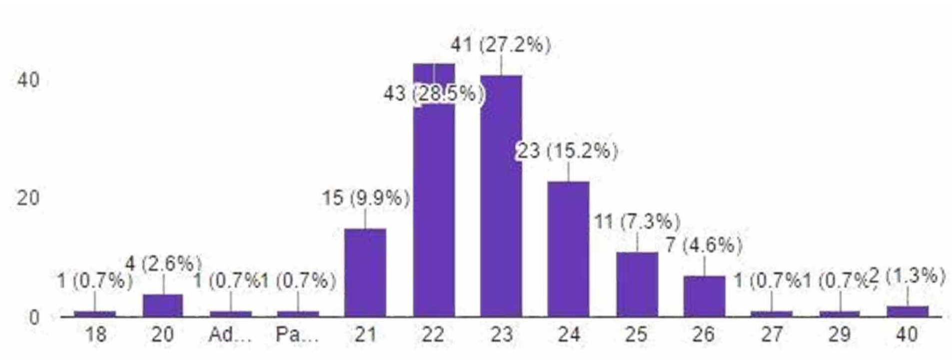


Figure 2. Current city of residence (151 responses)

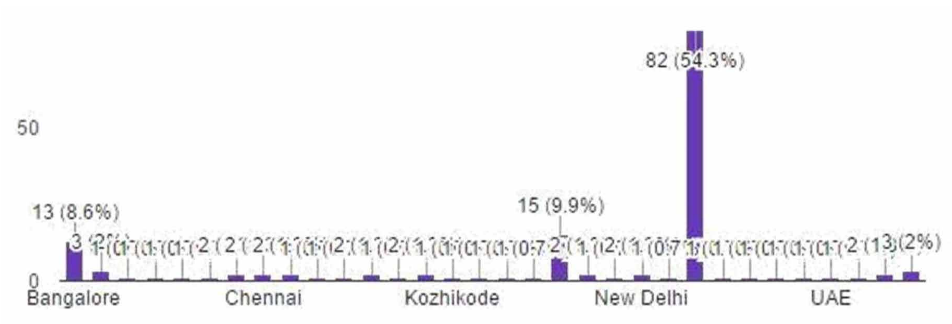


Figure 3. Which state do you belong to? (151 responses)

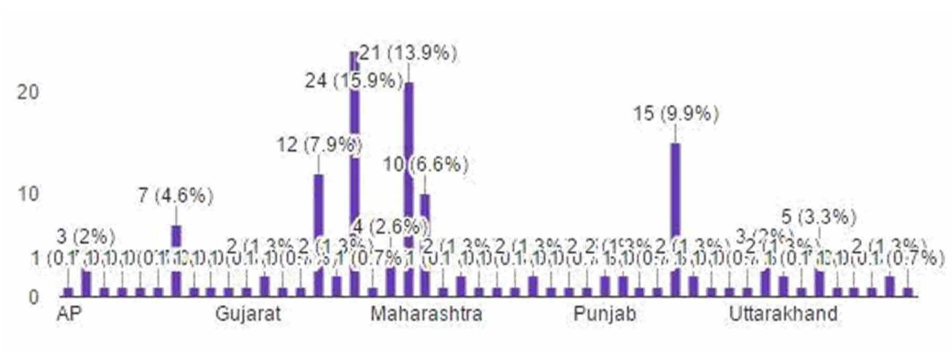


Table 1. Ethnicity of respondents – an overview (not in order)

Tamil Brahmin	Hindu Marwadi	Marwari	Punjabi	Hindu - Maharashtrian
Hindu	Sikh Punjabi	Punjabi Catholic	Coorgi Hindu	Keralite Christian
Telugu	Hindu Punjabi	Malayali	Marathi brahmin	Mangalorean Muslim
Muslim	Hindu Malayali/ Coorgi	Hindu Punjabi	Marwari	Rajhasthani Marwari
Hindu	Syrian Christian	Tamil Brahmin	Hindu	Rajhasthani Marwari
Malayali Hindu	Pick any human herd	Hindu	Malayali Hindu	Tamil Brahmin
Tamil Brahmin	Tamil Brahmin	Keralite Hindu	Punjabi	Tamil Brahmin
-	Hindu - Kumauni	Punjabi	Punjabi	Bengali Brahmin
Mallu Rajput	Nair Malayali	Maharashtrian-(Hindu Maratha)	Hindu Sindhi	Hindu Sindhi
Hindu	Hindu	Hindu	Gujarati Hindu	Marathi
Telugu Brahmin	Maharashtrian Brahmin	Bengali	Hindu Kayastha	Tamil Brahmin
Malayali Hindu	Hindu Jharkhand	Marathi Hindu	Hindu Malayali Bangalorean	Hindu
Hindu	Goan - Catholic	Odia Rajput	Marwadi	Hindu Punjabi
Gharwali	Hindu	Marwadi	Maharashtrian Brahmin	Tamil Brahmin
Jain	Hindu	Hindu Rajasthani	Hindu Bihari	Gujarati
Rajasthani Rajput	Brahmin	Malayali Hindu	Tamil Brahmin	Hindu
Bengali Brahmin	UP Muslim	Punjabi	Punjabi	Tamil Brahmin
Bengali	Hindu Punjabi	Hindu Punjabi	Brahmin	Zoroastrian
Hindu Telugu	Sikh	Pahadi	Hindu from Uttar Pradesh	Punjabi
Malayali Christian	Marathi Brahmin	Tamil and Bengali Brahmin	Hyderabadi Muslim	Hindu
Gujarati Hindi	Kannadiga Brahmin	Marwadi	Hindu	Malayali Nair
Kannada Brahmin	Kerala Hindu	Punjabi	Hindu Sindhi	Hindu
Hindu Nair	Tamil/ Marathi Christian	Odia	Tamil Brahmin	Hindu Pahadi
Christian	Telugu Brahmin	Christian	Malayalee Christian	Hindu Kannadiga
Goan- Roman Catholic	Tamil Brahmin	Gujarati Brahmin, Marwari Agarwal	Malayali	Hindu Punjabi
Tamil Brahmin	Tamil Brahmin	Hindu	Keralite Hindu	Hindu
-	Tamil Brahmin	Punjabi	Coorgi (Kodava)	Tamil brahmin
Hindu Bengali	Sindhi	Kannada Brahmin	Gujarati	Hindu Bihari
Hindu	Kerala Nair	Tam Brahm	Telugu	Sindhi
Tamilian	Muslim	Telugu	Malayalee Catholic	Tamil

Many respondents hail from southern parts of the country like Kerala, Tamil Nadu, Karnataka and Andhra Pradesh. Many of them are from the western belt like Maharashtra and Gujarat as well. Some of them are from Punjab, Haryana etc.

It is evident that when asked about what the Gen-Y women respondents prefer, it was seen to be savoury over sweet. Majority (over 48%) prefer savoury in the country. Over 44% of them don't prefer one over the other and show preferences to both.

A vast majority, 55.6% mentioned that the food made frequently at home was savoury. 41.7% mentioned that both savoury and confectionery items are prepared frequently at home. Very few mentioned both. The option none was also seen. This may be due to the fact that they stay away from home and probably do not cook at home.

Figure 4. What kind of food do you prefer: sweet or savory? (151 responses)

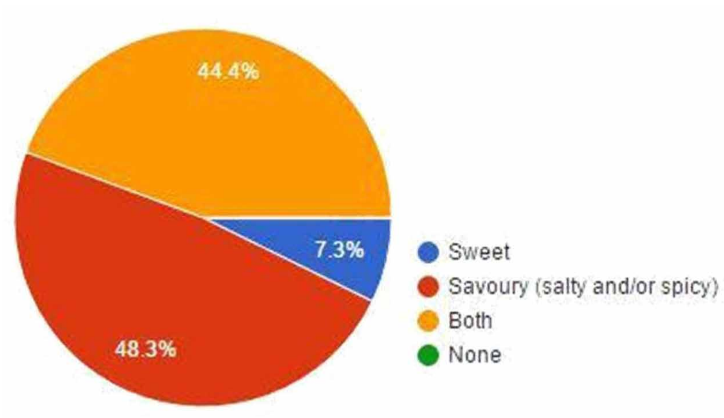


Figure 5. What kind of food is frequently made at home? (151 responses)

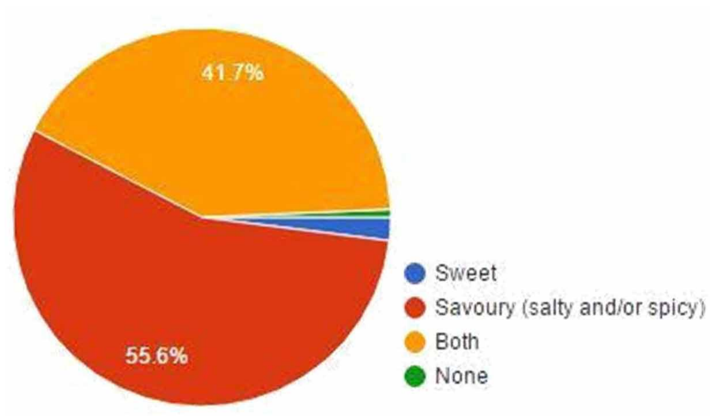


Figure 6. What kind of food is the most frequent food item you purchase to consume? (151 responses)

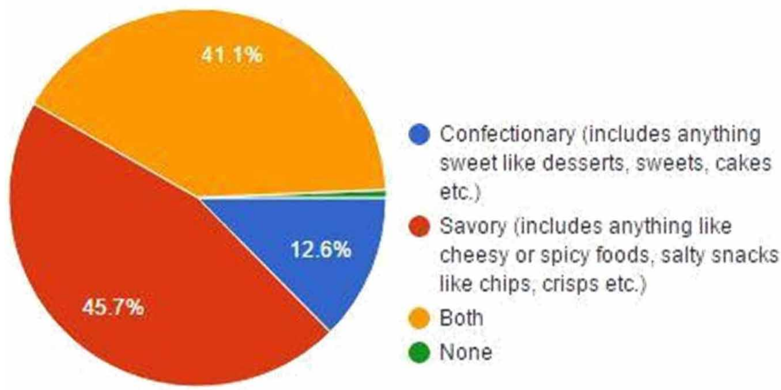
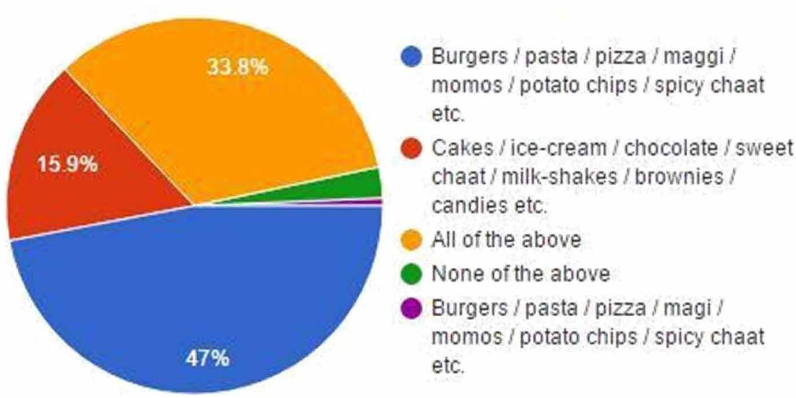


Figure 7. What kind is your favorite comfort food item? (151 responses)



While only 12.6% of the respondents frequently purchase confectionery food items, 45.7% frequently purchase savoury food items and over 41% purchase both. Negligible amount said none. This may be due to the fact that this percentage of people may only cook at home.

Over 47% of the respondents have favourites like burgers, pasta, pizza, magi, momos, potato chips, spicy chaat etc. Close to 16% of the respondets have favourites like cakes, ice-cream, chocolates, sweet chaat, milk shakes brownies, candy etc. Over 33% respondents have mixed favourites.

Most respondents seem to have purchased and consumed comfort confectionery food items one day prior to giving responses. While 25.8% said they consume

Figure 8. When was the last time you purchased and consumed anything comfort sweet? (151 responses)

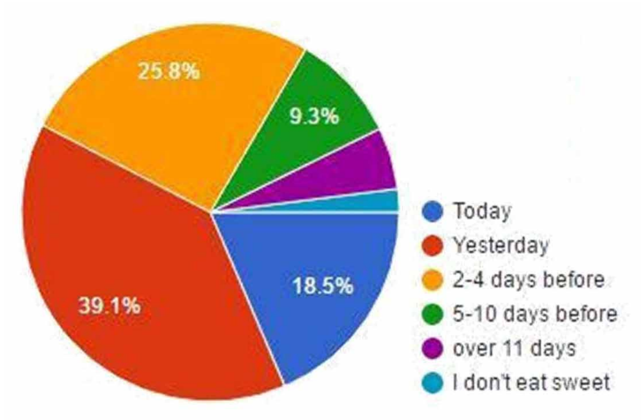
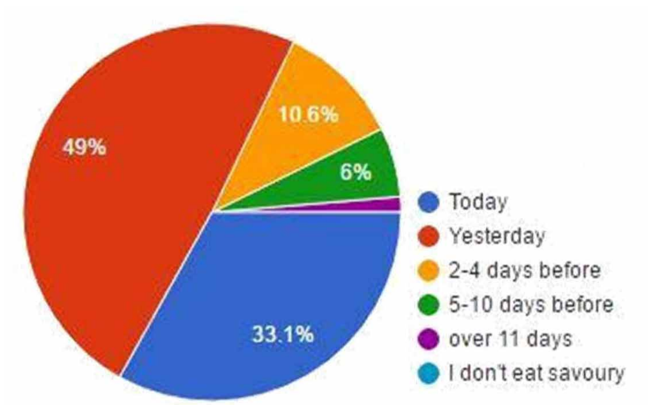


Figure 9. When was the last time you purchased and consumed anything comfort savory (spicy and/or salty)? (151 responses)



comfort confectionery food items 2-4 days prior responding. 18.5% consumed comfort confectionery food the same day as the response while only 9.3% said they consumed anything sweet 5-10 days prior to answering the questionnaire. Very few said that they don't east sweet at all.

Most respondents seem to have purchased and consumed comfort savoury food items one day prior to giving responses. While 10.6% said they consume comfort savoury food items 2-4 days prior responding. 33.1% consumed comfort savoury food the same day as the response while only 6% said they consumed anything sweet 5-10 days prior to answering the questionnaire. None said that they don't eat savoury at all.

Figure 10. How many times in one week would you purchase anything sweet? (151 responses)

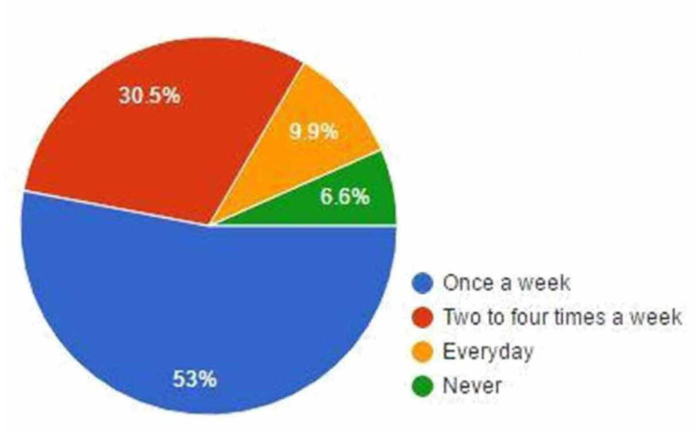
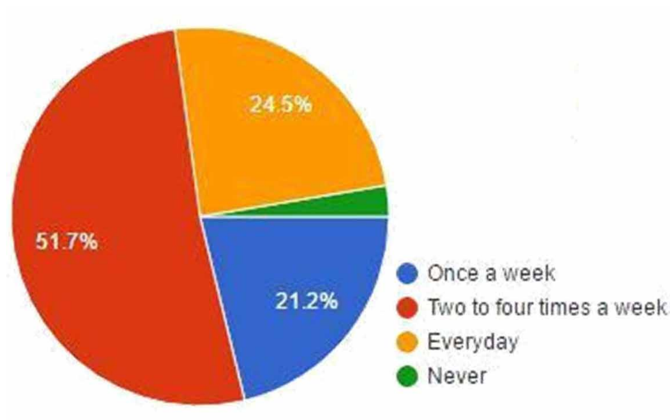


Figure 11. How many times in one week would you purchase anything savory (spicy and/or salty)? (151 responses)



Most respondents purchase sweet food items once a week. 30.5% purchase them two to four times a week and about 9.9% purchase them every day. Only 6.6% respondents never purchase anything sweet.

When compared to confectionery, savoury sees more purchases every day. While 24.5% respondents purchase anything spicy or salty every day, over 21% purchase them once a week and over 51%, two to four times a week. A negligible percentage never purchase anything spicy or salty.

Figure 12. How much in a week do you spend on your favorite comfort food items? (151 responses)

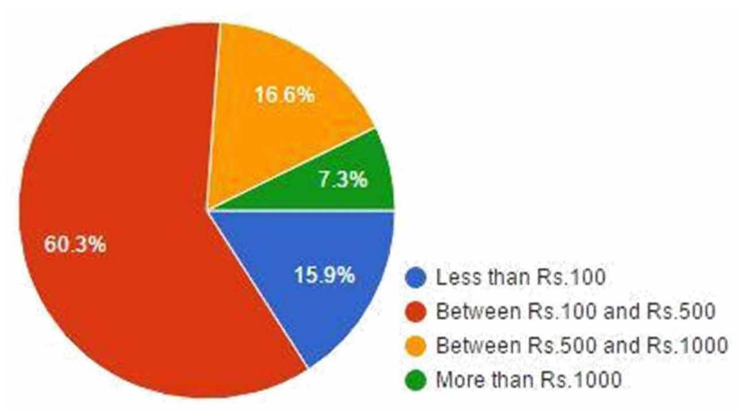
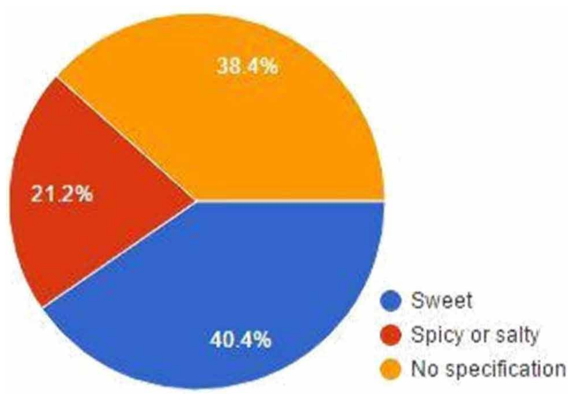


Figure 13. When you are angry/upset/overly happy, what kind of food do you generally resort to? (151 responses)



About 63% respondents spend anywhere between Rs.100 and Rs.500 in a week on their favourite comfort food items.only 7.3% spend over Rs.1000 and 15.9% less than Rs.100.

Most of the respondents prefer having something sweet when they are angry or upset or immensely happy. Sweet cravings are higher in the Gen-Y women respondents which show 40.4% over the 21.2% that prefer savoury. 38.4% have no specifications.

52.3% of the respondents get happy with either sweet or savoury comfort food items. 25.8% get happy with savoury items and 19.2% with confectionery food items.

Figure 14. What makes you happy, sweet foods or savory foods? (151 responses)

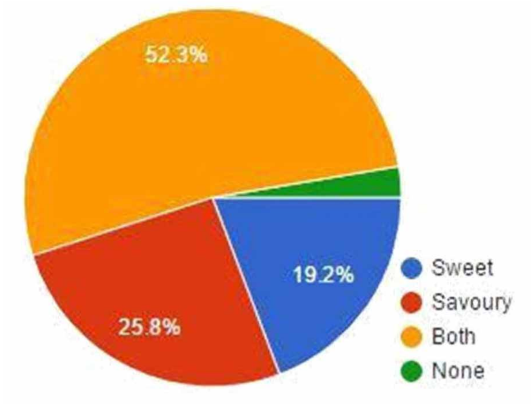
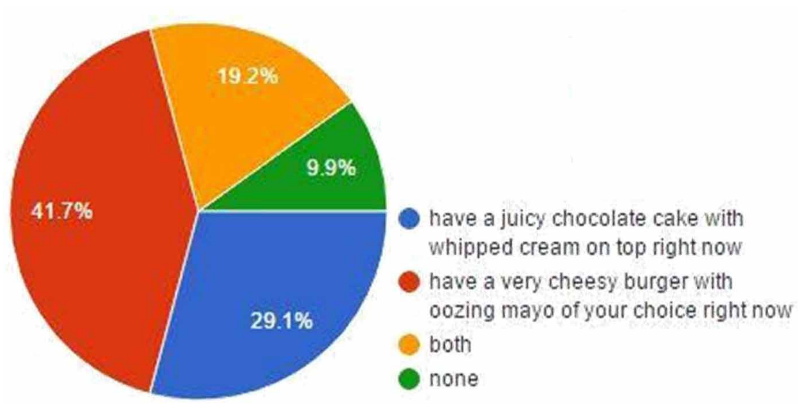


Figure 15. Would you rather… (151 responses)



41.7% of the respondents, which is the majority, would rather have a very cheesy burger with oozing mayo of their choice over a juicy chocolate cake with whipped cream on top. 19.2% want both.

35.1% of the respondents, which is the majority, would rather have unlimited supply of chocolate than cheese while 24.5% prefer cheese and 24.5% want both. Only 15.9% would want none of it.

The 150 respondents seem to spend more money on savory foods when compared to sweet foods. While approximately 44% of them spend more on savoury food items, only 11.9% would spend more on sweet foods. 38.4% would spend money equally on both and/or have no specification.

Figure 16. Would you rather… (151 responses)

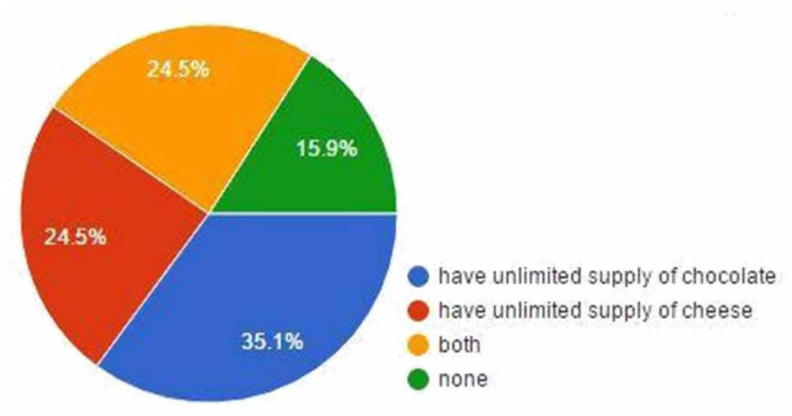
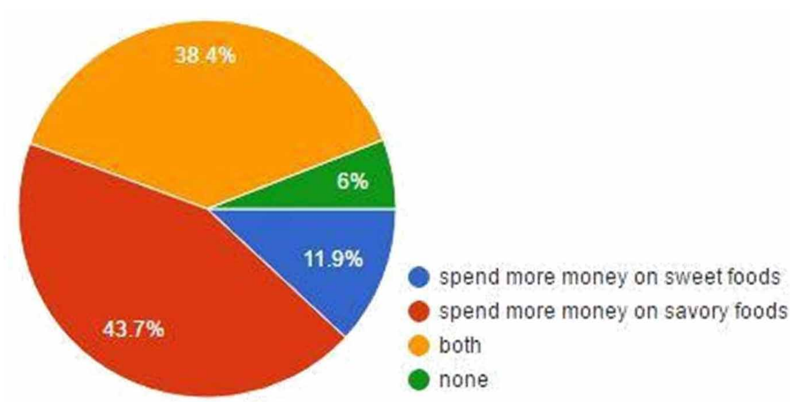


Figure 17. Would you rather… (151 responses)



Very important for the research was to know whether the respondents' ethnicities have any identifiable food consumption pattern. The vast majority agreed to it and 13.9% strongly agreed to the same. Only 15.2% disagee and 16.6% have neutral opinions.

46.4% of the respondents' buying choices are influenced by the food made at home while very few said otherwise. A negligible percentage strongly disagreed.

Yet another important question to understand the respondents' ethnicities was this question that tells us that their ethnicities do not restrict them from eating any particular kind of food. 23.2% strongly disagree to the fact that their ethnicity restricts them while 37.7% disagree to the same. Only 7.3% strongly agree which may be a limitation to the study.

Figure 18. Your ethnicity has a specific identifiable food consumption pattern – like sweet food or spicy food preference (151 responses)

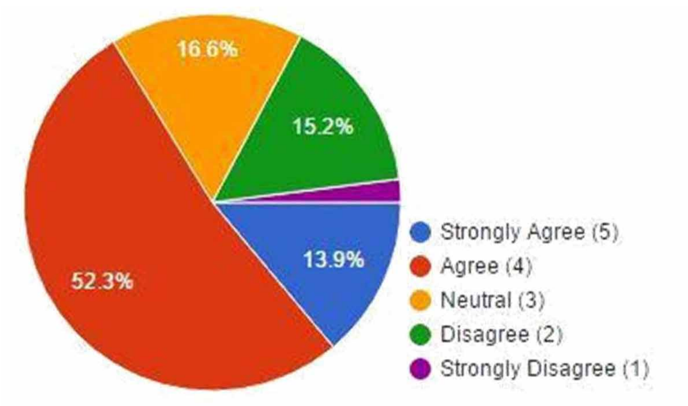
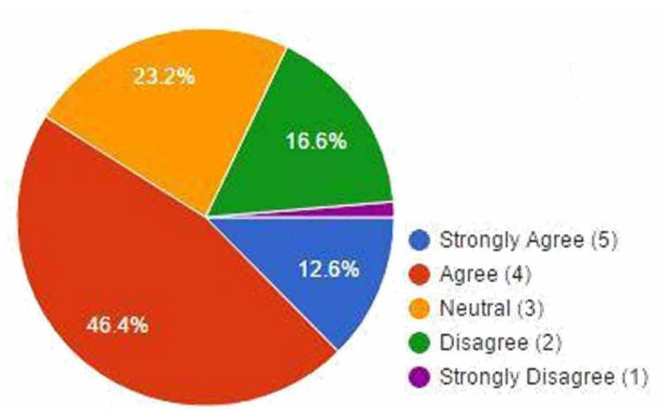


Figure 19. Food made at home has influenced your buying choices now (151 responses)



9.3% strongly agree and 29.8% agree to the fact that their ethnicities have strong influence in their food buying patterns. 31.1% disagree to this and 7.3% strongly disagree to it. 22.5% are neutral.

53.6% respondents disagree that food made during family get-togethers is generally sweet while 22.5% are neutral and 14.6% only agree.

50.3% respondents agree that food made during family get-togethers is generally spicy and/or salty while 30.5% are neutral and 10.6% only disagree.

38.4% disagree that their families prefer sweet foods and buy confectionery often. 32.5% are neutral and 23.2% agree to the same.

58.3.4% agree that their families prefer spicy/salty food items and buy savoury often. 27.2% are neutral and only 6.6% disagree to the same.

Figure 20. Your ethnicity restricts you from consuming certain food (151 responses)

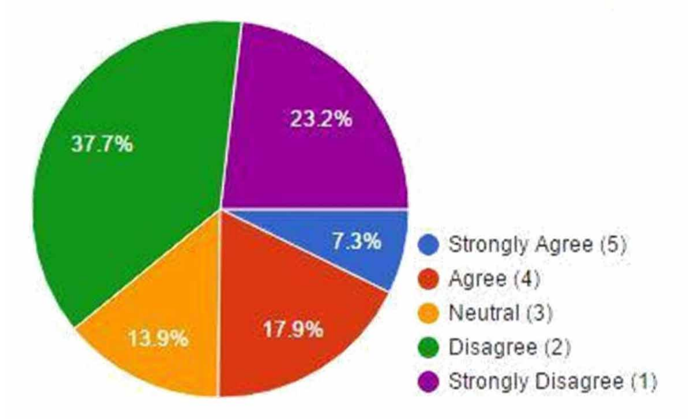
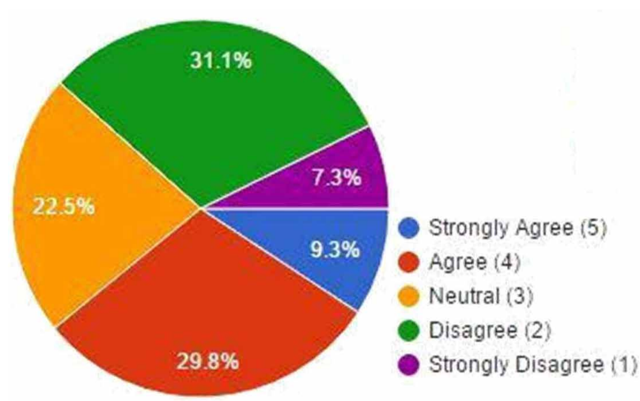


Figure 21. Your ethnicity and cultural backgrounds have strong influence in your food buying patterns (151 responses)



A vast majority of 64.9% agree that sweet snacks are made during religious functions at home or community while 22.5% strongly agree. 9.3% are neutral and a negligible percentage either disagrees or strongly disagrees.

A vast majority of 45.7% agree that salty snacks are made during religious functions at home or community and 11.9% strongly agree. 24.5% are neutral opinions and only 17.2% disagree.

A vast majority of 65.3% agree that sweet snacks are made and consumed during fests and celebratory events while 25.8% strongly agree. 13.2% are neutral and a negligible percentage disagrees.

Mood Pattern for Savory and Confectionary Food Item

Figure 22. Food made during family get-togethers is generally sweet (151 responses)

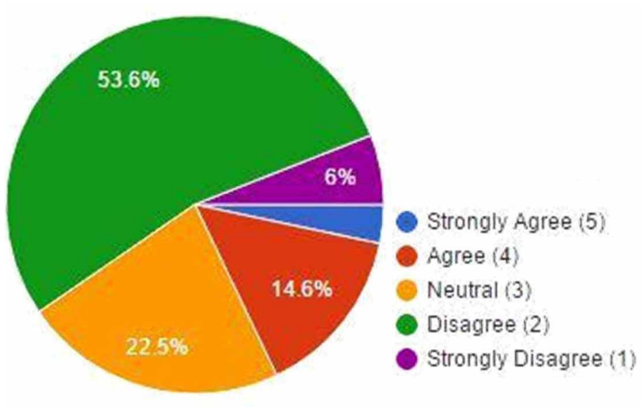
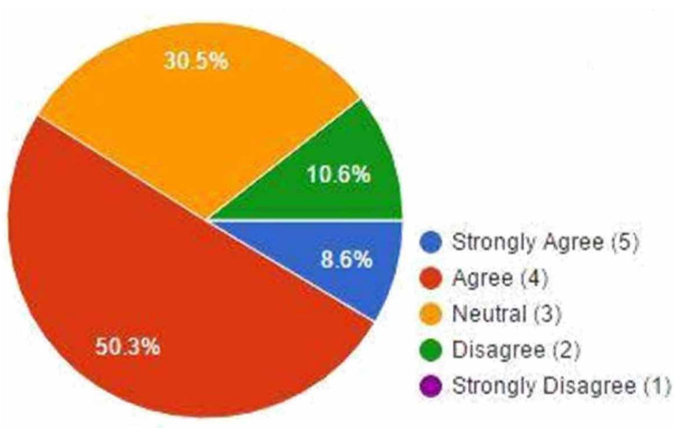


Figure 23. Food made during family get-togethers is generally spicy and/or salty (151 responses)



A vast majority of 57% agree that salty snacks are made and consumed during fests and celebratory events while 13.2% strongly agree. 20.5% are neutral and a negligible percentage disagrees.

39.7% of the respondents have neutral opinions to the fact that their families spend more money of sweet and confectionery food items. 37.1% disagree to the same and only 15.2% agree.

50.3% of the respondents agree that their families spend more money of sweet and confectionery food items. 33.8% have neutral opinions to the same and approximately 7% each strongly agree and strongly disagree.

Figure 24. Family generally prefers sweet foods and buys confectionary very often (151 responses)

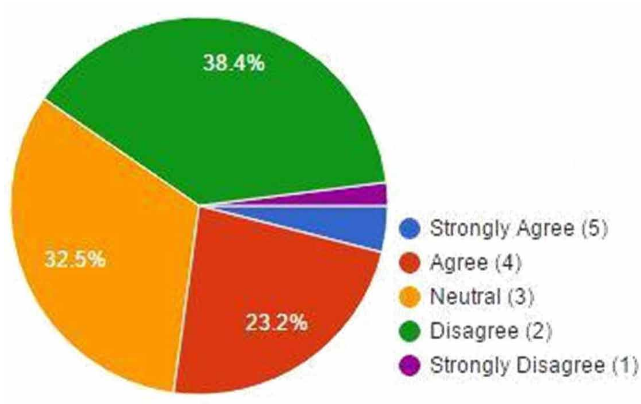
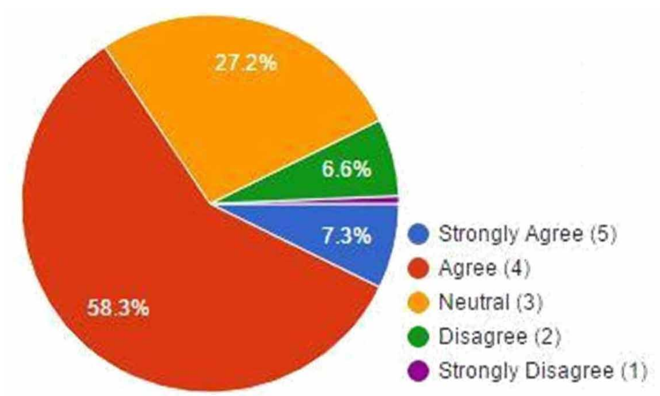


Figure 25. Family generally prefers spicy foods and salty snacks and buys savory very often (151 responses)



45% of the respondents agree that their family and relatives identify closely with their ethnic group food preferences and 12.6% strongly agree. While 27.2% hold neutral opinions, 14.6% disagree.

ANALYSIS AND DISCUSSION

In order to understand if each individual respondent tends towards confectionery or savoury comfort food buying behavior and if it pertains to similar mood patterns among social identity of ethnicity and culture, all respondents have to be individually

Figure 26. Sweet snacks are made during religious functions at home or community (151 responses)

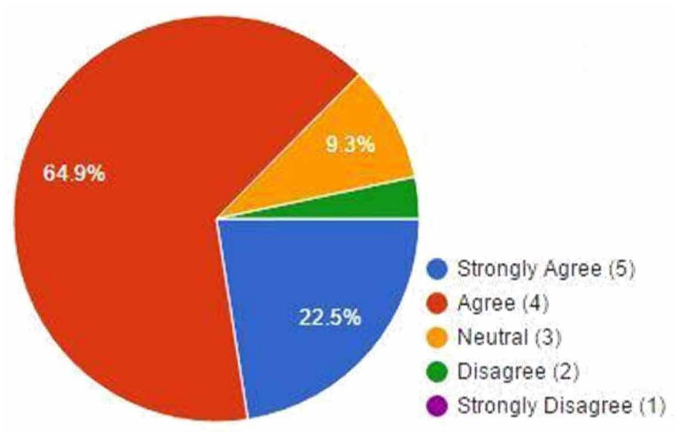
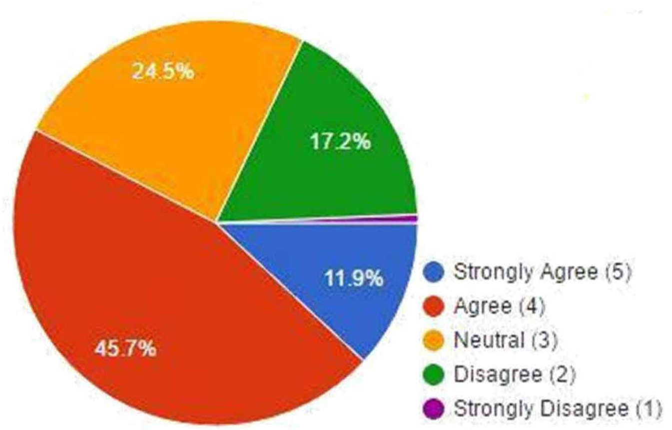


Figure 27. Salty snacks are made during religious functions at home or community (151 responses)



studied. They should then be categorized into separate groups according to the varying levels of preference. This will help us identify if there are any major patterns that can be found that pertains to taste being influenced by the individual's ethnicity and culture. Post which, their cultural backgrounds can be grouped together and trends within the group can be noticed from the previous classification of individual respondents.

Figure 28. Sweet snacks are made and consumed during any fests or celebratory events (151 responses)

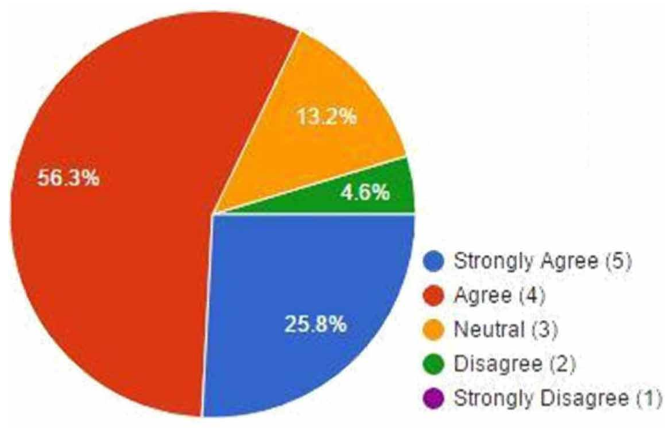
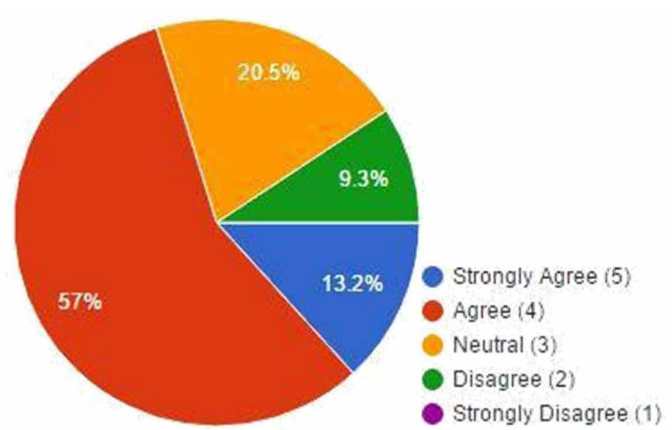


Figure 29. Salty snacks are made and consumed during any fests or celebratory events (151 responses)



There has been a total of 13 questions that directly pertain towards the individual's preference of comfort food. There has been a total of 16 questions that directly pertain towards the preferences of the individual's ethnicity or cultural background.

The categorization will work in the following way: If there are more responses of confectionery than savoury, then CONFECTIONERY shall be the individual tendency. If there are more responses of savoury than confectionery, then SAVOURY shall be the individual tendency. If there are equal number of savoury and confectionery responses or if there is very minimal difference or if distinguishing between the two is very difficult, then NUETRAL shall be the individual tendency.

Mood Pattern for Savory and Confectionary Food Item

Figure 30. Family spends more money on sweet and confectionary food (151 responses)

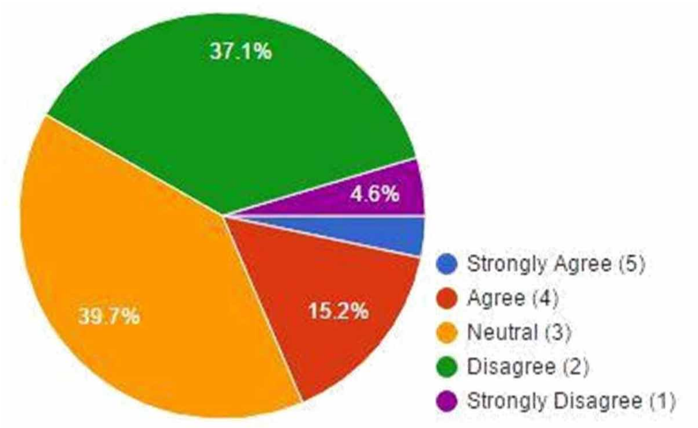
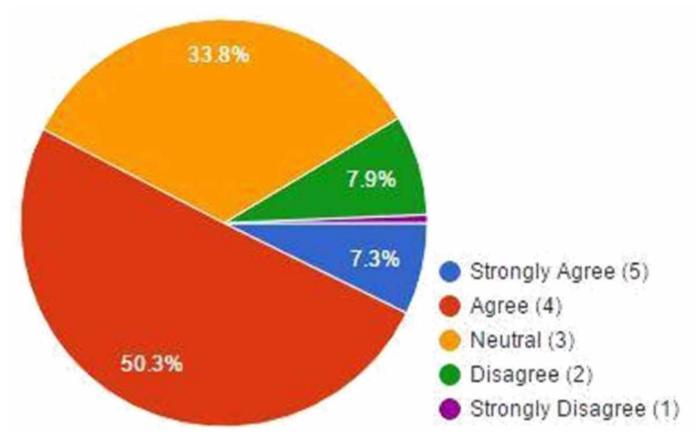


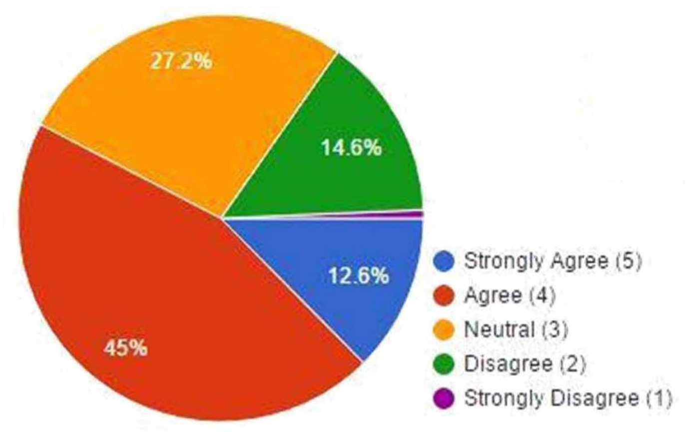
Figure 31. Family spends more money on spicy or savory food (151 responses)



If there are more responses of confectionery than savoury, then CONFECTIONERY shall be the ethnic/cultural tendency. If there are more responses of savoury than confectionery, then SAVOURY shall be the ethnic/cultural tendency. If there are equal number of savoury and confectionery responses or if there is very minimal difference or if distinguishing between the two is very difficult, then NEUTRAL shall be the ethnic/cultural tendency.

If both the columns, individual tendencies and ethnic/cultural tendencies match, then there would be a visible pattern in terms of similarity. If they do not match, then there would not be a visible pattern of similarity. If both of them are neutral, then the tastes of the person cannot be judged by the social identity alone. If one is

Figure 32. Family and relatives identify closely with your ethnic group food preferences (151 responses)



neutral and the other has a strong inclination towards either savoury or confectionery, then the individual has to be studied further and more questions need to be asked. It is in such a situation that a qualitative analysis has to be made, which could be done in the next step of the research.

One of the major findings in the study is that most of the respondents show compulsive comfort savoury food buying behavior over compulsive comfort confectionery food buying behavior. This could be because India as a country has food habits that include a wide range of spices, textures, *masalas*, peppers, chillies, extensive use of salt etc. Breakfast in most parts of the country also tend towards hot food that generally isn't sweet. The palettes of Indians have been accustomed to spicy or salty food which might be the reason for the influence in ethnic and cultural food habits. Although sweets are made during functions and festivals, they are not the major comfort food category in the country still. Individual tendencies towards comfort food category are towards spicy and salty over anything confectionery on the basis of majority in this research finding.

According to the data collected and analysed, 55 respondents have strong inclination towards their comfort food choice similar to their ethnicity and cultural preference. 20 respondents have completely opposite preferences when compared to that of their ethnicity and culture. While 24 of them are neutral in both areas, it is very difficult to identify their preferences and analyse them. 51 of them either have a neutral individual preference or their ethnic/cultural preferences are neutral. It is at such a point that a qualitative analysis is needed. With a qualitative analysis, a much deeper understanding can be established. In the qualitative analysis, one can find out further information in order to identify towards which comfort food side

Table 2.

Respondent	Individual Tendencies	Ethnic/cultural Tendencies	Visible Similarity
1	Savoury	Savoury	Yes
2	Savoury	Savoury	Yes
3	Savoury	Savoury	Yes
4	Neutral	Neutral	Can't say
5	Savoury	Neutral	Qual needed
6	Confectionery	Neutral	Qual needed
7	Neutral	Neutral	Can't say
8	Savoury	Savoury	Yes
9	Savoury	Savoury	Yes
10	Savoury	Neutral	Qual needed
11	Savoury	Neutral	Qual needed
12	Neutral	Savoury	Qual needed
13	Confectionery	Confectionery	Yes
14	Confectionery	Confectionery	Yes
15	Confectionery	Neutral	Qual needed
16	Neutral	Neutral	Can't say
17	Savoury	Savoury	Yes
18	Confectionery	Neutral	Qual needed
19	Neutral	Neutral	Can't say
20	Confectionery	Confectionery	Yes
21	Savoury	Neutral	Qual needed
22	Confectionery	Neutral	Qual needed
23	Confectionery	Confectionery	Yes
24	Savoury	Savoury	Yes
25	Neutral	Neutral	Can't say
26	Neutral	Neutral	Can't say
27	Neutral	Neutral	Can't say
28	Neutral	Savoury	Qual needed
29	Confectionery	Savoury	No
30	Savoury	Neutral	Qual needed
31	Savoury	Savoury	Yes
32	Savoury	Savoury	Yes
33	Confectionery	Confectionery	Yes
34	Savoury	Confectionery	No

continued on following page

Table 2. Continued

Respondent	Individual Tendencies	Ethnic/cultural Tendencies	Visible Similarity
35	Savoury	Savoury	Yes
36	Neutral	Savoury	Qual needed
37	Confectionery	Neutral	Qual needed
38	Savoury	Neutral	Qual needed
39	Confectionery	Neutral	Qual needed
40	Savoury	Confectionery	No
41	Neutral	Neutral	Can't say
42	Confectionery	Neutral	Qual needed
43	Savoury	Savoury	Yes
44	Savoury	Savoury	Yes
45	Savoury	Neutral	Qual needed
46	Savoury	Confectionery	No
47	Savoury	Confectionery	No
48	Savoury	Savoury	Yes
49	Neutral	Savoury	Qual needed
50	Savoury	Savoury	Yes
51	Savoury	Savoury	Yes
52	Confectionery	Savoury	No
53	Savoury	Neutral	Qual needed
54	Savoury	Savoury	Yes
55	Neutral	Neutral	Can't say
56	Neutral	Neutral	Can't say
57	Savoury	Neutral	Qual needed
58	Savoury	Neutral	Qual needed
59	Savoury	Savoury	Yes
60	Savoury	Savoury	Yes
61	Savoury	Neutral	Qual needed
62	Savoury	Neutral	Qual needed
63	Savoury	Savoury	Yes
64	Savoury	Savoury	Yes
65	Confectionery	Neutral	Qual needed
66	Savoury	Savoury	Yes
67	Confectionery	Savoury	No
68	Confectionery	Savoury	No

continued on following page

Table 2. Continued

Respondent	Individual Tendencies	Ethnic/cultural Tendencies	Visible Similarity
69	Savoury	Neutral	Qual needed
70	Neutral	Confectionery	Qual needed
71	Neutral	Savoury	Qual needed
72	Savoury	Savoury	Yes
73	Neutral	Neutral	Can't say
74	Savoury	Savoury	Yes
75	Confectionery	Savoury	No
76	Confectionery	Confectionery	Yes
77	Neutral	Savoury	Qual needed
78	Neutral	Savoury	Qual needed
79	Confectionery	Savoury	No
80	Neutral	Neutral	Can't say
81	Savoury	Savoury	Yes
82	Savoury	Savoury	Yes
83	Savoury	Neutral	Qual needed
84	Savoury	Neutral	Qual needed
85	Confectionery	Neutral	Qual needed
86	Confectionery	Neutral	Qual needed
87	Savoury	Savoury	Yes
88	Neutral	Savoury	Qual needed
89	Neutral	Neutral	Can't say
90	Neutral	Neutral	Can't say
91	Savoury	Savoury	Yes
92	Neutral	Neutral	Can't say
93	Neutral	Neutral	Can't say
94	Savoury	Savoury	Yes
95	Confectionery	Neutal	Qual needed
96	Confectionery	Confectionery	Yes
97	Savoury	Savoury	Yes
98	Savoury	Savoury	Yes
99	Neutral	Neutral	Can't say
100	Savoury	Neutral	Qual needed
101	Confectionery	Neutral	Qual needed
102	Savoury	Neutral	Qual needed

continued on following page

Table 2. Continued

Respondent	Individual Tendencies	Ethnic/cultural Tendencies	Visible Similarity
103	Savoury	Savoury	Yes
104	Neutral	Savoury	Qual needed
105	Savoury	Savoury	Yes
106	Neutral	Neutral	Can't say
107	Confectionery	Confectionery	Yes
108	Confectionery	Confectionery	Yes
109	Savoury	Neutral	Qual needed
110	Savoury	Neutral	Qual needed
111	Savoury	Savoury	Yes
112	Savoury	Confectionery	No
113	Neutral	Savoury	Qual needed
114	Confectionery	Confectionery	Yes
115	Confectionery	Savoury	No
116	Confectionery	Savoury	No
117	Cinfectionery	Confectionery	Yes
118	Savoury	Savoury	Yes
119	Confectionery	Neutral	Qual needed
120	Savoury	Confectionery	No
121	Savoury	Savoury	Yes
122	Coonfectionery	Savoury	No
123	Confectionery	Neutral	Qual needed
124	Confectionery	Neutral	Qual needed
125	Neutral	Neutral	Can't say
126	Savoury	Savoury	Yes
127	Neutral	Neutral	Can't say
128	Savoury	Savoury	Yes
129	Confectionery	Neutral	Qual needed
130	Savoury	Savoury	Yes
131	Savoury	Savoury	Yes
132	Savoury	Neutral	Qual needed
133	Neutral	Neutral	Can't say
134	Neutral	Neutral	Can't say
135	Neutral	Savoury	Qual needed
136	Confectionery	Savoury	No

continued on following page

Table 2. Continued

Respondent	Individual Tendencies	Ethnic/cultural Tendencies	Visible Similarity
137	Confectionery	Neutral	Qual needed
138	Confectionery	Savoury	No
139	Confectionery	Savoury	No
140	Savoury	Savoury	Yes
141	Neutral	Neutral	Can't say
142	Neutral	Savoury	Qual needed
143	Savoury	Savoury	Yes
144	Savoury	Savoury	Yes
145	Savoury	Savoury	Yes
146	Confectionery	Confectionery	Yes
147	Savoury	Neutral	Qual needed
148	Savoury	Confectionery	No
149	Confectionery	Savoury	No
150	Neutral	Neutral	Can't say

Yes = 55
No = 20
Can't say = 24
Qual needed = 51
Total = 150

the neutrality lies. If even after the qualitative analysis we are unable to classify the respondents, then their choices cannot be studied. Further tools or probably other things like personality, brand valuation of product, affordability etc. can be studied.

Now, to understand if there are any identifiable mood patterns among various ethnic and cultural groups and their preferences of comfort food choices, we would have to analyse the ones who show similarities along with their specified social identity. Given below is the chart arranged post analysis of individual and ethnic preferences:

Looking at this chart, data is pretty skewed and drawing specific patterns of ethnic preferences may be difficult. What is most evident is that "confectionery" as a category is seen only among Hindus from different parts of the country. But we cannot conclude that most Hindus prefer confectionery as there are more "savoury" preferences than confectionery. Another prominent finding is that most Tamil Brahmins have more savoury preferences. Similarly, most Telugus, Kannadigas and Malayalis prefer savoury over confectionery.

Table 3.

Respondent	Individual Tendencies	Ethnic/cultural Tendencies	Ethnicity / Cultural Background
1	Savoury	Savoury	Tamil Brahmin
2	Savoury	Savoury	Hindu
3	Savoury	Savoury	Telugu
8	Savoury	Savoury	-
9	Savoury	Savoury	Malayali/Rajput
13	Confectionery	Confectionery	Hindu Punjabi
14	Confectionery	Confectionery	Hindu Malayali/Corgi
17	Savoury	Savoury	Keralite Hindu
20	Confectionery	Confectionery	Hindu
23	Confectionery	Confectionery	Malayali
24	Savoury	Savoury	Hindu Punjabi
31	Savoury	Savoury	Punjabi
32	Savoury	Savoury	Coorgi Hindu
33	Confectionery	Confectionery	Marathi Brahmin
35	Savoury	Savoury	Hindu
43	Savoury	Savoury	Mangalorean Muslim
44	Savoury	Savoury	Rajasthani Marwari
48	Savoury	Savoury	Bengali Brahmin
50	Savoury	Savoury	Maharashtrian
51	Savoury	Savoury	Telugu Brahmin
54	Savoury	Savoury	Gharwali
59	Savoury	Savoury	Hindu Telugu
60	Savoury	Savoury	Malayali Christian
63	Savoury	Savoury	Goan Catholic
64	Savoury	Savoury	Hindu
66	Savoury	Savoury	Brahmin
72	Savoury	Savoury	Marathi Hindu
74	Savoury	Savoury	Marwadi
76	Confectionery	Confectionery	Punjabi
81	Savoury	Savoury	Hindu Kayastha
82	Savoury	Savoury	Malayali/Bangalorean Hindu
87	Savoury	Savoury	Punjabi
91	Savoury	Savoury	Tamil Brahmin

continued on following page

Table 3. Continued

Respondent	Individual Tendencies	Ethnic/cultural Tendencies	Ethnicity / Cultural Background
94	Savoury	Savoury	Tamil Brahmin
96	Confectionery	Confectionery	Hindu
97	Savoury	Savoury	Tamil Brahmin
98	Savoury	Savoury	Zoroastrian
103	Savoury	Savoury	Hindu Nair
105	Savoury	Savoury	Goan Roman Catholic
107	Confectionery	Confectionery	-
108	Confectionery	Confectionery	Hindu Bengali
111	Savoury	Savoury	Kannadiga Brahmin
114	Confectionery	Confectionery	Telugu Brahmin
117	Confectionery	Confectionery	Tamil Brahmin
118	Savoury	Savoury	Kannadiga Brahmin
121	Savoury	Savoury	Marwadi
126	Savoury	Savoury	Hindu
128	Savoury	Savoury	Kannadiga Brahmin
130	Savoury	Savoury	Telugu
131	Savoury	Savoury	Hindu
140	Savoury	Savoury	Malyali Catholic
143	Savoury	Savoury	Hindu Pahadi
144	Savoury	Savoury	Hindu Kannadiga
145	Savoury	Savoury	Hindu Punjabi
146	Confectionery	Confectionery	Hindu

There needs to be an extensive study based just on this to identify which ethnicity or cultural group prefers which comfort food category. Only broad statements can be made and no specific or prominent identifiable patterns are visible. Therefore it cannot be said that preferences of ethnic group comfort food choices cannot be made, but that it is something that would require a lot more study than just one quantitative research.

CONCLUSION

There have been visible patterns of similarity when it comes to individual moods towards comfort food and that of their respective ethnicities. Ethnicity and cultural backgrounds can tend to influence Gen-Y women's comfort food buying behavior in India. With respect to Social Identity theory by Tajfel and Turner, different individuals and groups have shown different inclinations towards the two comfort food items. Although it may be quite difficult to ascertain what kind of comfort food is preferred by which ethnic group or community, broad conclusions can be drawn. Tamil Brahmins, Malayalis, Maharashtrians, Telugites and Kannadigas seem to have an inclination towards savoury over confectionery. According to the research, confectionery is preferred by Hindus from various ethnicities, but their ethnicities are specifically not identifiable. But not all Hindus belonging to any ethnicity can be said to like confectionery. Most of them prefer savoury over confectionery. Further, more research will only prove what ethnic groups prefer which comfort food category and only this data may not be able to ascertain the same. Neither of the hypothesis can be proved or rejected. Further qualitative research needs to be conducted to support the study. Since it is an exploratory study, the extent to which data was needed was difficult to ascertain, which is why qualitative research needs to be done in phase 2, to either accept or reject the first hypothesis.

When we look at the responses from the 150 Gen-Y women, it is evident that most of them prefer savoury over confrectionery. In a country like India, where spices are used on a regular basis, savoury may be the choice in most households over confectionery. The tastes and likings of ethnic groups may also be inclined towards the same which is probably the reason why even their individual preferences are of comfort savoury over comfort confectionery. When we take an example of Chinese food, India has its own 'Indian Chinese' which is saltier and spicier than the authentic tastes. It is one of the leading comfort savoury food items in the country.

According to the research, most families spend more money on savoury than on confectionery food items. During family get together and celebratory fests more savoury is seen to be preferred over confectionery, although confectionery is seen to be highly prepared during religious festivals and customs along with other savoury items. Family spends and individual spends are seen more towards savoury than towards confectionery too.

Certain analogies can be drawn out of such a preference of savoury over confectionery and it can be seen on an everyday basis in our lives. A consumer, in our country, will probably be willing to spend Rs.100 on anything spicy or salty like a burger but may not be willing to spend the same Rs.100 on a chocolate filled cupcake. Although a separate study may be needed to understand consumer willingness to spend on different comfort food items, these may be some of the reasons why it influences them to think/do so.

With respect to Maslow's motivation-need hierarchy theory, physiological needs of food come first. The comfort food category, be it savoury or confectionery can be categorized in the love and belongingness needs (as certain food seems to be invigorating and alleviating certain moods) and esteem needs (as comfort food choices can be identified with their social identities as well).

The percentage of respondents that agreed or disagreed to their ethnicity restricting them from purchasing and/or consumer certain food items can be associated with Hawkin's impulse buying theory. The ones that have rational and cognitive reasons, or strongly agree to that particular question asked, buy their comfort food products beyond just mere impulsive purchases which can be categorized in the fourth group, where they know what they have to get something but are not sure about the specificities. There could be spur-of-the-moment buys as well which will add on to their general buys on a regular basis, but mere impulsive purchases cannot be the only reason as there are certain food items that are restricted to them. So they would definitely have to have a rational before buying/consuming those particular products.

When we take a look at utility theory, the net worth of every comfort food item is different to different individuals. To the vast majority, it is savoury food items that have or show more utils or value than savoury. Majority of the respondents would prefer spending more money on savoury food items than on confectionery. While confectionery food items do alleviate moods for them highly, savoury is seen to be dominant in many areas and situations.

LIMITATIONS

- 23.2% strongly agree and 17.9% agree to the fact that their ethnicity restricts them from consuming certain food items. This may directly influence their buying behavior and may not be their personal/individual choice of comfort food. This is one major limitation that cannot be avoided in a country with population from various ethnic and cultural backgrounds that restrict individuals from certain freedom. It is neither something we can help nor something that can be initially foreseen by researcher before collecting data.
- The resources to collect data were limited and could be done only thorough online sources like Google forms. No physical copies of the questionnaire could be given to individuals personally nor could any of the answers be monitored by the researcher while respondents answered the questions.
- Some of the ethnicities were not mentioned correctly and 2 respondents did not mention it at all. This could be because they either did not know what ethnicity they belong to or maybe because they do not comprehend what ethnicity as a term means.

- The amount of data needed was not ascertainable since it was an exploratory study. Thus, qualitative analysis needs to be done to further find out the 50 respondents' preferences or of the preferences of their ethnicity. It could not be done in this particular research as it would be the second phase of it or a completely new one by itself.

SCOPE FOR FUTURE RESEARCH

Where there are individual preferences of comfort food choices identified and ethnic/cultural preferences of comfort food choices not identified or vice versa, a qualitative research for all such individuals have to be conducted. This would be the next research that would add more value to this domain. The research shows visible pattern in 55 respondents and for the 50 that have no patterns identified, this would be one of the most suitable options as an in-depth study of these 50 would give us the answers to questions that would fill up the gap. The scope for future research in this is huge and can give rise to multiple possibilities. This research has been conducted on 150 individuals and can be expanded to over 1,000 individuals in the long run in multiple phases. Let us look at the various possibilities:

Phase 1: Current research that has been conducted (analysis is done)
Phase 2: Qualitative research of the 50 respondents that show no visible pattern
Phase 3: Quantitative research in particular city targeting 200 female individuals (can be done in 10 different cities across the country)
Phase 4: Qualitative research of the ones that do not show any visible pattern (Estimated around 400 individuals across the country)
Phase 5: State wise research
Phase 6: Qualitative of the state wise research

Such research can be conducted only by a huge agency or a group of researches directly working towards it full time. It would require a lot of manpower, time and effort. But, once such a research is conducted, the possibilities could be endless. This research can also be expanded internationally and certain patterns of Gen-Y women across the globe could be identified. Cross country preferences based on ethnicity and cultural backgrounds could be learnt. This would largely help identifying customer base and strategies to target and position products.

Not only can savoury and confectionery comfort food buying behavior be studied, but also what among the various savoury and confectionery comfort food items that Gen-Y women prefer can be studied and known. For example, if cakes work better than ice-cream for Gen-Y women in the country, the industry would largely innovate and expand according to the data findings. The knowledge base they would have can help them grown and identify possibilities for other industries that don't work. Another example could be studying whether French fries work better than packaged potato chips which could also be a future scope of such a research. Corporates like McDonalds, KFC, Pepsico etc. would even invest in such research and would definitely want more researches to study on such topics. The food and beverage industry is continuously growing and there is always a huge possibility to learn and extract more information of and from the cognitive processes of consumers.

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Chapter 7
Does Social Media Enhance Brand Fandom?
An Empirical Exploration

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ABSTRACT

In the present day, social media has highly affected the fan culture and fandom for brands. Brands have their fandom, especially luxury brands. The current study aims to explore the influence of social media in enhancing brand fandom through two factors under social media: interaction and usage. Further, the study also seeks to explore the influences of brand fandom on brand loyalty and online purchase intention. The study will undersign the importance of interactions on social media sites to understand the influence of social media on in shaping and reshaping the perception of brands in their mindsets and developing a love for them. Perceptual responses will be gathered from 232 undergraduate and postgraduate students (aged 17-27 years) studying in an Indian private university and subsequently analyze using partial least square. The study seeks to find a relationship between the influence of social media interaction and social media usability on brand fandom. The proposed relationships have been tested using SPSS 17 for Windows.

INTRODUCTION

Earlier explorations on fandom have given significant stress on 'textual poaching' (Jenkins, 1992), i.e. fans of media texts as active audiences produce and manipulate textual materials as part of their consumption. But in the digital era, fan activities are not limited to particular film, genre and actors but entended towards technology

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(Busse and Gray, 2011), brands and commodities. SM(SM) has become an arena where brands especially luxury fashion brands (Kim and Ko. 2012) not only promote their products and have spontaneous consumer interaction but also increase brand awareness (McCulloch, 2013) leading to brand fandom (BFAN). Fans are committed, loyal, emotionally connected (Sandvoss, 2005) and bring in with them more viewers (Jenkins, 2006a). This characteristic can also be found for brands the consumer use. Fans lobby for their brands and are not separated rather connect with other fans as an individual unit (Abercrombie and Longhurst, 1998; Hills, 2002; Sandvoss, 2005) thus paving the way for BFAN.

Objectives of the Study

Brand love or allied constructs has been a dominant term (Albert et al., 2008). It was suggested as an important component of consumers' relationships (Bagozzi et al., 2016). Thus, the study tries to posit that brand love leads to brand fandom (BFAN) which draws the string of brand loyalty (BLOY) further developing the online purchase intention(OPI). However, the influence of SM in the development of BFAN is yet not explored. It is vital as the young generations of consumers are more active over SM interacting and exchanging information about products (Lenhart et al., 2010). Further, they represent a major chunk of online shoppers and decision makers in buying products (Barker et al., 2015). Accordingly, this empirical investigation proposed two constructs to investigate the influence of SM interaction and usability on brand fandom. SM interaction (SMINT) refers to the exchange of information and know-how occurring between online members of several brands, products and services (Kalpan and Haenlin, 2010). SM usability (SMUSA) refers to the benefits harnessed from the effective and efficient usage of social networks through the exchange of appropriate information and know-how (Lee et al., 2015). Further, exploration will take place about the way BFAN contributes to BLOY and OPI of young online shoppers.

LITERATURE REVIEW

SM Interaction (SMINT)

SM is groups of internet community that is constructed on the conceptual and technical bases of Web 2.0, and that accommodates the formation and interaction of user-generated content (Kaplan and Haenlein, 2010). Companies have usually embraced social networking to its best possibility regarding engagement and interactive alliance with its end users. Studies have also suggested that managers may extent social networking by framing consumer conversations (Kaplan and Haenlein, 2010; Mangold and Faulds, 2009); the typical targets for social networking efforts regarding shopping were to enhance awareness for that brand and have nuptials with shoppers. However, studies on SM have lately been recognising its potential in building brand relationships, related emotions and word of mouth. It can be argued that such interactions in the SM bear the potential of recreating the perception of brands as positive and create loyal young consumers in Asia. Drawing from social identity theory, Saboo et al. (2015) explored how on SM consumers engage with brands and influences their purchase process. Hence, young customers are more engaged and connected over SM globally, and hence it is imperative to explore how their interactions over SM are motivating them for perceiving brands as positive and become loyal to them and going for a purchase decision. Thus, SM is directly linked to the success of firms in influencing their customers for product purchase decisions (Saboo et al., 2015; Hsu and Lawrence, 2015).

SM Usability (SMUSA)

In the arena of human-computer interaction (HCI), usability has been a major paradigm. According to Nielsen (1999) usability is ease of use and learning. SM usability can be defined as the elements of SM which distinguishes it as interactive, easily comprehensible, learnable, and attractive to use for the end user. Research on SM usability has been scarce and still in the nascent stage (Hudson et al., 2015; Saboo et al., 2015). While Mangold and Faulds (2009) observed that in business firm's SM is the emerging key for promotion; Kaplan and Haenlin (2010) argued that it was a real challenge for business firms to devise strategies for deployment of SM for influencing customers and motivating them positively with their purchase decisions. Lee et al. (2015) included two key dimensions of usability viz. simplicity and interactivity in the mobile handsets context and explored how these influences user's satisfaction, trust and brand loyalty. Using these impetuses, the researcher argues in this study that SM usability will have a dominant impact on the development of brand loyalty in young mindsets.

Brand Fandom (BFAN)

Fandom is referred to as the self- a selected fraction of fan base communities (or groups) with a common interest, love and devotion for a specific mass produced and distributed narrative, performers and genres (Fiske, 1992; Jenkins, 1992). BFAN is referred to as those emotionally connected social communities and groups over the digital platform who are loyal customers of a brand and participates in the mass promotion of their brand in the SM pages (De Vries, Gensler, and Leeflang, 2012;

Osterholm, 2013) through mass cultural activity. SM is a significant vehicle for connecting the fans through brand pages, in addition to this, the likes and comments on the brand's post in the fan page augment the brand's popularity (De Vries, Gensler, and Leeflang, 2012). This interaction between the fans, brands and customers create new text in the form of promotions, services, business models and values (Jenkins, 2006a and 2006b; Kim and Ko, 2012). Fiske (1992) referred to this fan activity as textual productivity (e.g. likes, comments and emoticons for posts) in Fiske's tripartite model. Thus fans have a continuous engagement which is participatory and interactive. Further, the researcher posits that more of SM interaction leads to fan engagement and activity which draws more consumer (Dessart; Veloutsou and Thomas, 2015) leading to brand loyalty and online purchase intention.

Brand Loyalty (BLOY)

BLOY indicates the perceived sustenance of consumers association with a brand. Using attitudinal perspective (Oliver, 1999) the current study adopts a brand-centric view of loyalty at the customer level and defines it as: "a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future "(Oliver, 1999, p. 34). Another compelling connotation of BLOY takes a motivation perspective and undersigns BLOY as the consumer intention to buy a brand as a prioritised choice (Yoo and Donthu, 2001; deChernatony, 1999).

Online Purchase Intention (OPI)

It is a crucial factor associated with actual purchasing behaviour, signifies the evaluation of parameter assessment of buyers regarding quality of internet site, product analysis, and message search (Poddar et al., 2009; Hausman and Siekpe, 2009). OPI demonstrates consumers' desire to buy through an internet site. Earlier studies have undersigned different enablers of OPI. For e.g., Liang and Lai (2002) identified that consumers would probably purchase online if the online portals provide remarkably desired functions; such as, a program catalogue, search in google, and intelligent agents for cost comparisons, searching carts, e-payment strategies, and searching mechanisms. Moreover, Vijayasarathy (2004) undersigned that design of the websites influence OPI. Jarvenpaa et al. (2000) distinguished online shopping with conventional marketing and opined trust on websites as a significant factor for an online transaction. To sum up, technology characteristics, shopping circumstances, and product attributes play a crucial role in forming the response for OPI (Ha and Stoel, 2013; Schiffman and Kanuk, 2000). Comprehending further, each of these characteristics are key factors for attracting and retaining online shoppers particularly the young population.

HYPOTHESES DEVELOPMENT

With increased interactions being taking place in the everyday world, especially among the growing young population; SM is becoming even more impactful in determining the success of firms in businesses. As already noted that the powerful impact of SM in influencing customer choice either positively in terms of word of mouth, emancipating positive emotions regarding a product or a service and enhancing relationship with brands (Hudson et al., 2015); it can be posited that SM acts as an absolute enabler of enhancing brand perception. As tastes and preferences of young population is becoming all the more dynamic, brand love and brand loyalty are more important attributes in maintaining sales of brand products in young population (Barker et al., 2015; Vaterlaus et al., 2015).

Positive discussion about brands over SM among the young population can enhance the chances that this young generation begin to associate themselves emotionally with a brand name. Further, the study posits that these positive discussions over SM have the potential for making this young generation passionate about a brand and express positive responses and feelings for the same. Based on this rationale the researcher posits the first hypothesis:

- **H1:** SMINT has a positive influence on BFAN.

Usability in the current context would refer to the way young online shoppers harness the benefits of SM for getting acquainted and attached to a brand. This normally happens through increased information exchange being taking place over SM sites like Facebook, Twitter etc. regarding the performance of a product of a brand that is recently being purchased online by the some of the young population. Online shoppers spreading positive feedback relating to a brand will eventually have some positive influence on the residents of the social network, i.e. brand community. Such positive influences can have a significant effect in influencing the affinity for a brand among the young online shoppers to such an extent that may get passionate about the brand and evaluates the brand positively. Further, such influences may be influential to an extent to make these young consumers to express positive feelings regarding a brand. Based on this argument, the hypothesis can be suggested as:

- **H2:** SMUSA has a positive influence on BFAN.

Usability of SM is largely contingent on the nature of interactions taking place among the young online shoppers. This interaction largely refers to the quality and relevance of the information that is exchanged on social media. Every interaction taking place on a SM must exchange relevant and valid information relating to a brand or product. Unless the interactions taking place on SM forums by and among online shoppers result in a benefit for one or the other involved; SM may not be considered as useful. Accordingly, the next hypothesis can be framed as:

- **H3:** SMINT has a positive influence on SMUSA.

With the young generation getting deeply emotionally involved with brands; there is a high chance of developing a loyal disposition for the brand for an elongated time period (Langner et al., 2016; Bagozzi et al., 2016). Current competition mandates the presence of loyalty for sustained sales in the face of stiff competition. Hence BLOY is a dominant outcome that firms must consider boosting sales. And for enhancing BLOY, firms must initiate steps for boosting and developing emotional attachment of these young consumers. Accordingly, hypothesis suggest that:

- **H4:** BFAN has a positive influence on BLOY.

As youngsters are getting passionately involved with a brand name and start evaluating them positively and express positive emotions about them in social networks; business firms would consider such tendencies as positive for influencing OPI of the young generation. This engagement signifies that higher the positive emotions, attachment and feelings for a brand; higher the chances that those brands will be viable candidates for online purchase by this young generation. This assumption leads to the next hypotheses:

- **H5:** BFAN has a positive influence on OPI of young online shoppers.

With enhanced feelings and a motive to continue association with a brand; customers are more likely to develop positive intents to buy online products (Ponte et al., 2015). Young consumers are considered to possess high dynamicity in their tastes and preferences. Firms, therefore, face a tough time to practically influence the intentions positively of young consumers (Hsu et al., 2015; Flavian et al., 2006). Further, researches have established that having positive emotions and commitment for a brand positively influences purchase intention of consumers (Hausman and Siekpe, 2009; Chan et al., 2016). Further with young consumers being more emotional and aggressive in their decision-making process, it can be posited that BLOY will have a positive influence on their online buying intentions (Karjaluoto et al., 2016). This assumption gives the next hypothesis:

- **H6:** BLOY has positive influence on OPI of young consumers.

Summarises the proposed hypotheses in a conceptual model.

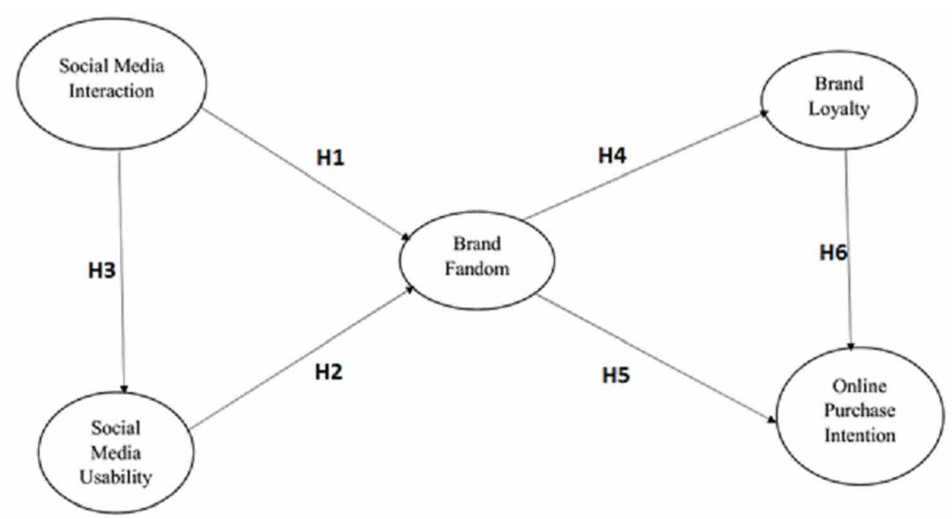
RESEARCH METHODOLOGY

Sampling and Data Collection

The target group constitute of people who are fans of a brand community on any SM platform. A brand community is a "specialized, non-geographically bound community, based on a structured set of social relations among admirers of a brand" (Muniz and O'Guinn, 2001). The purpose of these communities is the utilisation of a good or service. In the context of young online shoppers, the researcher defines brand community as a specialised niche where young online shoppers interact and exchange information regarding a product or service belonging to one or several brands (Kardaras et al., 2003). As Laroche et al. (2013) undersign the main reason for such community development are: enabling information sharing, the history of a brand and its culture, providing help and support to customers.

Accordingly, for data collection, the researcher interviewed students in a private university from a premier city in India. The private universities satisfied the following criteria:

Figure 1. Theoretical Model



1. They fall in the age group 17-27 years
2. They spent most of the time in one or several of these SMexchanging information about brands, products and services
3. They are updated with latest technologies and product information in at least of these product categories: (a) mobile handset (b) tablet (c) notebook.

The above categories of products are selected since youngsters are more active in buying, using and selling of these three electronic products. In this way, it is made sure the target population can at best represent as members of brand communities. Based on a total available population of around 1100 students; applying the three criteria coupled with convenience sampling, a total of 232 completed responses were obtained. The researcher resorted to online interview as the same has been found to yield more accurate results and higher response rate compared to surveys (Szolnoki and Hoffman, 2013). This procedure of data accumulation further aided to make the respondents understand the actual objective of the study and to explain the literal meaning of every questionnaire item.

Measures

The study employed all the constructs as first-order measures as the prime objective of this empirical exploration was to identify the relationship between the factors and their theoretical implications for the young online shoppers. The study followed Churchill's (1979) guideline for building measures for most of the constructs utilised in the study. The measures were developed after thorough literature review coupled with expert panel feedback. The expert panel constituted of two senior faculties who are well-known experts in online shopping, brand evaluation and e-commerce. Further, the measures were pre-tested with 27 students as sample in the same university (that satisfied the criteria mentioned earlier for participation), and this resulted in rewording and modification of many of the items that were incorporated for a final interview and data collection.

Path Modeling and Testing of Hypotheses

Partial Least squares are widely utilized for hypotheses testing (Peng and Lai, 2012). Apart from several significant reasons like presence of formative construct, minimal sample size, non-normal data etc.; it can be argued that the current study employed PLS for hypotheses testing since path modelling is of primary concern here. Since the study has the whole objective to examine the validity of the proposed paths; PLS was utilized instead of structural equation modelling (SEM). In adherence to prescribed guidelines of Peng and Lai (2012), the study utilised PLS for checking

Table 1. Sample profile.

Respondents Profile			
Attribute	**Value**	**Frequency**	**Percentage**
Gender	Male	127	54.74
	Female	105	45.26
Age	17-21years	109	46.98
	22-27 years	123	53.02
Internet Usage(Daily)	Less than 8 hours a day	74	31.89
	More than 8 hours a day	158	68.11
Time spent on	Less than 5 hours	65	28.02
Social Sites(Daily)	More than 5 hours	167	71.98
Products Purchased Online	Flight Tickets	19	8.18
	Electronic Gadgets	31	13.36
	Clothing	23	9.91
	All	159	68.55
Frequency of Online Purchase	Once every month	24	10.34
	> than once every month	208	89.66
Search Engines Used	Google	188	81.03
	Yahoo	32	13.79
	Bing	12	5.18

the validity of the proposed paths. Further, a component-based approach is more practical so far as hypotheses testing are concerned. Also, PLS is deemed suitable for predictive purposes (Peng and Lai, 2012).

The size of the sample while using PLS should be > 10 times of the number of items of the largest latent variable. The study assessed first reliability, followed by an assessment of convergent and divergent validity.

Firstly, using Cronbach's alpha > 0.7 (Chin, 1998) the study assessed reliability. Since all the latent variables reported to have Cronbach Alpha > 0.7, the measures are deemed reliable. Convergent validity and discriminant validity (Fornell and Larcker, 1981) has also been assessed.

Structural Model Assessment

The study utilised Partial Least Squares (PLS) in SmartPLS 2.0.M3 to estimate the value of path coefficients. However, in congruence with Peng and Lai (2012), the study assessed validity of the structural model. The study evaluated the prognostic

Table 2. Final Measurement Items

Construct	Items	Loadings	t-Stats
SM Interaction	I frequently share information regarding a brand over social sites like Facebook etc.	0.868	23.38
Saboo et al.(2015)	I occasionally post updates on new product launch over SMlike Facebook etc.	0.915	31.70
Kietzmann et al. (2011)	I participate actively on online discussion forums	0.954	73.91
	I keep track of updates relating to a brand posted on social sites like Facebook, Myspace etc.	0.897	28.72
	I rarely forget to give my feedback /comment on updates posted on Facebook, Myspace etc.	0.95	85.28
SM Usability	I focus on exchanging valuable information relating to a brand over social sites like Facebook etc.	0.931	33.54
Lee et al.(2015)	I normally avoid participating in irrelevant discussions regarding a brand on internet forums	0.968	138.82
Flavian et al.(2006)	I always share information that might be of use to some other consumer	0.962	98.83
	I always focus on effective use of SMfor spreading information relating to a brand	0.923	33.20
	I give only those updates concerning a brand that can promote it	0.953	87.56
Brand Fandom	This brand makes me feel good	0.887	30.65
Jenkins, H. (2006a; 2006b)	I post and comment regarding the updates of the brand	0.922	37.01
	I get connected with other fans	0.931	51.59
	I am connected with the brand emotionally	0.902	32.03
	I am committed and loyal to the brand	0.926	52.35
Brand Loyalty	I would like to continue my association with the brand	0.904	35.49
Lee et al. (2015)	I am willing to refer to this brand to my friends	0.959	94.49
	I prefer my relationship with this brand over others	0.968	133.05
	I am emotionally involved with this brand	0.937	49.57
	If the brand products are not available in store, I would like to wait	0.951	102.62
Online Purchase Intention	Given a chance, I would like to shop from this retailer’s website	0.915	34.72
Chen and Barnes (2007)	In future, I would like to continue buying from this retailer’s website	0.959	93.50
Chiu et al.(2012)	I intend to use this retailer’s website for my future purchases	0.941	65.90
	I predict that I will continue buying from this retailer’s website	0.918	41.10
	I would like to prefer this retailer’s website for my future transactions	0.937	67.25

Table 3. AVE, Composite Reliability and Cronbach's Alpha of Constructs

Construct	Items	Item Loadings	Composite Reliability	AVE	Cronbach's Alpha
SMINT	5	0.868-0.954	0.963	0.841	0.952
SMUSA	5	0.923-0.968	0.977	0.897	0.971
BFAN	5	0.887-0.931	0.961	0.834	0.951
BLOY	5	0.904-0.968	0.976	0.891	0.969
OPI	5	0.915-0.959	0.971	0.872	0.963

Table 4. Discriminant Validity

Construct	SMINT	SMUSA	BFAN	BLOY	OPI
SMINT	**0.917**				
SMUSA	0.295	**0.947**			
BFAN	0.495	0.468	**0.913**		
BLOY	0.61	0.251	0.291	**0.943**	
OPI	0.346	0.473	0.412	0.489	**0.933**

*Diagonal=Sqrt of AVE

significance of the proposed model through suitably positioning blinding the procedure of SmartPLS 2.0.M3. Hence Q^2 is obtained by executing the blindfolding procedure.

The Stone-Geisser's Q^2 of the dependent variables are: SMusability-0.077, brand fandom-0.295, brand loyalty-0.072 and online purchase intention-0.276. Thereby the model in the study possesses adequate, predictable relevance ($Q^2 > 0$ means satisfactory).

Next, it study evaluated the effect of the latent predictor variables, i.e. SMINT and SMUSA etc. on respective dependent variables using Cohen f^2. Below is shown using Cohen f^2 (1988) the relative effect sizes. Henceforth, it can be concluded that SMINT, SMUSA and BFAN, BLOY are prominent enablers.

Peng and Lai (2012) recommended the evaluation of a global Goodness of Fit Index (Tenenhaus et al., 2005) for assessing the overall quality of the proposed model; however, later studies questioned its validity (Henseler and Sarstedt. 2013). The GOF for the model is:

$$\sqrt{average}\,communality \times \sqrt{average}\,R - square = \sqrt{0.867} \times \sqrt{0.213} = 0.429$$

(Hair et al., 2006).

Table 5. Cross loadings of the Items

	Brand Fandom	Brand Loyalty	Online Purchanse Intention	SM Interaction	SM Usability
FAN1	**0.887**	0.273	0.375	0.450	0.419
FAN2	**0.922**	0.304	0.385	0.492	0.435
FAN3	**0.931**	0.277	0.388	0.456	0.455
FAN4	**0.902**	0.233	0.367	0.429	0.449
FAN5	**0.926**	0.239	0.368	0.432	0.379
LOY1	0.253	**0.904**	0.486	0.516	0.241
LOY2	0.259	**0.959**	0.459	0.548	0.228
LOY3	0.283	**0.968**	0.479	0.630	0.241
LOY4	0.326	**0.937**	0.435	0.601	0.287
LOY5	0.253	**0.951**	0.451	0.582	0.187
PI1	0.356	0.468	**0.915**	0.319	0.404
PI2	0.385	0.500	**0.959**	0.353	0.484
PI3	0.368	0.492	**0.941**	0.347	0.477
PI4	0.434	0.393	**0.918**	0.305	0.479
PI5	0.387	0.428	**0.937**	0.292	0.364
SMI1	0.429	0.523	0.307	**0.868**	0.237
SMI2	0.483	0.526	0.284	**0.915**	0.249
SMI3	0.449	0.605	0.353	**0.954**	0.273
SMI4	0.458	0.557	0.325	**0.897**	0.337
SMI5	0.451	0.586	0.321	**0.950**	0.253
SMU1	0.433	0.260	0.435	0.277	**0.931**
SMU2	0.472	0.283	0.492	0.327	**0.968**
SMU3	0.440	0.224	0.448	0.274	**0.962**
SMU4	0.408	0.178	0.412	0.220	**0.923**
SMU5	0.462	0.238	0.450	0.291	**0.953**

Table 6. Cohen f^2 values

Construct	Dependent Variable	$R^{2(included)}$	$R^{2(excluded)}$	f^2
SMINT	BFAN	0.359	0.22	0.216
SMUSA	BFAN	0.359	0.246	0.176
BFAN	OPI	0.320	0.242	0.114
BLOY	OPI	0.320	0.172	0.217

Table 7. Average R^2 and AVEs

Construct	R^2	Communality (AVE)
SMINT		0.841
SMUSA	0.087	0.897
BFAN	0.359	0.834
BLOY	0.085	0.891
OPI	0.32	0.872
Average	**0.213**	**0.867**

Using PLS, the study evaluated the path values and associated significance. The model explained 8.7 variances in SM usability, 35.9 percent variance in BFAN, 8.5 percent variance in BLOY and 32 percent variance in OPI. Hence, the proposed model exhibited sufficient predictive ability.

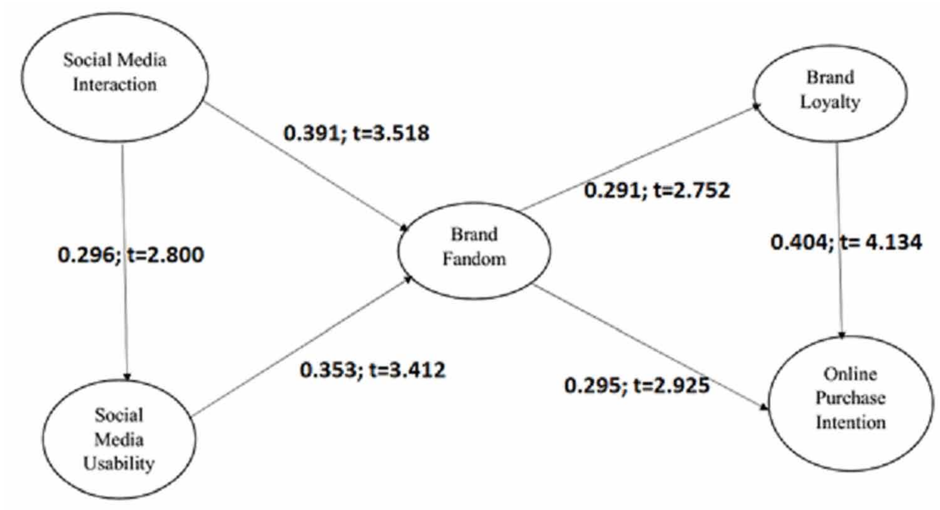
IMPLICATIONS

There is a discussion going on to investigate several facets of the SM particularly in the realm of marketing and strategy (Laroche et al., 2013) and further the way these issues affect the buying behaviour (or precisely the online purchase intention) of young mindsets. In this context, there was a dire need to explore the way SM influences the purchase intention of young online shoppers (Saboo et al., 2015; Vaterlaus et al., 2015). To add, there was a dire necessity to explore the development of brand loyalty in young mindsets through SM influence. The proposed model, therefore, is an empirical attempt to fulfil this research gaps through brand fandom development. Further, there is a growing need to develop a measurement instrument

Table 8. Results of Hypotheses Testing

Hypotheses	Path	Std. Coefficient	C.R.(t-Value)	Result
H1	SM Interaction--> Brand Fandom	0.391	3.518	Accepted
H2	SM Usability--> Brand Fandom	0.353	3.412	Accepted
H3	SM Interaction--> SM Usability	0.296	2.800	Accepted
H4	Brand Fandom--> Brand Loyalty	0.291	2.752	Accepted
H5	Brand Fandom--> Online Purchase Intention	0.295	2.925	Accepted
H6	Brand Loyalty--> Online purchase Intention	0.404	4.134	Accepted

Figure 2. Structural Model (Results)



for the constructs SM interaction (Hudson et al., 2015), SM usability (Lee et al., 2015). The study is the foremost to develop measurement scales for the constructs above, and it has examined the influence of SMin the development of brand fandom empirically thereby enriching the emerging literature on brand fandom and brand loyalty. The study holds several implications for firms and marketing managers. To this end, the study showed that every interaction while having a definite contribution in developing loyalty for brands; it also ensures that brand fandom does exist. First, the study has undersigned the importance of interactions happening over social media; particularly among young generation in developing positive emotions about the brands, making them passionate about brands; thereby developing brand fandom and loyalty (De Vries, Gensler, and Leeflang, 2012; Kim and Ko, 2012). Also, it is substantiated that the usage of SM is also bearing a significant influence on the development of positive emotions, feelings and attachment for brands. This understanding was vital for attracting and retaining the dynamic interests of these young online shoppers. Studies argue that these young online shoppers are sensitive to information that they receive and hence their preferences also vary considerably over time (Kaplan and Haenlin, 2010). Accordingly, the study surveyed 232 respondents over an age group of 17-27 years in understanding their SM behaviour influence in shaping and reshaping the perception of brands in their mindsets and developing fandom for them (Booth, 2010). Marketing firms should understand the importance of appropriate use of social media, particularly while handling a sensitive customer segment of this age group. Managers must make sure to take the correct promotional strategy and media as deemed appropriate for their products and services. As

Mangold and Fraud (2009) argued: … "*Social media enables companies to talk to their customers, and second, it enables customers to talk to one another";* firms, therefore, need to monitor closely the kind of updates or news shared by youngsters on social networking sites, blogs or wikis. Managers must understand that a negative message or update on a social site like Facebook can be significant enough to change brand perception within a short time particularly among the sensitive segment (e.g. youngsters). Hence the nature of interaction going on over social networking sites plays indispensable part for firms to monitor as well as understand in determining their usability of SM sites for promotion. Second, the study has shown that brand fandom does influence the online purchase intention of young shoppers. Further, it has undersigned that brand fandom have a tremendous influence on the development of brand loyalty also (McCulloch, 2013). Thus, once youngsters become attached to brands and become passionate about them; they will evaluate them positively and might be interested in associating with them for a long time and consequently may consider them as viable candidates for purchase. Managers must therefore focus and invest on promotional campaigns (for new products) and advertisements focusing on building more fan base and positioning their brands positively attracting and retaining the interests of the young population so that they consider those products as viable candidates for purchase. Further firms should understand these efforts may end up in developing brand loyalty in the young mindsets which will also boost their sales in the long run (Osterholm, 2013). Hence the study has shown and suggested a strategic initiative for repositioning their brands that were experiencing declined sales or tough competition. In fact, changing the perception of brands in the young mindsets as positive candidates will also help competing firms to gain and regain market share (Hsu et al., 2015). Further, participation in virtual social communities by these young shoppers and developing brand perception contributing for loyalty has a substantial effect in developing online purchase intent (Hsu et al., 2015). The study complements through the incorporation of brand loyalty and the way social platforms influences the development of brand loyalty through developing brand love on the first hand thereby creating fan base (Karjaluoto et al., 2016). Hence practitioners must place adequate reliance on strategies, campaigns and advertisements that focuses more on building brand fandom among young shoppers as their tastes and preferences are dynamic (Barker et al., 2015). Doing so will put the firms in higher chances of expecting enough sales from their online portals. E.g. online sites like Jabong.com, Myntra.com and Flipkart.com already enjoy significant sales among a major chunk of young online shoppers. Their success stories should be followed by new entrants in e-commerce markets. Further the study has developed measurement instruments for two constructs in the realm of SM usability and interaction. These will lead to further empirical testing and validation with regards to the position of SM in influencing and shaping marketing strategies.

CONCLUSION

The role of SM was showcased in developing brand fandom base and brand loyalty in the young mindsets and how the same influence the online purchase intention. To achieve this, it can be proposed two constructs (based on earlier studies): SM interaction and SM usability and develop measurement instruments for the same. The study observed that SM interaction and usability positively influences the development of brand fandom; however, SM interaction does not have a consequential influence on SM usability. However, brand fandom does contribute significantly to building brand loyalty and influencing intention to purchase online of young shoppers.

Limitations

One serious constraint in the study is the emphasis on young consumer segment only. Future research can focus on extending the position of SM in influencing the purchase intention of middle-aged customer groups. Researchers should also explore the position of these constructs on brand love, brand devotion and brand trust development. Moreover, the study should also explore the contribution of SM in shaping word of mouth and its influence in shaping perceptions of middle-aged customers.

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APPENDIX

Table 9. Final Measurement Items

Construct	Items
SMInteraction	I frequently share information regarding a brand over social sites like Facebook etc.
Saboo et al.(2015)	I occasionally post updates on new product launch over SMlike Facebook etc.
Kietzmann et al. (2011)	I participate actively on online discussion forums
	I keep track of updates relating to a brand posted on social sites like Facebook, Myspace etc.
	I rarely forget to give my feedback /comment on updates posted in Facebook, Myspace etc.
SMUsability	I focus on exchanging valuable information relating to a brand over social sites like Facebook etc.
Lee et al.(2015)	I normally avoid participating in irrelevant discussions regarding a brand on internet forums
Flavian et al.(2006)	I always share information that might be of use to some other consumer
	I always focus on effective use of SMfor spreading information relating to a brand
	I give only those updates concerning a brand that can promote it
Brand Fandom	This brand makes me feel good
Jenkins, H. (2006a; 2006b)	I post and comment regarding the updates of the brand
	I get connected with other fans
	I am connected with the brand emotionally
	I am committed and loyal to the brand
Brand Loyalty	I would like to continue my association with the brand
Lee et al. (2015)	I am willing to refer to this brand to my friends
	I prefer my relationship with this brand over others
	I am emotionally involved with this brand
	If the brand products are not available in store, I would like to wait
Online Purchase Intention	Given a chance, I would like to shop from this retailer’s website
Chen and Barnes (2007)	In future, I would like to continue buying from this retailer’s website
Chiu et al.(2012)	I intend to use this retailer’s website for my future purchases
	I predict that I will continue buying from this retailer’s website

Chapter 8
The Impact of Indian Consumer's Mood on Their Perception for the Jewelry Brand Tanishq

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ABSTRACT

India's fascination with jewelry goes way back to 5000 years with gold being the widely preferred choice for ornamental and investment purposes. Seventy-five percent of the Indian gold market is currently dominated by non-branded players. The existence of age-old loyalty towards family jewelers made it difficult for branded jewelers to break through the market. Hence, this research paper attempts to examine the consumer's perception towards one of the biggest brands in Indian jeweler Tanishq. Being a TATA brand, it is immediately associated with the respect that the brand brings with it, creating great brand salience. Tanishq penetrates varied cultures and life stages to deliver efficient customer service, garnering loyalty. However, Tanishq has positioned itself as a premium brand, commanding high making charges for its designs, which tends to alienate certain classes of society, and its sub-brands are overshadowed by the parent brand. With exemplary designs and customer service, Tanishq does make a mark on the Indian population, making it an aspirational brand.

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INTRODUCTION

According to the Cambridge English Dictionary, Jewelry can be defined as, *"decorative objects worn on your clothes or body that are usually made from valuable metals, such as gold and silver, and precious stones."*

This paper is aimed at understanding the jewelry market in India and the rationale behind the behavior displayed by the customers. It is expected to provide an in-depth perspective into the portfolio of the sector itself.

Thus the pertinent question, why do people wear jewellery?

The need to wear jewelry can be traced back to 75,000 years ago with the creation of trinkets using leather, bones, feathers, animal teeth, shells or pebbles. These were then crafted into simple necklaces, pendants, beads, bracelets, and other decorative accessories. (Pal, 2017) The significant utility of jewelry has changed over time. Depending on the situation, jewelry can possess different meanings. The immense diversity in the jewelry offered echoes the extensive range of meanings can be presented to these objects. For instance, jewelry can symbolize one's feelings in the context of a gift but it can also represent one's wealth or status when worn at an event. Instances when an individual fails to express his sentiments using words, he can choose to replace the words and express the emotions by gifting a piece of jewellery, to display an emotional gesture. Jewelry also allows one to assert and define their style, to be unique or to make a strong statement. Jewelry for many is considered a means of self-expression. In India, it is observed that people wear certain pieces of jewelry for their supposed positive energy and for their religious relevance and supernatural abilities. Some jewelry pieces were made with certain relevant gemstones or beads that were believed to be harbingers of luck, while others were believed to enhance welfare and provide protective functions.

Jewelry is definitely a gender biased industry, with the ratio of women to men when it comes to buying jewelry being 90:10. With regards to men wearing jewellery, there has always been some amount of hesitation. For the 2 centuries or so, jewelry has traditionally been a feminine sphere. However off-late, there have been increasing numbers of male individuals who are shaking off the narrow shackles of cufflinks and bejeweled time pieces to experiment in the space of bracelets, rings, neckpieces and several other so called 'feminine' accessories. Jewelry as a sector has a broad product width, ranging *from necklaces, pendants, earrings, nose rings, bracelets, bangles, rings* among others. These types have their own respective sub-types and different styles which make jewelry one of the most diverse markets. Here are the sub-types: (Cultural India, 2016)

- **Necklaces:** Choker, Statement, Layered, Rope/Lariat, Bibs, Opera/ Matinee necklaces, *Mangalsutra* etc.

- **Earrings:** Danglers, Chandeliers, Hoops, Studs, *Jhumkas/Jhumkis*, Ear Cuffs, Earrings with Hooks, Earrings with lobster clasps etc.
- **Bracelets:** Charm Bracelets, Cuff Bracelets, Arm bands etc.
- **Rings:** Finger rings, Midi rings, Toe rings, Nose rings, etc.

There are other pieces of jewelry that are used to adorn other body parts, like a *maangtika* for the hair parting, belly or waist band, anklets etc.

The tradition of adoring oneself with jewelry is thousands of years old in India. The tradition is still alive and time has only made it stronger than earlier. The art of making stunning ornaments, with finesse and intricacy, has been developed since time immemorial. This is highly evident with the extensive variety of types of Indian Jewelry that are available, like Antique, Bead, *Meenakari*, *Jadau*, *Kundan*, Lac, Ivory, *Navratna*, *Pachhikkam*, Tribal, *Polki*, Temple, etc. (Cultural India, 2016) According to the Indian Brand Equity Foundation, "India is deemed to be the core of the global jewelry market owing to the low costs for both labour and resources and availability of high-skilled labour. The industry contributes to around 6-7% of India's GDP. (Indian Brand Equity Foundation, 2016) India is also the world's largest cutting and polishing centre for diamonds, with the cutting and polishing industry being well supported by government policies. Moreover, India exports 95 per cent of the world's diamonds and is its third largest consumer, which only goes to show how deep-rooted India's love for jewelry is." (Indian Brand Equity Foundation, 2016) According to a CARE Rating report in 2017, "UAE, US, Russia, Singapore, Hong Kong, Latin America and China are the biggest importers of Indian jewellery. The gems and jewelry market in India is currently home to more than 500,000 players, with the majority being relatively small." (CARE Ratings, 2017)

Jewelry as a category has expanded its market segments in terms of the contents — material used, purpose, price value and type of products. Currently, gold jewelry dominates the market with a 72 percent share, followed by diamond studded jewelry with a 22 percent share. (FICCI and A.T. Kearney, 2013) Based on the purpose, ceremonial or bridal jewelry trump all others. Fashion jewelry accounts for the lowest share on the occasional aspect. Indians tend to have an insatiable appetite for gold, and there seems to be an aspirational as well as sentimental value attached to the yellow metal. There is still a large segment of consumers that still view gold as one of the safest investment options. Gold is considered money and has been a store of value for thousands of years. The price of gold in recent times has been going up because of governments around the world increasing their currencies in circulation so relatively pricing, the price of gold keeps rising. Moreover, Indians have for a long time been comfortable purchasing ornaments from their family jewelers. However, moving away from occasion-based consumption, owing to increased exposure mobility of labour, the Indian consumers are slowly evolving to see jewelry as a fashion accessory and this is pushing retailers to incorporate distinct collections such as wedding wear, work wear, daily or regular wear and fashion wear. Indians are now more fashion conscious and have begun to demand better design innovation and craftsmanship. (Saini, 2016)

The penetration of branded jewelry brands in India augmented these demands and the radical change of perception of gold as a mere means of investment to its allure as an aesthetically pleasing accessory. Women have now increasingly begun to opt for fashionable and lightweight jewelry instead of traditional chunky jewellery. Also, with the heavy promotions conducted by branded jewelers, through TV, print and radio advertisements they were able to encourage the perception that branded jewelry is more fashionable and feature modern designs that are globally inspired. Most Indians choose to maintain their cultural and religious loyalty to gold and gold jewelry for major occasions like weddings and festivals. It is impossible for any other precious metal to achieve the reverence and status showered on gold and be considered as a sign of affluence and prosperity. Nevertheless, younger Indians tend to show an openness to experience other varieties in jewelry like silver, white gold, platinum, steel and precious & semi-precious stones and diamonds.

The most popular branded jewelry brands in India are: (Kumar, 2017)

- Tanishq
- Tribhovandas Bhimji Zaveri
- Joyalukkas
- Kalyan Jewelers
- Bhima Gold
- Atlas Jewellery
- Francis Alukkas
- Chintamani Jewelers
- PNG Jewelers
- P C Chandra
- Gili
- Gitanjali
- Orra
- Reliance Jewels
- Notandas
- Popley & Sons
- Malabar Gold
- Senco Jewelers

These jewelers offer ornaments primarily in gold, silver and platinum, and offer jewelry with diamonds and other precious stones as well. The pricing for the jewelry is dependent on the weight of the metal, the gems used and the making charges of the retailers. Herein lays the advantage of the local jewelers: They offer lower making charges as opposed to the bigger players, which is why these local jewelers have managed to maintain a stronghold on the market.

It must be noted that the demand for imitation or fashion jewelry has been rising in the past few years. This could be because they offer a low-cost alternative to elegant ornamentation. There's greater scope for more western inspiration and ornate elaborate or funky designs in imitation jewellery. (Saini, 2016) Multiple players have emerged in this specific market along with the already well-established fashion brands also providing their own offerings. The foremost retailers in the organized Indian Imitation Jewelry market are Pipa Bella, Accessorise, Voylla, Ayesha etc. (Sachitanand, 2015). However a majority of the imitation jewelry market remains unorganized, with a massive chunk of the goods being cheaply supplied from mass producing countries like China. With prices starting from as minimal as Rs. 10 to more than Rs. 3000, imitation jewelry can be found almost everywhere, from suburban trains and crowded streets to high street stores and fancy malls.

An important segment of the jewelry industry is its online market. Despite the online jewelry market holding a miniscule share of the jewelry market at 1%, there exists incredible scope for the same and immense opportunities wait. (NextBigWhat, 2013) Players like Caratlane, BlueStone, Tanishq, and Juvalia and you have been growing at a steady, augmenting pace, when it comes to imitation jewelry (Sachitanand, 2015). Despite the growth of e-retail in general, online sales of precious jewelry haven't seen a huge spike because of high-value purchases. Since customers are accustomed to the 'try and buy' experience, they are skeptical to make jewelry purchases above Rs. 50,000. Precious jewelry being a high involvement product requires careful consideration and time dedicated to the purchase. The research stage in the purchase decision cycle is especially long, as it is considered to be a one-time investment of high value and one tries to avoid any possibility of future cognitive dissonance by making the most appropriate choice.

The future of the Jewelry sector in India certainly looks bright. According to a report by the IBEF, "The jewelry market in India is expected to grow at a Compound Annual Growth Rate of 15.95 per cent over the period 2014-2019." (Indian Brand Equity Foundation, 2016) However, the demonetization fiasco did shake up the market considerably. Despite the trials and tribulations, the market can be expected to pick up steadily. A greater number of brick and mortar jewelers can be expected to set up omni-channel models, as they discover the great opportunities e-commerce offers for retailers to extend their brands to digital spaces with a virtual storefront. According to a study conducted by India Retailing, "The online jewelry market in India is expected to hit USD 3.6 billion in value in the next three years, accounting for roughly 20 percent of the global market size estimated at USD 18 billion." (Saini, 2016)

Rationale

The Indian fascination for jewelry has been eternal and has been passed from generations to generations. However, branded jewelry took its time to gain momentum as most people felt safe purchasing jewelry through their family jeweler. However, people have started to consider gold to be more of an everyday adornment rather than mere investments and exquisite show items meant for social occasions. Women have gravitated towards the light, elegant and fashionable jewellery, as opposed to the heavy jewelry that people used to wear at weddings or parties. The heavy promotions and advertising of sellers through TV, radio and print have also helped create a demand and a market for organized branded jewellery.

The most popular branded jewelry brands in India like Tanishq, Tribhovandas Bhimji Zaveri, Kalyan Jewelers, so on and so forth have definitely made a mark on the Indian consumer's mind. Tanishq, which bears the hallmark of Titan and the assurance of the TATA group, has always been at the forefront with an offering of best in class jewelry for its customers. The faith and trust of its customers have credited Tanishq with an envious turn around the journey. Tanishq aims to be a reflection of the Indian woman, understanding her needs and promises to provide her with exceptional craftsmanship, elite designs and guaranteed consistent quality in service and products. It was a matter of surprise that the organized jewelers held only 20-25% of the market share, with Tanishq holding only around 7% of it, despite its popularity and extensive reach. (World Gold Council, 2016) Moreover, there is immense competition in this market, among and between the unorganized and organized players. However, Tanishq doesn't adhere to competitive pricing, maintaining its premium pricing, which it justifies with its exclusive designs and services. This is exactly why we chose to delve deeper into this brand and further understand the consumers' mood revolving around it.

The objective of this research is the come out with themes that influence the mood of consumers and to identify the traits of the consumers who will be influenced by specific mood enhancement stimulus.

LITERATURE REVIEW

The report concentrated on the drivers that explain the growth of demand and consumption in the jewelry industry. The drivers in contemporary times have been augmenting disposable income, growth in the women workforce etc. The paper also identified a set of challenges facing the jewelry sector like its unorganized nature, the need for humongous working capital and the requirement for intensive labour. (Daedal Research, 2012) Another report suggests the effects of the 2013 Current

Account Deficit (CAD) and curbs put on importing gold. It recognizes a number of challenges facing the import and export of gold in India. (FICCI and A.T. Kearney, 2013) A similar study seeks to find out the consumer preference and their buying behaviour towards branded and non-branded jewelry. Moreover, it aimed to aid retailers generate marketing strategies by helping them understand consumer choices and accordingly capture the market. (Manek & Kharparde, 2015) Another research aimed to understand in great detail the branded retailers in the diamond jewelry market and the factors influencing consumer purchasing behaviour towards it. In a market cluttered with unorganized players, branded retailers are slowly venturing into this foray. This paper helps gauge the awareness for various branded jewelers, the consumer behaviour for the same and their motives. (Rawal, 2015) A few scholars had attempted to predict the future for the global jewelry sector, and examined publicly available data and analyzed both fashion and fine jewelry segments. It studied the growth of branded jewelry and the hybridization of the supply-chain. (Dauriz, Remy, & Tochtermann, 2014) A contemporary report talked about how the high prices of gold were dissuading consumers from further purchases, causing them to shift to artificial jewelry. It studied the growth of branded jewelry retailers in India, and analyzed the competitive landscape. (Euromonitor International, 2017) Another research delved deep into the Indian allegiance for gold and how gold is still a favored investment avenue for the Indian households. It studies the demand for gold in India, and the attached price elasticity for the same. (Raghavan & Ahmed, 2011) Mention has to be made to another study for better comprehending the ever-growing demand for gold in India irrespective of the constant flux in its price, and its recognition as a prominent investment opportunity, as opposed to being perceived as a mere passive accessory. (Suresh, 2013) Another relevant research took a close look at diverse government policies that had influenced the technological and market-related initiatives of the jewelry sector. It addresses the need for greater technological skill, upgrade and innovation in a labor-intensive industry. (Hazra & Malakar, 2006)

Knowledge Gap

Since there have been no ventures into studying the mindset and the mood of an Indian consumer which directly impacts a purchase decision especially for a product like jewellery, it has made this project all the more stimulating and thought provoking. However, the outcome of merging the concepts of mood of an individual with a lucid propensity to go ahead with a purchase was more of a grey area and hence it was only apt to interpret the emerging patterns and dimensions which would come forth to concretely base our analysis upon. It was but natural that to start with the fundamentals of marketing to study the consumer behavior patterns relating moods with the decision to finalize a purchase.

Research Questions

1. What are specific traits of consumers who buy jewelry?
2. Which are specific mood stimulus that impact jewelry buying?

Research Design

The temperament, outlook and decision taking power of every individual are fully dependent on the mood of that person at any given point of time. That being the case, it was extremely imperative to understand the various nuances of what actually comprises of the mood of a person. This becomes all the more complex given that the mood is an intangible aspect of a person's mental makeup which is forever in flux. What might be the mood as of a specific point in time may not be the same in the very next instant. That being as it may, the said mood of a person may be affirmative and receptive to various stimuli and it could also be retrograde and non-communicative at other times. These states or moods of a person would directly influence the decision being taken by the individual. This variable state of mind of an individual is our interest in the analysis appearing in the forthcoming pages. The ability to establish a connection between the mood of a buyer and its direct impact on the decision to go ahead with a purchase would be the attempt and this is going to be a very enthralling journey into the deep recesses of the human mind.

A consumer's decision to make a purchase is fully dependent on the following five stages, with the first stage being the consumer's ability to determine whether the purchase is a need or a want. On determination that it is a need, the next step would involve gathering valuable information regarding the targeted product from various available sources. Evaluation of the information and considering the alternatives available would lead to finalization of the purchase and the consumer's behavior on finalizing the deal after going ahead with the purchase. It is imperative to note that these stages involved before finalizing a purchase are fully an outcome of what the consumer feels about their immediate prerequisite pertaining to each of these five stages.

Though psychology does define what is mood accurately, our primary objective of interacting with a consumer was to find out what constituted the mood of potential buyer and then to gauge the particular mood would be while considering or making an actual purchase. To achieve the primary objective, we decided to interact with specific consumers who could influence the purchase decision in a consumer category and possessed adequate purchasing power for that transaction.

So as to garner an unbiased and genuine understanding of the concept of mood, questions were posed to around 21 respondents as to what according to them constituted the intangible feeling called mood. Since the respondents were from varied backgrounds, the questions posed were translated to local languages like, Hindi & Marathi and the outcome of this interaction was then processed through the tool, Leximancer and is pictorially represented below in the Analysis section.

To go ahead, the jewelry category was specifically chosen and concentrated upon for the Mind and Mood analysis. A pre-study was conducted to have a holistic understanding of the sector and helped us gain a good frame of reference. Both the Global and Indian perspectives were looked into, Considering that jewelry is an incredibly vast field and to study it in its entirety would be almost impossible and would render the study very superficial, it was paramount to sharpen the focus and narrow down the area of discussion. Taking into account the fact that the Gold industry in India is one of the biggest in the world and is perennially flourishing, we decided to make it the basis of our paper. Furthermore, one of the most reputed branded jewelry retailers of India, Tanishq was made the heart of our study. The reasoning for choosing the same has been explained in the rationale.

To study the market, consumer perceptions about Tanishq and the effect of their mood on purchase behavior, in–depth interviews were to be conducted. Willing respondents were chosen by means of the snowball sampling method. The discussion guide was carefully crafted, ensuring all the concepts from previous phases were included to decide the course of questioning. Thorough consent was taken from all respondents and interviews were conducted only if they were willing. Respondents were given the freedom to leave the study if they wished, but no such instances were recorded. Complete information and details about the study were disclosed to all the respondents, ensuring that they were wholly kept in the loop. All motives were revealed, maintaining absolute transparency. Over and above these precautions, the privacy of the respondents were preserved and complete anonymity was ensured, so as not to jeopardize the integrity of either side by not revealing the identities of the respondents, unless they consented at a later time.

It was decided that 21 interviews would be conducted and the upper limit was set using the principle of redundancy, to guarantee that there was no saturation in the results obtained and the insights remained fresh and novel.

Thus, 21 individuals were interviewed, with 18 women and 3 men. Respondents were of the age group of 26-45 years and it was made certain that the respondents had made at least one purchase from Tanishq and thus, belonged to the category and target audience. The average length of the interviews was around 20 minutes. This gave us perspective towards the behavioral patterns of the loyalist's v/s. the non-loyalists. The interviewees were spread across different socio-economic classes, so as to understand whether capability to purchase affected the propensity to consume and whether cultural differences affected the pattern of purchase. Moreover, it was also ensured that all respondents came from different working statuses, marital statuses and life stages. On interviewing them, we received some great insights, into the consumers' perceptions about the brand.

All the interviews were collated and transcribed. They were then further textually analyzed using an automated tool called Leximancer. The tool helped us obtain the primary keywords associated with the jewelry sector and the brand, Tanishq and helped us understand how many times does a word appear in conjunction with another and understand its context with other data points. The concept maps for the jewelry sector are analyzed further in the forthcoming sections.

Finding and Analysis

Analyzing the transcripts of the responses it appeared that very much like the definition of mood shown in the psychology studies, the mood of a person contemplating a purchase or having made a purchase was constantly being associated to happiness. Though a very temporary feeling, the consumers invariably related mood to a state of happiness when posed with a question relating to a product or service. The positive responses were associated to the 'mood' of the person.

Considering the ambiguous nature of the question, the respondents found it tough to difficult to express their feelings accurately and a considerable amount of time and thought had to be devoted to understand the terms used, in order to provide a proper answer. Along associating mood to various feel-good factors like promotions, discounts, additional features and utility value, the following concepts also came up for discussion:

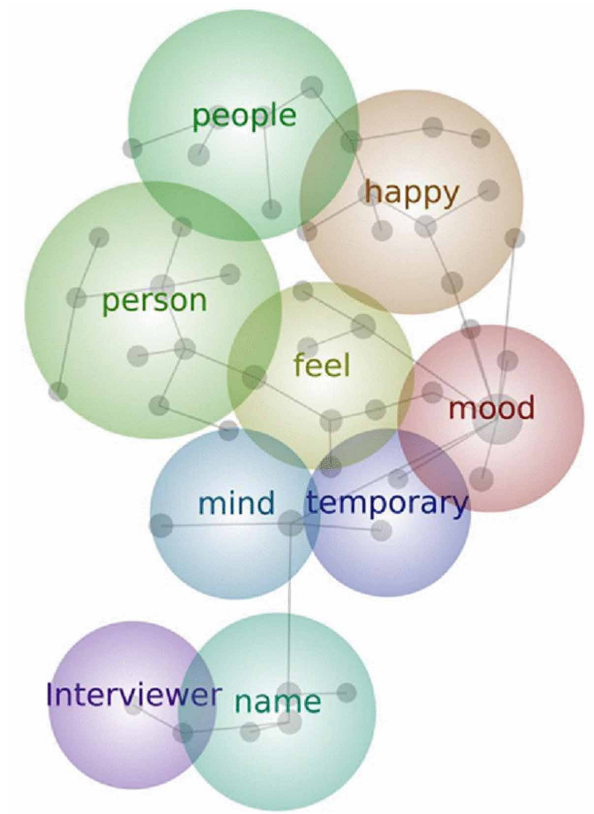
- **Circumstances:** How situations could affect one's mood
- **Internal and External Factors:** Various intrinsic and extrinsic factors that mould one's mood
- **Emotions:** How one's feelings and emotional state affect the mood
- **Time:** How a particular point of time affects mood and its temporary nature

On having satisfactorily understood the mood construct and having collected sufficient data, it was clear that there was the need for a qualitative study on the way forward, considering the topic was worked on with an interpretive perspective. The concept maps obtained from the Leximancer analysis make the primary elements of mood evident, and highlight the secondary attributes as well.

A thematic analysis was conducted on Leximancer which delivered the above concept maps.

The following keywords could be identified:

Figure 1. Concept map for Consumers' perception of mood (Source: Leximancer)

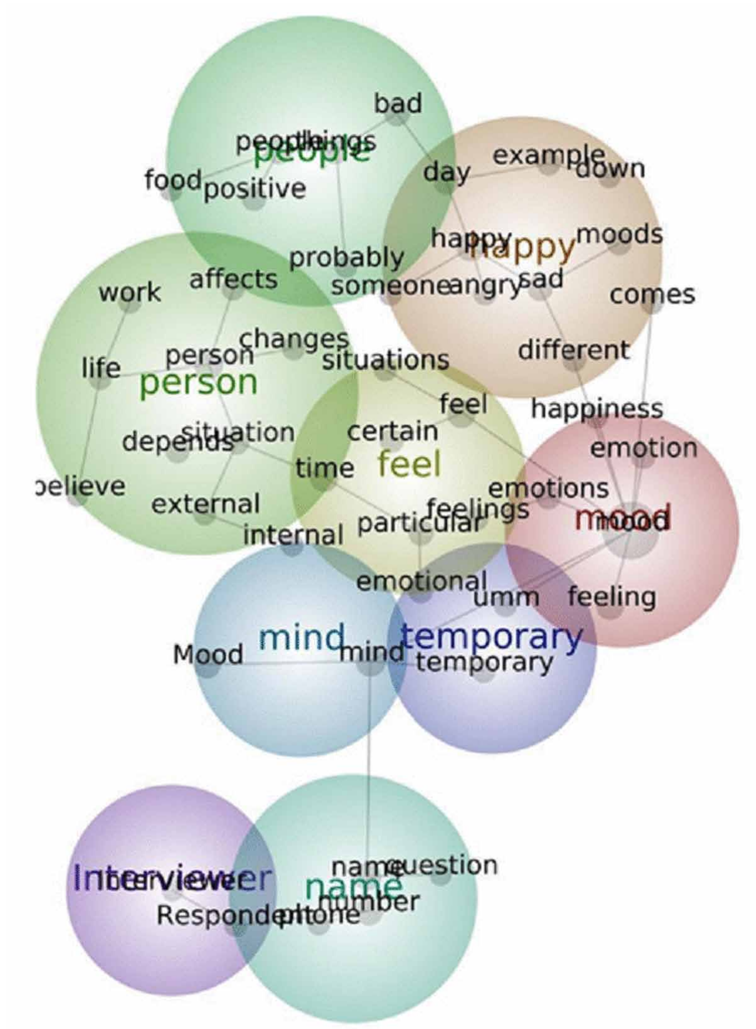


- Tanishq
- Jewelry
- Brand
- Service
- Making Charges
- Beautiful, etc.

It can be understood that there exist multiple aspects to consider when purchasing precious jewelry

- **The Design of the Jewelry to Be Bought:** The need to buy something exquisite, matching personal tastes or designs that suit a particular occasion. jewelers is also seen as a means to express one's individuality. Hence, careful

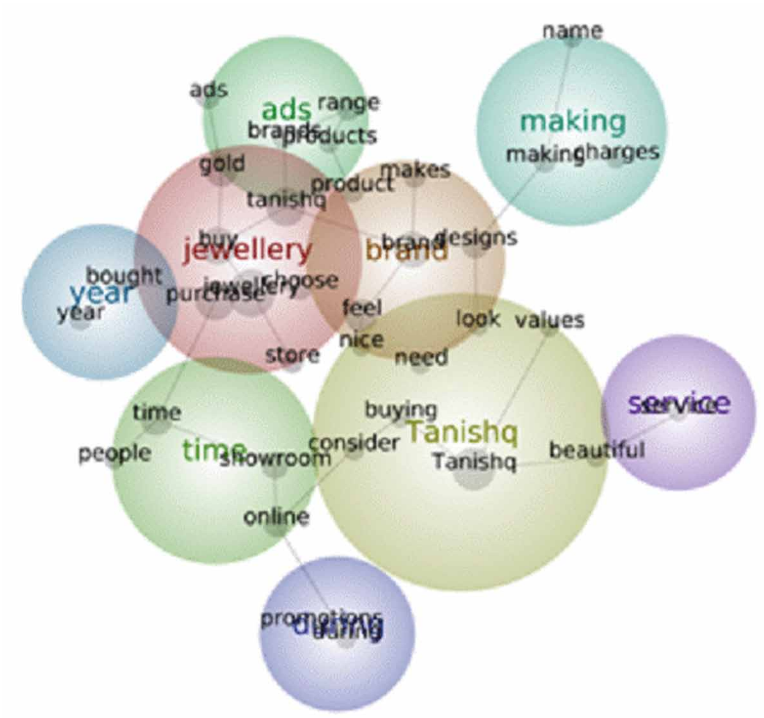
Figure 2. In-depth concept map for Consumers' perception of mood (Source: Leximancer)



consideration is put into ensuring that the piece is unique and appropriate for the consumers' personal style.

- **The Cost Involved:** The price of gold at the time of purchase and the making charges by the jeweler. Indians being highly price-sensitive and gold jewelry being a high involvement product, it is but obvious that the cost of the jewelry is a vital factor influencing purchases.
- **The Brand Name Associated With the Jeweler:** The need felt by consumers to be associated with a premium brand

Figure 3. The In-Depth Concept Map on Jewellery



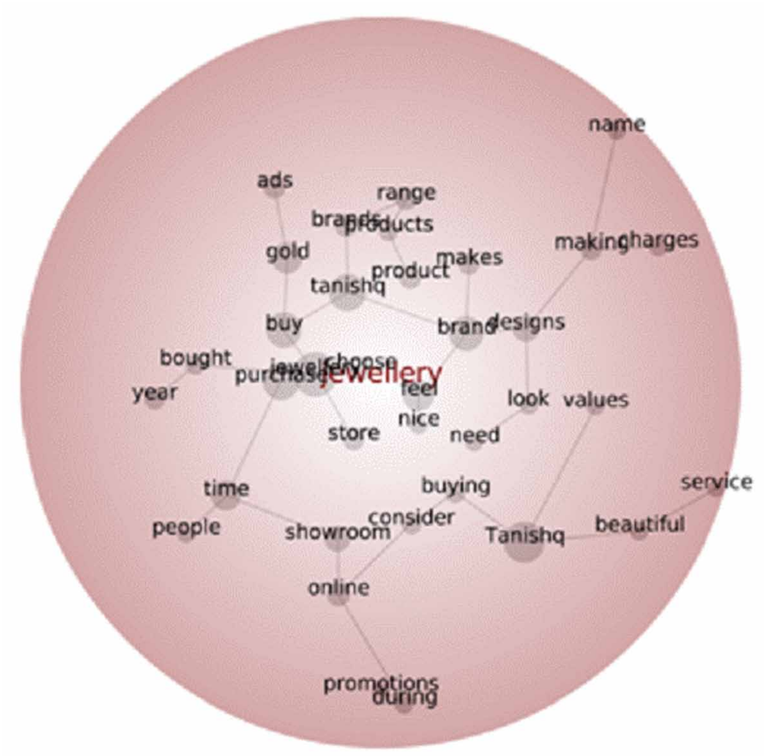
- **The Occasion Behind the Purchase:** The event motivating the purchase could be anything from festivals, cultural events or mere monetary windfall gains.
- **The Service Offered by the Jeweler:** The service offered by the jeweler determines the level of loyalty and affiliation the consumers display, post purchase. Post purchase dissonance can be minimized by delivering exemplar service and customer satisfaction.

The Consumer Profiling:

On the basis of the interviews, the following consumer segments were observed:

- **Consumers Who Viewed Jewelry as an Investment Option:** These consumers wished to make prudent decisions, investing in gold, seeking the best possible deals. These individuals wished to avoid exorbitant making charges on the gold jewelry they purchase. They would much rather purchase gold coins or biscuits as opposed to crafted jewelry as that would save any additional charges above and beyond the cost of the gold. These consumers

Figure 4. The Broad Concept Map



use the economy dynamic to their advantage to ensure the maximization of their opportunity cost.

- **Consumers Who Viewed Jewelry as an Accessory or a Statement of Identity:** These consumers would go out of their way to purchase jewelry that would mark their individuality and to ensure that their pieces were unique and distinctive. Considering that the design is of first priority for these consumers, the price is something they aren't very finicky about. They also driven by the ongoing trends. They are ready to pay a premium if it means receiving a product of exceptional quality and design.
- **Consumers Who Purchased Jewelry During Occasions:** These consumers are externally motivated, with their purchases being driven by occasions like festivals or weddings, etc. They do not feel the need to purchase gold jewelry beyond an occasion.

DISCUSSIONS

For the purpose of understanding the consumers' emotions towards Tanishq, 4 aspects were questioned:

- **The Awareness:** Whether or not the consumers knew about Tanishq and if aware, what was their perspective and involvement for the same? Does Tanishq have salience?
- **The Interest:** Did Tanishq intrigue them? Did the collections offered pique their interest? Did they relate to the brand? Was there resonance? Did the communication delivered fuel their interest?
- **The Desire:** What induced their consumption of Tanishq products? Did they wish to or aspire to be associated with the brand Tanishq? Did they prefer Tanishq over other brands?
- **The Action:** Did the other 3 aspects induce any purchases? Did they actually associate themselves with the brand? Do the consumers wish to continue their affiliation with the brand in the future? What was the extent of their loyalty?

All the respondents were well aware of the main brand, Tanishq. This was mainly due to its parent company, TATA. They immediately associated the brand with trust, reliability and loyalty. However, they weren't particularly familiar with its sub-brands like Mia or Rivaah. Only 20% of the respondents who belonged to the age group of 26-30 and were working professionals identified with the sub-brand, Mia, resonating with the designs and the branding of the same.

CONCLUSION AND INSIGHTS DELIVERED

Since gold is an expensive commodity, purchases are mind oriented and not based on mood. Jewelry buying is not an impulsive decision. Rather, it is very well thought-out and is financially prudent in nature, as there is an immense investment involved. Thus, the consumer needs to be absolutely sure of the purchase they're making, with careful consideration. The decision to purchase is mutual in nature and is jointly taken by all stakeholders involved. Working status, marital status and life stage of the respondents also played a role in the purchase decisions. The working female respondents made autonomous decisions, while the non-working female respondents depended on the chief wage earner of the house for the fiscal decisions. There appears to be strong male dominance, when it comes to making decisions on high value investments. Women appear to have higher say when it comes to the designs of the Jewellery, but with respect to the choice of the brand or determining the amount to be spent, the man's opinion held stronger sway in Indian households, so much so that the primary initiation of purchase requires final approval from the man of the household.

Moreover, it isn't mood oriented because of the occasion of the purchase. It is not a routine-based purchase. Jewellery, in general, is purchased for special occasions like weddings or festivals, to be either worn by the buyer, or as gifts. During festivals like Diwali or Akshaya Tritiya, gold jewelry is purchased as a part of rituals or cultural traditions. Thus, it can be observed that individuals tend to restrict gold jewelry purchases to once or twice a year. For wedding jewelry shopping, the purchase is undertaken a good number of months before the wedding, making it a very deliberate and conscious purchase. Gifting gold jewelry is an activity conducted by individuals only for their near and dear ones, bearing in mind the high value being spent. Also, gold is purchased as an investment option.

Tanishq was most preferred for its elite and contemporary designs. People chose them over other brands, merely for the exclusivity, class and premium designs offered. Tanishq provided the perfect mélange of ethnic and modern designs, which isn't generally available among the local jewelers. When purchasing jewelry, customers deem designs as most important. So in most circumstances, they are ready to pay a premium for the sake of fashion or the need to possess something unique. Tanishq has been known for its collaboration with blockbuster Bollywood movies, sponsoring the jewelry and in turn garnering millions of eyeballs and not to talk about worldwide exposure. They have also collaborated with multiple Bollywood celebrities, who have acted as brand ambassadors, allowing their popularity to rub off on the brand and thereby lend it credence.

Over and above the designs, the exemplary customer service offered by Tanishq was another factor making it a preferred jeweler. The entire servicescape of Tanishq was well appreciated by all the respondents, from the look and feel of the store, its ambiance to the strong smell of coffee that emanate from the store, making customers feel welcome even before they have begun see the wares on offer. This was maintained and kept consistent across all their stores in the country.

Most of the interviewees came to a consensus when it came to the making charges by Tanishq. The making charges were considered steep and pricier than most of the competitors. 50% of the respondents preferred their family or local jewelers as opposed to Tanishq, owing to the lower making charges. There is a great margin of discrepancy in the making charges by Tanishq as opposed to those by local jewelers, with a difference of almost 10%.Also, respondents felt that local jewelers provided greater flexibility when it came to customized designs. Since the design of the jewelry is a primary factor influencing the purchase, customers feel the need to be able to personalize their jewelry to fit their needs and tastes. This is not possible in Tanishq, giving an advantage to the family jewelers. The convenience of location of the family jeweler also played an important role. Moreover, relationships built over years with family or local jewelers provided the respondent's flexibility when it came to payments as well. EMI or instalment based payments could be easily facilitated. In addition to that, Tanishq was far from being the first choice for urgent transactions. Owing to financial difficulties or tribulations, consumers resort to selling their gold for liquid money In the case of Tanishq, this is not possible unless the gold being sold was originally purchased at Tanishq itself. This rigidity on Tanishq's part compelled the respondents to favor their trusted family jewelers, giving the unorganized jewelers an upper hand.

The Golden Harvest Scheme conducted by Tanishq appealed to almost all the respondents, with some of them having already participated in it. The scheme allows consumers to pay Tanishq a fixed installment every month, for a year. They only had to pay the installments for 11 months, and Tanishq paid the last one for them, at the end of which, they could purchase any piece of jewelry they wished, within the stipulated amount. They looked at it as an additional investment option, which encouraged them to have greater savings every month. Moreover, it helped them purchase gold, over and above the occasion based purchases. A major qualm expressed was that it would be appreciated if Tanishq could offer gold coins or biscuits, instead of making it a compulsion to purchase only jewelry. Considering the marginal low returns attached to fixed deposits or savings accounts in the contemporary investment scenario, most respondents viewed this scheme as an alluring, feasible and viable investment option, to secure future returns. For those who didn't dig deep, they maintained the same superficial understanding, without realizing the implications it brought along with it. The making charges alone make the jewelry a redundant option for investment, as on selling they wouldn't fetch the same value. The making charges tended to exceed the last instalment being paid by Tanishq, invalidating the profit element communicated by the scheme. Moreover, buying stone, gem-studded or diamond jewelry made the Golden Harvest Scheme a superfluous investment option, as the price of the gems or diamonds depreciates from the day of purchase, making re-selling a worthless venture. The scheme's projected silver lining was that, the quantity of gold already paid for wouldn't be affected by the vagaries of volatile economic conditions, over the period of the coming 12 months.

Another reservation a few respondents had was that Tanishq offered very limited collection for region specific jewelry. Indian jewelry has massive variation across its states, with the South Indian jewelry varying markedly from its North Indian counterparts. Tanishq fails to capture this distinction. Whereas its competitors like Joyallukas or PNG Gadgil possess specialisations in region specific jewelry, giving them an edge over Tanishq. Tanishq recently launched a collection called Rivaah that features wedding jewelry across different regions. Taking into account that it is relatively new, the collection is fairly small, not covering the whole array of variety expected out of a wedding jewelry collection.

As mentioned earlier, being a TATA brand, Tanishq has always been associated with reliability and trust, especially for the quality of goods and services delivered. Customers have come to naturally expect sterling quality and Tanishq ensures that they are never disappointed. Tanishq has the practice of offering quality assurance cards, to re-assure their customers of the purity of the gold. They also offer loyalty programs, presenting reward points that could be exchanged at any Titan or TATA store. This prompted the respondents to become true loyalists, making Tanishq their one-stop for all jewelry purchases, with little to no consideration of its competitors. Tanishq also offers excellent customer service, pre and post purchase. Several respondents were impressed by the best exchange value for old gold offered by Tanishq. The process of melting the customer's old gold in front of their eyes and weighing it in their presence added to the trust bestowed on Tanishq. There is complete transparency when it comes to any transaction at Tanishq. All the buying and selling activities are conducted in an ethical manner. The respondents find the atmosphere in the store warm and welcoming, which evidently positively affected their mood. This atmosphere was maintained to be consistent across all their stores in the entire country. The respondents felt special every time they entered the store, especially due to the hospitality displayed by the friendly customer service executives. This also prompted their consecutive purchases. However, it was observed by a couple of respondents that during days of high traffic, service wasn't as seamless or prompt as expected. They experienced delays in the moments between entering the store and actual delivery of service and the final payment process.

Tanishq invests heavily on advertising and uses the emotional appeal. Most of the respondents despite having watched the advertisements didn't seem to be affected by the same. The respondents recalled the advertisements merely because of the presence of big celebrities like Deepika Padukone and Katrina Kaif, and for the sentimental value created. They didn't particularly remember the products on display or the sub-brands being advertised. The advertising relies on the emotional appeal, without any specific focus on functional benefits and rather ladders them up to the intrinsic emotional benefits. Clearly, the advertising seemed to merely boost brand recall and not actually encourage purchases.

When it comes to shopping for Tanishq jeweler online, most of them didn't seem too keen as they didn't trust it enough, especially when it comes to high-priced ornaments and metals. Irrespective of their mood towards the brand, they preferred the 'touch-and-feel' approach or and the tradition method of 'try and buy' at brick-and-mortar stores and online shopping didn't offer them that convenience. Considering that there is no direct interaction with the service representatives, there is a lack of trust. Moreover, the notion of not having your product in hand right after a transaction is processed is not easily digested by most Indians. The safety of the delivery process is an imperative question for the respondents. Thus omni-channel expansion could pose a challenge to Tanishq. It does possess massive potential that is yet to be explored and is slowly being discovered. Currently, only the imitation jewelry market is flourishing in the online sector, considering the low risk attached to it.

Majority of the respondents had begun their journey with Tanishq as a venture of curiosity, owing to the opening of a new outlet in their locality. This could be attributed to the rapid expansion of Tanishq stores, with more than 200 stores across the country. Tanishq as a brand is surrounded by the aura of luxury. This is made prominent by the choice of locations of the outlets. The stores are located in upscale malls and upmarket locations and are designed to offer an atmosphere of class, with its sombre yellow lighting, all glass displays and crystal chandeliers. It could be considered a status symbol, making a person proud to own a Tanishq product. This could be perceived negatively as well, as Tanishq is sometimes perceived as an elitist brand. It isn't inclusive in nature, making the middle-class sections of the society feel alienated. Stepping into a Tanishq showroom becomes a matter of hesitation for a few. This affects the mood of several consumers negatively, dissuading them from associating themselves with Tanishq.

In conclusion, only 45% of the respondents could be considered as loyalists towards Tanishq, who had high brand equity for Tanishq. With immense brand recall and recognition, Tanishq has definitely occupied the mind space of the Indian masses. With more than 200 showrooms across cities in India, Tanishq is aggressively expanding its reach, much beyond the current majorly metropolitan presence. Clearly, Tanishq has a long way to go.

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Chapter 9
Consumer Buying Behavior of Budding Musicians Between 15 and 25 Purchasing Guitars in Pune

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ABSTRACT

The earth-shattering effect of Rock and Roll on popular music put guitars on the map. Buying behavior of a guitar (instrument) is relatively a nascent topic in academic literature, although listening to and playing music itself has been an important part of human culture for centuries. Thus, the primary objective of this study is to investigate consumer buying behavior of budding musicians between the ages of 15 and 25, purchasing guitars in the city of Pune. The study ended up providing a significant insight into the mind of a budding musician while purchasing a guitar. All of this has helped shape the buying behavior of a potential consumer. Surprisingly, family influence has been low for most people since they have been quite sure while making a purchase.

INTRODUCTION

Buying behaviour of a guitar (instrument) is relatively a nascent topic in academic literature, although listening to and playing music itself has been an important part of human culture for centuries. Giving careful consideration to music need an incredible

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essentialness clinched alongside particular nation. When it comes to marketing, music-related research has mostly been centred around genres and their history rather than a specific instrument or the psyche behind buying it, for example, how to use ambient music to drive people to buy more products in supermarkets for one, also the influential factors working on consumers who will be buying instruments from music stores, the marketing of musical instruments, a guide to buying good quality musical instruments and how to create the perfect mood in restaurants and to amplify the message in TV advertisements through music. (Sweeney, 1987).

There are times when trends happen so quick that it's much the same as being smacked in the face with a super cold towel, and after that there are times when it's so moderate moving that you can't feel something happening, however it takes a while before you understand that you're completely submerged in something new. A tad bit of both transpire with standard popular, unfortunately the electric guitar, staple of present day music for over 50 years, has little part in it.

If details are read and watch the income numbers including EDM, where you could see the enormous cash of the real promoters and record marks making their moves to guarantee their bit of it in the course of the most recent year. It's typically a sign that a pattern is going to crest as the enormous brands move into assert some authority and crush each and every drop of budgetary squeeze out of it that they can, as is by all accounts occurring right now. All the budding musicians attempting to settle on the choice whether it's ideal to figure out how to make beats or join a carport band, they must pick wisely. (Radocy, 2012).

The things to search for in picking an acoustic guitar are things that match your music, spending plan and expertise level. Looking for an acoustic guitar can be a mind-boggling experience. Since guitar producers utilize an extensive variety of woods, equipment, and outline components, there are many variables to consider. In particular, there are four essential territories you will need to consider or potentially think about before you begin shopping. Most people who are looking for a guitar purchase, look into these factors of consideration and hence sets a trend line for many other budding musicians to follow.

Reason and Budget Before you consider mark names or body styles, consider what you will utilize the guitar for, and how much cash you need to spend on one.

The other major factor that trends in the purchase decision making is the expertise level.. Now on the off chance that you are another player who is searching for an instrument to learn on, you might not have any desire to spend excessively on a top of the line acoustic guitar at this time. On account of present day producing strategies, there is a wide determination of good, low-to mid-run acoustic guitars to look over. Be that as it may, possibly, in this case the budding musicians is an accomplished player who is prepared to move up to a superior guitar. All things considered, it is critical for him/her to know the distinction amongst tonewoods, and how the soundboard impacts reverberation.

Another major trend in picking up a guitar as an instrument is the reason.. The purpose and the end goal of what needs to be achieved with the purchase of this instrument. Will the budding musician be playing as a part of a band, or taking his/her guitar to open occasions, for example, open mic evenings? Provided that this is true, they might need to consider an acoustic-electric guitar. Acoustic-electric guitars are furnished with pickups and a preamplifier enabling them to be connected to an intensifier or sound framework without contorting their rich, acoustic sound, and without restricting your portability while you play. These half and half guitars keep on increasing in fame with entertainers, and acts as a Musician's Friend that offers an extensive variety of acoustic-electric guitars to coordinate any financial plan.

Regardless of whether they are playing at home or in broad daylight, solo or with a band, simply beginning or redesigning, they must always ensure why to consider what you require from a guitar, and the amount you need to spend, before you begin shopping.

RATIONAL OF THE TOPIC

Guitars can assume a vital part people's lives, obviously not for the individuals who don't play it. On days they feel in complete control and that they can choose to go and buy an ideal guitar, they just need them and can't put the idea down. Unavoidably, there were days people felt like imbeciles with the thought of purchasing a similar guitar. There can be so much affectionate recollections produced by guitars which frame some portion of people's lives, it resembles an endless story.

Seemingly, this is the most principal question with respect to the chase for your own heavenly chalice of guitar(s). What constitutes a budding musician's fantasy guitar? How does he/she feel about buying this guitar and most importantly what mood is the person in while buying this guitar?

The present market has developed an extraordinary arrangement particularly with the web and online purchasing as one of the main thrusts. It is anything but difficult to figure that the number and it's fair to say it has doubled or even tripled from the 90s. Alongside the outlet development, the brand presence did as well.

Availability to guitars has been tossed wide opened. Purchasers are never again bound to the typical in-person retail outlets encounters yet purchasing melodic instruments online has turned out to be broadly acknowledged among the post 90s youth. With the network of web, exchanging utilized melodic instruments crosswise over limits has never been simpler. Not only could you see your fantasy guitar in your fantasies, which is presently is a click away and therefore has turned into the catalyst for purchasing more.

This significance on one hand will be to come back to the Indian introduction and buying behaviour of a specific musical instrument, and also, to understand the role of music towards younger personalities in contemporary societies. Music need by and large has been dealt with inside the purchaser conduct technique as a showcasing device around an element that might impact purchaser choice making. Something as constant and yet, pervasive throughout human history as music, which continues to play a crucial role in everyday life, deserves to be observed in detail.

RESEARCH OBJECTIVES

1. To understand the buying behaviour of budding musicians towards guitars.
2. To understand the role of consumer's mood in buying guitars.

LITERATURE REVIEW

Joan Jett, singer/songwriter and former member of The Runaways once said, "My guitar is not a thing. It is an extension of myself. It is who I am". Hundreds of famous musicians have recollected fondly the memory of their first instrument. No matter the number of instruments they may have brought thereafter, these creative wizards always remember the days when they were trying to make something great with their partner in crime. For a youngster, inspired by music, starting out or trying to make it big, the decision of buying a musical instrument is a very crucial one. Lots of factors have to be considered before making the decision, with price being the primary one. (Chu, 1991).

Irrespective of where a budding musician is from, idols are their biggest influence for picking up the instrument. They then visit stores where the product is from and make the buying decision after a trial. The nearby surrounding, which would include the immediate family, friends and other influencers as well as the credibility of the place of purchase are of high importance. No other country reinforces this statement than India where most stores are in the form of local one room shop, some of which have been selling to a particular family for generations. (Scott, 2016).

Upcoming trends observed in the category are consumers who are adopting technology in typically predictable ways. First come the early adopters, the tech aficionados, millennial target group, who are always the first to experiment with new apps, services and devices, next come the early followers who accelerate growth, then the mainstream who start the course of adoption and at the end, the laggards who adopt at a more measured pace and accounts for a slow growth. (Kotler P, 2016). The result is an 'S-Curve' of adoption, where slow growth is followed by fast growth, after which slow growth again at the top of the curve. Guitar buyers are just the same as the others, usually starting slowly (as a music lover), then accelerating (watching music videos) and then slowing down again (looking to purchase a guitar) when they have saturated their addressable audience. The region where growth peaks varies by type of service and is decided by the type of service, but more often than not, the same shape of adoption curve plays out nonetheless. (IBISWorld, Acoustic & Electric Guitar Manufacturing in the US: Market Research Report, 2017).

The digital era has and will continue to proceed to change social trends, which in turn constantly and directly affects consumer behaviour and demands, which thus straightforwardly influences shopper conduct, search of information, influenced by credibility, product requests, purchase and testing. Customers are never thinking about brands for their regulate competitors, at rather constantly on brands they consume, regardless those business alternate the item. (Yasav, 2015).

The guitar industry mainly produces acoustic and electric guitars. Included in this industry are the operators who manufacture and sell guitar accessories and amplifiers. Over the last few years, the Acoustic and Electric Guitar Manufacturing industry has been riding on solid growth. The demand for industry products has been underpinned by increasing per capita disposable income. (Review, 2015).As time went by, more people chose to buy high end guitars which improved profit margins and increased the revenue of the industry.

Guitar sales stay very strong due to a very important reason. There's absolutely no shortage of second hand, used, hand me down instruments on the market today and a worryingly increasing unemployment rate in the musical instruments' most important age demographic, which are individuals who are less than 30 years of age. (Lane, 2014).

Apart from the constantly changing musical tastes, there are many other issues which the industry is having to face which has affected guitar sales. (IBISWorld, Acoustic & Electric Guitar Manufacturing in the US: Market Research Report, 2017). Guitars can be plugged into computers today for straight-up, on the go recording, which means less microphones, lesser amplifiers, and even effect pedals. Fender, Gibson and Taylor lead the market when it comes to market share, but it is seen that there are more than 260 active makers of guitars right now. The total sales are almost $1 billion for the industry manufacturing guitars. (IBISWorld, Acoustic & Electric Guitar Manufacturing in the US: Market Research Report, 2017). This creates jobs for over 5,200 people and has resulted in the constant and continued growth through the end of the decade. (IBISWorld, Acoustic & Electric Guitar Manufacturing in the US: Market Research Report, 2017).

COMPETITION

In the beginning of prevalent music', there was recently the acoustic guitar. Steel-string or gut: that was it. The electric guitar rose some place in the mid-1930s and soon there was a surge of good faith, dynamic considering and the longing to improve. The 1980s, a period frequently hailed as the apex of awful taste, saw a noteworthy downfall of the acoustic steel-string guitar, with continually expanding utilization of impacts and even guitar synthesizers. Be that as it may, the straightforward mentality of the music scene of the 1990s reaffirmed the acoustic guitars' worth. The need, craving and aesthetics of the acoustic guitar is by all accounts stronger and immovably solidified in current music than maybe ever some time recently.

The Indian market is filled with several brands of guitars. Out of these, many have probably not been heard of by most people. If a person is aware of the good brands which manufacture guitars, and that person comes across a brand he has never heard of, chances are that it is of Chinese make. The low prices of these unheard guitars may be very alluring. The look and feel of the product may also seem good. In reality though, it has been said that they do not last long. (Mishra, 2004).

The method for buying guitars has been the same all across the world. Visit a store, go through the product offerings, touch and feel the product and then make the purchase. This process has not changed much over the years. However, like in every industry, the guitar industry has also been "improved" by the boost offered by the digital world. Online buying has come up in a huge way and in most countries across the world, buying musical equipment online, especially instruments like guitar is slowly becoming a common occurrence. (Chu, 1991).

In India however, things have more or less remained the same. E-commerce has not been able to capture the music lover and translate that in the form of sales. This is owing to the fact that budding or professional musicians will never buy an instrument before knowing what it sounds like. (Tschmuck, 2006). Another problem for this e-commerce industry in India is the vast multitude of small scale shops which sell used as well as brand new instruments. The ease of access, the possibility of a purchase at a cheaper cost added to the apprehension which Indian online shoppers have regarding faulty products has made sure that over 90% of all musical instrument sales are offline. (Tschmuck, 2006).Big brands like Roland have started to cash in on this insight by selling their products not only online, but also in brick and mortar stores in all major metros across the country. The ecommerce platform however has potential growth. As of now, accessories related to major musical instruments are sold in abundance online. These purchases are not made by musicians just starting out. Professionals who know exactly want they want are the major participants in online shopping. Most musicians, on the other hand, like the idea of getting lost in and a bit overwhelmed by the variety of products which they can see, touch and play before making a choice. (Chu, 1991).

The second largest city in Maharashtra and the ninth most populated in the country, Pune is the new student capital of the nation. The millions of youth in the city have transformed its image and major cultural festivals and musical events are now streaming into the city. With a large number of music lovers and budding musicians, Pune becomes a perfect location to conduct the research on their mind and mood while making a purchase.

Buying behaviour of a guitar (instrument) is new in academic literature, though the consumption of music itself has been part of culture as humans for centuries. Giving careful consideration to music need an incredible essentialness clinched alongside particular nation. Budding musician's fantasy guitars are normally established upon stylish esteem and play quality. (Lane, 2014).Alluding to the present learners, they are frequently besieged with colossal measure of data made accessible on the net. A large portion of them would experience difficulty arranging and observing the plenitude data. (Lane, 2014).

Knowledge Gap

With its young population, India is a favourable market place for music consumers in general. (Mishra, 2004). Despite the growing importance of Hindi music sector and its rapid developments in the instrument business category; not much research has been done on guitar buying behaviour and music consumers in an academic sense. Accordingly, in this study, the mood and mind analysis of budding musicians have been aimed to be examined.

RESEARCH METHODOLOGY

The research was qualitative in nature and thematic analysis technique was used using Leximancer software. In depth interviews were conducted among 21 budding musicians. The tool for in depth interviews was Discussion Guide. Each interview lasted for 45 min. to1 hour. Prior to the interviews, pre interviews were conducted with each selected respondent to review the criteria for selection and answer any question that the respondent might have. The research was exploratory in nature.

CONSUMER PROFILE

Part 1: Demographics

1. The typical age range of the respondents was 15-25 years.
2. Profile included both men and women.
3. Their level of education? The respondents were all above class 10, some high school, most graduates or post graduates and a few who had completed their education and are professional musicians.
4. Where do they live? The respondents were all currently residing in the city of Pune, with a few having moved to Pune in order to pursue higher education. Most of them lived in a single-family home, apartments or townhouses
5. The respondents were active listeners of Rock, blues, jazz and metal music. They were mostly influenced by the western genres of music.

Part 2: Psychographics

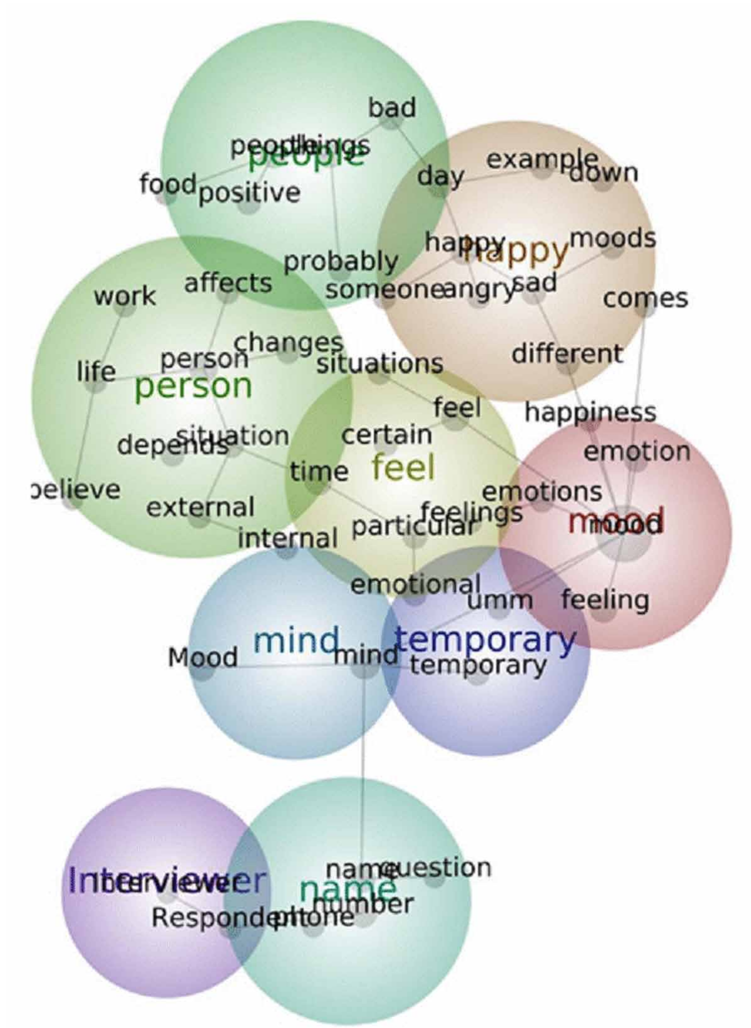
1. Their hobbies/interests include typically listening to music and following up on upcoming music.
2. What problems are they solving by purchasing a guitar? Most of them are purchasing it for leisure and to pursue their passion for music. Some of them however purchased a guitar who have music as their livelihood.
3. What are the concerns or anxieties the customer may have about purchasing a guitar? The customer is concerned about the online platform and the choices they offer as well as the discounts that are tagged with them. Although this has not brought about a radical change in the platform they choose in order to buy their musical instrument, especially a guitar.
4. What are some of the potential turn-offs that would make the customer not return to a store? The respondents were very adamant on having their high expectations met when it came to the touch and feel of the product, hence it was very vital that the store met these requirements and met these requirements by providing a reliable experience by providing them with top quality products and also helped them make an easier decision.
5. What would make this respondent recommend this guitar/store to a friend? These respondents are technologically savvy millennial who constantly communicate with one another through social media. They are not afraid to voice their opinions on these platforms and hence for brands selling a guitar of high quality is paramount to ensuring a recommendation from the buyer.

6. How much are they willing to spend on a guitar? This completely depends on the requirement and the purpose of the respondent. A person investing on his/her first guitar is slightly swayed into purchasing a guitar that is not very expensive and yet is not something that is of low quality, they were willing to shell out as much as INR 5000 on their first guitar where as people who have already made these buying decisions on multiple occasions, are willing to spend as much as INR 15,000 to 20,000 on an acoustic guitar.

Often repeated concepts, based on the frequency in which they appear on analysing all the transcripts together as a cumulative set of responses, seem to tell a story that revolves around the major themes of person/people, feel, and mood, mind, temporary and happy. On looking through the transcripts, though it gives an impression that the consumers' definition of mood is very similar to the conventional statement referred in psychology studies, there is a very frequently occurring association of happiness in terms of the mood translating into consideration or purchase. Consumers are seen to associate 'mood' with a happy feeling that is temporary and which is related to the state of mind when exposed to a certain question/query/impulse/stimulus that is related to a product or service. In cases where this feeling is positive, the consumers talk of it in terms of a 'mood', disregarding non-conducive feelings towards a product/service as dislike (while one may argue using the classical definition that this might

Figure 1. Concept map for Consumers' perception of mood (Source: Leximancer)

Figure 2. In depth concept map for Consumers' perception of mood (Source: Leximancer)



be a case of negative mood) towards it. It was also found that this being a question that is very esoteric (even vague) in nature, consumers found it a little difficult to express their feelings easily while demonstrating semiotic accuracy. There was a lot of time spent in synthesis and accumulation of terms they might want to use in order to exactly answer the question asked. Therefore, a considerable number of respondents were considered providing examples of what they thought constituted of a good mood as a result of some input they received (frequently talking about product/service benefits, promotions, feature additions, utility value specific to their needs and discounts). Along with these points making the core of the responses as a whole, a few interesting concepts that emerged on the periphery were:

- Situations
- Changes
- Internal and external
- Emotions
- Depends (in this colloquially used form of the word as opposed to the noun dependability)
- Time (related to the now as opposed to any form of time measurement)

At this point, enough data was available to start off the actual data collection process. From the nature of the investigation conducted thus far, it was clear that a detailed discussion with willing participants will be necessary for questioning along the mood construct. Additionally, since this topic was approached this topic from an interpretive perspective, doing a qualitative study made sense in the larger scheme of things. Also, looking at the results of the primary investigation into 'mood' and its concept map, a large distribution of secondary attributes can be seen for every major concept. On the basis of these considerations, it was decided to conduct qualitative interviews with 1. Participants belonging to distinct categories and 2. Participants in the same category with different considerations. The results of the first round were used to create in depth discussion guides for interviews with all participants belonging to a category. In all, seven studies were conducted in categories like pet food, jewellery, musical instruments etc. to gauge the consumers' viewpoint on what are their considerations while making purchase in their own requisite area. The pre-study helped with creating discussion guides such that all elements which emerged in the concept map were, covertly or overtly, integrated into the questioning agenda.

Individual studies for the reader will be presented in this case. Some of these have a very niche audience while others have a relatively common respondent profile. However, the pre-study has helped us create a common frame of reference while dealing with all kinds of respondents using similar discussion guides. For all the seven studies presented herewith, the discussion guides have been worded according to the category requirements; however, they use the same core of questioning to include concepts that have emerged from the first phase of study.

Average length of an interview across the spectrum of categories was 32 minutes. Detailed descriptions of the corresponding respondent target groups have been mentioned in the individual studies. Between 10 and 15 interviews were conducted for every category in the exercise. The upper limit of the number of interviews was decided on the basis of the principle of redundancy. Every time the investigators started coming across very similar data from the interview, they conducted another additional interview to make sure no new information is being identified. Post the point of saturation, the interview process for the category was stopped.

The transcripts of interviews conducted were collated and analysed using textual analysis with the help of an automated tool, 'Leximancer'. Leximancer automatically conducts lexical analysis on a given qualitative dataset and provides information related to word-count, word connectivity (how many times does a word appear in conjunction with another) and study of context among other important data points. These have been used in a uniform manner to make the results of the different categories comparable in term of the objective of the study that is – 'attempting to find out what kind of insight can be obtained about purchase intention on the basis of the operational definition of consumers' mood'.

Ultimately, the process of research requires not only the application of sound and function specific methodology but also integrity on the part of the researcher/s. Despite the results being aimed at providing insight into the marketing domain, it still needs to be understood that the participants in the study are human subjects. It is therefore, necessary to recognize their rights and protect them. With this in mind, prior consent was taken from every respondent before conducting an interview with them after the researcher and the respondent mutually agreed to not jeopardize the integrity of either sides by clause of not revealing names of the respondents at any later time unless their consent was obtained. All the respondents were informed about the subject of the studies, the objectives of the overall project and the procedure that will be followed in the course of collection of the data and were provided assurance that they will not have to risk anything or pay during the interaction.

Anonymity is said to exist in a study by Burns and Grove (1993) when a subject cannot be linked, with his or her individual responses by anybody including the researcher. Analysis was conducted in the study only after removing all traces of personal identification from the data collected from a respondent.

Sampling was done using a combination of a simple random probability sampling method (in case of the categories which aren't extremely niche) and snowballing among those which required referrals from the respondents. On identification, the respondents were given the choice of whether or not they would want to willingly get recruited for the study. The researchers were open to answering any questions about the motives of any entity on their side of the investigation; however, such a case never arose. Moreover, using Leximancer translated into minimizing the subjectivity brought in by the researcher. Most often, the work of the researcher was limited to synthesizing data collated by the tool and deriving meaning from the similar text collected from like-sounding contexts around a particular concept.

In summary, the 'mood' analysis project has made use of a qualitative research approach to justify the exploration into the relatively unchartered domain. The researchers have followed ethical guidelines while recruiting respondents and have divided the project into seven sub-projects. Each one in itself is a smaller study which focuses on a category and a specific requirement of the corresponding target group. All the sub-projects have used the same methodology for collection of data and analysis of the data to maintain uniformity in order to remain comparable repositories of information. Detailed descriptions for the target group and the exact number of interviews conducted have been mentioned in chapters corresponding to individual sub-projects.

ANALYSIS: USING LEXIMANCER

The interviews were conducted on the streets of Pune and in two of the major musical equipment stores in the city. Pune being a city heavily populated by students, the target group was easy to find. An interview was then conducted and budding musicians were asked between the age group of 15-25, most of whom had purchased more than one guitar during their musical careers. Using the information received by conducting in depth interviews of people, the research set out to observe trends and derive insights from the data. The ten minute interview was transcribed and the transcribed work put through the Leximancer software. Using this process, the researchers were able to do a word association mapping of the interviews given by the respondents. Three major groups arose from those discussions. It was also found that while talking about the online stores versus the offline brick and mortar stores, it was found that people valued the importance of visual and physical proof which stores provided. This is the major differentiator between the two modes of selling musical instruments. One of the key insights found was that people do feel a little bit overwhelmed when they visit these stores and they see hundreds products showcased within eyesight. This has thrown people off in the past and will always continue to do so. A large number of people in these stores end up buying something they didn't know they would. These people also buy various accessories to go with the instruments. But that is a good thing. The feeling on being in a toy store, where everything looks incredible, where one can see, touch and play an instrument to make sure that it is a perfect fit before buy makes these brick and mortar as well as independent small scale shops the go-to place if one wants to buy a musical instrument.

Topic: Guitar

Results of the interviews conducted indicate that especially the love towards mentors, music videos and music artists are the essential factors for guitar purchases.

Essential subgroups identified: Start, use, feel, online, music, brands, particular, time.

The analysis is that with the buying of guitar, how the individuals started and how they *feel* about music play a very essential part on how and why they *started* to play in the first place. Music also has a significant effect on consumer's attitudes. The research on mood and mind analysis of consumers has found that *online* music viewership, the *brands* used by their favourite artists, *use* of their friend's or mentor's guitars had a significant direct effect on shopping intention while the direct effect of like/dislike music was marginally significant. However, the combination of the two music dimensions investigated is perhaps what led to how they felt at that *time* of purchase and why did they choose that particular *brand* is most noteworthy.

Topic: Listen

Essential subgroups identified: role, word of mouth, advertisements.

Store image and mood of the customers can be changed with genres of music and the *role* of *word of mouth*. In this case, it is found that specifically *word of mouth* either because of guitar/music mentors early on, friends and programmed music (videos) can play a role in the total shopping experience and can be an important tool in creating a memorable identity for specific retail brands. These influencers also play a huge role in deciding where to buy the musical instrument from. A person coming from a family where music has run for generations usually have a particular shop they have always bought from. Friends have been instrumental in catching trends and a guitar has often been a symbol of style and charisma to these people.

What was also noticed from the Leximancer software was the role of *advertisements*. Since most of the TG was evidently using an online platform for browsing, digital media *advertisements* by brands created a sense of online discovery of information.

Topic: Purchase

Essential subgroups identified: better, store, online.

The analysis found that the presence of music *stores* and ambience operates at the perceptual level by contributing to the holistic quality of the service-scape and creating a greater contrast against *online* shopping, which the provider stands out more powerfully. It therefore is reasonable to assume that ambient factor of physical stores and they overwhelming touch and feel of the product and choice at offer created a significant role in the purchase of guitars. The physical stores are heavy on recommendations and constant service to the buyer's family or peers. Although some online stores did offer better deals, the touch and feel, authenticity, the reference of a friend all added to the shopping experience offline.

CONCLUSION

The study ended up providing a significant insight into the mind of a budding musician while he/she is purchasing a guitar. The mind is privy to a lot of influence, especially inside the store unless one is very sure about a purchase. Role models play a huge role in deciding what brand and which model the consumer wants to buy. For most, these are people they have seen on television or on the internet. For few, the exposure to music and especially guitar has come at an earlier age in the form of parents. All of this has helped shape the buying behaviour of a potential consumer. Surprisingly, family influence has been low for most people since they have been quite sure while making a purchase.

Such a study was conducted by taking interviews of people since there was no quantitative data available on this particular topic. India, as a nation has adapted the so called "western culture" very easily and while keeping the legacy of classical music intact, many Indians are now finding a deep love for the different genres of music, such as jazz, rock, pop, metal among many others. Guitar, thus has become the most sought after musical instrument amongst youngsters who are motivated and inspired by an ever growing number of role models.

It is important to know that the results from this paper are a reflection of the scenario of the digital world in India in 2017. With time, the digital platform will come up with new ways to entice the consumer and the ecommerce platform will do the same, with the help of new advances in technology. This will make the customer move away from the retail stores, although this movement will be extremely slow. A few years from now, this very study might just come up with new and surprising results.

When it comes to choosing which place to buy guitars from, there is a clear favourite. It is the brick and mortar stores where people go, get awestruck at the beautiful products on display, try them out and then buy them. It gives people great satisfaction knowing that they are sure that the instrument/equipment they bought will be of high quality and is in line with what they set out to buy. Unfortunately, the same cannot be said about the online stores. It is known that ecommerce takes out the hassle of delivery and going out to distant places to buy products. They also, more often than not, give discounts on products. However, these advantages are not enough to offset physical stores. In the near future, this trend will not be changing much since the "touch and feel" which is a must for musical instrument buyers is not possible for ecommerce.

The only way these stores can make a killing is by introducing a feature where people can try out the product before buying it. This has already started for clothes and many portals are not applying the same. It is time that ecommerce platforms like Bajaao started the same. Until then, the neighbourhood shop, the posh Fender store in the city are the places which are thronged by city dwellers. The sale of guitars will keep on rising year on year. This is mostly due to the combination of the culture of music in India, coupled with the rise of western musicians and popular role models whose songs, concerts, videos are followed hungrily by a generation hell bent on consuming all types of media. Young teenagers following singers like John Mayer and bands like Led Zeppelin and others will forever be influenced by these music giants and will always continue to aspire to be on the same stage which these people are on today.

FUTURE SCOPE OF RESEARCH

The research can be further extended to study the role of mood in the buying behaviour of other musical instruments by the budding musicians in India.

LIMITATIONS OF RESEARCH

The research is limited to Pune due to time and location constraints.

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Chapter 10
Understanding the Effect of Features on the Buying Mood of Consumers in the Passenger Vehicle Segment

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ABSTRACT

Indian automobile industry has always been perceived with the notion of mileage sells and nothing else. There has been a lot of study and research on the Indian automobile market, wherein the researchers have worked on the buying behavior in various sectors and segments of the Indian automobile market. These researches include buying and sales trends as per models, fuel efficiency, and moreover, lately these researchers are based on driving forces and key factors affecting the sales of passenger cars in India. For the mix of consumers, the authors targeted a bunch of automobile enthusiasts, some of "status"-based buyers and totally convenience and need-based buyers. Leximancer was used to analyze the result of these interviews, leading to conclusions on the topic. Features being the base of the argument here, the authors looked ahead to find the key factors that change the mind of a buyer and found that even among influencers and purchasing decision, these are features and unique feel of the car.

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INTRODUCTION

Indian automobile industry has always been perceived with the notion of, mileage sells and nothing else. This has been the selling trend established by automobile jumbos like Maruti Suzuki, Tata Motors and Ford. All the major players in the Indian market were benching fuel efficiency figures and not benching technology, safety or any other parameter. There has been a lot of study and research on the Indian Automobile market, wherein the researchers have worked on the buying behavior in various sectors and segments of the Indian automobile market. These researches include buying and sales trends as per models, fuel efficiency and moreover lately these researchers are based on driving forces and key factors affecting the sales of passenger cars in India. During the industry review, it was also found that the top ten keywords did not include something that is driving the market in today's age – "Features".

India, the second most populated country in the world shows immense development in the automobile industry. (Economic Survey 2016-17, 2017). The Indian automotive industry has emerged as a 'sunrise sector' in the Indian economy. India is emerging as one of the world's fastest growing passenger car markets and second largest two-wheeler manufacturer... (India Brand Equity Foundation-Automobiles, 2017).

Indian manufacturers are focussing their efforts to develop innovative products, technologies and supply chains. The automotive plants of global automakers in India rank among the top across the world in terms of the productivity and quality. (Indian Brand Equity Foundation. (India Brand Equity Foundation-Automobiles, 2017). Top auto multinational companies (MNCs) like Hyundai, Toyota and Suzuki rank their Indian production facilities right on top of their global pecking order.

Therefore, this research focused on the changing behavior towards automobile buying focusing only on features. Features are anything that enhances the in-car experience of a customer. It may be safety features (like ABS or Airbags), comfort features (like seat adjust, height adjust, etc.), in car entertainment feature (like music system, speakers, etc.), convenience features (like automatic wipers and lights) and so on. (Understanding Car: Box,Segment,Specifications, 2013).

The research would be considering features as anything this is extra to the engine function. The research apart from secondary data analysis involved interviewing a lot of potential or recent passenger car buyers. The interview focused on the what, when, why and more relevant questions towards the buying decision. For the mix of consumers, it was targeted to a bunch of automobile enthusiast, some of 'statuses based buyers and totally convenience and need based buyers. Leximancer was used to analyze the result of these interviews, leading to conclusions on the topic. Features being the base of the argument here, further investigation was done to find the key factors that change the mind of a buyer and it was found that even among influencers and purchasing decision, there is features and unique feel of the car. 'Features' are the new focus point of consumer buying in the passenger car market and they work as the sole influencer or catalyst to sales.

Rationale for Study

Feature as a selling quality has till now not been very actively considered by manufacturers despite the increasing customer inclination of features that leads to value addition. This if true is a pragmatic shift from only mileage to features and will usher a new era for automobile growth and quality. The research aims to draw a relation between features and mood ultimately leading to purchase.

RESEARCH OBJECTIVES

1. To explore the sales market of automobiles in relation to feature list of a car.
2. To understand how features affect the buying mood of consumers in the Indian automobile passenger segment.

LITERATURE REVIEW

The broad categories of the automobile industry are:

- Two-wheelers
- Three-wheelers
- Commercial Vehicles
- Passenger vehicles

The passenger vehicle (PV) segment crossed the 3 million mark for the first time in 2016-17. (India Sales – July 2017: Passenger Vehicles, Two-Wheelers and CVs headed for good times, 2017). The increase in the sales in the passenger vehicle segment from July 2016 to July 2017 was 21.9%. (Complete Indian auto sales analysis: July 2017 brings good tidings for the auto industry, 2017).A number of factors like a good monsoon, rollout of GST and upcoming festive season are the reasons for the spike in sales of passenger vehicles. (Complete Indian auto sales analysis: July 2017 brings good tidings for the auto industry, 2017). So, this all made us to take an in-depth study in the passenger vehicles in India.

Passenger Vehicles

Passenger car industry is one of the key industries in India as well as the world. Since the compulsive and ambitious structural adjustment program of Indian government aimed at economic liberalization in 1991, the Indian car industry has sailed along witnessing a rushed entry of global car manufacturers including GM, Ford, Toyota, Volvo having set up new production facilities resulting in tremendous increase in the production levels from 2 million in 1992 to 34, 13,859 in 2016. (Volvo Cars' 2016 sales hit new record, 2017).The passenger car industry now constitutes nearly 14% of the overall automobile industry. (Society of Indian Automobile Manufacturers, 2017)

Buoyant economic growth, rising disposable income levels, favourable demographics, strong growth from tier II/III cities and rural India, together with improving availability of vehicle financing at competitive interest rates have been the key factors fuelling growth in the Indian passenger vehicle market. (Shende, 2014)

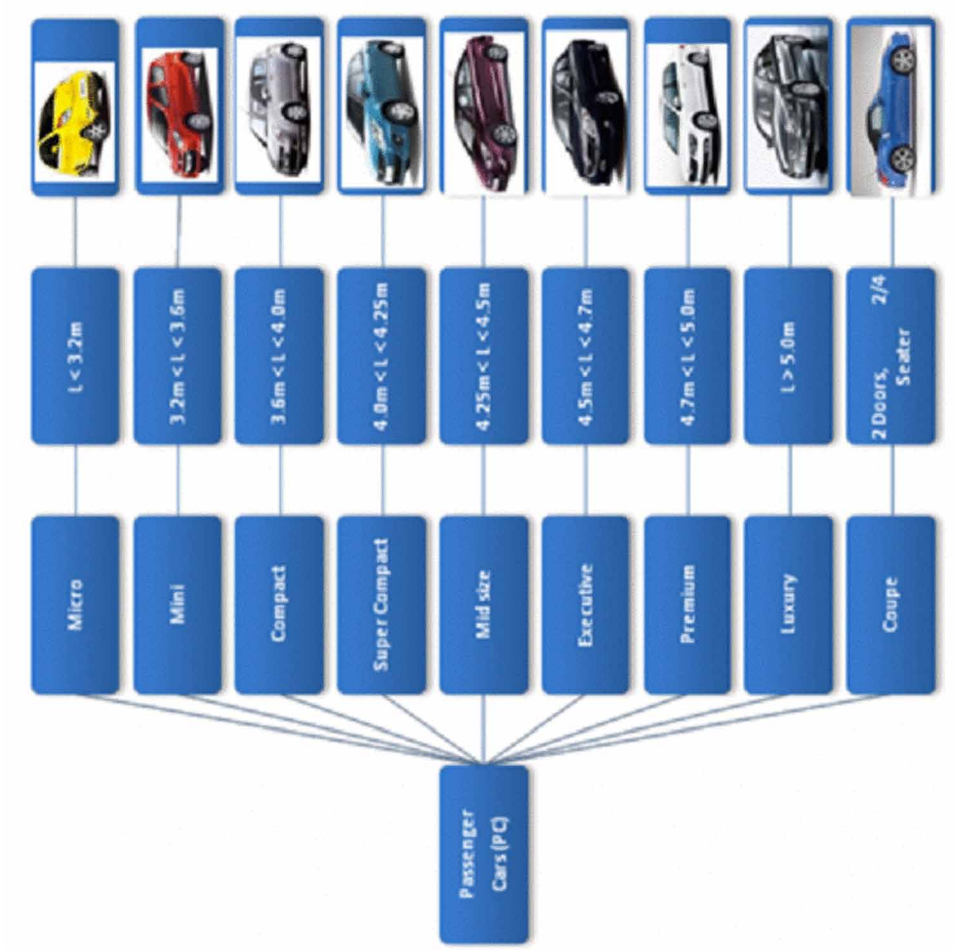
The large incumbents in the domestic car industry derive strength from their low-cost manufacturing capabilities, established vendor base and widespread sales and service network; however, their dominance is being challenged by multinational car manufacturers that have entered the domestic market in the recent past. Suzuki, Hyundai, Mahindra and Mahindra and Honda are the top four players contributing to 80% of the passenger car sales...

The passenger vehicle industry is broken into sub-segments (variants) as shown in the following chart: ((Society of Indian Automobile Manufacturers, 2017))

Consumer Decision Making Model

In the purchase decision making cycle discussed in every good marketing class, the five regular stages (need recognition, information search, evaluation of alternatives, purchase and post purchase behaviour) are impacted by what consumers feel about their immediate requirement pertaining to each of the stages. The need was felt to study the construct of mood with respect to what consumers feel at every stage of the decision-making process given that the feelings towards a product or a service might be impacted directly or indirectly by the mood construct. Therefore, this collection of studies is an attempt at establishing the relationship between what comprises of mood in the purchase and usage domain and actual consumer behaviour.

Figure 1.



Consumer Decision Making Model

One of the most influential areas in consumer behaviour is consumer decision making. Consumers have a complex set of needs and they resort to different decision making processes to satisfy these needs. The complexity of the decisions depends on perception about the product and its comparison with other products.

This led us to approach the topic from a very consumer centric point of view. While theory in psychology exists, which defines mood very precisely, the aim of this interaction with the consumers was firstly, to gauge what constitutes mood of specifically a consumer and secondly, what that particular 'mood' is when either considering or indulging in purchase. To achieve the first objective, consumers were approached falling in the definition mentioned below:

"Belonging to the group that is the primary influence in the purchase making decision in any consumer goods and services category and has purchasing power enough for that transaction."

Post liberalization in 1991, the Indian automobile boomed and quickly became one of the driving forces for the economy. The following graph shows the sales number from 1991 to 2016 as collected by Centre for Monitoring Indian Economy ('CMIE'):

In this tenure, there have been many trends which have been researched upon and many rejects.

Focusing on latest data, the following data is from 2012 to 2016, collected by CMIE:

Again, during this period was full of volatile movements in the sector, with surveys and research being on quality and technology.

During the 2012-2014 period, a lot of researchers were looking at car models as outdated and the reason for selling outdated models in a country, where sales were in five figures a month.

Moving to the data of the last one year, there is an increasing trend in sales that too top end cars, and fully loaded cars. Again, these figures are collected by CMIE:

What was intended to do here is to match the above-mentioned set of data with a study showing, how already existing trends were altered because of feature filled offering.

Figure 2.

Figure 3.

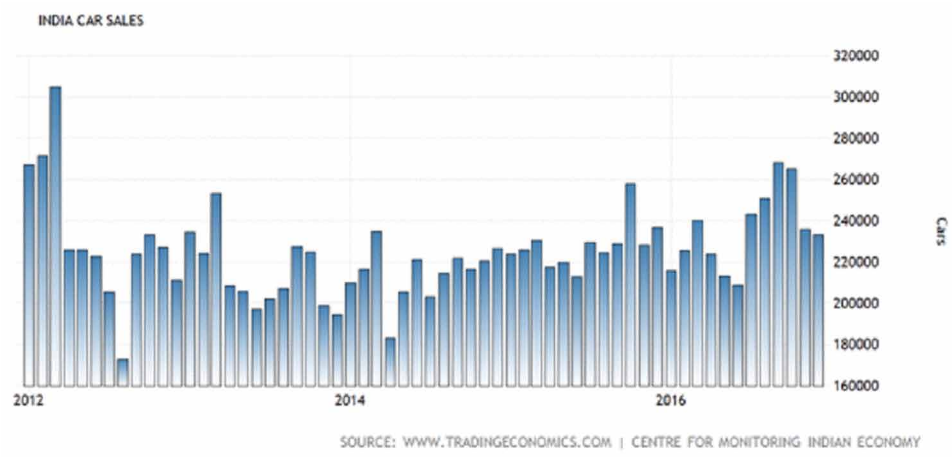
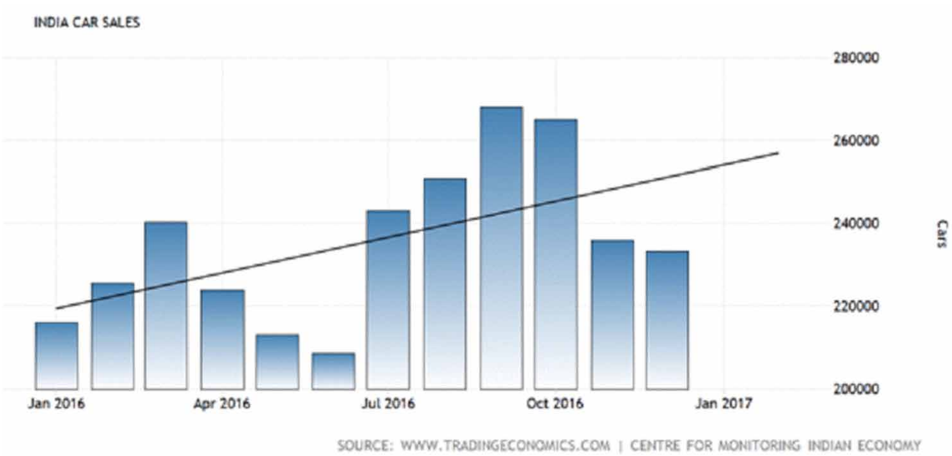


Figure 4.



Maruti Suzuki India, it's established itself as a value for money offering with quick service, while Toyota has established itself as a reliable practical option. This is according to Industrial stand points and sphere head statements (referring to Hormazd Sorabjee, Editor and Chief, Autocar India and Adil J Darukhanawala).

Following are the figures for sales figure analysis for the period December 2013 to December 2014:

These figures are taken from Autocar Professional, with comparison being done for manufacture growth in the said time frame.

Figure 5.
(AUTOCAR Professional, 2017)

DECEMBER SALES NOS				
	Dec '14	Dec '13	Difference	
			Value	% growth
CARS				
Maruti Suzuki India	98,109	86,613	11,496	13.27%
Hyundai Motor India	32,504	28,345	4,159	14.67%
Mahindra & Mahindra	17,311	16,436	875	5.32%
Honda Cars India	14,428	5,493	8,935	162.66%
Tata Motors	12,040	9,272	2,768	29.85%
Toyota Kirloskar Motor	11,740	10,648	1,092	10.26%
GM India	3,619	5,705	-2,086	-36.56%
Nissan Motor India	3,158	2,561	597	23.31%
TWO-WHEELERS				
Hero MotoCorp	526,097	524,990	1,107	0.21%
TVS Motor Co	157,438	132,664	24,774	18.67%
Bajaj Auto	246,233	260,645	-14,412	-5.53%
Royal Enfield	28,179	19,067	9,112	47.79%
Suzuki Motorcycle India	29,036	20,355	8,681	42.65%
Mahindra Two Wheelers	12,835	19,054	-6,219	-32.64%
COMMERCIAL VEHICLES				
Mahindra & Mahindra	12,194	14,399	2,205	-15.31%
Mahindra Trucks & Buses	843	440	403	91.59%
Tata Motors	25,736	25,738	-2	-0.01%
VECV-Eicher	3,002	2,372	630	26.56%

Breaking down these figures, there is clearly a tread, which is benefiting Hyundai, Nissan, Honda and Tata. On probing in the new release during this time frame, which includes the following:

- **Tata Bolt and Zest:** New trend of feature rich Tata Cars
- **Hyundai Elite i20 and Grand i10:** Step forward in Hyundai Technology
- **Honda City:** Feature packed offering from the giant called Honda

Again, the industry has changed and the most recent data collect by CMIE, Autocar Professional and SIAM is as follows:

- **Knowledge Gap:** The features has been considered only as a miniscule component while selling a car but not a component that drives the ultimate purchase. The onus still went on to the mileage of the car. The research aims and establishes a sure shot relation between feature and purchase.

Figure 6.
Source: Compiled from (Society of Indian Automobile Manufacturers, 2017), (AUTOCAR Professional, 2017)AUTOCAR & (Centre for Indian Economy Pvt.Ltd., 2017)

Top selling Hatchbacks of 2016 –

Rank	OEM	Model	Category	Total	Avg/mth
1	Maruti Suzuki	Alto	A Segment Hatch	2,45,094	20,425
2	Maruti Suzuki	Wagon R	B Segment Hatch	1,73,286	14,441
3	Maruti Suzuki	Swift	B Segment Hatch	1,68,555	14,046
4	Hyundai	i10 Grand	B Segment Hatch	1,36,187	11,349
5	Hyundai	i20 Elite	B+ Hatch	1,22,489	10,207
6	Maruti NEXA	Baleno	B+ Hatch	1,07,066	8,922
7	Renault	KWID	A Segment Hatch	1,05,745	8,812
8	Maruti Suzuki	CELERIO	B Segment Hatch	90,481	7,540
9	Hyundai	Eon	A Segment Hatch	59,625	4,969
10	Tata	Tiago	B Segment Hatch	41,937	3,495
11	Mahindra	KUV-100	B Segment Hatch	40,161	3,347

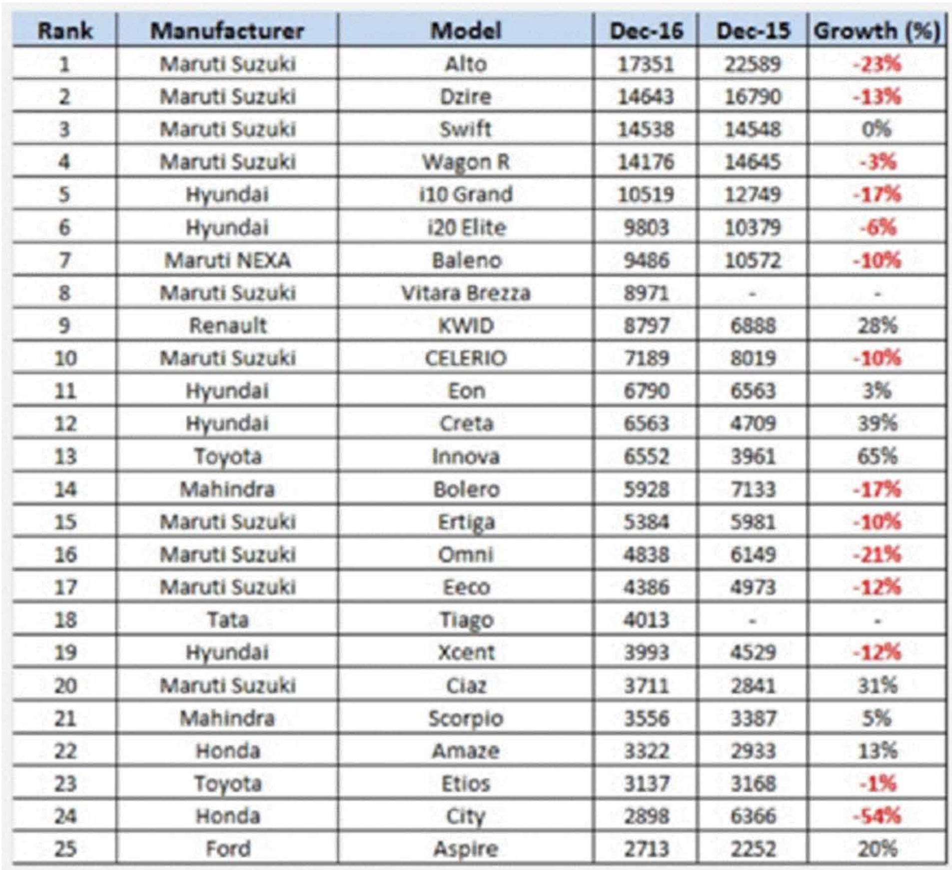
Top selling Sedans of 2016 –

Rank	OEM	Model	Category	Total	Avg/mth
1	Maruti Suzuki	Dzire	Compact Sedan	2,02,076	16,840
2	Maruti Suzuki	Ciaz	C Segment Sedan	63,187	5,266
3	Honda	City	C Segment Sedan	57,619	4,802
4	Hyundai	Xcent	Compact Sedan	49,791	4,149
5	Honda	Amaze	Compact Sedan	35,388	2,949

Top selling UVs (MUVs/SUVs) of 2016 –

Rank	OEM	Model	Category	Total	Avg/mth
1	Hyundai	Creta	Premium SUV	92,926	7,744
2	Maruti Suzuki	Vitara Brezza	Compact SUV	85,168	7,097
3	Toyota	Innova Crysta	MUV / MPV	71,875	5,990
4	Mahindra	Bolero	MUV / MPV	67,424	5,619
5	Maruti Suzuki	Ertiga	MUV / MPV	63,850	5,321
6	Mahindra	Scorpio	SUV	47,256	3,938
7	Ford	Ecosport	Compact SUV	45,710	3,809

Figure 7.



Rank	Manufacturer	Model	Dec-16	Dec-15	Growth (%)
1	Maruti Suzuki	Alto	17351	22589	-23%
2	Maruti Suzuki	Dzire	14643	16790	-13%
3	Maruti Suzuki	Swift	14538	14548	0%
4	Maruti Suzuki	Wagon R	14176	14645	-3%
5	Hyundai	i10 Grand	10519	12749	-17%
6	Hyundai	i20 Elite	9803	10379	-6%
7	Maruti NEXA	Baleno	9486	10572	-10%
8	Maruti Suzuki	Vitara Brezza	8971	-	-
9	Renault	KWID	8797	6888	28%
10	Maruti Suzuki	CELERIO	7189	8019	-10%
11	Hyundai	Eon	6790	6563	3%
12	Hyundai	Creta	6563	4709	39%
13	Toyota	Innova	6552	3961	65%
14	Mahindra	Bolero	5928	7133	-17%
15	Maruti Suzuki	Ertiga	5384	5981	-10%
16	Maruti Suzuki	Omni	4838	6149	-21%
17	Maruti Suzuki	Eeco	4386	4973	-12%
18	Tata	Tiago	4013	-	-
19	Hyundai	Xcent	3993	4529	-12%
20	Maruti Suzuki	Ciaz	3711	2841	31%
21	Mahindra	Scorpio	3556	3387	5%
22	Honda	Amaze	3322	2933	13%
23	Toyota	Etios	3137	3168	-1%
24	Honda	City	2898	6366	-54%
25	Ford	Aspire	2713	2252	20%

RESEARCH METHODOLOGY

It was imperative in this effort of decoding the mood of the consumer to operationalize the construct of mood to help the reader understand what exactly is about to transpire in the chapters to follow. Mood, in the raw sense of the word is defined simply as a 'temporary state of mind or feeling'. The definition is simplistic to say the least, given the complex and intricate and almost innumerable combinations that might be used to define 'a state of mind'. Often it is found that that mood is described to have either a positive or negative connotation (property/value) depending upon the circumstances of the host (or simply, the person displaying the mood). It is a question, however, when it comes to decoding the connection between the mood and decision making of a host. It may have a conducive or diverse effect on the immediate decision made by a host. And herein lies the authors' interest in exploring

Figure 8.

RANK	OEM	DEC'16	DEC'15	GROWTH	MS
1	Maruti	1,06,388	1,11,333	-4.4%	46.7%
2	Hyundai	40,057	41,861	-4.3%	17.6%
3	Mahindra	16,209	17,495	-7.4%	7.1%
4	Toyota	12,747	10,446	22.0%	5.6%
5	Renault	11,244	10,292	9.2%	4.9%
6	Tata	10,846	8,068	34.4%	4.8%
7	Honda	10,071	12,379	-18.6%	4.4%
8	Ford	5,566	5,924	-6.0%	2.4%
9	Volkswagen	4,348	2,577	68.7%	1.9%
10	Nissan	3,715	3,066	21.2%	1.6%
11	GM	3,020	2,515	20.1%	1.3%
12	Skoda	1,043	1,453	-28.2%	0.5%
13	Mercedes Benz*	818	1,108	-26.2%	0.4%
14	Audi*	727	1,021	-28.8%	0.3%
15	BMW*	479	668	-28.3%	0.2%
16	FIAT	390	792	-50.8%	0.2%
17	Volvo*	111	155	-28.4%	0.0%
18	HM	37	77	-51.9%	0.0%
19	Porsche*	20	33	-39.4%	0.0%
20	Force	10	13	-23.1%	0.0%

*indicative figures only

Figure 9.
Source: Compiled from (AUTOCAR Professional, 2017)

	TOP 10 PASSENGER VEHICLES - DEC 2016	
	Model	**Units sold**
1	Maruti Alto	17,351
2	Maruti Swift	14,538
3	Maruti Wagon R	14,176
4	Maruti Dzire	12,084
5	Hyundai Grand i10	10,519
6	Hyundai Elite i20	9,803
7	Maruti Baleno	9,486
8	Maruti Vitara Brezza	8,971
9	Renault Kwid	8,798
10	Maruti Celerio	7,189

the possibilities behind decoding consumers' mood. It will be a fascinating find in case a connection can be established between the existing mood of a consumer and its effect, and therefore, potential impact, on the decision making with respect to any marketing activity.

The most challenging thing about taking up this project is the lack of literature which amalgamates the study of the mood of the consumer from the point of view of a purchase decision especially in the Indian context. Due to this impairment, it was thought using an exploratory approach to flag off the study would be a logical step. It was not yet realized what might emerge out of this attempt of marrying the understanding of mood with the consumers' rational buying behaviour. Therefore, it was only fitting to adopt an interpretivist approach of exploring the area at first to hunt for emerging patterns and threads in various directions until a substantial concept is found to ground further study into. As is with most good studies, the thought was to start off at the very foundations of the theory of marketing with the concept of the consumers' purchase decision making cycle which would be the core of the outcome of the study of mood. So, the research was qualitative with in-depth interview method and the tool used was Discussion Guide.

During this interaction, it was made sure that the respondents were from a venue neutral environment to make sure that the setting doesn't introduce demand characteristics into the process; another thing that it was made sure of was that none of the respondents belonged to a goods and services manufacturing, advertising or related industry in the media domain to keep the quality of responses true and fair. This stage was simply to establish an understanding of what constitutes 'mood' for a consumer. It was noticed that consumers' perspective was more important in such a study given that a researcher's perspective might lead to demarcation of the construct of mood that is not in synchronization with that of a consumer. Based on this understanding and the definition mentioned earlier, 30 respondents were interviewed to check their top of mind responses to the query "What do you think constitutes of what was identified as the abstract feeling called mood?" This exercise was conducted to create an operational definition of what consumers think mood is to lay a framework for the individual studies conducted later. The outcome of this study can be illustrated using a pictorial representation as follows:

Customer Profiling:

- **Socio Economic:** SEC A, B
- **Geography:** Urban
- **Buying Stage:** Recently bought or thinking of buying a passenger vehicle

Demography:

- **Gender:** Male/Female
- **Income:** Above 4 lac/annum
- **Age:** 25-45 years

Often repeated concepts, based on the frequency in which they appear on analysing all the transcripts together as a cumulative set of responses, seem to tell a story that revolves around the major themes of person/people, feel, and mood, mind, temporary and happy. On looking through the transcripts, though it gives an impression that the consumers' definition of mood is very similar to the conventional statement referred in psychology studies, there is a very frequently occurring association of happiness in terms of the mood translating into consideration or purchase. Consumers are seen to associate 'mood' with a happy feeling that is temporary and which is related to the state of mind when exposed to a certain question/query/impulse/stimulus that is

Figure 10. Concept map for Consumers' perception of mood (Source: Leximancer)

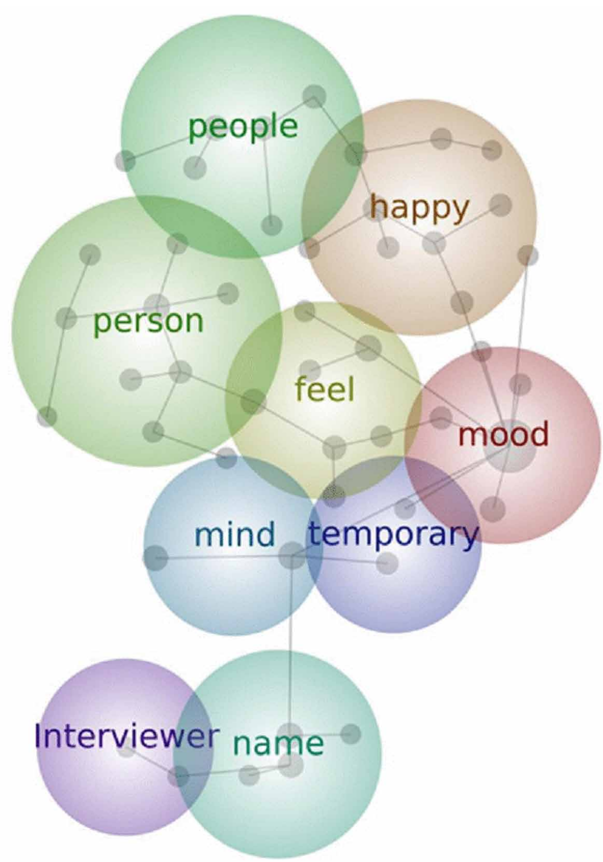
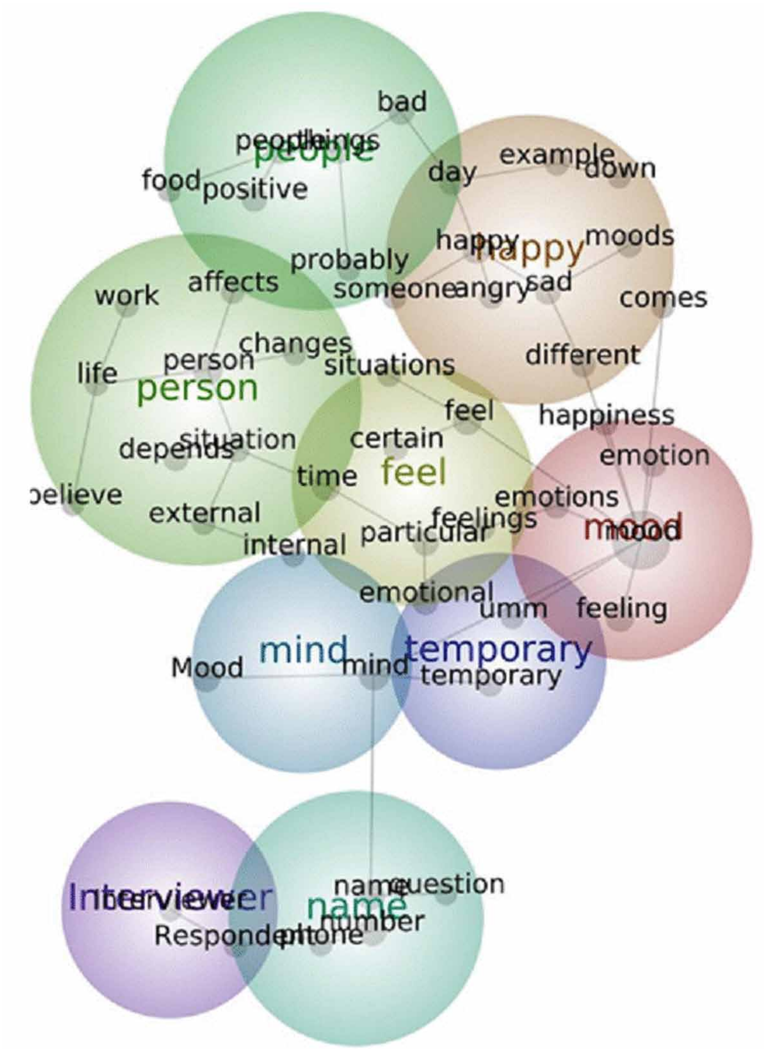


Figure 11. In depth concept map for Consumers' perception of mood (Source: Leximancer)



related to a product or service. In cases where this feeling is positive, the consumers talk of it in terms of a 'mood', disregarding non-conducive feelings towards a product/ service as dislike (while one may argue using the classical definition that this might be a case of negative mood) towards it. It was also found that this being a question that is very esoteric (even vague) in nature, consumers found it a little difficult to express their feelings easily while demonstrating semiotic accuracy. There was a lot of time spent in synthesis and accumulation of terms they might want to use in order to exactly answer the question asked. Therefore, there was a considerable number of respondents providing examples of what they thought constituted of a good mood as a result of some input they received (frequently talking about product/ service benefits, promotions, feature additions, utility value specific to their needs and discounts). Along with these points making the core of the responses as a whole, a few interesting concepts that emerged on the periphery were:

- Situations
- Changes
- Internal and external
- Emotions
- Depends (in this colloquially used form of the word as opposed to the noun dependability)
- Time (related to the now as opposed to any form of time measurement)

At this point, there was enough data to start off the actual data collection process. From the nature of the investigation conducted thus far, it was clear that a detailed discussion with willing participants will be necessary for questioning along the mood construct. Additionally, since this topic was approached from an interpretive perspective, doing a qualitative study made sense in the larger scheme of things. Also, looking at the results of the primary investigation into 'mood' and its concept map, a large distribution of secondary attributes can be seen for every major concept. On the basis of these considerations, it was decided to conduct qualitative interviews with 1. Participants belonging to distinct categories and 2. Participants in the same category with different considerations. The results of the first round were used to create in depth discussion guides for interviews with all participants belonging to a category. In all, seven studies were conducted in categories like pet food, jewellery, musical instruments etc. to gauge the consumers' viewpoint on what are their considerations while making purchase in their own requisite area. The pre-study helped with creating discussion guides such that all elements which emerged in the concept map were, covertly or overtly, integrated into the questioning agenda.

This study will be presenting a set of individual studies for the reader. Some of these have a very niche audience while others have a relatively common respondent profile. However, the pre-study has helped us create a common frame of reference while dealing with all kinds of respondents using similar discussion guides. For all the seven studies presented herewith, the discussion guides have been worded according to the category requirements; however, they use the same core of questioning to include concepts that have emerged from the first phase of study.

Average length of an interview across the spectrum of categories was 32 minutes. Detailed descriptions of the corresponding respondent target groups have been mentioned in the individual studies. 30 in depth interviews were taken and the tool used was Discussion Guide. The upper limit of the number of interviews was decided on the basis of the principle of redundancy. Every time the investigators started coming across very similar data from the interview, they conducted another additional interview to make sure no new information is being identified. Post the point of saturation, the interview process for the category was stopped.

The transcripts of interviews conducted were collated and analysed using textual analysis with the help of an automated tool, 'Leximancer'. Leximancer automatically conducts lexical analysis on a given qualitative dataset and provides information related to word-count, word connectivity (how many times does a word appear in conjunction with another) and study of context among other important data points. These have been used in a uniform manner to make the results of the different categories comparable in term of the objective of the study that is – 'attempting to find out what kind of insight can be obtained about purchase intention on the basis of the operational definition of consumers' mood'.

Ultimately, the process of research requires not only the application of sound and function specific methodology but also integrity on the part of the researcher/s. Despite the results being aimed at providing insight into the marketing domain, it still needs to be understood that the participants in the study are human subjects. It is therefore, necessary to recognize their rights and protect them. With this in mind, prior consent was taken from every respondent before conducting an interview with them after the researcher and the respondent mutually agreed to not jeopardize the integrity of either sides by clause of not revealing names of the respondents at any later time unless their consent was obtained. All the respondents were informed about the subject of the studies, the objectives of the overall project and the procedure that will be followed in the course of collection of the data and were provided assurance that they will not have to risk anything or pay during the interaction.

Anonymity is said to exist in a study by Burns and Grove (1993) when a subject cannot be linked, with his or her individual responses by anybody including the researcher. Analysis was conducted in the study only after removing all traces of personal identification from the data collected from a respondent.

Sampling was done using a combination of a simple random probability sampling method (in case of the categories which aren't extremely niche) and snowballing among those which required referrals from the respondents. On identification, the respondents were given the choice of whether or not they would want to willingly get recruited for the study. The researchers were open to answering any questions about the motives of any entity on their side of the investigation; however, such a case never arose. Moreover, using Leximancer translated into minimizing the subjectivity brought in by the researcher. Most often, the work of the researcher was limited to synthesizing data collated by the tool and deriving meaning from the similar text collected from like-sounding contexts around a particular concept.

In summary, the 'mood' analysis project has made use of a qualitative research approach to justify the exploration into the relatively unchartered domain. The researchers have followed ethical guidelines while recruiting respondents and have divided the project into seven sub-projects. Each one in itself is a smaller study which focuses on a category and a specific requirement of the corresponding target group. All the sub-projects have used the same methodology for collection of data and analysis of the data to maintain uniformity in order to remain comparable repositories of information. Detailed descriptions for the target group and the exact number of interviews conducted have been mentioned in chapters corresponding to individual sub-projects.

ANALYSIS

The various themes that came out of Leximancer analysis pertinent to this research are: Car, Purchase, Love, Prompted, System, Life and Advertising:

- **Car:** In the analysis, *Car* which is the central theme of this research came out to inextricable related to features. The direct relation of the car with the *features* and then with other theme of life and its association with benefits

Figure 12.

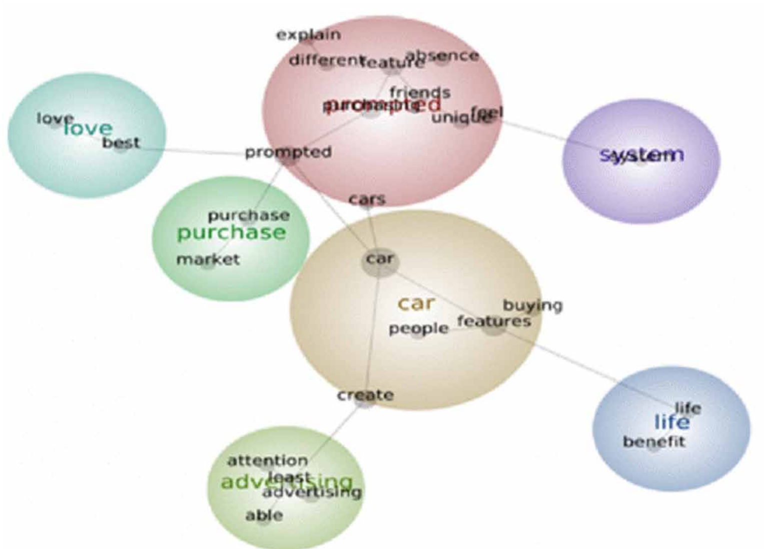
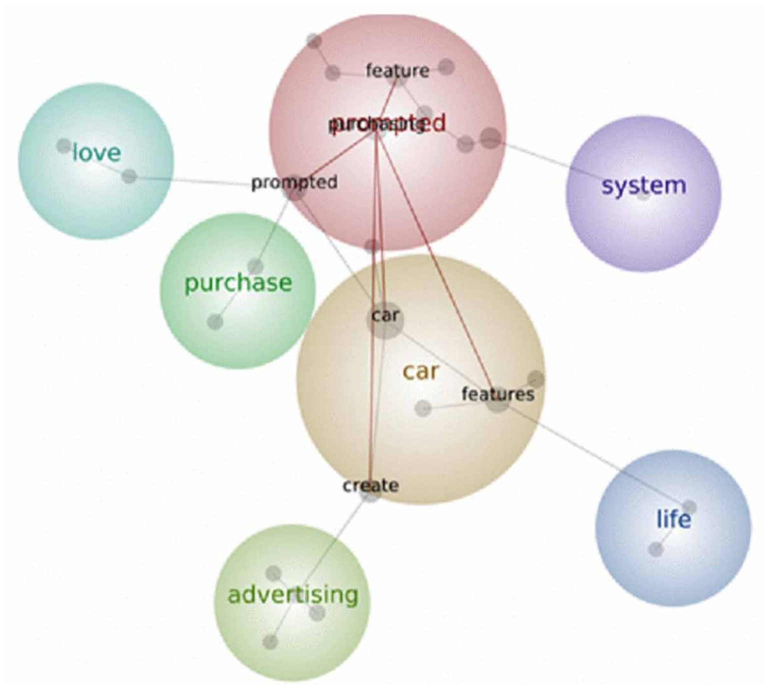


Figure 13.



indicate that features of a car should bring benefit to the consumer's life thus, in the passenger segment the features may or may not be adding luxury but if it adds utility to the car, consumers will be inclined to buy the car and therefore, in this theme, features are directly related to the people.

- **Prompt:** Now this theme is based on the clues and prompts which directly relate to the buying behaviour of the consumers. Key points for the theme are as follows:
    - **Purchasing:** This 'keyword' is the based on summing up of all the prompts, which translates into purchase.
    - **Feature:** Here, are features come as a major prompt to consumer buying behavior, showing its relevance and also the value of having something added, other than usual wheels and engine.
    - **Friends:** Peer group, influencers and also advice from people, all these points are constituted in this term – 'Friends'
    - **Unique/Feel/Different:** This point comes with the overall package of the car. How different is it? How does it drive? What's the appeal? All these questions are summed up in these three important words.

- **Advertising, Purchase, Love and System:** The car as the central theme is connected to all the other themes. This is to understand that advertising does create attention in the minds of the viewers, converting them to potential customers. Purchase is a market theme here, which is the purchase action after decision making, as it's in the ambient of the research. Moving on the Love and System, these two themes, prove that the car buying decision is not something done overnight. It's something which involves a lot of process, persuasion, obsession, need and lastly means.

CONCLUSION

This study is based on how consumers/potential car buyers think and behave before making a decision. A study was done on the market scenario, the number and related it with trends before going deeper into the consumer's mind-set.

Having done 30 in-depth interviews and Leximancer keyword analysis of the same, this study has broadly come across two things. Features is on top of the list, when it comes to deal breaking, having replaced efficiency and value of money. Secondly, the type of features are also relevant in today's world. The consumers in the market are very demanding and are looking for unique, differentiated experiences, not only usual features which are present in every passenger vehicle.

It was also noted that features don't only add value to the car, but they also add benefit to life and lifestyle.

Features being the base of the argument here, the researchers looked ahead to find the key factors that change the mind of a buyer and found that even among influencers and purchasing decision, there is features and unique feel of the car. Moving ahead, researchers closely saw advertisements being termed are want generators along with love and system.

Having analysed this, conclusion was arrived that *'features'* are the new focus point of consumer buying in the passenger car market and they work as the sole influencer or catalyst to sales. This data is now substantiated with this study and a comment can now be made: 'Market share of the passenger vehicles is directly proportionate to the number of features and differentiated factors present in a car'.

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KEY TERMS AND DEFINITIONS

Auto Components: Parts of an automobile.

Compact: A classification of cars that are larger than a subcompact car but smaller than a mid-size car.

Fuel Economy: The fuel economy of an automobile is the relationship between the distance travelled and the amount of fuel consumed by the vehicle.

Hatchback: A car body configuration with a rear door that swings upward to provide access to a cargo area.

Luxury: Luxury vehicle is a marketing term for a vehicle that provides luxury—pleasant or desirable features beyond strict necessity—at increased expense.

OEM: An original equipment manufacturer is a company that produces parts and equipment that may be marketed by another manufacturer.

Premium Sedan: An updated powerful version of sedan.

Pricing and Service: The cost charged for a product/service is price. Service is associated with extra value addition provided subsequently to the purchase of car as an experience and support.

Sedan: A sedan or saloon is a passenger car in a three-box configuration with A, B, and C-pillars and principal volumes articulated in separate compartments for engine, passenger, and cargo.

Two-Wheeler: A motorcycle.

APPENDIX

Discussion Guide

Understanding how features are affecting the mood of consumers in the passenger vehicle segment

Our research is intended towards learning as to why and on what basis do consumers buy or prefer PV's (Passenger vehicles) and what role do 'features' play in this purchase decision. Your inputs will help us in understanding how the features are affecting the intent of consumers towards the passenger vehicle (PV) segment.

=

The interview should take less than an hour.

All responses will be kept confidential. This means that your interview responses will only be shared with research team members and we will ensure that any information we include in our report does not identify you as the respondent. Remember, you don't have to talk about anything you don't want to and you may end the interview at any time.

Are there any questions about what I have just explained?

Are you willing to participate in this interview?

__________________ __________________ __________

Interviewee Witness Date

Questions

- What prompted you to purchase the car you have amongst all present in the market?
- What are the features in your car that affected your buying behavior?
- Why do you think the features that you said affected your buying behavior?
- Could you please prioritize the different feature of your car and explain us the reasons why you pointed one feature before the other?
- Off all the offerings that your car has, what is the best thing you love about your car and Why?
- What features you believe should certainly be there in a car? Why do you think these features should be bare minimum in a car?
- Do you think that the unique features in a car can make you feel positive about it?

- While purchasing a preferred car do you think absence of a certain feature of the car make you feel bad about a car?
- What kind of advertising appeal motivates you or at least bring you attention to buy the car? Why was this appeal able to motivate you to create this effect?
- In what ways features of a car has added benefit to your daily life?
- Have you ever discussed about the unique feature of your car to your friends and peers. How did you feel while discussing about your car?
- Do you think features can create impression about your car among other people? If so, why do you think such features has the ability to create impressions on other people?
- Is there anything more you would like to add?
- I would be making a report after analyzing all the responses from all the respondents. I would share the report if you are interested.

Thank you so much for your time, we really appreciate your help.

Chapter 11
Impact of Mood of the Millennial Customers on Purchase of Apparels Online

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ABSTRACT

In today's scenario, the millennials are keen towards the mobile technology wherein they expect to use the best of it in all aspects of their lives. Online channels help the millennials to enhance their shopping experiences by taking a glance at the reviews, ratings, value, and pricing of the products. This can be attributed to the streamlined services coupled with the free trials and delivery, and additional discounts offered by the apps. But, at the same time, how their mood affects their decision is still a question. For instance, if the consumers are in a good mood, they are likely to shop more. However, if they are in a low mood, they might not shop for anything. This study includes the mind and mood analysis of the young millennial consumers while shopping for apparels online. The study will involve in-depth interviews of 21 customers. The analysis will be done through the Leximancer tool. Additionally, this chapter would help the retailers understand the range of mood, which the customers display while purchasing apparels online and accordingly devise their strategies.

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INTRODUCTION

Online channels help the millennial to enhance their shopping experiences by taking a glance on the review and ratings, along with the value and pricing of the products. Furthermore, the individual apps for shopping stores and retailer brands are also expected to favorably impact the changing shopping trends over the forecast period. This can be attributed to the streamlined services coupled with the free trials, delivery, and additional discounts offered by the apps. The social media platforms also play an important role in this segment. Every millennial nowadays, are engaged in using any one of the social media sites for uploading and sharing their experiences with the brands that they use (Engagement, 2017).

Millennial includes the people born in between the years 1980 and 2000, i.e. the generation which truly is a digital one. This generation focuses on getting all the insights and information of the various products through different online channels in order to get the best value as well as services. They emphasize more on the shopping experience, product quality, and prices of the products (Baird, 2017). The millennial belong to the era of globalization, and numerous technological developments, which are further anticipated to enhance their behavioral pattern and mindsets. These customers are grown up with internet and smartphones, which helps suffice their needs. The convenience as well as accessibility of the mobile apps acts as a favorable factor to maintain the loyalty of these customers. Additionally, the social networking platforms which help in knowing the whereabouts and experiences of the customers, enhances their shopping trends. Furthermore, factors such as extracting all information related to the products including reviews, feedback and ratings are expected to change the perceptions and mindset of the customers.

In today's scenario, spending powers of the millennial are the maximum as compared to other generations. However, maintaining the brand loyalty of these customers is expected to be one of the challenges. The retailers need to design their strategies accordingly, to keep the millennial customers motivated and attracted towards them. Increasing innovations and developments in technologies are expected to boost the millennial shopping trends and demand. The millennial are very brand specific. This generation is more interested in the services which are much convenient, faster and easier. These people emphasize more on purchasing the products which are derived through the ethical practices and social conscious. The retailers need to lay more stress on the consumer mindset and changing preferences with time.

According to a study, the frequency of the millennial online shopping purchase in Asia, Western Europe, and North America vary from that of the purchase trends of the millennial in the regions of Middle East, Africa, and Latin America. Western Europe and North America region is expected to witness larger online sale on account of the larger disposable income as compared to the other developing economies of the world (KPMG, The truth about online consumers, 2017). E-commerce segment, specifically for the apparel is anticipated to witness significant growth. The millennial follow several brands on the online retail shopping platform. This can be attributed to the factor that they are very sensitive towards pricing and majorly, opt for the products which are on discount. For instance, online retail apps such as Zara, helps to keep the tab on the fresh arrivals, as well as filter large assortments easily. Additionally, this app also consists of a built-in barcode scanner which is engaged in offering information related to the customer in-store findings. This includes whether the store has that particular product in size or whether the product is out of stock or the users are looking for different colors. Similarly, Asos.com is a British online beauty and fashion hub which is engaged in selling nearly 850 brands along with its own range of accessories and fashionable clothing. Furthermore, this app also offers free shipping up to the orders of certain price level and can also get synchronized with the apple watch for various sale alerts.

These consumers emphasize more on the ease of payments as well as faster as well as safe delivery of the apparels. Several online apps offer at-the door delivery option, which favorably impacts the choices and preferences of the customers. Millennial are very specific about the product authenticity as well as its quality. Apart from the aforementioned factors, these consumers emphasize on the feedbacks and ratings of the products. While shopping online, one cannot feel the product quality and make their purchase decisions on the basis of the given product description. In such situations, reviews by the other customers play an important role. Hence, before making any purchase decision, the customers go through the online reviews, and recommendations of that particular product. Henceforth, product reviews act as great influencer for the product purchase. If the reviews are positive or negative, the consumers make their purchase decisions accordingly (Hankin. Lisa, May 2007).

- **Identification of the Topic:** Before making a purchase decision, for in-store or online shopping, the millennial consumers focus on factors such as authenticity, shopping experience, quality, pricing and services. It has been observed that the consumers are likely to change their perceptions or preferences when they read about any product reviews, ratings and prices through different online channels. But, at the same time, how does their mood affect their decision is still a question. For instance, if the consumers are in a good mood, they are likely to change their decisions instantly after going through the feedback and purchase that particular product. However, if they are in a low mood, then it becomes difficult for them to make a decision even if the product review is good.

- **Rationale for the Topic:** This study focuses on the analysis of mindset and mood of the consumers. Data has been collected from various respondents at different locations through open-ended in-depth interviews. This study helps us to understand the changing preferences of customers for shopping online. It also focuses on the reasons why the customers tend to select any specific shopping portal online and also why they prefer shopping online rather than offline from any physical store. Additionally, this chapter focuses on the impact of mood on the purchase decisions made by the millennial customers. Further, how feelings and emotions affect the customers and their shopping patterns? This chapter discusses about the various situational mindsets and mood affecting the behavioral online shopping patterns and trends of the consumers.

The analysis of the gathered/collected information is done with the help of Leximancer tool. After the analysis, the data is presented in a detailed description format for every different mapping diagram. The study then includes different limitations, which the author came across while writing the proposed chapter, followed by the suggestions and conclusion.

Significance of the Study

The study targets the millennial customers and their impact of mood while shopping online for apparels. The shopping trend of the customer solely depends upon their mood and mindset when they shop. Mostly, the millennial customers shop in good mood or some of them shop to elevate their mood. In today's scenario, the customers prefer to shop online owing to the different factors such as:

Ease of content sharing coupled with advancements in the mobile technology is expected to propel the demand for millennial online shopping. Reposting or re-tweeting or sharing the content from one's profile to another on various social platforms, also adds value to the customer's reviews for the product.

The fact, that the millennial focus on flexibility, convenience and positive experiences while purchasing apparels online also favorably impacts the market trend. There are variety of shopping apps which provide different kinds of deals and discounts along with several other features of returning and exchange policies, as well as flexible payment systems. The aforementioned factors contribute positively to the millennial shopping trend.

Objective of the Study

The objective of this study is to understand online shopping trends of the millennial customers and the impact of their mood on their purchase decisions.

LITERATURE REVIEW

According to a study, the younger customers are more prone for shopping online than the other generation consumers (Joines J. S. C., 2003). With the ever changing cultural scenario, the tech savvy companies are just not trying to keep pace with the changing trends; a few retailers are, in fact trying to move ahead. With growing awareness of the factors which influence the consumers, the retailers connect with the shifting trends to stay relevant and gain success in the market (Global, 10 Trends Millennial Retail, 2016). For the retailers with the wherewithal to invest, there are lots of opportunities to become a leading innovator (PWC, Total Retail 2016: They say they want a revolution, February 2016)

The retail segment is expected to witness substantial growth over the forecast period which can pose to be favorable as well as unfavorable to a few retailers. This can be attributed to the changing shopping trends of the millennial and increasing digitalization. Also, factors such as inability to make adequate changes in business models and strategies with the changing preferences and behavioral patterns of the consumers might pose unfavorable to a few retailers (Nashiya, 2017).

Competition is no longer related to the presence of the physical stores. In today’s scenario, the customers can shop from anywhere and anytime around the world and also from any manufacturer as well as retailer. The retailers are shifting their business strategies from shop-centric to customer-centric. With increasing lifestyle priorities, the millennial prefer shopping online rather than visiting any store (Sohi, 2016). The millennial are able to make purchase decisions by sitting at one place and do comparative analysis of the designing, authenticity, and price of that particular product. Seamless shopping experience such as customization of the product offerings by the retailers to provide enhanced services affects the online shopping trends. Additionally, factors such as transaction privacy and security, socialization, interactive control, information, economic motivation, social escapism, and non-transactional privacy are expected to boost the consumers to shop online (L. Joines, 2003).

Having a smartphone acts as an important strategy for the retailers as well as manufacturers to keep pace with this generation. Increasing technological developments in the quality of screens of the smartphones as well as easy availability of internet with hi-speed bandwidth boosts the e-commerce market demand (Deloitte, Digital Media: Rise of On-demand content, 2015). Additionally, factors such as growing access to internet coupled with the advancements in mode of payments, trust, and logistics are expected to increase the online shopping demand among the millennial. Growing rise in the digital era, coupled with the increasing online shopping trends favorably impacts the retailers as well as the product manufacturers. For the online shoppers, assurance and faster delivery play a pivotal role in their purchase decisions.

In the online shopping journey, two main factors which affect the shopping trends of the consumers majorly includes, decision of when and where to buy the product. There are various attributes which the consumers focus upon while shopping: Delivery options, pricing, availability of the products, return and exchange policy, and websites/apps through which they make purchase, and discounts being offered.

We are in the age of value; however pricing is still the important factor for every generation, particularly for millennial. Years of fluctuating economic growth are expected to result in affordability, and value dynamics which is very important for every income bracket, across every region, and also across every particular age group (PWC, Total retail 2016: They say they want a revolution, February 2016). Price is expected to act as a vital factor over other factors such as brand, and availability of the products. This can be attributed to the cost saving behavioral pattern of the customers. Additionally, disposable income of this group can also be one of the reasons. According, to a study conducted by KPMG International (KPMG, Global Online Consumer Report: The truth about online cosnumers, 2017), pricing acts as a most significant attribute while making the purchase decisions. Pricing also creates loyalty among the customers specifically, the millennial. For instance, these customers prefer opting for apparels which are easily available online at a cheaper price than the normal physical stores. Most of the millennial are expected to shift their brand preferences if they are given certain level of discounts in the pricing of the products (Bhanot, A study of the Indian apparel market and the consumer purchase behaviour of apparel among management students in Mumbai and Navi Mumbai). Reliable delivery and affinity for any brand are the important factors which affect the shopping trends of the millennial (PWC, Total retail 2016: They say they want a revolution, February 2016).

Shopping from the websites on which the consumers trust is one of the factors affecting their purchase decision. In few regions of Asia Pacific, the consumers opt for preferred websites/mobile apps on smartphones for making their purchase decisions (Go-Globe, 2016). However, according to the global online consumer report by KPMG, the trusted websites also hold significant share of nearly 30% among the customer attributes. Secure payment gateways along with brand reputation are the factors which favorably impact the customer's online shopping criteria. As per a study, nearly 76% of the respondents return to any particular website if they have already made any purchases from it before (Editors, 2015). Furthermore, apart from brand or website reputation free shipping, delivery charges and payment convenience also contribute to the consumer satisfaction.

With the growing trends in the online shopping, the millennial customers also shop for apparels through different mobile apps. This can be due to the ease of instant connectivity and internet availability at all places. According to an article published by *RetailTech Innovation Editors*, shopping through mobiles has witnessed an increase from 31% in 2013 to 37% in 2014.

The key decision making characteristics among the millennial includes quality consciousness, information availability, and impulsiveness (Ali Alavi, 2015). Before the purchase of any product, the customers try to get all the information related to that product in order to get an idea about their choice. In today's scenario, the online shoppers also emphasize more on the faster and efficient delivery of their products. Further, flexibility in choosing the delivery date and time also motivates the millennial to shop online. For better delivery options, the e-commerce or the online retail chains need to focus more on their supply chain processes. Also, improved technology with proper landmarks and address section mentioned at the time of purchase would provide efficient delivery process. This would further enhance delivery of the product at right time by the right delivery person at right place. Better delivery options also contribute significantly, to the online consumer attributes share.

Apart from the varieties, the consumers also focus on the availability of the products. For instance, if a millennial is looking for a product on an online platform, and if the relevant size and color is not available on that app, then there is a probability, that he/she might switch to different app. Hence, the consumer preference also depends on the availability of the products. Hence, if the products are not available in the respective searched brands, it is expected that the customers might shift their preferences.

The millennial consumers make their purchase decisions on the basis of comments, reviews, feedbacks and recommendations on the various social media platforms (Rohampton, 2017). The online shoppers are always engaged in taking recommendations from the internet as well as their peers before they purchase any particular product. These shoppers particularly, emphasize on checking the online reviews and product information's. Social media platform acts as an important source to get the relevant information and deals related to the product. Also, sometimes, these millennial make their decisions on the basis of shopping experiences and stories which other people share on the social sites.

Discounts and offers play a vital role for the consumers to make purchase decisions (Shamout, January 2016). The millennial customers prefer shopping online because of the varied options and discounts that they get online in comparison to the retail outlets. This generation people are much updated and are aware of different coupons which can be used while shopping and they make the best use of it. There are several shopping apps which offer huge festive season discounts, weekend sales, end of the season sales, and seasonal discounts. The aforementioned factor acts as one of the strategy to attract and retain the customer. Also, the millennial are very brand specific. They prefer good quality, and labeled brands as their preferences for whatever products they purchase specially in the case of apparels. If they get discounts over their choice of brands online, it becomes an added advantage to them. However, there are also a few customers, for whom discounts do not play that much important role. They prefer for quality of the product, over the discounts being offered on it.

Millennial also emphasize on the latest trends and styles of clothing, which acts as a significant shopping factor. Women, particularly focus on the availability of various options, variety, and trends than men (Aswegen, 2015). For instance, Forever 21 is a well-known brand among the millennial. This brand offers more options in their collection online than in the physical stores. Similarly, there are several other online platforms, which also help in promoting the newly launched brands online at a much cheaper cost. For instance, brands like Roadster and Dress berry are launched by Myntra and its products are only available online and not in any retail stores. Advertising also plays an important role in the promotion of such apparel brands available online. This strategy focuses on the quality of the product and the offers that the different brand provides online.

According to a study, majority of the millennial look for various coupons or promotional codes before making any purchase decision. This can be seen more in the case of online shopping (which is approximately 72%) rather than in-store visits (which are nearly 52%) (Kestenbaum, This Is How Millennials Shop, 2017). This can be attributed to the factors such as ease of availability, faster and timely delivery of the products, which further contribute to the growth in the online shopping trends. The level of brand loyalty is expected to be different for the different markets. If the market is more mature, the millennial customers become less loyal (Deloiite, 2017). Majority of the millennial prefer apps or particular brands websites which are engaged in offering brand loyalty programs through personal contact numbers and email. Also, they prefer brands which reward them with free welcome vouchers or other relevant promotional offers. In comparison to the male respondents, females are more engaged in shopping online in order to get some access to these kinds of codes or various offers on different apps, to give them a better experience (PWC, Total

Retail 2015: Retailers and the age of disruption, 2015). The apparel companies are engaged in providing tailored collections, various discounts and offers. Innovations in the clothing segment such as introducing the plus size clothing for the obese people is also expected to affect the apparel market demand. Also, the rising trend for the athletic and sportswear clothing on account of growing awareness for fitness among the consumers also favorably impacts the apparel sale. In addition to the aforementioned point, easy and varied brand availability at a discounted price is also a vital factor propelling the online sale.

However, there are certain factors which are expected to inhibit the online shopping trends. These might include the lack of touch and feel of the quality of apparel. Proper fitting might also pose barriers, however, there are brands which have very easy return and refund policies for their customers.

The retailers have to emphasize on the mood as well as mindset of their potential consumers when they shop online. Online reviews are the most influential factors responsible to favorably impact the purchase decision of the millennial. In today's scenario, the customers demand for much greater experiences from the retailers, with the ease of getting the product delivered at their desired location, and time. But at the same time, what strategies will the retailers make to retain their customers even with their changing preferences and behavioral patterns is a question. Also, how can the retailers get clarity on the mindset of the consumers?

In India, the millennial account for nearly 28% of the population, wherein they are expected to drive the online transaction usage over the forecast period. As per the statistics, online shopping among the consumers in India is expected to increase to nearly 320 Million people in 2020, as compared to over 50 Million in today's scenario (ETRetail.com, 2016). The Indian apparel industry is one of the largest contributors to the country's economy. Changing lifestyle and preferences of the young millennial consumers coupled with the entry of several global brands on a single online platform, is expected to boost the online shopping trend among the consumers. The Indian customers emphasize more towards higher degree of value orientation. They focus towards the quality of the products that they purchase (Trends of 2016: Millennial rush, 2015).

Shopping for apparels is often subjected to the emotions and sentiments of the consumers (Gopaldas A., 2014). If the consumers are uncertain about the clothing quality or authenticity, they are likely not to buy that particular product. But, at the same time, how does their mood affect their decision making process while shopping online is still a question. For instance, if a customer is in a good mood, he/she is likely to change his/her decision instantly after going through the positive feedback and purchase the apparel. However, in spite of negative feedback also, the customer might rethink over other reviews and take the decision. Furthermore, if the consumer is in a low mood, then it becomes difficult for them to make a decision even if the product review is good. The shopping trends of the millennial are very much dependent on their mood along with their mind. They have a tendency to make decisions on the basis of how they feel, and what are their preferences. Mood, cognitive functioning or time is some of the internal influences which affect the buying power of the consumers. If the millennial are in a good mood, they tend to shop a lot. Sometimes they even shop for things which are not required due to the spur of time. If the millennial are in a bad mood and mind set, it clearly affects their purchase decision. This can be further illustrated as; if the consumers are in an angry or sad or low mood, they prefer not to shop, in order to avoid taking haste decisions. However, many customers do consider shopping, as a stress buster for themselves, particularly in case of women. As per our study, there are millennial women, who shop online even in a bad mood, to elevate their mood. However, if in a good mood, the women customers might also buy some extra apparel, even if not required. Also, there a few customers for whom a specific brand can elevate their mood and make them happy. Henceforth, shopping particularly for apparels and specifically for females is expected to act as a mood buster. So, mood as well as mindset of the consumers plays a pivotal role in purchasing the product.

Knowledge Gap

There have been a lot of studies conducted on the mindset analysis of the consumers when they shop online (Lysonski S. &., 2013). However, it is very essential for the retailers to also know, how mood does impact the purchase decisions of the consumers. This would help in designing their strategies accordingly in an efficient manner and attract customers and further gain profits. There have been very few instances, wherein, the impacts of mood on the shopping trends of the customers have been discussed. And, this leads to a gap in the designing of strategies by the retailers because they are not able to understand the needs and wants of the millennial. They are not able to perceive their behavior towards various factors such as offers, discounts, reviews and other features that their websites offer. As a result, they are unable to attract them and make them loyal towards their brand.

RESEARCH QUESTIONS

1. What are specific mood of the millennial customers when they shop online for apparels?
2. What kind of strategies will help the retailers to overcome the gaps in their executions to gain benefits?

Research Design

- **Qualitative Research:** The qualitative research technique helps to understand the detailed description which is available through the various data collection approach. Conducting intensive in-depth interviews with nearly 21 millennial respondents, helped in exploring their perceptions and ideas regarding shopping online for apparels. Additionally, the process also helped in gaining information on an individual's behavioral pattern and thoughts regarding shopping.

Research Objectives

In the proposed study, target is to find the impact of mood on the customers while purchasing the apparels online. Further, the key objectives include:

- What are the main factors responsible for the changing preferences of the millennial to shop online?
- How does mood and mind of the millennial affect their purchase decisions?
- How do review, recommendations and feedback affect the shopping trends and decisions of the millennial consumers?

Target Group

- **Age Group:** 16 years to 34 years

The study focuses on gathering information from the millennial customers, specifically in the metro cities of Delhi, Bangalore, Kolkata and Pune, wherein the number of fashion conscious millennial customers residing at such cities is relatively more in comparison to the other cities. Additionally, a few random in-depth interviews were also conducted across different areas of Rajasthan, specifically, in Jaipur.

METHODOLOGY

Secondary data is gathered from the different research publications and journals published till date.

Additionally, the study will also involve in-depth interviews of 21 customers of different regions and age-groups. The tool for qualitative research is discussion guide which has been attached in the annexure. Every in-depth interview is then converted into the transcript form.

The analysis of the gathered/collected data through the interview will be done through the *Leximancer tool*. *Leximancer* is a software tool for the analysts and researchers for exploring the larger text-based data, wherein coding or manual analysis might be time consuming. This includes lengthy reports, focus group transcripts/multiple interviews, and qualitative survey data. This software employs a process referred to the unsupervised semantic mapping of the qualitative data set. After the analysis, the data is then presented in a detailed description form with every respective mapping diagram. Further, the relevance percentage of different concepts in the study would also be defined. Additionally, the query results of different specific themes at the time of interviews and their respective transcripts are also described.

The results would be of practical significance to the online portals selling the apparels as it would help them understand the range of mood which the customers display while shopping and accordingly device their online communication strategies

ANALYSIS

The data was collected from 21 respondents through the in-depth interviews. Further, analysis was done through Leximancer tool. This research can help the retailers get an idea about the mindset of the millennial and design their strategies accordingly.

Objective of This Research Includes

- To identify the key preferences of customers while shopping online. In today's scenario, the customers are expected to shift their preferences towards online shopping rather than visiting the physical stores. This study helps in identifying the factors which are responsible for the change in customer preferences. Additionally, it also focuses on the various factors which impact the millennial customer decision making processes such as specific brands, discounts, offers, and promotional codes.
- Understand how much is mood responsible for the customers when they shop online specifically for apparels. There are various factors which affect the purchase decision of the customers. There are a few consumers who only prefer some specific brands or there are a few customers who have a mindset of opting for the apparels which only offers discounts, thereby prioritizing discounts over brands. Further, mood also plays an important role while purchasing apparels. Many customers prefer shopping when in good mood, while a few do not prefer so. At the same time, many customers do not shop in a sad or tensed mood, but for a few, shopping acts as a mood elevator. This

study emphasizes on analyzing the mood and mindset of the customers when they shop online.

The analysis can be explained in Figure 1.

The above mentioned diagram illustrates about the different aspects in a broader perspective. For instance, what does Indian millennial prefer when they shop? Is it related to mood or is it brand specific? What kind of products do they prefer when they shop? According to our study, most of the millennial prefer shopping and buying the products on the basis of their moods. So, their mood is directly linked to their shopping trends. If they are happy, they will shop a lot. If they are sad, still they will shop. In such cases, shopping acts as a mood or stress busters. Also, there were some customers who were very specific for the apparel brands which they purchased.

Figure 2, illustrates the reasons why people prefer to shop online? How much do discounts and offers affect the shopping trends of the millennial? Is time a major constraint for today's generation? According to the information collected through the in-depth interviews, time acts as a major constraint while shopping. Nowadays,

Figure 1. Millennial shopping trends - segments analysis

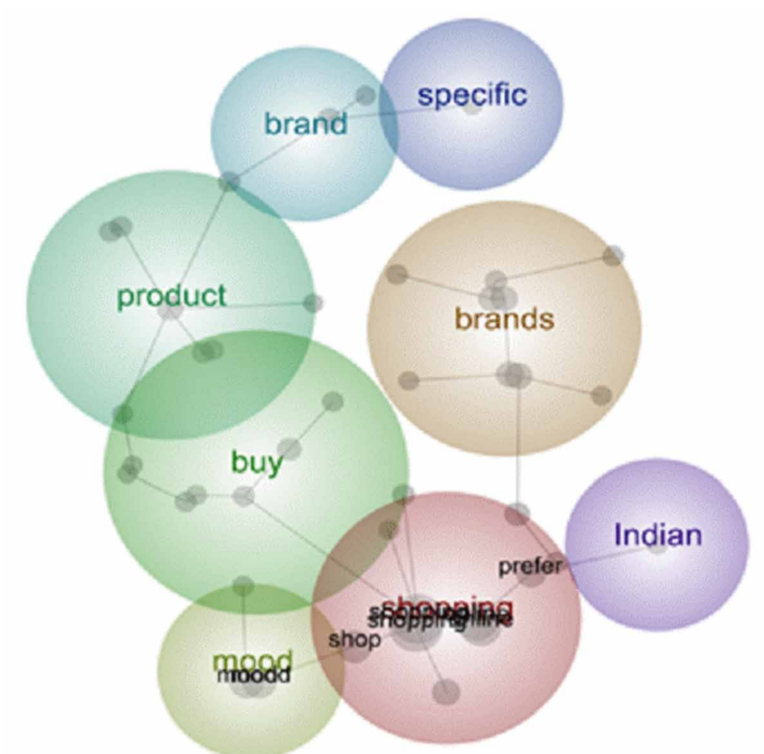
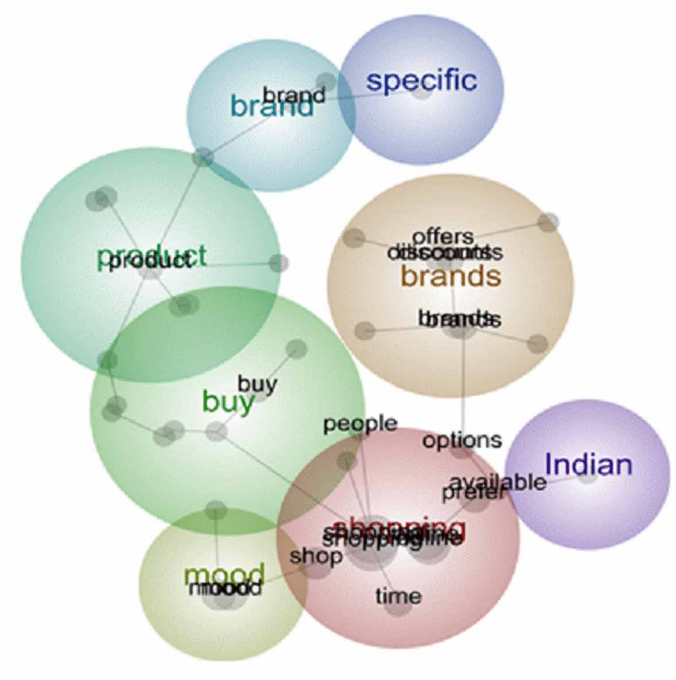


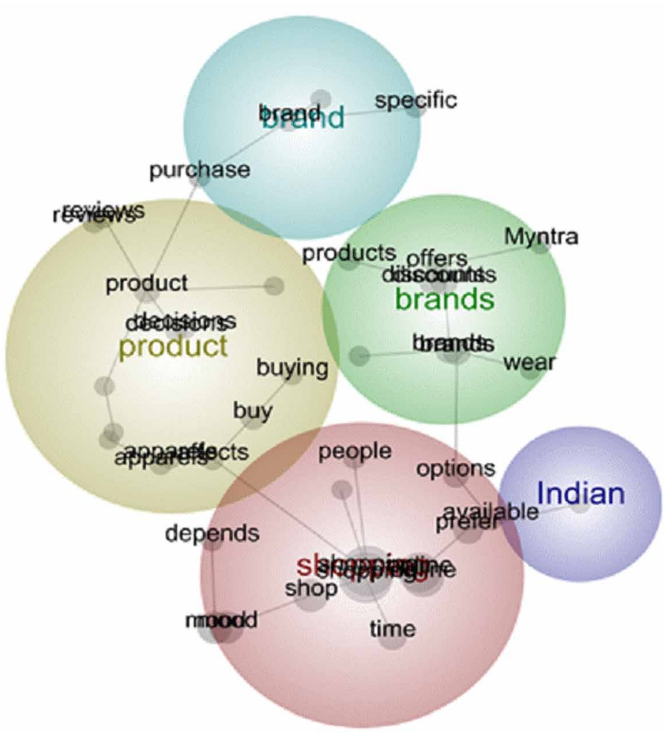
Figure 2. Millennial shopping trend – sub-segments analysis



due to changing lifestyles, the consumers do not have enough time to go and look for varieties at in-store outlets. Moreover, in big cities, like Pune, or Bangalore or New Delhi, on account of traffic problems, people avoid going for offline shopping. Majority of the people prefer online shopping. This can be attributed to the factors such as availability of large number of brands on a single platform. This gives the customers the ease of shopping and also, saves time. Further, in today's scenario, there are many discounts and promotional offers being offered by the different websites, which is further expected to boost the demand for shopping online among the customers. However, in some cases, in spite of discounts and offers, if he/she is in a low mood, they will not prefer to shop. And rather shop only, if they are in a happy mood.

Figure 3 illustrates the further segmentation and analysis of factors such as mood, brands, product and shopping. In India, the millennial are shifting their preferences from in-store shopping to online shopping, owing to the availability of varied number of brands. In today's scenario, millennial prefer going through the reviews and feedback before making their purchase decisions. Feedbacks and reviews from one customer help the other customer to make their purchase decisions. For instance, apps such as Myntra have launched their own brands such as Dress berry and Roadster,

Figure 3. Millennial shopping trend analysis – detailed sub-segment analysis

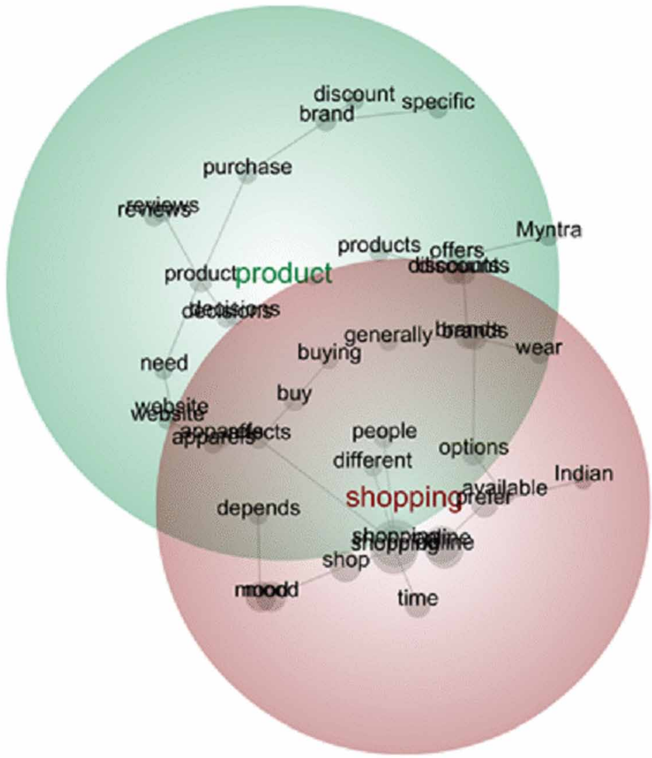


which do not have retail outlets and are only available online. So, in such cases the consumers do go through the reviews of these brands, to get a knowhow about its product quality and its brand image. But, in case of well established brands, the people do not prefer going through the reviews. They directly purchase the products.

Also, mood plays a vital role in making the purchase decisions, especially in case of females, and apparels. In several instances, the females do shop online for different attires to elevate their mood. If they are in a happy mood, they tend to shop and look for more apparel products.

In Figure 4, product and shopping are explained in a broader perspective. The shopping pattern of the millennial as compared to the previous generations has changed a lot. Firstly, this generation is a tech savvy generation, who suffice most of their shopping needs through the mobile and internet. Secondly, factors such as ease of shopping, time-constraint, and availability of more brands affect the shopping decisions of the millennial. In today's scenario, shopping online is quite easy and convenient and for professional people it is the best. Majority of the professionals prefer shopping online because it saves a lot of time. Also, shopping online is pocket friendly for the millennial customers.

Figure 4. Millennial shopping trend analysis on a broader perspective



Purchase of any product depends upon several factors such as reviews. Also, for apparels if some new brands are launched, then reviews help and matter a lot while purchasing the attires.

One very important thing while purchasing the clothes is quality. Quality can be checked when bought at in-stores, but it cannot be checked online. So, reviews form an important part particularly for online shopping. Furthermore, the online retailers emphasize more on designing and implementation of the exchange policies. These policies include an exchange or return period of any product, for around thirty days, wherein, the customers are given an option to exchange or return the products if they are not as per their needs.

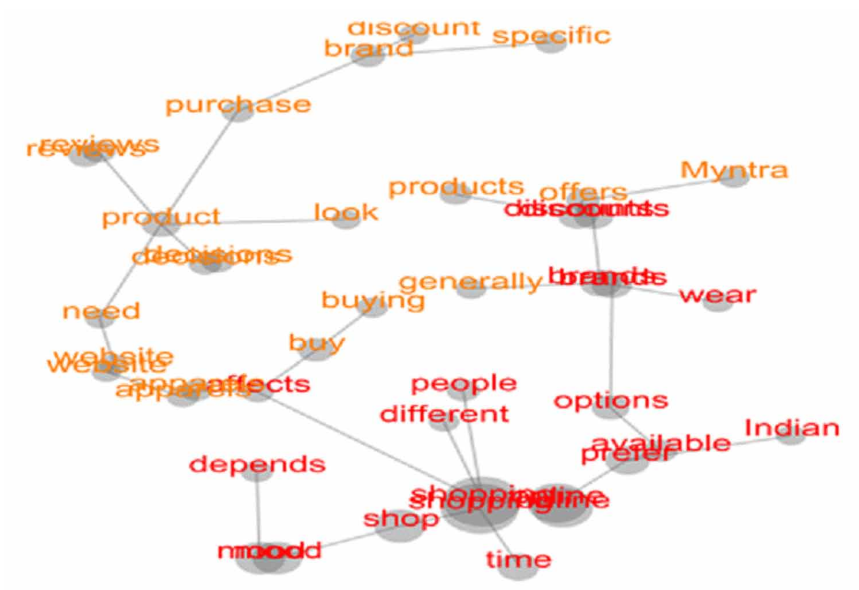
As per our study, there are many people who are not that brand specific and prefer for those brands which offer good discounts and features. In fact, most of the people who shop online opt for options with more discounts and attractive offers for festive seasons, weekend sale or end of season sale.

Figure 5 illustrates the linkage between shopping, products, brands and options available. Shopping depends upon the mood of the consumers and availability of time. As per the in-depth interviews conducted, millennial go for online shopping from Myntra due to the factors such as:

- Availability of varied options on one global platform
- Today's generation is tech savvy and always engages in doing comparative analysis for their shopping, which gives them valued shopping experience. What matters to them is how conveniently they get their products delivered at their door step, without any hassles of going out and looking for apparels. Myntra, is thereby one of the best options for the millennial customers.
- Return and exchange policies of Myntra also play an important factor in favorably impacting the customer choices and preferences. The company offers a window period wherein they give their customers a window period to exchange or return their products in case if the product delivered is not appropriate to their choice or is not of the relevant size.

Also, Myntra offers a lot of heavy discounts and offers on the branded as well as lesser known brands during the festive season, weekend sale, or end of season sale. This acts as a motivational factor for the customers to shop online. However,

Figure 5. Link between the different factors



there are a few customers who are brand specific and for whom discounts do not matter much. So, in such cases, the customers prefer their choices over discounts and offers. Also, few customers make their purchase decisions on reviews and recommendations of the products if they are lesser known in case of apparels. This can be attributed to the touch and feel factor, wherein, these customers cannot feel the quality of the apparels online unlike in-store outlets. So, reviews and feedbacks work the best for such kind of situations. Hence, from the aforementioned factors, it is very evident that the purchase decisions of the millennial customers depend solely on their mindset, mood, brands, discounts, reviews, and recommendations. All the factors are inter-related to each other.

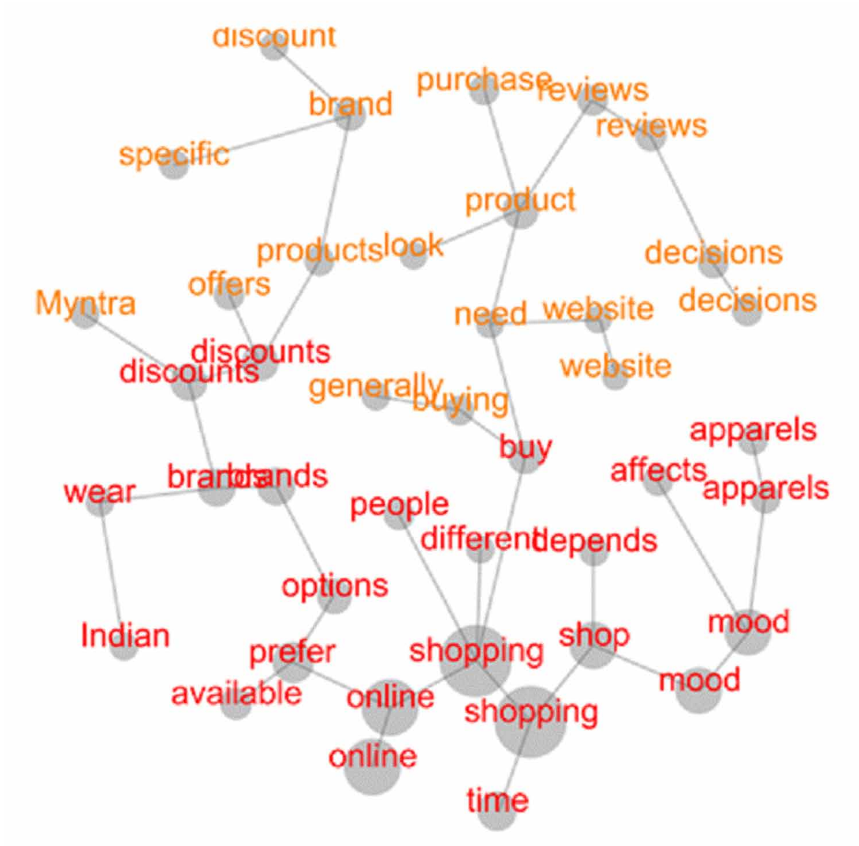
Figure 6 gives an in-depth analysis of the various attributes which affects shopping. In India, the millennial are shifting more towards shopping online and most of their preferences include shopping from the Myntra app. As discussed, shopping for apparels online majorly depends on the time constraints and mood of the customers. If the customers are in a good mood, they shop a lot. However, if the consumers are in a bad mood, a few still do shop, and a few prefer not to shop. Similarly, if time acts as a major constraint, then consumers opt for shopping online, wherein they get more options on one single platform at the same time, rather than going for shopping in-stores for different brands at different timings and different places.

Most of the customers prefer shopping for specific brands. This can be attributed to the brand loyalty, quality, and brand image for that apparel. Also, according to our study, few of the customers prefer quality over discounts unlike others who prefer discounts whatever be the brand. The purchase decisions of the customers depend upon the needs and requirements of the customers. Additionally, the shopping trends also depend upon the various websites image, brand image, reviews, and recommendations from the present millennial who have already purchased that product.

Observations

1. In today's scenario, consumers prefer shopping online owing to the factors such as availability of large number of brands and varieties on one global platform. Also, due to changing lifestyles majority of the consumers have a very hectic and busy schedule. All they want is hassle free and value for money shopping experience. However, if the consumers have enough time or need anything on urgent basis, they prefer for shopping from in-stores. So, at times, shopping depends and varies as per the needs and requirements of the consumers. Another vital factor which motivates the millennial to shop online includes the various discounts, promotional codes, offers, and deals that the websites offer to them. For a few customers, if the brands offer discounts it becomes an added advantage to shop, because at times, they don't feel the

Figure 6. Link between the different factors – In-depth analysis



prices worth the brand. Also, a few customers prefer choosing Myntra as their preferred online shopping destination on account of the presence of features such as filters, which is thereby expected to give more options to the customers. Furthermore, online shopping apps provide the customers door to door delivery of the products, hence, saving the transportation costs and time from going for in-store shopping outlets. Online shopping can be done any time, and from anywhere. Further, factors such as easy exchange and return policies are also expected to favorably impact the shopping trends of the customers. Gradually, in the last few years probability has certainly increased to get the exact product what we have ordered for. This wasn't the case a few years back because the concept was new and people were also hesitant to check whether it was correct or not. Hence, the concept of shopping online has significantly increased.

2. If the consumers are in a good mood, then they shop more. Instead of buying one product, they buy several products even if that is not required. Also, reviews and recommendations seem very positive at that time. If the consumers are in a low mood, even discounts don't matter, they tend not to shop because they think they might take decisions in haste and regret later. However, there are a few customers, for whom shopping acts as a mood buster and elevates their mood. In such situations, shopping acts as a stress buster for them and they shop a lot. During the research study, there were a few customers who change their color preferences according to their mood. For instance, if they are in happy mood, they would prefer bright colors. However, when in bad mood, they prefer dull colors.
3. Product reviews are definitely expected to affect the customer shopping trends because in case of online shopping we cannot touch and feel the quality of the apparels. Also, while purchasing for apparels online, we don't have the option to verify the product. So, in such cases, reviews and recommendations of the products play a vital role. If the reviews are not positive, the customers would not prefer buying that product.

This includes the relevancy percentage of any particular term which has been used during the interview. For instance, Myntra has the relevancy percentage of 19% to our topic. Similarly, Indian has the relevancy percentage of 14% to our topic. Shopping and apparels have 100% and 14% relevancy percentage respectively to our topic. This implies that the people in various cities of India prefer Myntra as their online shopping destination for apparels. This can be due to the factors such as the services and features that Myntra provides to its customers. Also, in India, the percentage of the consumers going for shopping has 100% relevancy percentage. Online shopping has the relevancy percentage as 60% to the topic. Several consumers are shifting their preferences from offline to online shopping with the changing time and their lifestyles coupled with ease that online shopping provides. According to our study, time plays an important role in making the purchase decisions. In today's generation, the consumers do not have time to go out and look for shopping in-stores or malls. They avoid hassle free shopping. Additionally, brands account for relevancy percentage of 29% to the topic and discounts hold relevancy percentage of 27% to the topic. Discounts are one of the important factors which boost the shopping decisions of the millennial consumer. In today's scenario, the consumers prefer discounts and offers (offers hold 16% of the relevancy percentage to our topic) for every product they purchase. This is because at times, they do not feel the worth for those brands as per their pricing. And, further, their shopping trends depend on the need and requirements of the consumer as well. Need accounts for relevancy percentage of 11%.

Figure 7. Map result analysis

```
Concept,Kind,Count,Relevance_percentage
Myntra,NAME GENERAL,22,19
Indian,NAME GENERAL,16,14
shopping,WORD ,117,100
shopping,WORD ,117,100
shop,WORD ,83,71
mood,WORD ,71,61
mood,WORD ,71,61
online,WORD ,70,60
online,WORD ,70,60
prefer,WORD ,43,37
product,WORD ,40,34
time,WORD ,34,29
brands,WORD ,34,29
brands,WORD ,34,29
buy,WORD ,34,29
discounts,WORD ,32,27
discounts,WORD ,32,27
brand,WORD ,31,26
options,WORD ,25,21
specific,WORD ,21,18
discount,WORD ,21,18
people,WORD ,20,17
reviews,WORD ,20,17
reviews,WORD ,20,17
offers,WORD ,19,16
products,WORD ,18,15
purchase,WORD ,18,15
depends,WORD ,18,15
available,WORD ,16,14
decisions,WORD ,16,14
decisions,WORD ,16,14
apparels,WORD ,16,14
apparels,WORD ,16,14
affects,WORD ,15,13
wear,WORD ,14,12
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CONCLUSION

According to the in-depth interviews and analysis, mood along with the mindset of the consumers play a very vital role while shopping online. In today's generation millennial are shifting their preferences from offline to online shopping. This can be attributed to the ease of shopping and availability of different brands with varied options in colors and sizes. Also, online shopping saves a lot of time and prevents the customers from undergoing various hassles. In India, the consumers shop for apparels from online sites depending on the range of services they offer such as door to door delivery option, payment options, ease of selecting the apparels by using various filters, availability of varied kinds of brands and options of apparels, along with the flexible rules and policies of the company.

If the customers have certain preferences for any brand, then they purchase from that particular brand. However, if they are flexible with the brands or prefer discounts over brands then they might change their decisions. Hence, mindset impacts the purchase decisions of the customers to a huge extent. Additionally, mood also plays an important factor while shopping online. It was observed that when the consumers are in good mood, they shop a lot. They might even shop for double the things that they actually wanted to buy. However, if the consumers are in a bad mood, then they might not at all go for shopping. In the same case, few customers prefer to go for shopping when in angry or low or sad mood to elevate their mood and bring a smile on their faces. Additionally, the emotions and feelings also affect the shopping trends. For instance, during the festive season, consumers shop for a lot of apparels for themselves as well their family members. This is because of the festive mood and also moreover, various shopping websites offers huge discounts during the festivals to attract consumers.

SUGGESTIONS

In today's scenario, online shopping pattern has really gained importance and impacted the Indian society. The millennial from the age group of 16 years to 34 years are mainly opting for online shopping, particularly for apparels, because of the convenience, flexibility, ease, pricing and authenticity that these platforms offer. For keeping pace with today's generation customers, it is very essential for the retailers to focus on the changing needs and preferences of these millennial. The below mentioned aspects can add value to the effectiveness of the chapter. Additionally, these can also help the retailers focus on understanding their customers, thereby formulating their marketing strategies accordingly.

- Key product types or benefits which attract the customers, should be the focus strategy of the retailers. The retailers should emphasize more on the mindset of the consumers, as to what kind of products they are actually looking for?
- How far is discount or offer affecting them?
- And what more features they can add to their websites or apps to attract more millennial customers?
- What best innovations the retailers can introduce, to make their shopping experience work with their mood and make them happy.
- How to create that brick and mortar feel for the customers, when they shop online for apparels

The aforementioned factors help the online retailers to understand the mindset and mood of young millennial customers, while making their purchase decisions, in order to attract and retain them. Hence, the retailers should accordingly change their strategies and implement them to increase their profit and success rate in the market.

LIMITATIONS

Time constraint was a major factor. This interview was taken from the working millennial customers. So, for them to take out time from their busy schedule for the interview was a bit difficult.

FUTURE SCOPE OF RESEARCH

In this study, the millennial customers of only a few regions were targeted. However, the rest of the regions in India size can also be considered which would thereby help in gathering and analyzing the information on a larger front. This would help to analyze the purchase decisions of the customers on a holistic front in India.

Additionally, analysis can also be done by segregating the male and female millennial consumers shopping trends, while purchasing the apparels online.

Key takeaways from the chapter include

- With the advent in technology and ease of shopping, the consumers are shifting their preferences towards online shopping.
- Along with the mindset, even mood impacts the shopping decisions of the customers across different regions.
- Reviews and feedbacks play a major role in customer shopping decisions.

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APPENDIX

Discussion Guide

I am conducting an in-depth interview for the mind and mood analysis of the young millennial consumers while shopping for apparels online. First of all, I would like to thank you for giving your valuable time and views for our topic.

- May I know your name and age?
- Can you say a few lines about yourself?
- What is your profession of work?

1. In today's scenario, consumers are changing their preferences from in-store to online shopping, for example, millennial who are probably more into shopping online. What is your opinion about this? Also, what would be your preference as a millennial?
2. Which one would you prefer and why?
   a. Shopping online or
   b. Offline

   Please give your views.

3. Which is the most common website from which you shop for apparels? Specific reasons, if any.
4. What do you usually shop for online?
   a. Indian attire
   b. Western wear
   c. Sports wear
5. Are you brand specific for clothing or your choice varies as per the pricing or discount offered by the different apparel brands or apps?
6. How any product review or feedback does affects your shopping trends?
7. How much do you think is mood responsible while we shop?
8. How your emotions and feelings are related to the purchase decisions which you make.
9. Is mood product or brand specific? I mean is there any specific brand which elevates your mood?
10. How do discounts, special offers or promotional codes affect your mood?
11. How much do you think shopping can be affected, when in angry or sad mood in comparison to when in a happy mood?

Is there anything more which you would like to add?

I'll be gathering and analyzing the information from you as well as from other respondents and further submitting it for publication.

Thank you for your valuable time and views.

Chapter 12
Mood of the Consumer:
Collective Choice, Culture, and Social Class

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ABSTRACT

Consumer mood is not simply a state of mind or general affective enterprise of individuals going to make any choice. It also acts as a moderator in making the person belong to the social world in some way. The act of choosing is an intentional behavior and dependent upon the mood, culture, and social class. The object of choice fit into the accumulated framework of meaning-making systems where the mood has an important role to play in a social world. It was observed by Savani et al (2010) that people in US context have a more independent and disjointed model of choice as compared with the Indian counterparts. The argument is about the intentionality to choose as not an individual stance but collectively derived behavior in a collectivist culture like India where groups matter.

INTRODUCTION

Is mood a communally emergent phenomenon which directs towards the inner self? In common sensical ways, moods are "those subtle emotional influences which colour perception, shape behaviour and yield sustained moment of happiness, sadness, nostalgia and regret" (Schnog, 2009; p. 191). Schnog (2009) further elaborated that

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moods are emotional states which are liable, sometimes volatile, and seemingly inexplicable in origin, while a psychological common sense about emotional life teaches us that moods always have been an inextricable part of the human emotional experience. (p. 191).

Some of the scholars explored the social reality of the inner self and identity and negated the connection of mood to it and some other just defined it as a state of mind (see Heidegger, 1927; Ratcliff, 2013). The circumstances under which mood changes its intention from one object reality to other is the minds social propensity rather than minds individuality. The psychic economy (see Butler, 1997) of mood to direct or sway away from the object of intention due to its inconvenience to direct its attention to a particular is an act of desirability, which has a temporal stance. The way mood gets a shift and framed in a social situation due to the realization of its social embeddedness is a matter of debate. For example, in the Indian scenario, the consumers' make choice to get a product does not imply to have the product immediately due to the socioeconomic constraints, thus, impelling the mood to get shifted towards another object in the real world. The mood of consumer fits into the mood of collective also, as different culture gives different pictures of mood. The mood of the consumer may also be taken as a social construct where its meaning is socioculturally framed through the discourses and dialectics of their group members. The mind of the consumer is the subjugated entity where the persuasiveness for the product through the advertisers affects the mood of the consumer which is often considered as independent and rational. Actually, the direction of the mood depends upon many other linked primary and secondary emotions such as sadness, happiness, anger, humiliations, jealousy, pride or schadenfreude, thus shaping the phenomenology of mood as a general state of mind. Heidegger (1927) opined that this general nature of mood clarifies the route of finding oneself. However, there are alterities where individuals or consumers come across shaping their perception of seeing the world and the product.

Research Objective

To attain a critical understanding about how mood of the consumer is not a simple, nascent and individualistic affective enterprise but has a connection with collective and social world.

LITERATURE REVIEW

Social Class, Mood, and Subjectivity

The social class structure of the individual's matters where the subjectivity of belongingness and the cultural repercussions activate the mood to engage in the choice and actions. Savani et al (2010) compared the meaning of choice between American and Indian population and reported that for Americans, the choice is seen in individuals' action but among Indians, the choice is connected to others. The approaches to connect mood with the choice are placed under the metatheoretical assumption of individualism and collectivism in the Western and the Indian context respectively (see Markus & Kityama, 1991). The stiffness of some theoretical approach to understand the consumers' mood to choose out of the given choices seems like individual rational decision making without giving any regard to the collective system.

When do we say that out choice is collective or individual and why so? It is imperative to contextualize this notion of categorization as a being who makes a choice and perceive it as an action in self or in collective. Actually, in both the cases decisions are made but to accomplish it in outcomes of having it or possessing it as an ideal consumer is a matter of being in some socioeconomic domain, for example, high-income country or low-income country categorization. In fact, this categorization is also not enough as in some cultural context socioeconomic position is latently affected by other factors such as being in any gendered hierarchy, or caste hierarchy or political affiliations. Studies showed in some countries that the choice is social class based (Douglas, 1976; Maza, 1997) and we cannot straightway generalize that Western and Indian context are uniquely individual and collective. It was observed that in the US context the working-class individuals are more sensitive to the choice of others than middle-class individuals (Na et al., 2016; p. 1). Consumers are categorized as someone who is capable of spending money and possessing any good of interest, however, consumers are also social agents who belong to any group, political culture, social class, gender, religion, and caste. Their choice is depended upon their state of mind, sometimes connoted as mood, but it is also subjective and difficult to be the part of daily discourse, so the problem with the mood is not in itself with its experience but in defining it in the language of the observer. One of the studies showed how other ratings and reviews of any product on Amazon.com may affect the choice of the prospective consumer and they are more swayed by the reviews rather than rating (Powell et al., 2017). They may also act as a mood booster to buy the product, if the reviews are large in number, despite the availability of intuitive statistical rating on the quality of the product.

Does consumer create his/her own choice of his/her intention to consume or this process of being and becoming the consumer limits the consumers' possible ways of being? As if the consumers being is regulated by the implicit theories of the outside real world, if it is so, comprising the physical, social and psychological factors situated in the historical and socio-political context. Consumer as a thinking person set his/her mood in order to belong to the social world in some way. That is, consumers act of making choice for some product nurture their sense of being in the world. In that way, mood depends upon the object available outside in the external world and the consumer is conscious of the same. So, the shift in the mood to have any particular object is also a conscious act of making choice to not have the product. According to Heideggar (1927), the mood is neither some emotion nor they colour the perception of any object in the real world (Ratcliffe, 2013). In the consumers' context, the mood seems to be a discursive act and not affect. The mood of the consumers led them to be discursive or vice versa comprising both the self and the other. If the consumer is in the mood to buy any product he/she has been reflective which is not the sudden emergence of one's state of mind, but it has historical proclivity driven by the experiences nurtured in time. Tice, Baumeister, Shmueli, and Muraven (2007) showed that positive affect induced in the consumers help in restoring the self after the experience of ego depletion which is the loss of psychological resources resulting in poorer self-regulation. This also implies to one's collective self-affiliation to one's group affiliation, knowledge about it and the value attached (Tajfel & Turner, 2001). The collective choice as an action in the direction of any product preference depends upon the perception of social support and the knowledge about one's in-group affiliations. This choice-making and mood dependency was well captured by Jean Baudrillard (1996) that object of choice bridge the personal relation between the individual and society, as in the form of image building, which is sustained according to one's position on the societal ladder. Thus, the mood of the consumer is well connected to the reality as it is perceived, signs and symbols and the society, which as per Baudrillard (1981), together constructs the meaningful shared existence

Shift in the Consumers' Mood

It may also be inferred that the shift in the mood of consumers' belonging to the different social class background is dependent upon the kind of social norms available, both in the eye of group members or in the public view. The traditional arguments about the consumers' mind approach the mood of the consumers in terms of their privacy of experience having a private language to describe it, which is in itself solipsistic. However, this seems problematic as private language will connote private thought structure which seems to be the antithesis to the rationality of being in a social world, at least in the case of consumers. The annotation about the role of private language for the private thought as an individualist phenomenon is to be looked critically, as it seems to be more a connection with social life in which we are acculturated (McGinn, 1997). The rational model of understanding the consumers' intentions inadvertently left out the feeling-as-information theory (Schwarz, 2012). The consumers' choice connects with their mood which in itself a social action directed towards the satisfaction of the self. It is not to say that either there is an individual self or a social self only but to affirm the existence of both at the same time. Krishna and Schwarz (2014) highlighted the challenging of the dominant computer metaphor of information processing where it was argued that 'mental activity is grounded in sensory experiences' (p. 1). Going beyond the aforesaid preposition, they discussed that marketing engages the consumers' sense and affect their perception, judgment, and behaviour (Krishna, 2012), and highlighted the role of embodiment, grounded cognition, context-sensitive perceptions, imagery and simulation in consumers behaviour (P.1). Research also explored the role of selected senses such as sight, smell, hearing, touch, and taste to figure out their effect on the consumers' experience and hence their mood (Pentz & Gerber, 2013). This implies that consumers' affiliation with their social group and their socioeconomic circumstances may impact their choice and shifts in the mood.

Inferring from the attribution theory in social psychology (Heider, 1958), the phenomenological aspects of mind may distinguish between the experience of mood as an actor and as an observer. Actor as a conscious being having the awareness and knowledge of his state of mind is the authentic source of information about his mood. This experience may contradict with the observers' version of the first person's mood. As in the context of consumers and a persuader, the mood of consumer becomes more authentic as a decision maker of his move to make a choice. The persuader has the knowledge about the context in which the object of persuasion will be optimally or satisfyingly shape the behaviour of consumer towards the objective of pursuant. The mood of an actor or consumer may also depend upon the perception of honesty and trust from the persuader or a negotiator to engage in buying or showing the interest in the product (Lewicki & Hanke, 2012). Generally, the completion of bargaining processes as wins or lose from either side was taken for granted without encompassing the actual position of being an actor or consumer. The methodology of understanding was rather epistemic on the observers' term than ontic, taking into account the cultural elements of being and existence. This is not arguing for the essentialism in the social class and cultural terms but to find out the better preposition to understand the consumers' act of making choice premising in the context. The context basically comprises the historical background of the consumer belonging to any social class together with the role of globalization and the unending process of marketing. The empathetic congruency between the actor and the observer that is between the consumer and the pursuant is a matter of consciousness where both have to go through similar experiences to complete the negotiation process. This congruency between the consciousnesses of the two creatures undergoing similar experience matters in the bargaining process. The meaning of the subjective consciousness as phenomenal and qualitative was avidly described by Thomas Nagel (1974), as "what is it like to be". So, what is it like to be a consumer can also be understood as what is it like to be in a mood of the consumer? What is it like to be in a group and how the mood of the group derives the mood and emotion of the consumers? This may further elaborate on the image building driven by the class structure where the mood of the consumer is moderated by the collective placed in the particular social structure.

Research Questions

1. Does the mood of the consumer is more driven by the external environment and the nature of object towards which it is intended?
2. What is mood and in what way it is shaped in the society or community?

Research Methodology

There were 36 papers which were taken under consideration and following ideas were derived out of it through content investigation.

Findings

Mood and Emotion of Consumer

The mood was contrasted with emotion in different ways (Cropanzano, Becker & Feldman, 2012), where emotions are linked to a specific object in the real world and mood doesn't (Morris & Keltner, 2000). It can be further explained that mood of the consumer may not be intense but moderate the behaviour or action as compared to the emotion. Emotion or affect tied to some object, for example, any product which revives the memory of happiness, is not same for the mood of the consumer. The mood is less intense and has long durations (Morris & Keltner, 2000) as compared to the emotions because there may be no identified clear goal. However, what comes first into the picture, mood or emotion of consumer, is a debatable issue. As one study noted that some emotion during the negotiation process, example, guilt, which is secondary emotion and is always felt among the privileged or powerful, lead to the positive outcome for the other side during the renegotiation process (Ketelaar & Au, 2003). Forgas, Bower, and Krantz (1984) showed that temporary mood states significantly impact the social interactions and remembrance of the social encounters such as bargaining or negotiation process.

The state of being in the negative affectivity or positivity affectivity decides the direction of social interpretations, as it may happen in the case of consumers' interaction with the outside world. This process of finding the direction of one's situatedness in the social world helps the consumers to interpret the mechanism of demand and supply in the more critical way. So, we can see that finding oneself in the social world through mood is not an individual atonement completely but the social interpretations in both the eye of self and the public. The immediate phenomenal world for the consumer is the world where he/she compare, contrast, agree or disagree, and shows the varieties of emotion legitimate enough to have one's identity interpreted discursively both verbally and nonverbally. It was observed that the negative mood of the consumer moderates the direction of the social interaction and perception. The consumer could be anyone, despite their age, region, class, gender. Carrington (2003) tried to understand the construction of children as a consumer. The artifacts which children from different social categories are influenced by denotes the social and psychological space of children where they construct their being. The mood of children and the role of artificial alters such as any inanimate figure or natural alter such as friend and family play an important role in the structuring of children as a consumer. The perception of being as a consumer connotes the independence of the person and not as a neutral object. Thus, the idea of being as a consumer accumulates the conscious state of experiences consisting of bi-collage of memories and emotions. The mood of the consumer is not a passive approach to be in the world rather it is an active rapprochement of one's being with the other in the social world.

The pioneer of mood study Alice Isen (1978) examined the effect of mood on the perception of the social world, where she gave free gifts to the people and tried to understand how it affects their response on evaluation survey. Elder and Krishna (2010) also showed how sensory perception may be affected by the external information. They noticed that taste perception was affected by the external information and food tasted better when the information passes through several modalities. Few interesting experiments, such as, on spontaneous consumption simulation depending upon the visual orientation due to the compatible cue available in the external world, may get into the shifts in the mood to consume or not (Elder & Krishna, 2012), has also made an important impact on the consumers' mood explanations. However, Freeman (2014) offered a critical approach to the experimental project on the mood studies and longed for the ontological structure of mood which is, as per Heidegger, are not available in the experiences of the world. Being in some particular mood is same as being in some situation where the consumer is not a neutral entity but in an introspective state of mind. The role of the actor in the form of the consumer in contact with the progenitor of the product who is also an actor in himself but devoid of the first person experience of the former. This ontological leap of having understood the position of the other actor or consumer is erroneous and miss the critical role of phenomenological self. It is imperative for the science of persuasion to have understood the exact state of mind of the consumers' mood to pin the method of persuasion for the proper result. According to Searle (1999), our conscious states come together in some mood (p. 77). All beings are in some mood in a situational context. One may infer that there may not be a plurality of mood but it exists in a singular format in the real time. Either there is 'this mood or that' without the existence of both in simultaneity. The concatenation of the conscious state in the form of moods, that is, good or bad, is not abrupt but it is a conscious state of mind strongly connected to emotions.

Consumers' Social Identity and Choice Making

Who is a consumer and when consumer engage in system justifying processes to buy a product which suits his/her class affiliation? The consumers' active engagement to make a preference to choose branded or high-quality product despite their socioeconomic circumstances is something which goes beyond the system justification of one's social standing. Social identity theory (Tajfel & Turner, 2004) talks about the group affiliation, collective self-esteem and social creativity on the part of a disadvantaged social group who try to cross the boundary of system justification to system change. That may imply to the consumer belonging to disadvantage social group who engage in active choice making in order to get out from the label of being in the disadvantaged social group. This is also linked to the mood of consumer who engages in the discourse of empowerment with the help of various social movements and gets attuned to the mood which connects with the future of being in a better position.

Social identification in the form social class affiliation matters for both the consumers and the marketers. Social identity acts as a guidance program for understanding the need of the consumers as per the demands of the situation. For example, consumers' identification with their in-groups such as their gender, religion, social class or caste as per the situation, lead to the social comparison. This social comparison in terms of the choice of product with the group which is in a better position to buy the product shows the level of aspiration. Dimofte, Goodstein, and Brubaugh (2015) 'explores the effects of consumers' self-comparisons with specific social identities associated with a product-based out-group that are primed by aspirational advertising' (p. 416). Though it was noticed that consumers' identity if perceived to be inferior to the primed social identity, the attitude towards the product was negative. The reduction of collective self-esteem due to the priming effect of the advertisement was found to be the major cause of change in the attitude towards the product. It was also found that by applying two marketers' strategies such as facilitated affiliation and indirect self-affirmation changed the attitude in the positive direction. The point of contention is the retention of one's self-esteem either in order to face the cognitive dissonance emerging out of one's group affiliation or crossing the boundary of being in the in-group having disadvantaged status. The mood of the consumer seems to be a property having features of the individuals' state of being in the social world. The impermeability of the group boundaries, that is, group members' initial affiliation to the primary group, may create a stumbling block to the members in being a consumer like in their group where the boundary is permeable. However, due to some externalities like affirmative action, education and social support may transform the identity of the consumer belonging to a lower status group having an impermeable boundary, towards the social mobility and social change. These factors prove to have an important impact on the identity and mood of the consumer to have better social status. It was also noticed in some research that the individual mobility of the group members from the particular social class background, may have a divergent effect on the group member, as they expect from that members to do something for the group members (Cote, 2011). This is an important point to note as this context of permeability may help the group members to form the aspiration for their future social mobility and making choice for effective buying. The consumers' choice making, mood and hence decision making very much depends on the group one identify with (see Champniss, Wilson, & Macdonald, 2015).

CONCLUSION AND IMPLICATION

The nation's growth depends upon both the economic and social growth of all the members belonging to different groups and it shows the movement towards equity and equality. The confidence to buy and being a responsible consumer together with the freedom to make an authentic choice in terms of goods of needs such as education, food, and basic living shows the working of the effective social system. The society where differences are not respected and there is the rampant rise of inequity based on different social categorization, may impact the mood and being of the prospective consumer and hit the economy adversely.

The managerial task in any domains seems to be futuristic in its endeavour, as we see that mood state is not a permanent positioning of one's self. The future of posterity depends much upon the value system and socialization in a culture. Since culture and subculture differ in varieties of contexts of collectivistic and individualistic (Triandis, 1995) societies, the unnecessary regime of marketing misses the cultural point of view. The approach to launch the product or denude the local meaning of the product with the new one and artificially generated one suppress the memories and cultural meaning of the product. The rampant marketing in the modern time is not without its problem in the quick shifts of the moods. For example, the experience nourished in a culture shape the tranquillity of mind and memories with the use of any artifact, which gets vehemently destroyed in the age of information overload (see also Connerton, 2009). The new system of marketing in modernity is not in its prime pursuit but in the promotion of consumption culture which has lost its social sensitivity. The managers have to act as activists in the right of millennial and posterity belonging to diverse identity groups without making them the victim of rampant erosion of memory and authentic mood in the modernity.

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Chapter 13
A Study on Consumer Satisfaction Towards Apple Smartwatches:
A Market Overview Perspective

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ABSTRACT

The focus of the present study is to gain knowledge about the different types of smartwatches with the help detailed mind and mood analysis of the consumers based on the factors influencing the consumers to prefer the Apple brand including the social and cultural factors and the problems faced by them on using other brands. Mind and mood analysis of the consumers included the understanding of social and cultural complexities during the process of buying the product and the post-purchase behavior. The process of buying a smartwatch started form exposure to a stimulus depending on the need and wants of the consumers and the attention was drawn. The learning process of the consumers about the brand or the product which later creating a perception in their minds, developing positive or negative attitude, resulting in a conative behavior, eventually resulting in the purchase of the product and may also result in the repeat purchase, leading to a habit formation, which later reinforce in brand preference, resulting in brand loyalty.

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INTRODUCTION

Growing importance of consumer satisfaction in today's time and its effect on customer loyalty and retention is a major area of concentration by organizations. The study looks at the shift of power from the brand to the consumers and how the organizations are dealing with the power shift and what are the future scopes of it. (Deloitte, 2014).Also looking at the factors which effect the consumer's buying pattern, a trust environment can be formed which can be advantageous by providing the consumer with a positive environment. (Joseph W. Alba & J. Wesley Hutchinson, 1998).

The growing concept of wearable and smart watches in India has risen due to the gratifying experience that is given to the consumers. The ease and convenience of the integrated digital sphere is giving way to rapid growth of the market. (Insights, 2014).The other reason for its rapid growth can be contributed to its inclusion in "Luxury Products". The consumers are adapting to a faster lifestyle and willing to spend money on products that make their life more hassle free which has led to growing dependency on technology for their day to day work like emailing, calls and messages. Smart Watches are like Smart Secretaries. (WARC, 2013).

According to IDC, total of 2.5 million units of wearable were shipped. 63.1% were purchased online with GOQ ii wearable contributing 15.1% to the total products sold. The major filters in terms of price continued to be less than 50$ or 3000 INR. (IDC, 2017).

The factors affecting the purchase is mainly focused on the pricing model. Consumers are willing to spend money on the smart watch but more than the brand name, the features are taking importance. Also, the compatibility with other devices play an important role while choosing the watch. (Adapa, 2016).Also, it is important to be stated that Consumers place a very high importance on Safety and Privacy. The level of importance given by the brand on Privacy and Safety of consumer influences the usage and popularity of the brand and its smart watches. Other than the two factors, Convenience and Ease of Use plays secondary importance. (Zitkienea, 2017).

RATIONALE BEHIND THE TOPIC

Customer Satisfaction is an important component of Consumer Behavior and Marketing Function and it can be easily defined by the number of customers who reports the experience, its products or its services has exceeded specified satisfaction goals. With many companies moving towards customer centric approach and understanding Customer satisfaction; levels and plan for its improvements are done by all most in all the businesses.

The focus of the present study is to gain knowledge about the different types of apple watches, factors influencing the customers to prefer a particular type and their needs and the problems faced by them using the watches. It would give us the insight on the process that a consumer goes through before making a purchase and how /where marketers can target to get their product in the periphery.

OBJECTIVES

- To gain knowledge about the different types of Apple brands.
- To understand the external and internal factors including mood that affect the decision making of the consumers.
- To find out the consumer satisfaction for APPLE Smart watches.
- To understand the future potential of Apple watches.

LITERATURE REVIEW

The launch of the Samsung Galaxy smart watch at has conveyed the idea of wearable electronics gadgets to the awareness of their users. Wearable is a quite broad term. These wearable gadgets are something that the user or the client actively wears on their body, effectively wears on their body, without the need to hold or convey. Although the statement can point to clothes, many other wearable be able to be grouped at the same time underneath the category. Watches are conceivably the wearable presently concerning the head of the largest part of a consumers' minds. With smart watches, the inventive innovation has done highlighting the potential ability of wearable gadgets an awesome justice even though the market offerings still are slim. (Adapa, 2016).

Watches begun as an innovation: first as machine gear-pieces and springs to control the hands, and after that as little electrical things fueled by thin lithium batteries. From that point forward, they have moved to end up as luxury, with powerful brand names and substantial, costly items. These days, watches are returning to the time of innovation. Many will pass on a telephone in their pockets, and take a gander at it to tell the time, rather than have a watch on their wrist. A cell phone can do as such a great deal more; it is a clock, an alarm, a stopwatch, a camera, an internet organizing portal, and moreover a cellphone. Along these lines, a watch needs to accomplish something other than tell the time.

It needs to offer convenience, and it should be a multipurpose gadget, something that will speak to the consumers. Smart watches speak to the most talked about item at display for the electronic wearable industry. Be that as it may, current gadgets have had a tendency to be somewhat massive, and not prepared to yet draw on the novel properties that wearable gadgets offer. Sony and Samsung have launched their watches using O-LED appears, however marks have not yet progressed to imaginative, really wraparound things. (Adapa, 2016).

Purchasers are progressively showing an energy for owning premium and extravagance watches, an example that surfaced continuously during the survey time frame. Urban Consumers see looks as a fashion object and are frequently possess more than one.

How important a watch is to us can very easily be seen by just opening any of the prevailing shopping websites. From Amazon and Flipkart to Myntra/Jabong, they all offer an altogether search genre called "Watches". Under watches there is such a vast more filters which makes choosing a watch easier. From choosing the dial shape to the material, to digital to analog and price range to name a few, there is no dearth in the wide range of the industry.

TYPES OF WATCHES (URBY, 2017)

1. **Smart Watches:** Apart from time, they serve additional usage where they can act as a mobile display, calculator or a health tracker. For Example: - Apple Watch
2. **Sports Watches:** Water-resistant and hard watch that includes features such like alarm, stopwatch, compass, heart rate monitor, and thermometer and tide indicator. They are usually preferred by Sports and Adventure Junkies. For Example: G-Shock Analog-Digital
3. **Premium Watches:** Anything above and beyond a basic "affordable" where you are paying for more than just function but for the brand, heritage, and craftsmanship. For Example: Citizen Satellite Wave- Air Analogue Black Dial Men's Watch.
4. **Digital Watches:** A digital watch is a type that displays the time digitally i.e. in numerals or other symbols. For Example: Casio Vintage Series Digital Black Dial Men's Watch
5. **Analog Watches:** An analog watch is where the time is indicated by the positions of rotating hands. For Example: Seiko SGEH47P1 Analog Watch - For Men
6. **Easily Afforded Watches:** The category of watches that come between low price and worth of-money. They have brand name and are mostly preferred by the age group of 14-25. For Example: Fastrack NG3123SM01 Upgrades Analog Watch - For Men

7. **Low Price Watches:** These are the really cheap watches and are mostly local or unknown brands. For Example: Modish Look MLJW9502 Analog Watch.
8. **Worth-Of-Money Watches:** These are the little expensive watches but which seems to be worth the money they demand as they not only provide brand name but also service at a fair rate. For Example: Fossil FS4552 Analog Watch - For Men
9. **Physicality Watches:** These are based on the physical features of the watch. From the type of dial to the material used for the band.
10. **Pocket Watches:** These are a very exotic genre as they are carried around in a chain and are usually associated with old rich novelties. For Example: Bromstad Antique 1002GG I P Gold Plating Metal Pocket Watch Chain
11. **LED Watches:** As opposed to utilizing hands and painted-on numbers to tell the time, the LED watch utilizes little light to create light. Whatever the time is, the diodes illuminate to show that time.

For example, if its 5:01, at that point the diodes for the 5, 0 and 1 will illuminate, telling the time. For Example: Skmei 0926L-Black LED Digital Watch - For Women

"SMART WATCH" has been chosen as the desired segment because as of late, the smartwatch has returned as a factor for mobile registering with some accomplishment and achievement. However, it is not clear how smartwatches are used and composed into regular daily existence uniquely in contrast to cell phones. When they initially launched, smartwatches were named as the up and coming era of gadgets set to change purchasers' lives. Furthermore, everyone was prepared to benefit from their "always on" status, which gave an incredible knowledge into purchaser mindset. Be that as it may, while the market at first developed quickly, it has started to slow down, as customers end up disappointed with the innovation's absence of particular needs, for example, high speed wireless and gadget particular applications. (Dubuisson, 2011).

Smart watches show objects incorporating both versatile mobile registering and fashion attributes. In spite of the fact that the mix of the two attributes is generally new, buyers' acknowledgment of smartwatches, one kind of wearable, is expanding. Nonetheless, regardless of the increased enthusiasm for smartwatches, sales are developing more slowly than anticipated. Keeping in mind the end goal, one ought to comprehend potential buyers' impression of smartwatches. (LEUNG, 2014).

SMARTWATCH MARKET SEGMENTATION: CATEGORY PORTFOLIO AND VARIANT (STATISTA, 2017)

By Type Product:

- **Extension Smartwatch:** A Bluetooth wristwatch that provides connection to a smartphone via Bluetooth.
- **Classic Smartwatch:** A great smartwatch consolidates an arrangement of electronic segments with a microchip equipped for running applications through which the user can access the Internet, check messages, make and get calls, screen and measure their everyday movement, run certain applications.
- **Standalone Smartwatch:** An independent smartwatch incorporates all the usefulness of a smartphone worked in. By and large, they can interface with 3G or 4G versatile systems and take a SIM card. Independent gadgets will interface with a system and refresh messages, alarms and warnings all alone.

SMART WATCHES CATEGORY SEGMENTATION

By Application:

- Personal Assistance
- Wellness
- Medical/ Health
- Sports
- Others

By Operating System:

- Android
- IOS
- Windows
- Others

By Geography:

- North America
- Europe
- Asia Pacific
- LAMEA

According to research from Berg Insight, sales of Smart glasses, smartwatches and wearable wellness trackers accomplished 8.3 million units worldwide in 2012, up from 3.1 million in the previous years. Creating at a compound yearly advancement rate of 50.6%, add up to shipments of wearable gadgets are required to reach 64 million units in 2017. Today wearable wellness and every day action trackers constitute by a long shot the vast majority of the shipments. As shown by Berg, before the finish the forecasted time frame, smart watches are anticipated to consolidate a great part and will then be the biggest wearable gadget section. Nonetheless, these numbers don't speak to a substantial sum when appeared in contrast to the cell phone market, which is relied upon to offer more than 1 billion units until 2013. This could be down to the way that really adaptable presentations are still being developed, and the buyers won't wish to purchase gadgets that does not completely convey the true convenience and usefulness they require. (Berg Insight: Shipments of wearable devices to reach 64 million in 2017, 2013).

As indicated by IDC public statement Report, "expects total smart wearable volumes to reach 21.5 million units shipped in 2016. By volume, smartwatches account for the largest part of the category, and are expected to reach a total value of $17.8 billion dollars in 2020." (IDC, 2017).

There are a few papers which are related to this topic and further strengthens the arguments made in this paper. The first paper talks about how watches have become an integral part of time factor in human lives. Nowadays there are no funding anyone without a clock at home or a wrist watch in their hand. Watches have become a necessity to all the economic classes in the society. This paper helps us understand the bran preferences of consumers with respect to Titan watches. (Halamata, 2013). The second research paper analysis the preference of attributed by the consumers of wrist watches through a conjoint analysis of the industry as there are lot of opportunities for the marketers in domestic and international markets. It majorly talks about the attributes that contributes the consumers preferences towards the watches so that the manufacturer could incorporate the same in their products. (Rose, 2015). The third research paper questions how smart watches have integrated in everyday life of the consumers. As of late, the smartwatch has returned as a shape factor for portable processing with some achievement. However, it is not clear how smartwatches are utilized and incorporated into regular day to day existence uniquely in contrast to cell phones. In this paper, the utilization of wearable cameras to record twelve Participants' day by day use of smartwatches, gathering and dissecting occurrences where watches were utilized from more than 34 days of client recording. This enables us to understand in detail 1009 watch employments. The recordings likewise helped in inspecting why and how smartwatches are utilized for movement following, notices, and in mix with cell phones. (Rosales, 2017) The fourth paper speaks about how smart watches is going to change the revolution of wearable plastic devices. It also talks about the exponential growth in the market of smart watches and the future potential of smart watches. (SMART WATCHES: THE START OF THE WEARABLE ELECTRONICS REVOLUTION?, 2014) Lastly, another paper identifies the key psychological factors of smart watch adoption and developments that in the extended TAM model (technology acceptance model) that integrates the findings into the original TAM constructs.

After going through all the reviews above, following conclusion about consumer behavior were arrived at when it comes to smartwatches and the broader category of watch:

- Even though Smart Watch has been around since 1980, it's in 2013 that it gained notice. And even though consumers are attracted to it and fascinated by it, that still doesn't convert to sales.
- Consumers want something new. They want more new features and low prices. The current batch of smart watches are lacking in some key features like high end wireless which is keeping away potential consumers.
- The largest target segmentation is Professionals. It has become a sort of social symbol in the workplace.
- The other two demographics are Students and the Visually Impaired – the voice commands are the optimal solution.
- According to users, it is very time saving as it cuts down the steps to checking an update on the smartphone. (Kim, 2015)

Also, according to the consumers interviewed, it is easier to carry and manage since they are wearing it and there is less chance of losing it.

KNOWLEDGE GAP

Internet has made the consumers aware of the smart watches and the benefits they offer .Smart watches help consumers perform their professional and personal tasks with perfection. They are developing a favorable perception towards these gadgets and their purchase intention is high. (Kumar, 2017).The adoption of smart watches by consumer sis increasing. The perceived usefulness and visibility of smart watches is increasing the rate of adoption. (Rauschnabel, 2016). A lot of research has been done on the consumer awareness and perception towards smart watches but very little research has been done on consumer satisfaction towards smart watches and the role of mood in it. Therefore, this chapter tries to research the level of consumer satisfaction towards smart watches and the role of mood of consumers in it.

RESEARCH METHODOLOGY

The research was qualitative in nature and the procedure and techniques used thematic analysis using the Leximancer software. Interviews were conducted among the consumers living in tier 1 and tier 2 cities, between 18-30 years of age, most of them were students, working professionals and had an inclination towards the fitness. These consumers were either aspirers or explorers, they loved technology and were fitness addicts and try to maintain a social class. The criteria of choosing the respondents was that they should own an apple smartwatch or have used it for at least 2 months. In-depth interviews of 21 respondents were taken using discussion guide as a tool. The interviews lasted for about 45 mins to 1 hour. Prior to the interviews pre-interviews were conducted with each selected participant to review the criteria and answer any question and sign the consent form. The research was an exploratory research.

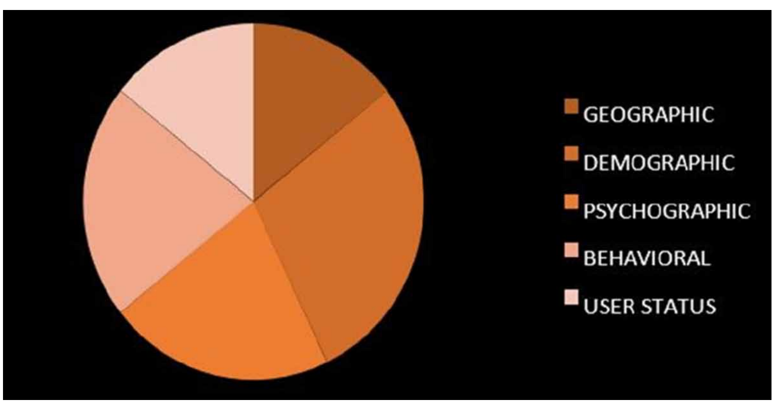
TARGET GROUP PROFILE

- **Geographic:** Consumers living in Tier I, Tier II cities – due to low internet connectivity and low purchase of luxury products in Tier 3 cities.

Demographic

- **Gender:** Both Male and Female
- **Age:** Between 18-30 years of age
- **Income:** High Income and Middle-Income consumer

Figure 1.



- **Occupation:** Both Creative and Corporate Professionals, Students and Fitness Gurus.

Psychographic

- **Lifestyle:** Consumers are aspirers or explorers
- **Activities:** They love technology and are fitness addicts.
- **Social Class:** The consumer will buy to maintain a Social class

Behavioral

- Loyalty: Hard Core Loyalist or Switchers
- Benefits: Recreation and Self expression
- Personality: Are Determined and ambitious

User Status

- High Users, Non-Users as well as Potential Users.

FINDINGS

The consumers were well aware of the features of the smart watch and there was brand awareness among the consumers.

The Consumers were also well aware of the promotions done by the company but they mostly bought it because of recommendations either by friends or family. Most of the respondents were using the approximately for 6 months and were not really happy with the pricing but had purchased due to the to the parent company apple and were loyal apple consumers. So, the price affects the mood of the customers too.

According to the respondents the major competitions and threats to the apple smart watch were Samsung Smart watch and moto smart watch. The consumers over a large were satisfied with the watch and the features the watch is providing.

Price is a major negative factor for the Apple Smartwatch, as its competitors are providing the same features in low price range and better compatibility with android and apple phones than the Apple Smartwatches.

MAIN THEMES

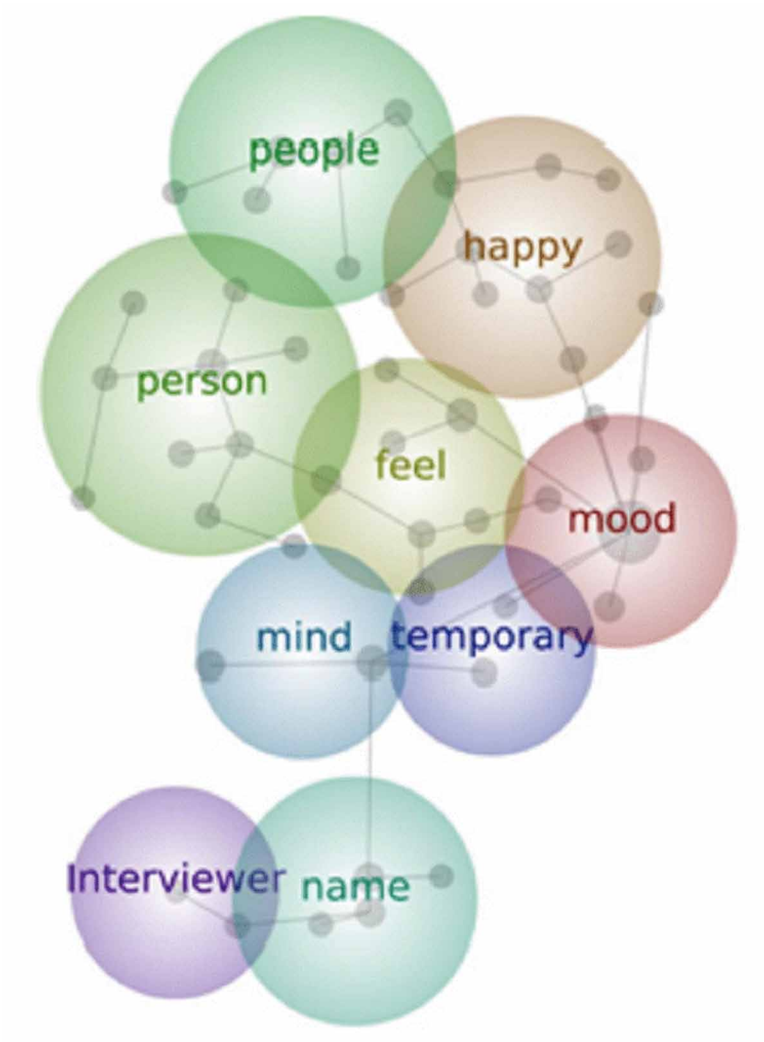
- **Phone:** People depending upon whether they use iPhone or Android based phones accordingly buy Apple watch or smart watches compatible to android phones.
- **Smart:** People who can afford expensive watches prefer smart watches over analog watches.
- **Pressure:** A quite significant proportion of people bought smart watches due to peer pressure from friends.
- **Wear:** This shows how regularly people wear and use their smart watches. 5) Features: People prefer more features on their smart watches. This is one reason why people choose apple watches over other smart watches in same price category. 6) Watch: People talked about different kinds of watches that they use or that they came across.
- **Apple:** Apple is the major player in technology and people correlate Apple watches and Apple brand name and therefore, believe that Apple watches are of superior quality
- **Purchase:** It indicates how long people take to decide to buy smart watch. Moreover, it also tells us about what are their motivation to purchase smart watches and their post purchase experience.
- **Feel:** It shows how the 'feel' of use of Apple watches is different from others smart watches.
- **Consumer:** A lot of people are hard core Apple brand followers, as they trust the brand. They prefer Apple products over products from other brands and that's why they choose Apple watch.

ANALYSIS

After settling on a qualitative data analysis approach, a specific data analysis technique was chosen. The technique chosen was theme matching. In this way, the researchers were able to match and compare the data with the theoretical framework that was constructed. The analysis of the data collected has been done using the Leximancer software to understand the major themes generated through the interviews taken and data generated through analysis of the bubbles. The major themes generated through the responses were:

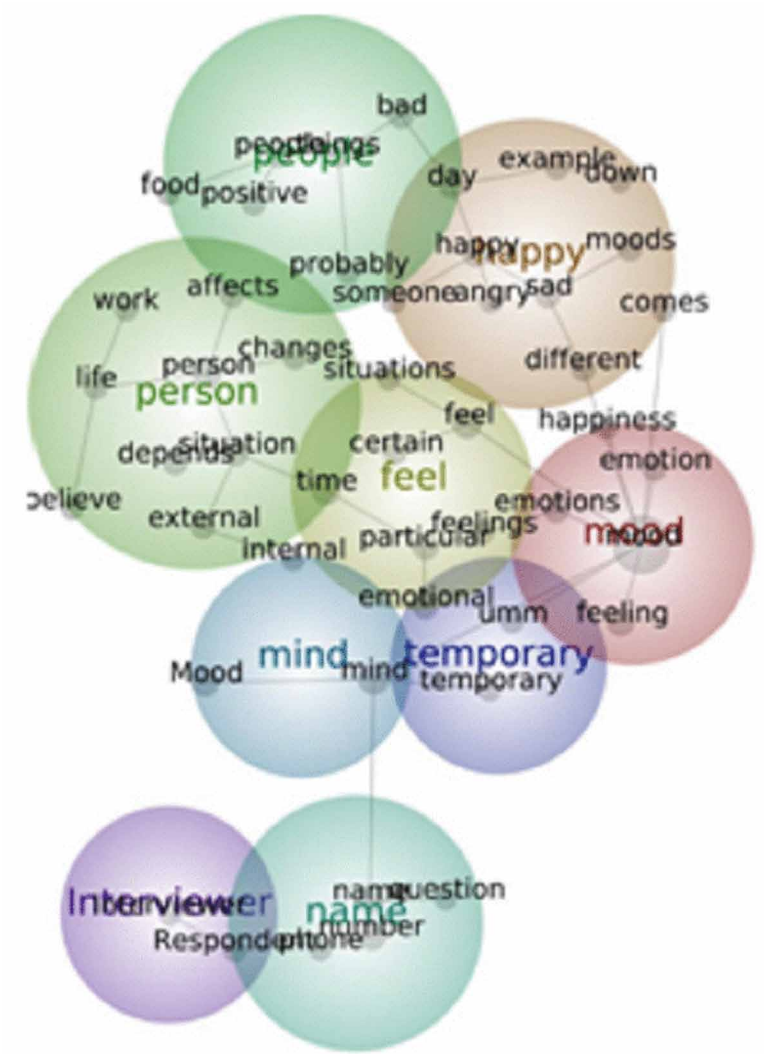
- **Watch:** The responses that were recorded revolved around this broad theme. The sub themes suggest that

Figure 2.



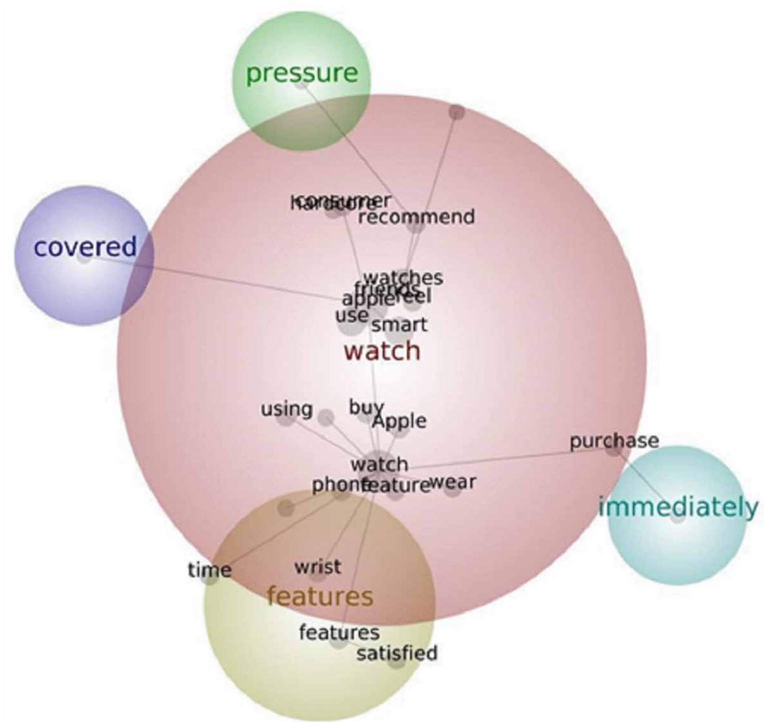
- The appeal of the watch makes it more attractive to the consumers.
- The features of the watch are the most important factor for the consumers while choosing a smart watch.
- The purchase decision of the consumers depends on the on the features of the smart watch directly.
- The consumers are satisfied with the apple smart watch but are a little unhappy about the price as a factor.

Figure 3.



- According to the consumers the major threat to the apple smart watch are Moto smart watch and Samsung smart watch.
- Phone is major theme which states that the compatibility of the watch with the apple phone is a major feature of the watch.
- **Features:** This shows that the major factor of the consumer purchase decision is features of the watch. The major themes under features are.

Figure 4.



- **Wrist:** The respondents feel that the having a phone on your wrist makes is more convenient for the consumers.
- **Time:** The watch saves the time of the consumers and it makes the life much easy.
- **Satisfied:** The consumers are satisfied with the smart watch because of the features which makes it convenient for them to use a wrist watch instead of the phone.

The Sub Themes are

- **Phones:** States that the compatibility of the watch with the apple phone is a major feature of the watch but also counts as a negative factor for the consumers who don't own an iPhone.

CONCLUSION

After doing thorough study, in-depth interviews and analysis it was concluded that even though apple watches are expensive, it is a great product. It is not something people 'must have' but it is nice to have an Apple watch. The Apple watches customer segment can be broadly classified into three categories. First, people who are loyal to Apple brand and believe that Apple products are superior to others. Second segment of people uses Apple watches because of social status attached with Apple while the third segment is of utilitarian's who buys Apple watches due to its functionalities. The reason why people go for Apple watches even though other alternatives like analogous watch can be categories into two categories – (1) Convenience & (2) Health assist function

- **Convenience:** Apple watches can duplicate as iPhone screen which allows consumers to read email and messages without taking iPhone out.
- It can be used as navigation system. This is particularly very useful when people are driving.
- Options to customized Apple watch home screen.
- It can be used to control the music system on iPhone and also function as TV remote for Apple TV.

Important thing here to remember is that iPhone and Mac PCs are capable of doing almost the function of Apple watch. Therefore, convenience plays an important role in helping people to decide what kind of smart watches

Health Assist Functions

- It helps to track down the total amount of work out done by a person. It checks the pulse rate and heart rate.
- It can even monitor the quality of sleep a person is taking.

Even with all these benefits, a large portion of people are not convinced with Apple watch concepts, they believe that it is expensive and is not fairly priced however, a lot of consumers of the survey suggested that for the money it costs they aren't worth it, even including the brand premium for Apple. They were not happy with the high price concept and this affects their mood and thereby the buying preference. A lot of them said that they knew a few people who use Apple watch but the number of people using Android based smart watches are quite high.

Apple updates its watch every year or two. People who can afford might change their watch so frequently, but majority of the population won't. People might pay for a phone but not extra for the watch However, the demand for Apple watches is still because of above mentioned benefit and utility that people get from them.

In conclusion, Steve Jobs quoted "creativity is just connecting dots" and this is exactly what the apple smart watch is doing - it is connecting the fits between hassle free mobile usage and smarter tech for everyday use. Therefore, for all its faults Apple smart watch is one of the best gadgets that Apple has produced.

RECOMMENDATIONS AND SUGGESTIONS

Lowering down the price range of the Apple Smartwatches as the competitors are providing the same features in lower range in addition to Adding android support to the Apple Smartwatch to improve the compatibility of the Watch with the android phone users. This will also increase the market share of the Apple Smartwatch.

Apple watches face critical dangers of imitation and other brand competitors, which are significant difficulties influencing players in the business. A marketing plan ought to be taken forward to address these dangers through a more grounded and stronger portfolio, alongside consistent innovative development to guarantee both the superior technology and competitive advantage of Apple items not withstanding when the competition brands attempt to catch up.

FUTURE POTENTIAL

- Interest for smartwatches has cooled as buyers as wait expectantly for better functionality. Be that as it may, early sales and queries recommends the market could take off when functionality and technology improve.
- Apple will keep on driving a significant bit of the general market, but in any case, Android Wear gadgets will rapidly emerge in developing markets that embrace the innovation.
- Fitness and health will remain a prevailing section of the smartwatch market, giving social health care providers, hospitals and fitness centers with investment funds. As innovation and application improvement advances, the advantages of smartwatches inside these sections will turn out to be considerably more powerful.
- The eventual fate of the smartwatch market remains fairly vague, in any case, there is significant open door for organizations and designers to start understanding and exploring the advancement of smartwatch market. This

will give them a head begin against existing competitions and emerging competitions.

- Gives in-depth knowledge into what advances should be taken a shot at keeping in mind the end goal to boost future development, the impacts they will have available, and how they can be utilized.

LIMITATIONS OF THE RESEARCH

Due to high pricing and non-experience, it was difficult to conduct interviews as the majority of the users were recent purchasers. Also, the variety of brands were missing with brands like Apple, Fitbit, Sony and Samsung featuring on the list. Due to such a homogenous collection of name, the insight couldn't be rich and give complete perspective of the range of smart watches available in the market.

FUTURE SCOPE OF RESEARCH

There has not been much research done on the on the adoption of smart watches by the consumer. This research would be contributing in some of the knowledge gap. Due to scarcity of research and papers, there is a huge scope for further researches to be conducted.

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Chapter 14
Understanding the Effect of Cultural Factors on Consumers Moods While Purchasing Gold Jewelry:
With Reference to Brand Tanishq

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ABSTRACT

The researchers believe that the category of gold jewelry is evolving rapidly and has a lot of potential. Delving deeper into the topic will give a more holistic understanding of how marketers can target the Indian jewelry segment better. Understanding the patterns of buying behavior of gold jewelry consumers will help the researchers derive insight on how to market gold better. The way things currently pan out show the great role of promotional activities in the business of marketing gold jewelry. Through various sources and various ways big business establishments in gold jewelry are creating awareness on their brand. There are various promotional activities followed by jewelry shops for attracting new consumers and also for satisfying their existing consumers. Advertisements are of various types and still play a significant role as a promotional strategy especially in the gold jewelry market. The regional factors greatly influence it.

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INTRODUCTION

The recent times have seen a gradual but definite change in the format of purchase of gold and more specifically gold jewellery. India has always had an extremely diverse culture depending on the geographic locations of and these cultural nuances are seen in the way people dress, the food they eat and several other factors. The key to understanding the consumer behaviour is therefore to understand the cultural annotations and nuances especially in the case of jewellery purchasing.

Gold especially bought for the occasion of a wedding is seen as an investment and stems from the concept of Stri Dhan. It was given to the woman at the time of her marriage and was her inheritance. This later evolved into the concept of giving a token amount during the wedding itself. This Vedic concept spread through the Indian society and is also a part of non-Hindu cultures such as the Parsi culture, Islamic concept of Mehr and a crucial part of the trousseau in Christian weddings. This osmosis and leaching of this culture can be seen with the analogy of the Bene Israle, while the wedding traditions mainly echo those inherent to Judaism except for the inclusion of gold jewellery which has seeped into the culture and in contrast to Jews all over who only purchase the wedding ring made of gold the Bene Israle Jews have several ornaments and accessories.

There is occasion based buying and festival buying as well. Occasions like Akshaytritiya, Dhanteras are auspicious days to purchase gold. In addition to this wedding trousseaus are often put together over years and so there is a high likelihood that events such as land mark birthdays are seen as occasions to buy gold. In addition to this gold is bought as a gift item also. Given that today jewellers in urban areas have created an aspiration appeal in context to owning gold targeting working women and making gold a symbol for not just beauty but also empowerment.

The category of gold is an extremely interesting category to study in terms of the influences of advertising because there is a high amount of investment which is taken on an emotional basis and is highly influenced by cultural and regional influences especially in the Indian context. In India Gold forms an integral part of the customs and traditions especially in the context of weddings and rituals, it is also considered as an investment and has a lot of cultural significance.

The basis of this chapter is to understand the purchasing behaviour of the consumers when they interact with a brand's communication. The purpose of the study is to analyse the different cultural and regional factors that connect with the purchase behaviour. The brand Tanishq has been an integral part of the Indian jewellery segment and has been known for its diverse communication and branding. It has been known to showcase progressive, diverse and out of the box communication and the purpose of this paper is to identify the influence of the communication on the consumer's mood. The mood in turn greatly affects the purchase behaviour and understanding this would help a deeper understanding of consumer decision making.

The impact of this study will help understand the purchase making decisions with the case study of Tanishq in mind but can be applied to other brands as well. It also helps analyse how the mood of the consumer is influenced by the regional and cultural influences in the marketing communication.

The Rationale

Advertisements are of various types and still play a significant role as a promotional strategy especially in the gold jewellery market. The regional factors greatly influence it. Delving deeper into the topic will give a more holistic understanding of how marketers can target the Indian jewellery segment better. In addition to this an exploratory study in the current trends will also highlight the different factors that cultural connotations lead to which influence buying behaviour. Therefore the researchers have narrowed down the topic to "The Mood analysis of the Indian Consumer on the Purchase Behaviour of Cultural and Regional Factors Portrayed in Advertising: A Case Study on Tanishq"

Research Objectives

1. To understand the various regional and cultural factors that influence the consumer while they purchase branded gold jewellery.
2. The role of communication in affecting the mood of consumers while purchase.
3. The role of mood of the consumer in influencing the purchase of the brand, in this case Tanishq

LITERATURE REVIEW

It is important to study the consumer behaviour in the product purchase cycle for the category of Jewellery for the following reasons:

The purchase cycle around Jewellery is a much more diverse affair in the Indian context not only is Jewellery seen as having aesthetic appeal and adornments but has a deeper intrinsic cultural connotation which is seeing a paradigm shift with modernization and a change in not only what consumers buy but also how they buy and who is buying. (Schiffman, 9th edition)

In addition to this, recent economic phenomena such as demonetization as well as buying trends like Jewellery rentals, imitation Jewellery, and online shopping have greatly influenced the way people view and purchase the products of this category (Virdi S, 2007)

Variants in Category

Product type (with sub types under each)

- Wrist Watches
- Rings
- Earrings
- Pendants
- Bangles
- Necklaces

Target consumer

- Men/women
- Age
- Income

Cost wise Segmentation

- Under Rs.5000
- Rs.5001 to Rs.10000
- Rs.10001 to Rs.20000
- Rs.20001 to Rs.30000
- Rs.30001 to Rs.40000
- Rs.40001 to Rs.50000

Weight Ranges

- 0-2 gms
- 2-5 gms
- 5-10 gms
- 10-20 gms
- 20-30 gms
- >30 gms

Occasion

- Wedding
- Evening
- Work Wear
- Everyday
- Desk to Dinner

Consumer Profile

The above table indicates the general profile of the 400 consumers who have purchased gold jewellery. About 79.8% of the respondents are female, 39.8% of the respondents are between 36-45 years of age, 86.8% of them are married, 39.8 of them are educated up to school level, and 34.5% of them are unemployed. 42.8% of the consumers earn less than Rs.25, 000 and save less than Rs.5, 000 for a month.

The above table reveals that, majority of the consumers purchase gold jewellery for the purpose of investment and necessity is the main factor influencing them to purchase gold jewellery.

The table above reveals that, 37 per cent of the consumer purchase gold jewellery whenever need arises, 45 per cent of the consumers like to purchase readymade ornaments and 51.5 per cent of the consumers purchase traditional Indian jewellery.

Titan Company Ltd, which sells jewellery under the Tanishq brand, has retained its 15 percent revenue growth forecast in the segment despite a dip in the previous fiscal year in the year 2016. India's Titan Company said in a stock exchange filing that its performance in the October 2016-December 2016 quarter was lifted by a 15 percent retail growth in its jewellery brand, Tanishq, despite India's demonetization of the country's ₹500 and ₹1,000 notes weakening consumer demand. The brand drastic slowdown" for a few days after Prime Minister Narendra Modi's announcement of the demonetization policy, but a recovery in its modern retail and dedicated retail channels was clearly visible within a few days. The Tanishq brand saw sales growth of 40 percent during the festive period in October. The company calls it one of their best festive seasons in the last few years. (The Diamond Loupe, 2017)

Titan reports that the brand saw an "abnormally high rush of buyers" at its stores on the day demonetization was announced, but after a brief period of sales slowdown, Tanishq's average daily sales were close to the average daily sales. In its filing, Tata Group firm Titan Company said its jewellery sales have reached "pre demonetization" level in December but sales of watches through multi-brand outlets are yet to recover. It added that Tanishq's revenues have grown reasonably "despite the base effect due to the studded-jewellery activation started in the third

Table 1. Demographic Profiling for the Gold Jewellery buying segment:

Factors		No. of Consumers	Per cent
Gender	Male	81	20.2
	Female	319	79.8
Age (in years)	Less than 25	46	11.4
	26-35	76	19.0
	36-45	159	39.8
	46-55	100	25.0
	Above 55	19	4.8
Marital status	Married	347	86.8
	Unmarried	53	13.2
Educational Qualification	No formal education	20	5.0
	School level	159	39.8
	College level	126	31.4
	Professional	95	23.8
Occupational Status	Agriculture	26	6.5
	Professional	60	15.0
	Salaried	109	27.2
	Business	67	16.8
	Unemployed	138	34.5
Monthly Family Income (Rs.)	Less than 25000	171	42.8
	25001 – 50000	129	32.2
	50001 -75000	59	14.8
	75001 and above	41	10.2
Monthly Savings (Rs.)	Less than 5000	232	58.0
	5001 – 10000	106	26.5
	Above 10000	62	15.5
TOTAL		400	100.0

(Gomathy C. Y., 2015)

quarter of the last financial year, and the impact of demonetization". The company said that almost all of its sales were either through its Gold Harvest scheme – where customers had paid advances for custom jewellery before demonetization – or through digital modes of payment. The Tanishq retail chain currently includes 166 exclusive boutiques in 90 cities, making it India's first and largest jewellery retail store chain. (FFC Information Solution Pvt, Ltd, 2014)

In addition to this in its most recent campaigns the focus of the ads was on the family relationship. One on the importance of the family background, where the

Table 2. Influencing Factors for Consumer Looking to buy Gold Jewellery

Factors		No. of consumers	per cent
Purpose	Investment	318	79.5
	Fashion	82	20.5
	Gift	30	7.5
Influencing Factors	Disposable income	57	14.6
	Easy finance	86	22.1
	Past experience	18	4.6
	Necessity	141	36.2
	Comfort wearing	72	18.5
	Social status	57	14.6
	Customized jewelers	14	3.6
	When ever gold price falls	108	27.7

(Gomathy C. Y., 2015)

Table 3. Occasions and Kind of Design

Factors		No. of consumers	Per cent
Frequency of Purchase	Whenever I feel	81	20.3
	Once in a year	59	14.8
	Whenever need arises	148	37.0
	Special occasions	112	28.0
Special Occasions	Birth day	5	6.8
	Marriage	39	52.7
	Festival	6	8.1
	Akshayathrithiyai	28	37.8
	Anniversary	4	5.4
	Others	7	9.5
Prefer to Buy	Readymade ornaments	180	45.0
	Place an order	75	18.8
	Both	145	36.3
Kind of Design	Traditional Indian	206	51.5
	Classic western	67	16.8
	Fashion	137	34.3
	Antique	41	10.3

(Gomathy C. Y., 2015)

family is Punjabi and the grandmother wishes that the grand daughter would get married into another community so that she could buy multiple sets of jewellery and the more recent advertisement that shows the reaction and moods of father of various regions on the day of their daughter's weddings. These ads resonated with the idea that was given during the interviews. (Pioneer, 2017)

To understand this further, the researchers look into the work done in research in relation to the market trends. (Deveshwar & Kumari, 2006) In the paper "Customer preference towards branded jewellery" have observed that the Jewellery segment is one of the fastest emerging industries in the Indian economy. It has a combination of both organized and unorganized sector. While there has been a largely disorganized retail in the segment, over the last few years the organised sector has seen a huge advancement. This is attributed to the increasing level of awareness and preference of branded jewellery. Jewellery industry uses a number of techniques for escalating their profit and market shares. The key strategy is to increase the trust and emotional connection as the product involves higher investment. In addition to this there is an entrance of e-commerce into the jewellery segment. Tanishq, plans to leverage the digital presence of online jewellery retailer CaratLane to increase its digital presence to woo tech savvy buyers, especially in the low-ticket purchases (FRPT Research, 2016).

In addition to this the way that advertising has also changed drastically in the last few years however what remains constant is the influence of culture. If earlier research is taken into account the concept of a "national culture" definitely influences consumer behaviour has considerable influence on consumer behaviour. However it has been observed that with globalization, culture becomes predominantly important strategic issue in market that has to be faced and properly managed. (Banerjee, 2008)

In addition to this a challenge today is competing with the plethora of brands hence branding the jewellery correctly and creating a distinction, while communicating a unique message is essential. Branding is an important tool for increasing the awareness and sale of the products and services for branded jewellery. The segment as a whole confirms the quality, purity, durability and several social, environmental standards of the Jewellery. Not only does accurate branding and positioning create awareness and loyalty it also increases the life time value of the company by converting a trial consumer or a one-time user into permanent consumer (Sanjula, 2017). Jewellery has also an added of being an investment option and a lot of brands like Tanishq also have communicated the inherent property of gold being security through their communication, In addition to this, the gross margins are higher in jewellery businesses that are design led. Also, massive profits can be registered by offering a mix of gold and diamond jewellery. (Narang, 2017)

The luxury segment is also seeing a lot of growth. In his article (GHOSH, 2011) "Glistening upturn in branded luxury jewellery" the author highlights the mass to class luxury where he explains the dichotomous relationship between the increasing competition as a result of entry of large number of foreign players in luxury jewellery retail, and in effect the domestic brands also converting and upgrading them from the mass to class luxury retail. This has increased the types of communication that these brands do to create distinct identities.

Knowledge Gaps

While there has been extensive work in understanding where the segment of branded jewellery stands and where the communication needs to be done there is a lack of research done to understand the mood of consumers and exactly how there is an influence between the cultural factors and the purchase of jewellery.

The second identifiable gap that is aimed to be covered by this study is the lack of research that is done keeping a specific brand in mind. The brand Tanishq is interesting to study as it is an entirely home-grown brand that has deep connections with the Indian culture in addition to this it has mastered the art of communication hence it is interesting to put a lens on the brand to understand their communication.

The third gap is that there is limited research that has been done in context to understanding to correlation between the mood and the purchase behaviour keeping regional and cultural factors in mind. While this technique of communication is possibly used across categories it is not well researched.

Research Question

1. What are specific mood elevator stimulus for the brand “Tanishq”?

RESEARCH METHODOLOGY

Since the study required a more in-depth understanding, a qualitative tool of thematic analysis was used. The 21 interviews conducted were done among the consumers of the brand to understand what their experiences were with the brand. The researchers also conducted an ad clinic (See Appendix) to better understand the immediate reactions of the respondents to an ad by the brand with cultural connotations.

The respondents were women from tier 1 & 2 cities between the ages of 18-30. They were young working professionals or students. They belonged to NCCS A, and the criteria for choosing them was that they had to have had some experience with jewellery shopping at some point. Before the interview a pre interview was taken to get consent and to understand the respondents experience with jewellery shopping as well.

The discussion that followed was based on a discussion guide (See Appendix)

Each interview lasted 45 minutes and the questions asked were exploratory in nature

Tools: In - Depth Interview and Thematic Analysis

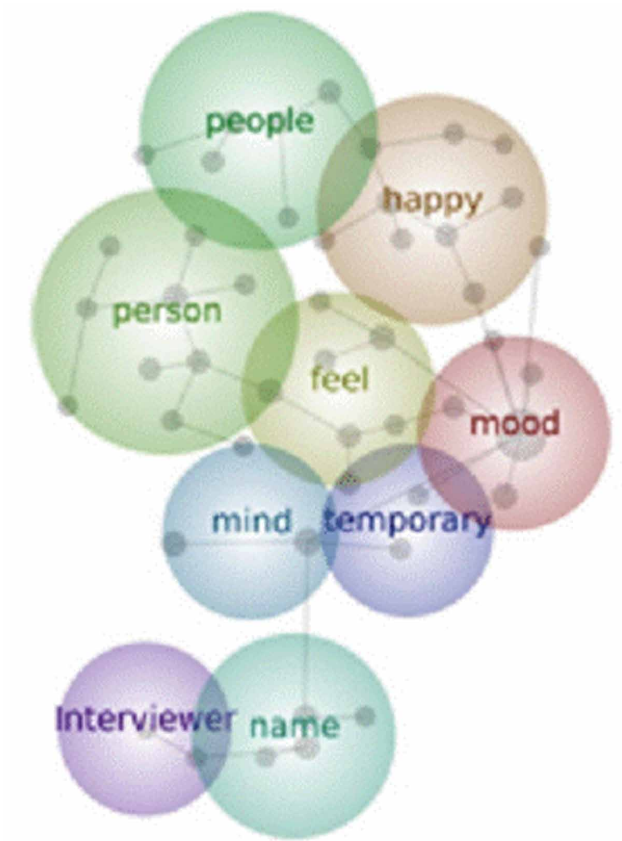
Thematic analysis was the tool taken to analyses they data. The transcripts of the interviews were run through the Leximancer Software to create a theme matching grid or map which helped highlight the major themes as well as create bubbles that showed how each of the key topics were related. Leximancer automatically conducts lexical analysis on a given qualitative dataset and provides information related to word-count, word connectivity (how many times does a word appear in conjunction with another) and study of context among other important data points. These have been used in a uniform manner to make the results of the different categories comparable in term of the objective of the study that is – 'attempting to find out what kind of insight can be obtained about purchase intention on the basis of the operational definition of consumers' mood'.

The major themes that were generated were

Often repeated concepts, based on the frequency in which they appear on analyzing all the transcripts together as a cumulative set of responses, seem to tell a story that revolves around the major themes of person/people, feel, mood, mind, temporary and happy. On looking through the transcripts, though it gives an impression that the consumers' definition of mood is very similar to the conventional statement referred in psychology studies, there is a very frequently occurring association of happiness in terms of the mood translating into consideration or purchase. Consumers are seen to associate 'mood' with a happy feeling that is temporary and which is related to the state of mind when exposed to a certain question/query/impulse/stimulus that is related to a product or service. In cases where this feeling is positive, the consumers talk of it in terms of a 'mood', disregarding non-conducive feelings towards a product/service as dislike (while one may argue using the classical definition that this might be a case of negative mood) towards it.

The researchers also found that this being a question that is very esoteric (even vague) in nature, consumers found it a little difficult to express their feelings easily while demonstrating semiotic accuracy. There was a lot of time spent in synthesis and accumulation of terms they might want to use in order to exactly answer the question asked. Therefore, the researchers had a considerable number of respondents providing examples of what they thought constituted of a good mood as a result of some input they received (frequently talking about product/service benefits, promotions, feature additions, utility value specific to their needs and discounts).

Figure 1. Concept map for Consumers' perception of mood (Source: Leximancer)



Along with these points making the core of the responses as a whole, a few interesting concepts that emerged on the periphery were:

- Situations
- Changes
- Internal and external
- Emotions
- Depends (in this colloquially used form of the word as opposed to the noun dependability)
- Time (related to the now as opposed to any form of time measurement)

Keywords are identified as Gold, Tanishq, jewellery, purchase, happy, buy etc. A more holistic view shows the importance of family in the decision making process.

Figure 2. In-depth concept map for Consumers' perception of mood (Source: Leximancer)

Also it shows a contrast between what the people making the decision regarding the design versus the people who are looking at the budgeting aspect find.

The Key Points of consideration which influence the mood of the customer are that the design and cost are primary drivers of purchase behaviour. The product is a high investment product hence it is usually at a special occasion that it is purchased. The time of purchase also plays a key role. Since jewellery shopping falls in the planned purchase a large number of responses also said that there has to be a specific time that is taken out to go do actual shopping. It involves family and is a combined

Figure 3. Detailed thematic analysis

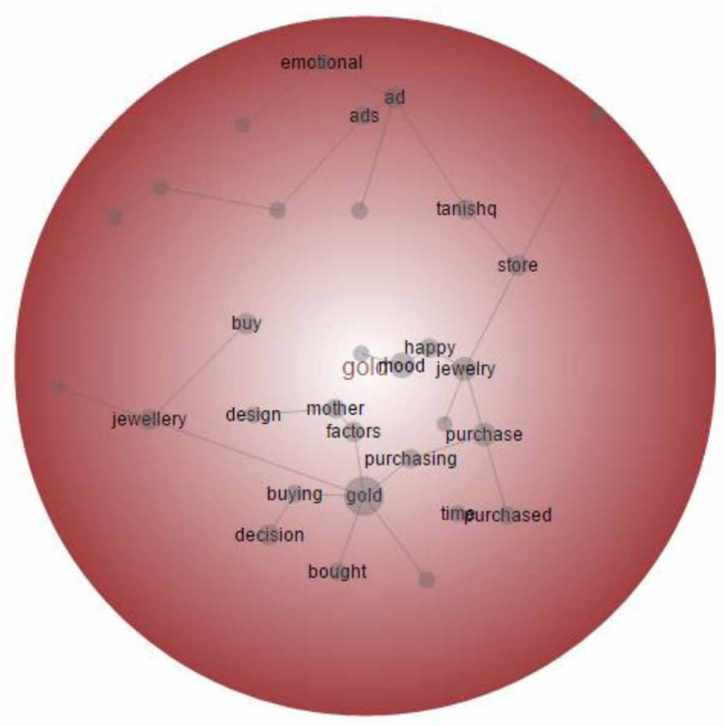


Figure 4. Understanding the Thematic output:

decision. In addition to this the occasions for the purchase ranged from jewellery bought for themselves to jewellery bought as a present for some close relatives wedding or a gift.

The types of interactions that take place are largely influenced by the people present. Since the main decision maker regarding the final cost was predominantly the father there was a high mention of the word. In addition to that the design choices were made by the respondent of their mothers or females present in the shopping group. An area of contrast within the respondent was also seen as there were different responses from those shopping with siblings or cousins to those that are done with parents

Choice of store was influenced by two key factors. The first being the family's relationship with a preferred store. There were more bent towards local stores, however as a family unit there was also an inclination towards trusted brands and hence Tanishq was mentioned because of its legacy of trust from being a Tata Brand.

Once inside the store the mood was influenced by factors such as ambiance, service provided, the options available as well as the innovativeness of the designs.

The mood of the consumer was also influenced by the image ad has created in the minds of the consumer since there were two ads that were shown in the ad clinic there was a mention of how the ads made the respondents feel emotional. This emotional mood further increased the feeling of nostalgia, family and the feeling of a personal connection with the brand. Since the ads shown are regionally diverse and the respondents belong to an extremely mixed or metropolitan background the regional characteristics made not only a primary personal connection but also created a secondary impact. The respondents felt like the ad reminded them of someone they would know from their friend circle even if their own region was not show cased in the ad the communication still felt relevant and inclusive.

Findings

Gold as a category will never feature in the list of products you'd buy impulsively. Hence communication/ advertising for gold needs to be done in a way where you create a desire in the minds of a consumer that it stays such that the brand name Tanishq features first in your mind when you think about purchasing gold jewellery. The advertising done by Tanishq does exactly that.

Tanishq understands the various themes that surround the activity of purchasing gold. Themes such a traditions, occasions, emotion and most importantly features of the product itself. Thus, its communication as well reflects various social situations and helps in understanding the personalities of the various stakeholder involved in the activity.

Through the above research the researchers have tried to analyze whether the communication done by Tanishq puts a consumer in the right mood to buy the product. The researchers believe this kind of behaviour is conditioned by the advertiser/marketer in such a way that helps you make your brand name synonymous to the category. Thus every time someone thinks of buying gold the brand name that features first in the mind would be Tanishq, that is what your advertising should essentially do for you!

Interviews were taken both of brand users and non-users. The researchers realized that brand loyalty takes a whole new meaning in this category. Users would swear by the brand that they are loyal to, and similarly did the non-users. But what was interesting to see was Tanishq was still high on the top of mind recall even to a non-user thus making trails a good possibility.

The key takeaway from this was the role that emotional advertising tends to play in the sale of gold jewellery. Most of the interviewees were speaking about how the advertisement added to their emotional connect with the brand. This requires tapping into the fundamental motivation and the easiest way to make that connection to connect through culture. The process of acculturation and developing a new culture comes from a basic type of learning that takes place, it is in this process of learning or acculturation that Tanishq as a brand tries to tie itself in thus to symbolize the key message that for all the cultural celebrations especially as momentous as getting married Tanishq understands your needs and delivers each time regardless of the cultural differences because it celebrates all the moments across cultures and has a trans Indian appeal. The reason for this is while their campaign talks about variety, it refers to the underlying feeling of belonging, warmth and family that would be prevalent across cultures at a time of a celebration.

The appeal of the entire advertisement lies in the fact that it generalizes and celebrates the cultural differences, additionally it celebrates universal feelings of a father's love. The nuanced approach towards the Indian culture is what increases the appeal as there is no doubt that while several cultures have different rituals and symbols, the message that they are communicating is the same. The wedding is an occasion where the father can express his love freely and openly, which may not be as widely communicated as a mother's love in typical situations

The roles of the stakeholder in the purchasing decision has been portrayed extremely realistically and consumers/viewers have found it to be relatable. What Tanishq does best is association to occasions, it has managed to build a direct association of its brand name to occasions such a Diwali and most importantly weddings. This was also one of our biggest learning from the interviews conducted. The idea that the brand doesn't want to be associated with the occasion as much as it wants to create the idea of warmth, feeling of belonging and family as well as the basic need to connect at the personal and interpersonal relationship. The brand's communication opens a dialogue about the intimacy of relationships within a family. In contrast with the other brands that communicate a feeling of premium-ness or just celebrating the occasion or speak about the variety offered, Tanishq does that and more, it delves into the psyche of the Indian Millennial, and connects with them at the essence of the relationships they most cherish, the bond they share with their family. The advertisement resonates with the idea of Indian-ness and the essence of cultural values that are reflected.

India being extremely diverse in its culture and traditions has always taught us that there is similarity even in differentiation. All Indians include gold in every auspicious occasion and situations relating to traditions. But what differs ultimately is that pattern/ design of the gold they choose to buy. This one aspect is also reflected beautifully in the communication of the brand and what learnt is that the consumer is most certainly noticing this as that is one of the most crucial reasons that come to mind while selecting a brand to make a purchase. To create a recurring customer journey the brand works towards increasing the number of personal markers that the communication can make with the consumer, this implies that to successfully market a brand like Tanishq must capture the mind space, it must leave a mark as name not on the basis of its offering but how tis products make one feel.

The brand has always communicated trust and on the ground level it has spoken extensively about the brand's offering, but the intangible aspect which acts as a key motivator and that is the special moments and relationships that they embody.

Tanishq does not sell only premium gold jewellery it sells a promise that is enriched in the culture and family values of India and meets its target audience the Indian millennial at the threshold of modern convenience and traditional values. This is reflected in their communication as well as the ethos of the brand.

CONCLUSION

In conclusion, this study aims at understanding and exploring the kind of emotional space cultural implication and cultural markers have in the mind of young consumers who are dichotomous in their demand. They want modern things but also have great sentimental value and attach a lot of meaning to things that have cultural importance. A lot of wedding practices are ritualistic and the various embellishments actually have religious or cultural significance however while the meaning of these traditions and their implications may be lost over the years, their emotional value is something that resonates across generation. The communication that reflects this is most likely to resonate with the youth today who know what they need. It is crucial for brands to connect at the emotional level. As we can see from the selected advertisements there are sentimental, traditional, cultural and economic factors at play in all the ads.

The subliminal messages passed through the ad also show a rough estimate of the affordability of the product as well. They do not show super rich people or celebrities in the wedding jewellery ads as they want to showcase an aspiration. While they use celebrities to endorse their personal gifting range, they never use them in the wedding theme because wedding jewellery is thought of as an investment. Here the ad resonates with the common woman, the middle-income group aspirations for whom the wedding is not a lavish affair but a milestone event in her life. The add appeals to those who must save up as well, as the homes they show in the ads or the venues they show are not extremely extravagant but are very classy yet common. This helps make a stronger connect as Tanishq is thought of as a brand that understands the culture and the importance while still being fun and charming as a brand persona.

The ad clinic exercise showed the contrast between users and non-users as well as drew attention to the emotional responses to the ad. The purpose of this exercise was for the users to think of the brand at three levels of interaction. The first being the imagined level where they would base their opinion purely on what they heard and thought of the brand, this was drawn predominantly from the non-users of the brand. The second was visceral which was the response to the ad, the opinions regarding this were drawn from the responses collected right after the ad was shown to understand the instinctive reaction to the brand's communication and the impact it would have on its ideal target market and the third being the tactile which is the actual recollection of the experience with the brand. In all three levels there seems to be a semblance in the idea of the brand, the image it is trying to project and the perception of the audience both users and non-users. This harmony creates an ideal image of the brand which is very close in terms of its augmented identity and its core identity. The image the brand projects through its communication creates a deep impact on its consumers. It uses sensory techniques to create non-verbal associations of a very instinctive nature which then projects the brand immediately into the consideration set the moment the idea of wedding jewellery is spoken about because it has made an emotional connection with a probable consumer using cultural cues and traditional norms to become synonymous with the idea of wedding.

Gold jewellery as a whole has evolved greatly and over the last few years the market has seen a tremendous growth in not just what is being sold, but how it is being sold and who all are they targeting. Tanishq can afford to take a more holistic route to cover all bases and so it has ventured across segments and markets but in addition to this in all its communication it does not dictate a customer journey. Given the new generation of working women and evolving household's structure and dynamics, it is not sensible for a brand to assume that the father would be a key decision maker, so Tanishq involves everyone. There is no concept of entitlement in the ad as the essence of the relationship is highlighted not the hierarchy or the power dynamics thus being able to create a deeper connect with the consumer. The decision maker is the bride but they don't show it directly, they take the idealized route of consensuses as well as the idea of listening to the family elders, the dynamic between the grandmother and the granddaughter however is very casual and they are shown to have a friendlier rapport, this reflects the way things are in the modern Indian society. The researchers believe that the communication done by brand Tanishq truly resonates with the Indian millennial especially when it comes to purchasing wedding jewellery, they do this by reflecting on the cultural and regional nuances in a modern context.

Future Scope and Limitations

This study could be further explored by understanding a deeper connection between the communication and the brand image as well as it would benefit for understanding the point of sale consumer behaviour. Given that gold jewellery has a high involvement not just due to the kind of monetary investment required but also great sentimental value as it is wedding jewellery which would have a lot of cultural and traditional implication as well as an individual's personal heritage and family customs being involved it is crucial for the brand to interact and have prominent display of the brand ethos to be displayed in the stores themselves. An interesting extension of this study could be to explore that area. In addition to it, it would be interesting to study the impact of each of the campaigns, the ad clinic conducted was limited to two campaigns. Further cuts could be done to the respondent sample depending on the socio economic and demographics, contrasts could be developed and a finer understanding could be done in the future scope of this study

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APPENDIX

Ad Clinic

To better understand the granular implications on the consumer of communication it is essential to capture their immediate responses. The researchers conducted an ad clinic to gather an idea of what the impact of the cultural connotations of a certain ad were on the consumer during the interview taken to understand the overall mood and mind analysis of the brand Tanishq.

The ads shown were

Tanishq - Wedding Film 2014

Ad description - The minute long film is set at a Tanishq showroom with the entire family of the bride seated and waiting anxiously to look at Punjabi wedding jewellery. The scene is a typical one where the bride is excited about trying out the various jewellery sets being shown to her, while her worried mother and busy father look on. There is also a younger sister sitting beside the grandma.

While all family members are concentrating on the jewellery being shown to them, the mischievous looking dadi is engaged elsewhere. She is shown being tempted by all the jewellery worn by a South Indian bride on the other side of the showroom.

As soon as the bride is all decked up in the Punjabi style jewellery, she asks dadi for her suggestion. The dadi approves her look but tells her not to wed a Punjabi boy. “How boring”, she says and tries to convince her granddaughter to marry a South Indian so that she could get to wear two kinds of jewellery – Punjabi as well as South Indian.

The granddaughter is quite amused at her dadi’s suggestion along with an equally amused family, but declines the idea while pointing to her younger sister. The film ends with everyone looking towards the embarrassed baby sister, while the voice over states ‘Hum kisi bhi tarah ke shaadi ke liye thayar hai’ (We are prepared for any kind of wedding.)

Tanishq - Rivaah Brides By Tanishq TVC 2017

Universally, a father’s relationship with his daughter has always been precious. This is especially true in a country like India where a father’s love is more intense because of the culture being followed where he eventually has to “give her away” in marriage. A wedding thus becomes not only the most important occasion for the bride, but it also becomes the most important duty for the bride’s father. This becomes his best chance to express his love for his daughter.

Understanding this very emotion, Tanishq crafted “Rivaah” which is a union of the words “Riwaaz” and “Vivaah”. With Tanishq’s tradition of craftsmanship, Rivaah has been created to appeal to both brides and mothers through traditional bridal designs in a contemporary manner.

To capitalize on this bond shared between the father-daughter duo and also highlight ‘Rivaah’, jewellery brand Tanishq has unveiled its latest brand film in India. The campaign thought stems from the insight that a father always wants the best for his daughter. With this in mind, Lowe Lintas Bangalore conceptualized the film that captures how every father re-connects with the emotions that he has towards his daughter.

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Index

A

B

C

D

E

F

G

H

I

J

L

M

U

W