



CONSUMPTION PATTERNS OF YOUNG URBAN INDIANS

CONSUMERISM - CONSUMPTION - MINDFULNESS - MINIMALISM

KRUTIKA CHETAN SHAH

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ABSTRACT

Urban Indians make the third largest consumer base in the world, and with increasing disposable income and purchasing power, this resulted in them indulging in mindless and desire-based consumption. In this paper, an experimental study is conducted to examine the consumption patterns of young urban Indians to determine how minimalism can be used as an effective tool to curb consumerism. To do this, an unconventional experimental data collection technique was employed, which also induces some mindfulness in the process. We found that young urban Indians are enthusiastic to learn about their own consumption behaviour by trying different mechanisms to encourage mindfulness. However, they look for convenience and efficiency while doing so. These results demonstrate that this study was successful in generating insights that can act as a platform for a design solution. In addition, it was able to test part of the solution in the process. This paper also highlights the importance and potential for future research in this field.

INTRODUCTION

The purpose of this paper is to conduct an experimental study to examine the consumption patterns of young urban Indians. This is to further understand where and how counter approaches to consumerism, like minimalism, can be used to empower them to be mindful of their consumption in a design solution.

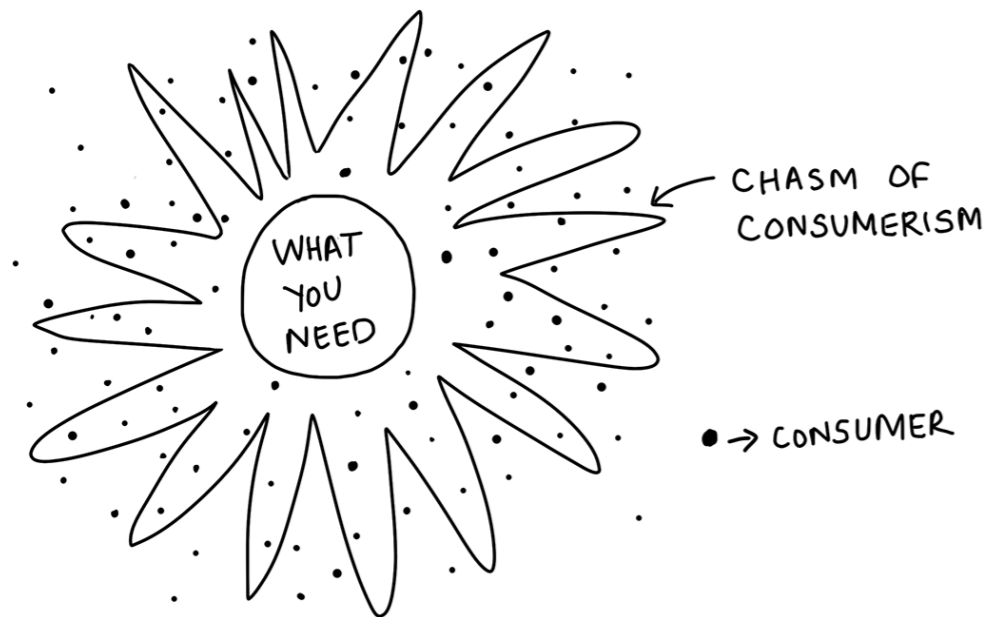


Figure 1- Chasm Of Consumption (Shah, 2018)

Consumption in a country like India, has been primarily perceived as an underlying social symbol of well-being and prosperity. The life goals of Indian consumers to own a bigger car, bigger house, more wealth have prevailed for generations. Moreover, in the context of **ROTI-KAPDA-MAKAAN**, which means **FOOD-CLOTHES-SHELTER**, the bare necessities or 'needs' have been surpassed to include much more than just those three things.

As shown in figure 1, the chasm of consumerism can drift people away from their basic needs and influence their perception of needs and wants. With this consumerism wave, more and more Indians are indulging in mindless, desire-based consumption patterns. This behaviour leads to overconsumption, plenty waste and lesser satisfaction (Goyal, 2018). Excessive consumption leads to ever-increasing production which further overburdens our limited resources and results in huge amounts of polluting waste. Mumbai, the financial capital of India, is the largest waste generator among 46 cities in India over 17 years (Chatterjee, 2018).

The quick upgrade fad and the hoarding mindset have led to unnecessarily excessive and fast polluting lifestyles, which are only contributing to the waste, sustainability and climate change problem. Moreover, excessive purchases or over consumption only lead to more quantity in life and less quality of life. It starts building clutter which acts as a distracting obstacle, that derails oneself from their real needs and goals in life.

Pursuant to Maslow's hierarchy of needs, the highest need of a human being is self actualization (Green, 2000). This need can be achieved if one stops caring, worrying and spending time in maintaining their possessions, and starts to discover their own life purpose. Therefore, mindfulness in consumption is the key from preventing oneself from falling into the chasm of consumerism.

The uniqueness of this paper is that it does not employ traditional research techniques to map consumption, but uses an innovative data mapping method. It also has an unconventional objective of inducing some mindfulness among the participants, to learn about their own consumption patterns. It discusses the findings of the experimental study by drawing insights from the results and also the future scope of study like testing the validity of minimalism as a good counter approach to consumerism. The paper aims to serve the creation of a design solution based on the insights and findings of the experiment. It has potential implications of ensuring a sustainable future for all, while promoting personal well-being through mindfulness in consumption.

A COUNTER APPROACH CALLED MINIMALISM

Thomas Gilovich, a professor at Cornell University who studies happiness, has found that experiences bring more pleasure than possessions (Goyal, 2018). Minimalism is one such lifestyle that has the power to shift the priorities and focus of an individual from material possessions to experiential lifestyle (Dulemba, 2016). Minimalism has different meanings in different contexts. In the context of a counter approach to over consumption or excessivism and for the purposes of this study, minimalism stands for reducing materialist consumption and maximizing experiential lifestyle. It is also termed as the act of decluttering one's physical possessions. It is the modern take on simple living which has been the moral rooted in some old cultural philosophies of the world like the Japanese zen philosophy (Dang, 2009).

LESS IS MORE



A big misconception about minimalism is that it is an extreme act of getting rid of almost everything and keeping the bare minimum. It is not about deprivation or anticonsumption but about reducing the materialist tendencies that do not contribute to well-being and happiness (Caraway, 2017). It is about keeping the essential and discarding the excess. Materialistic values are proven to have a negative relationship with consumer well being (Lee and Ahn, 2016). Thus, minimizing on materlism would have positive effects on well-being and happiness.

Moreover, there are many advantages of minimalism if adopted in its truest essence and applied in the right areas of life. Minimalism can save time, effort and energy that one spends on things and physical possessions, which in turn makes more time for other important things in life like social relationships, dreams, goals, hobbies and passions. Minimalism can also declutter our minds from unnecessary influences and can set us on a path to finding our purpose in life, by focusing more on our passions.

As a potential counter approach to consumerism, minimalism can save money spent on excessive purchases, bring about mindfulness of consumption and promote more need-based consumption. Thus, minimalism could be a potential counter approach to consumerism to empower people to lead a happy, fulfilling life.

WHY YOUNG URBAN INDIANS?

India is the third largest consumer market in the world with consumption set to triple to \$4 trillion by 2025 (Tyagi, 2017; Singhi, Jain and Singhi, 2017). The income distribution in the country is evolving and thus, the purchasing power is increasing too (Rapoza, 2017). As presented in figure 2, the urban mass has the highest income distribution in the country which is set to more than double in the next five years.

India's population as of 2017 was 1.339 billion and saw a GDP growth rate of 6.6% (The World Bank Group, 2018), which is higher than the international standards. It is one of the youngest and the second largest population in the world with 65% born after 1980. Of this 65%, 443 million are Millennials and 393 million are Gen Z. India's consumer story will be shaped by its 440 million Millennials and 390 million Gen Z (born after 2000).

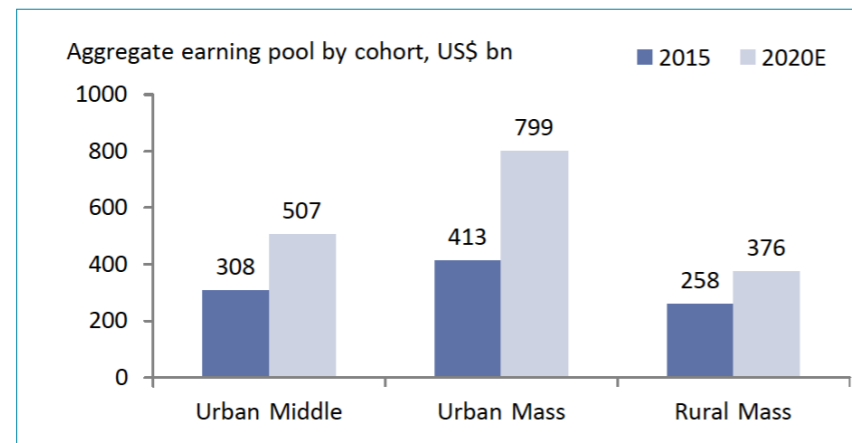


Figure 2: Earning Pools Of Three Cohorts (Lu, Yiu and Soman, 2016)

According to Lu, Yiu and Soman, 2016, The 'Urban Mass' in India represents 25% of the total workforce with 129mn people. The earning pool of Urban Mass is almost going to double by the end of 2020, as presented in Figure 2 (Lu, Yiu and Soman, 2016); and thus, Urban Mass is the most important cohort for Consumption.

In addition, about 40% of India's population will be living in urban areas by 2025, and these city dwellers will account for more than 60% of consumption. This can mean that geographically more and more Indians are going to move to areas where they will get more income and move into the cohort of Urban mass, which will form the largest consumer base in the country.

CONSUMPTION CATEGORY

For this research study, the category of **PERSONAL CONSUMPTION**, where consumers make their own decisions of what they buy and consume at a micro level, is chosen. In this category, the consumer tends to have more individualistic control on the quantity of consumption than several other categories of consumption. In addition, consumers in this category can map their consumption more conveniently than other categories which are not as micro and personal.



Figure 3: Seven Key Areas Of Consumption Desires (Lu, Yiu and Soman, 2016)

According to Lu, Yiu and Soman (2016), there are seven key areas of consumption desires where an individual is tempted to spend when the income levels increase, as demonstrated in Figure 3. Out of these seven categories, the category of 'looking better' was chosen for this study because this would be a convenient and exciting starting point to map the consumption of urban Indians within a short span of time. **The 'LOOKING BETTER' category includes Clothes and Footwear (excluding sportswear), Accessories, Cosmetics and Personal Care, and Jewelry.** Moreover, the overall expenditure in this category contributes to 10.7% of the total personal consumption expenditure in India which is significantly much more compared to countries the US being at 5.6% in the same category.

**UN -
CONVENTIONAL
& CREATIVE**

**DATA
COLLECTION
& RESEARCH
METHODOLOGY**

RESEARCH METHODOLOGY

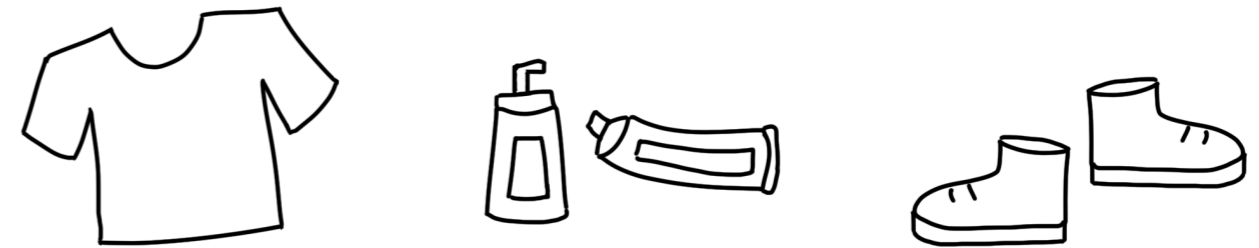
The broad objective of this research study was to have participants map their consumption patterns in the 'looking better' category to better understand consumption in young urban Indians. However, this paper takes an unconventional and, exciting approach to collecting this data. This approach would not only allow for both qualitative and quantitative data to be collected, but will also create self-driven awareness and mindfulness in participants consumption habits.

The idea behind such an approach was that, while an individual puts the effort and time into tracking their possessions and consumption items, they could build a new understanding about their own consumption style. Thus, a unique kind of research methodology was adopted for this research study which comprised of a combination of experimental tasks asked to be performed by the participants individually. These tasks were built on some specific objectives of the study, which included :

- 1 COLLECTING QUANTITATIVE AND QUALITATIVE DATA ABOUT DIFFERENT ASPECTS OF CONSUMPTION LIKE QUANTITY OF POSSESSIONS, FREQUENCY OF USE, AWARENESS ABOUT THE TIME OF PURCHASE, AND SO ON.**
- 2 GETTING FEEDBACK ON THE UNIQUE METHODOLOGY OF RESEARCH USED FOR THE STUDY.**
- 3 EMPOWERING AND EXCITING THE PARTICIPANTS TO DO THEIR OWN DATA MAPPING AND TO UNDERSTAND THEIR TYPE OF CONSUMPTION.**
- 4 INDUCING MINDFULNESS OF ONE'S OWN CONSUMPTION PATTERNS.**

As consumption studies are mostly conducted with boring form-filling regimes, this one was aimed to make the experience of recording and collecting data to be a creative, fun one. The inspiration for the third objective was taken from the book Dear Data (Lupi and Posavec, 2016) where a simple technique of data mapping and data visualisation has showed how effective it can be to become mindful of whatever concept you are mapping. Furthermore, this would allow for this paper to simultaneously gather data and evaluate this method in its ability to promote minimalism.

Under the category of 'To look better', three different sub categories were mapped — Clothes, Personal Care Products and Footwear.



The study involved three tasks each themed around one of these subcategories and required the participants to go through their possessions in their homes to record their consumption in terms of what they owned and used. The participants had the convenience of participation, with the location of the study being their own home and a time period of 2 days to perform the task. The mapped data, images and the responses to the questionnaires were all collected online through the platforms of Google Drive and Google form. Each task had a different set of activities and questions, ending with a common feedback form to understand if the participants like the experience of the task.

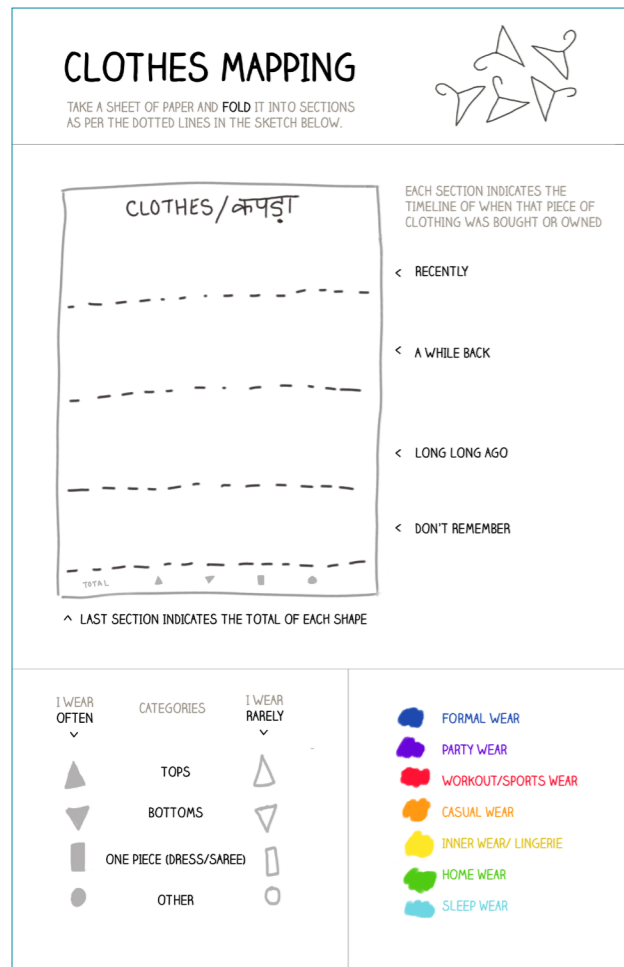


Figure 4: Task 1 Mapping Instructions (Shah, 2018)

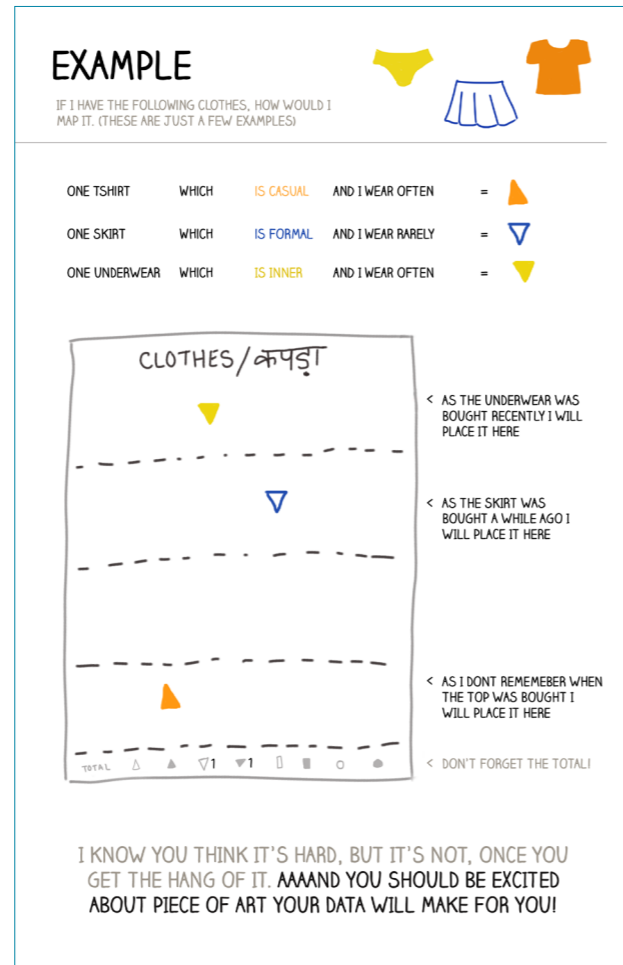


Figure 5: Task 1 Mapping Example (Shah, 2018)

TASK 1 MAPPING WEARABLES - CLOTHES

The first of the three tasks was about mapping clothes, where participants were asked to perform two activities -- *i. To take photos of all the spots where they found or kept their clothes at home. ii. To map the quantity of clothes, how often they wore them and when they bought them using simple shapes and colour coding on a sheet of paper.* Figures 4 and 5 is the image with the set of instructions for the activity and an example for demonstration. The second activity involved overlapping data that was mapped, meaning one shape representative of three different factors, in a simple technique that was inspired from Lupi and Posavec (2016).

TASK 2 MAPPING PERSONAL CARE

The second task in the experimental study was about mapping personal care products. *This was a long task which was divided into five subcategories-- Skin care, hair care, odour control, oral care and cosmetics.* Each of these subcategories had similar questions about how often they buy and how often they use the products, their packaging and its sustainability. However, the most crucial aim of this task was to ask the participants if they owned more than one product that served the same purpose for them and make them mindful about the same.

TASK 3 MAPPING FOOTWEAR

The third and last task of the study was "Mapping footwear" which involved two activities -- *i. To take a picture of all the footwear they owned and then picking only five that they could live with and justifying why they picked those. ii. To record how many pairs of footwear they had in six different subcategories of footwear.* The second activity slightly tests the values of minimalist living with the task addressing the technique of downsizing the quantity of possessions based on needs.

SAMPLE GROUP PROFILE

18 URBAN INDIANS BETWEEN THE AGE OF 18-26

10 FEMALE

8 MALE

11 STUDENTS

7 WORKING

Figure 6 - Sample Group Of The Study

The sample group, represented in Figure 6, for this experiment was a group of eighteen young urban Indians who voluntarily signed up to participate in the study. It is an interesting sample group for the study because behavioural interventions that are introduced to them at this point in their lives could potentially become lifelong habits. The challenge is to derive a solution to build a good and mindful consumption habit that stays with them for a lifetime. Moreover, when they move to becoming an independent income earning group and become the Educated Urban Mass, a consumer cohort as categorised by Lu, Yiu and Soman (2016), the consumption habit would be moderated with mindfulness and not desires.

FINDINGS AND INSIGHTS

1 MINDFULNESS OF CONSUMPTION

Figure 7 represents the results of the feedback received by the participants in the feedback section of task 2 where they were asked if they learnt something while doing the task. **85% participants said that YES that they did realise something about their consumption in that category and also expressed what the learning was.**



Figure 7: Feedback For Task 2 - Realisation And Learnings

Yashmi Adani, a participant of the study quoted,

“*Yes. The fact that I don't really need to buy more of these things for about 6 months, at least. When you're buying you don't realize how much stuff you already have.”*

This statement above and the results in Figure 7 demonstrate that the task was successful in creating awareness about how much participants already consume and this is going to affect their future consumption in the same category. It is a very important insight because it highlights the fourth objective of the research study about inducing mindfulness of one's own consumption. This mindfulness can further drive a change in mindset and decision making while purchasing consumption goods.

Another participant, Shreya Dutta, expressed in her feedback for task 1 and said,

“*I have way too many clothes...stuff I don't wear...don't need clothes for another year...this is only the stuff I have here so I technically have double the clothes than I accounted for now, so another full wardrobe not in use...control shopping impulse!”*

Shreya was convinced right after the first task that something was wrong with her consumption patterns with regards to clothes. This realisation also made way for the understanding of the cause which is where mindfulness of future consumption would set in. So the next time, Shreya would go to buy clothes, this task of the study would be like a gentle reminder of the stuff she already possesses.

Thus, this research study met the fourth objective of the study — inducing mindfulness about one's own consumption.

2 FREQUENCY OF CONSUMPTION AND USAGE

Each of the tasks mapped the frequency of consumption of the products in the category of the task. This was done in a different fashion in each of these tasks. However, the most interesting one was in the third task of mapping footwear, where the participants were asked to pick only 5 pairs out of all the pairs they owned, that they would be allowed to keep and live with. They also had to express the reason why they picked those particular five and what was their process of selection. This task highlighted the values of need-based consumption based on the values of minimalism.

Figure 8 showcases the images received from 3 participants and their feedback is discussed below. 'Variety' of footwear in the selection of five pairs, each pair serving a different purpose, was one of the key factor of selection. The other key factor was selecting the pairs that they used most often and were comfortable with. The latter technique of selection was adopted by Kanishk Sethi who said,

“*These are the only footwear which I like to wear more often.”*



Megha Shah (i) ^

Megha Shah (ii)>



Figure 8: Responses Of Three Participants for Task 3 (Shah, 2018)



Kanishk Sethi ^



Priyanka Shah (i) ^



Priyanka Shah (ii) ^

Frequency of use was definitely one of the two more important reasons for most of the participants when they had to keep only a selected few options of footwear. Priyanka Shah picked her five pairs according to the same principle. She said,

//

I picked these shoes because they are very comfortable and these are the shoes I wear the most."

It was interesting to see another participant Megha Shah who tried to use both the techniques of selection— footwear used more often and footwear serving different purposes. Here's what she said,

//

I picked these five because I use them the most and they serve different purposes. A pair of sport shoes I definitely need because I tend to go cycling or walk / jog or even trek sometimes. Another pair we're a pair of heels which I like wearing for parties and outings. I picked a pair of Indian footwear because I have quite a few family get together and socials where I wear Indian. I picked the pair of casual shoes which I pair with jeans or shorts and a pair of quirky socks. And lastly I picked a pair of everyday footwear which I'd wear for lunch / shopping / not a very formal outing."

Thus, frequency of consumption and usage is an important factor while determining what one should keep and what one can discard because it is excess in a way. This also briefly touches upon the concept of need verses want, where under controlled circumstances and willpower, the consumption can be directed to be only 'need' based and not influenced by 'wants'. Even when wants are influential, their influence can be curtailed and limited to basics by this strategy.

3 QUANTITY OF CONSUMPTION

The quantity of consumption was mapped based on averages provided by the statistical data of the questionnaires. With all the mapping done for the category 'TO LOOK BETTER' with three sub-categories, the average personal care consumption is minimal (need-based) whereas, the average clothes consumption was excessive. This insight was formulated when the average number of clothes owned by an individual was compared to the average number of personal care products they used.

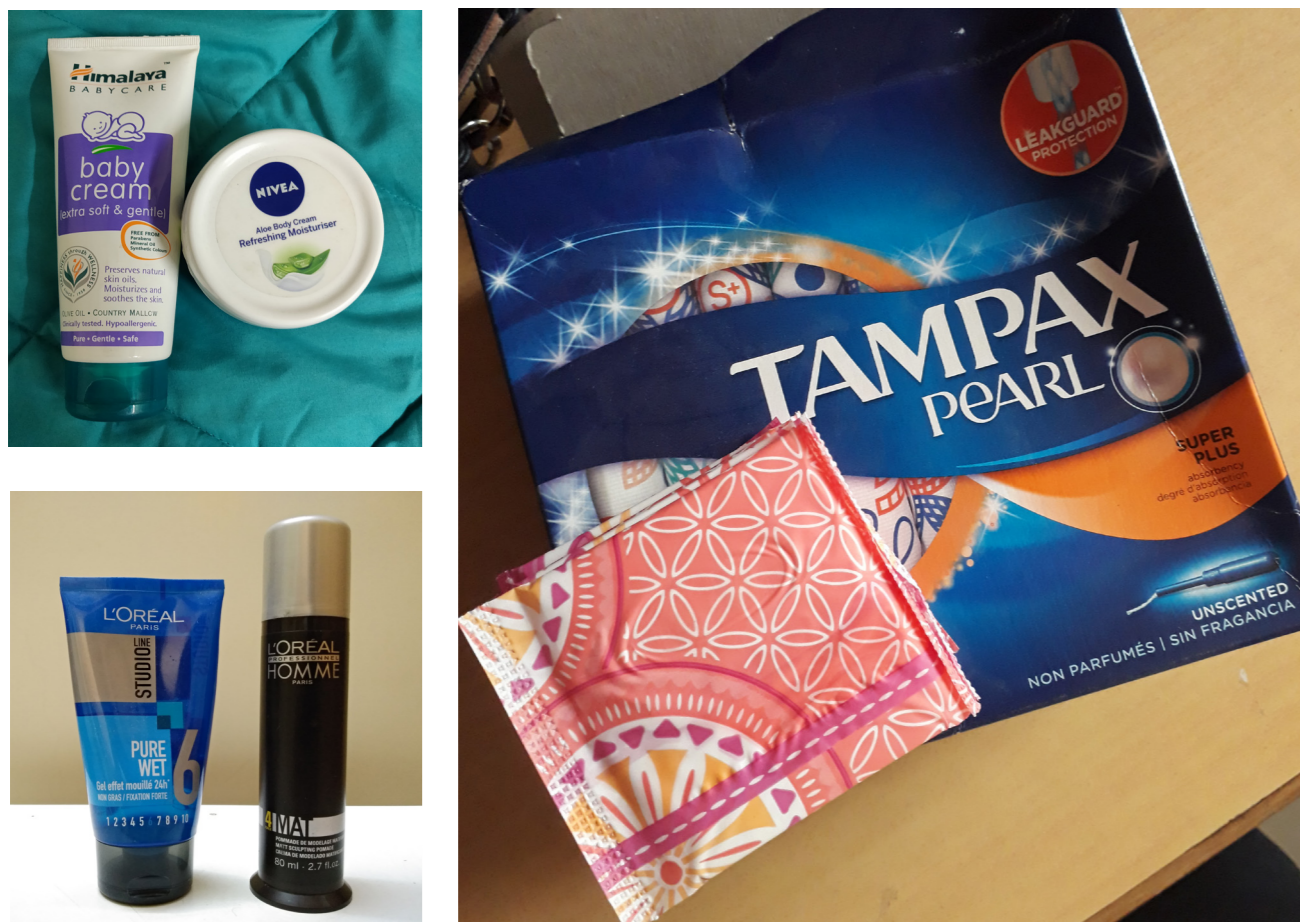


Figure 9: Task 2- Products That Serve The Same Purpose (Shah, 2018)

Figure 10 shows the number of participants who stated in their feedback that they had too many clothes. This is demonstrated by phrases like ‘I have way too many clothes’ or similar versions of it.

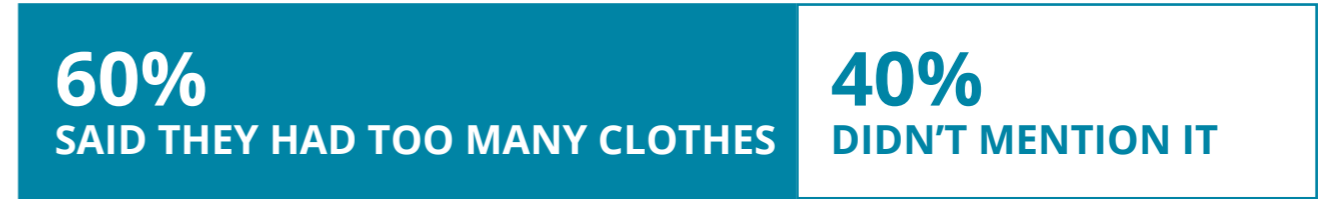


Figure 10: Feedback For Task 1 - Too Many Clothes

Moreover, in the second task, the activity where the participants had to provide images of two or more products which were serving the same functional purpose, few participants mentioned that it was a conscious decision to buy two or more, especially in terms of cosmetics. Figure 9 is a collage of some of the images provided by the participants of the products that served the same purpose for them.

In response to this activity, Megha Shah said,

“*One of the perfumes is long lasting compared to the other so I use that for outings and the other one is more like a body mist which I use on regular basis. Lipsticks and eye makeup is just majorly different colours and if it is the same colour, the way to apply it is different from one another. For eg: one is more like an eye pencil whereas the other is an eye liner. It's solving somewhat the same purpose but just a different texture to it I think.*”

Supporting this is Benaifer Italia's comment which is short but explanative; she says,

“*Yes I did know they served the same purpose. I chose to buy several since I like variety.*”

These statements display a consciousness in the decision of over consumption in terms of need, with multiple products which serve the same purpose. However, the expressed cause of overconsumption— variety— can be a valid point. Here is where mindfulness is present but hard to validate because there is overconsumption but a conscious one, not an excessive mindless one. But, it is still some form of overconsumption which has the potential of becoming excessive.

4 OTHER INSIGHTS

Although mapping consciousness of sustainability and eco-friendly packing was not an objective for this research study, it was introduced in the second task where the participants were mapping their personal care products. Most of the feedback in that task revolved around this theme of sustainability and how mindful they felt they needed to be about the use of plastic in the things they buy. Sumer Bangera said,

“*Most of the products (even the expensive ones) do not use reusable or biodegradable packaging. A conscious effort is required to use products that do use environment-friendly packaging. Also, I have realised that I do not use many products serving the same purpose.*”

Figure 11 shows an average percentage of products from each sub-category of personal care that was mapped, that have a reusable or sustainable packaging.



Figure 11: Feedback For Task 2 - Sustainable Packaging

Another important insight of this experimental study was about their self learnings at each stage, the drive to perform the task and the motivation to finish it. All the three tasks brought about a different realisation and learning for the participant which they shared in the feedback. Kalpita Joshi said,

“*I'm enjoying this project because it's making me aware of my own habits. I just found the first task pretty overwhelming but even that says a lot about how much stuff I have (which I don't even know/use).*”

However, some participants also thought that too much that was asked out of them to do for the task, which could perhaps hamper the results of the study. Like for example, Krishangi Agrawal shared,

“*This was a good concept for mapping, but from my personal point of view I felt like this is too much to do for a person cause everyone is working or studying or busy with something or the other and the task to remove one one thing and clicking pictures to map can be a task not everyone might be willing to do. It is possible that the person is not providing you with complete data cause they just want to get done with the task as they have promised you to do it. So something more simpler like just filling in info or selecting the check boxes could be good and you might receive more honest analysis.*”

Lastly, the holistic experience of the experimental study was exciting for the participants. As shown in Figure 12, 90% of them chose 'Yes' over 'No' when asked if they enjoyed the process in all three tasks. Therefore, it is evident that young adults are willing to understand their consumption habits and be more conscious about them. if needed, adapt changes to it after they've learnt more about it.



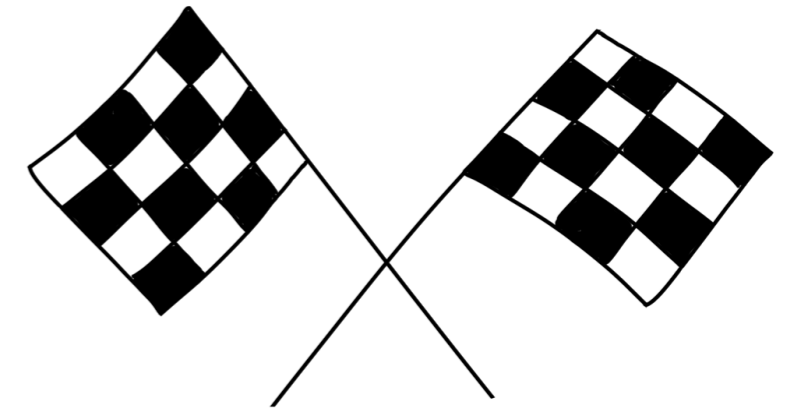
Figure 12: Enthusiasm Of The Participants For The Experiment

LIMITATIONS AND FUTURE SCOPE

According to the feedback collected from the participants, it is evident that *30% of them found the tasks to be quite cumbersome*, which could hamper the performance of the tasks as well as affect the quality of data collected. Consequently, this type of experimental data collection which involves self mapping of one's own consumption is possible but may not be as effective when it involves a larger sample group or wider populations. Although based on the feedback of the participants, the tasks could have been further broken down into smaller tasks and spread over a longer duration of time which would be more convenient and less cumbersome for the participants.

Another limitation is that there are definitely other scientific methods of data collection on consumption which will allow for in depth statistical analysis on consumption patterns. However, for the purpose of a design project, which this paper is meant to serve, creatively engaging study like such can provide insights that can help build a stronger design solution.

The future scope of the study can involve testing minimalism as a potential counter approach technique to consumerism, within such a creative format of experiments. The study can also be conducted on different age groups to understand which age group needs to combat a consumerist mindset the most. More tasks can be designed to complete the mapping of the category 'to look better,' involving the remaining subcategories of accessories and jewelry. Some tasks can also tap into the areas of expense log or the medium through which the participants maintain an account of their expenditure on consumption goods. This would perhaps give a more substantial result on their consumption pattern over a longer period of time.



CONCLUSION

This paper was successful in using a creative methodology to collect data and map the consumption patterns of young urban Indians. These insights and statistics about the mindsets of the target audience, will be used as a platform to design a systematic design and communications solution, that uses the principles of minimalism. Moreover, this design solution will take into account the limitations discussed above. This paper is confident moving forward to the design solution phase as the age group is enthusiastic to learn about their consumption patterns and sustainable alternatives which are environment friendly. Therefore, this would allow them to become mindful consumers that do not negatively impact their wellbeing through excessivism.

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APPENDIX A- EXPERIMENT QUESTIONNAIRES

QUESTIONNAIRE 1 - PROFILING

Step 1 - Introduction

I'll be doing my graduation project on 'conscious consumerism' and need to do a research study for the same. The aim of this study is to map the consumption patterns of Urban Indians. I am seeking out some enthusiastic volunteers who would be willing to participate in this study.

* Required

Email address *

Your email _____

Research Participant requirement

If you sign up to be a participant for this study you will be required to spend a bit of your time (around half an hour) daily to do the tasks given to you by the researcher. They will be easy and simple tasks with bare minimum physical effort. This research study would go on for about 7-10 days with daily data and reflections provided by the participant to the researcher.

Do you agree to the above requirement and are willing to participate in this research? *

Yes

Consent *

I hereby give permission to Krutika Shah to use my data and personal information for academic purposes only.

Step 2 - Profiling

Full Name *

Your answer _____

Age *

Your answer _____

Gender *

Male

Female

Other: _____

Contact Number (preferably whatsapp) *

Please enter +91 before your ten digit mobile number.

Your answer _____

Profession *

Your answer _____

Location in the city *

Your answer _____

Living *

With Family

With Partner

Shared Space

Alone

Other: _____

Net monthly income *

Your answer _____

Approximate monthly expenditure *

Your answer _____

Pledge *

I pledge to be an active participant in this consumption mapping journey and provide results daily to Krutika based on the experiments she has posted for the day.

Yes, Agreed.

QUESTIONNAIRE 2 - TASK 2 (MAPPING CLOTHES)

DAY 1 - Wearable Mapping - Clothes

The first task of the research study is to map the wearable clothes that the participant possesses. This activity should roughly take about 30-40 mins of your time and has to be submitted by the end of Saturday, 24th November.

Email address *

Your email _____

Name *

Your answer _____

Before we get into the activities for this task, Krutika would like to know why did you decided to sign up for this research study? *

Your answer _____

Easy-Peazy Pictures

A quick tool to record visual data. It can also test your photography skills haha.

Upload pictures of all the places in your house where you keep or hang your clothes. (wardrobe/closet/drawers/shelves/laundry bag/chair/others) You can upload upto 10 images. *

[ADD FILE](#)

Get your stationary out!

This activity would require some color pencils or pens, a sheet of paper (preferably A4 size) and your quick doodle skills.

Follow the instructions in the image below to start mapping!

No cheating, make sure you draw a ship for each and every single piece of clothing you have. I promise it will be quick and fun! If any further doubts, please get in touch with Krutika.

Please click a good picture/scan your sheet of paper and upload it here. *

[ADD FILE](#)

Feedback

What was going through your head when you were doing this activity? Emotions, thoughts, ideas, etc. *

Your answer _____

Was it fun to do? *

Yes

No

Maybe

Did you feel bored/tired midway? *

Yes

No

Did you record all your clothes and didn't leave out any? *

Yes, all.

No, few are left.

No, I just did a few.

Did you record all your clothes and didn't leave out any? *

Yes, all.

No, few are left.

No, I just did a few.

Was this task too much to do? *

Yes

No

Maybe

Are you excited for the next task? *

Yes

No

Maybe

QUESTIONNAIRE 3 - TASK 3 (MAPPING PERSONAL CARE)

TASK 2 - Mapping Personal Care

This is the next category we are mapping. Please be as honest as you can about your responses.

Products

Which personal care products do you use? (please do not include medically prescribed products as they fall under health care) *

- Cologne
- Cotton swabs
- Deodrant
- Facial tissue
- Lip balm
- Lotion
- Soap
- Face wash
- Body wash
- Talcum Powder
- Perfume
- Shampoo
- Conditioner/ Hair masks
- Wet wipes
- Tissues
- Make up- eye liner, lipstick, lip gloss, blush, concealer, etc.
- Toothpaste
- Toothbrush
- Tongue cleaner
- Razors
- Skin cleansing products eg. Masks, scrubs, cleansing lotions,etc
- Hair removal creams
- Hair oil/ Body oils
- Hair removal creams
- Hair oil/ Body oils
- Hair gel/serum
- Sanitary pads
- Sun protection cremates/lotion
- Nail care and beautification products
- Other: _____

Funnnn Activity!

I promise it will not be time consuming like the previous one and fun again!

SKIN CARE

Upload a picture of all the products you own for skin care and skin protection *

[ADD FILE](#)

How often do you buy skin care and skin protection products? *

- Once a year
- Once in six months
- Once in three months
- Once a month
- Once in 15 days
- Once a week

How many of these has a reusable/sustainable/ biodegradable packaging? *

- 0
- 1-3
- 3-5
- 6-10
- 10-15
- 15-20
- All

HAIR CARE

Upload a picture of all the products you own for hair care *

[ADD FILE](#)

How often do you buy hair care products? *

- Once a year
- Once in six months
- Once in three months
- Once a month
- Once in 15 days
- Once a week

How many of these products are 100% chemical free/ organic/natural? *

- 0
- 1-3
- 3-6
- 6-10
- 10-15
- 15-20
- All

How many of these has a reusable/sustainable/ biodegradable packaging? *

- 0
- 1-3
- 3-5
- 6-10
- 10-15
- 15-20
- All

QUESTIONNAIRE 3 (CONTINUED)

ODOUR CONTROL

Upload a picture of all the products you own for odour control *

[ADD FILE](#)

How often do you buy odour control products? *

- Once a year
- Once in six months
- Once in three months
- Once in 15 days
- Once a week

How many of these products are 100% chemical free/organic/natural? *

- 0
- 1-3
- 3-6
- 6-10
- 10-15
- 15-20
- All

How many of these has a reusable/sustainable/ biodegradable packaging? *

- 0
- 1-3
- 3-5
- 6-10
- 10-15
- 15-20
- All

ORAL CARE

Upload a picture of all the products you own for Oral Care *

[ADD FILE](#)

How often do you buy Oral Care products? *

- Once a year
- Once in six months
- Once in three months
- Once in a month
- Once in a week

How many of these products are 100% chemical free/organic/natural? *

- 0
- 1-3
- 3-6
- 6-10
- 10-15
- 15-20

How many of these has a reusable/sustainable/ biodegradable packaging? *

- 0
- 1-3
- 3-5
- 6-10
- 10-15
- 15-20
- All

COSMETIC PRODUCTS

Upload a picture of all the products you own for cosmetic purposes (eg. Makeup, Nail products, Hair sprays, perfumes, etc) *

[ADD FILE](#)

How often do you buy Cosmetic products? *

- Once a year
- Once in six months
- Once in three months
- Once in a month
- Once in a week

How many of these products are 100% chemical free/ organic/natural? *

- 0
- 1-3
- 3-6
- 6-10
- 10-15
- 15-20
- All

How many of these has a reusable/sustainable/ biodegradable packaging? *

- 0
- 1-3
- 3-5
- 6-10
- 10-15
- 15-20
- All

TWO OR MORE PRODUCTS FOR THE SAME PURPOSE

Group products that serve the same purpose for you within a category. Example : If two or more products serve the same purpose in the hair care category i.e. if you own two or more kinds of shampoos which serve one purpose of washing and cleaning your hair, place them together physically and take a photo of them.

Upload pictures of products that serve the same purpose for you. (You can upload upto 10 photos of different combinations of the same purpose serving products) Example : one photo of shampoos, one photo of razors, one photo of nail paints, one photo for different toothbrushes you own and so on. *

[ADD FILE](#)

Write a little about these products that you own which serve the same purpose. Did you know you had multiple options serving the same purpose? If it was a conscious decision, please share why you decided to buy many options for the same serving purpose? *

Your answer _____

Feedback

What was going through your mind when you were capturing all the products in different categories? *

Your answer _____

What this task difficult to do? *

- Yes
- No

Did you enjoy this new task? *

- Yes
- No

Did you come to some sort of a new realization or knowledge while doing this task? Please share in as much detail as possible. *

Your answer _____

Are you excited about the next task? *

- Yes
- No

QUESTIONNAIRE 4 - TASK 4 (MAPPING FOOTWEAR)

TASK 3 - Footwear Mapping

Say shoessss!

Picture time.
Lay out all pairs of footwear flat on the floor, click a picture from a top angle and upload. (One image only with all your shoes) *

[ADD FILE](#)

Pick FIVE that you could live with.

If you had to pick and were allowed to own only 5 pairs of footwear from your entire collection, which ones would they be? Click a picture of these five pairs together and upload. *

[ADD FILE](#)

Please describe and write about the five pairs you picked out of all your collection. Which kind of footwear did you pick and why did you pick them over the others? *

Your answer _____

How many pair of footwear you forgot about/ forgot that you own? *

0
 1
 2
 3
 4
 5
 Other: _____

How many pairs of footwear have you worn very very few times (very rarely)? *

0
 1
 2
 3
 4
 5
 Other: _____

What do you feel about these pair of footwear that you wear very rarely? *

I don't remember why I bought them.
 I feel guilty for buying them.
 I impulsively bought them.
 I don't fit into them anymore.
 I don't really like them anymore.
 They were a gift / someone else bought them for me.
 They were passed on to me.
 I don't mind owning them.
 They don't bother me.
 I don't care.
 Other: _____

Mapping time again!

Don't put your shoes away yet. Not with pen and paper though.

How many formal pairs of shoes do you own? (Professional wear) *

0
 1
 2
 3
 4
 5
 6
 Other: _____

How many special celebration pairs of shoes do you own? (Indian ethnic wear) *

0
 1
 2
 3
 4

How many casual pairs of footwear do you own? (include everything you wear on casual basis) *

0
 1
 2
 3
 4
 5
 6
 Other: _____

How many pairs of sports shoes do you own? *

0
 1
 2
 3
 4
 5
 6
 Other: _____

How many pairs of flip-flops do you own? *

0
 1
 2
 3
 4
 5
 6
 Other: _____

How many pairs of other kind of footwear do you own? *

0
 1
 2
 3
 4
 5
 6
 Other: _____

Please mention what these other kind of footwear includes. *

Your answer _____

Feedback

What were the thoughts going through your mind while performing this task? Did you learn/realise something new? Please share all the thoughts in detail. *

Your answer _____

Did you enjoy this task? *

Yes
 No

Anything in particular that you would like to convey to Krutika about the first 3 tasks you have done so far? Any kind of feedback/ suggestions/ comments/ questions. *

Your answer _____

APPENDIX B- LIST OF FIGURES

FIGURE 1 CHASM OF CONSUMERISM

FIGURE 2 EARNING POOLS OF THREE COHORTS

FIGURE 3 SEVEN KEY AREAS OF CONSUMPTION DESIRES

FIGURE 4 TASK 1 MAPPING INSTRUCTIONS

FIGURE 5 TASK 1 MAPPING EXAMPLE

FIGURE 6 SAMPLE GROUP OF THE STUDY

FIGURE 7 FEEDBACK FOR TASK 2 - REALISATION AND LEARNINGS

FIGURE 8 RESPONSES OF THREE PARTICIPANTS FOR TASK 3

FIGURE 9 TASK 2- PRODUCTS THAT SERVE THE SAME PURPOSE

FIGURE 10 FEEDBACK FOR TASK 1 - TOO MANY CLOTHES

FIGURE 11 FEEDBACK FOR TASK 2 - SUSTAINABLE PACKAGING

FIGURE 12 ENTHUSIASM OF THE PARTICIPANTS FOR THE EXPERIMENT