

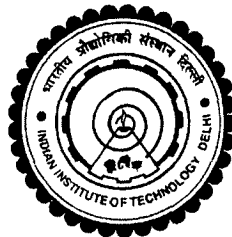
**ROLE OF AESTHETICS IN MARKETING:
A STUDY IN THE INDIAN CONTEXT**

By

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Department of Management Studies**

**Submitted
in fulfillment of the Requirement of the Degree of Doctor of Philosophy**

to the



Indian Institute of Technology, Delhi

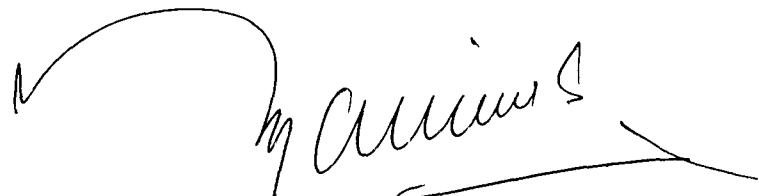
January, 2005

CERTIFICATE

This is to certify that the thesis entitled “ **The Role of Aesthetics in Marketing: A Study in the Indian Context**” being submitted by **Mr. G. Ganesh Das** to **Indian Institute of Technology, Delhi**, for the award of the degree of Doctor of Philosophy is a bonafide record of the original research work carried out by him. He has worked under my guidance and supervision and has fulfilled the requirement for the submission of the thesis, which has reached the requisite standards.

The results contained in the thesis has not been submitted, in part or full, to any other University or Institute for the award of any degree or diploma.

10th January, 2005



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ABSTRACT

The Indian automobile and home appliances industry have been facing stiff competition from the global players in the post-liberalised era. In the past few years the industry have been enjoying the kind of growth witnessed rarely in other parts of the world. The introduction of new models with variety of features and competitive pricing has opened a new understanding in product acceptance. The design or the aesthetic features of a product has emerged as one of the most talked about attribute in the entire scenario, which should help the product (automobiles and home appliances) to go up in quality dimension to have higher perceived value benefits.

The study therefore attempts to look into the role aesthetics play in automobile and home appliances in the Indian industry. The study was done in four phases. The first phase, focussed on the literature available on the subject to clarify the theoretical aspects, which also helped in designing various questionnaires. In the second phase expert survey was done by administering questionnaires to respondents working in automobile and home appliances industry. In the third, questionnaires were administered to the consumers and the fourth phase by way of case studies conducted on two companies generally recognised as of the market leaders in India for their respective category of products.

The issue addressed in the thesis includes the perception of the companies as well their executives and the consumers on aesthetics, the attributes and qualities of aesthetics as perceived by the marketers and consumers, the role aesthetics plays in different stages of purchase. The relations of aesthetics to various aspects of marketing like the brand image, corporate image etc and the role played by

demographic variables in influencing product buying decision considering aesthetics attributes have also been investigated. Based on these, inputs certain hypotheses and propositions were formulated. The case studies attempts to understand the approach of the superior performing companies to aesthetics.

The study uncovered that by working on the various identified attributes and qualities of aesthetics one can design products with better market acceptability and to improve upon the failure rate which is very high in the context of the highly competitive global business environment. This study also opens up some of the areas for future research for academicians and has significant practical implications for the industry.

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