



## Gender Based Mood Analysis on Purchase of Wrist Watches in Bangalore, Karnataka

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### Abstract

Buying behavior and spending pattern are highly influenced by mood of the customer in general. Mood shapes person's attention, choices of the product and purchasing decision though the life span of mood is short. Organizations must find out means and measures to trigger customers' mood into positive that in turn will induce them to buy the product. This article focuses on gender-based mood analysis on purchase of wrist watches. The researcher has adopted structured questionnaire to get the primary responses from the respondent to study how far mood varies among the genders on purchase of wrist watches and researcher has made framework to highlight the order of the measures / attributes to be followed to trigger the customers' mood. The researcher has applied descriptive statistics to present the key aspects of mood of the respondents and applied ranking method to identify the attribute that trigger the mood of the potential customers. It is concluded that the attribute of demonstration of wrist watches features in specific to men and women, building a community group and attribute of need, elite and self-esteem, sense of accomplishment, aspiration, and marketing communication tactics are some of the significant attributes that trigger the customers to buy wrist watches from highest order to lowest order.

**Keywords:** Gender based, Purchase decision, Mood analysis, Triggering attributes, Marketing communication and cognition.

**JEL Classification:** M00.

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**Ethical:** This study follows all ethical practices during writing.

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**Contribution of this paper to the literature**

This study contributes to existing literature by focusing on gender-based mood analysis on purchase of wrist watches.

## 1. Introduction of the Study

Positive mood inspires good thoughts and negative moods can lead to put off doom loop in which an individual perpetually delays important tasks. Mood shapes person's attention, choices of the product and purchasing decision though the life span of mood is short. Organizations must find out means and measures to trigger customers' mood in to positive that in turn will induce them to buy the product.

**Gerard Zaltman** in his book "How customer think: Essential insights into the mind of Market" pointed out that ninety five percent of cognition happens outside of our conscious brain and rest happen inside of our sub conscious and emotional brains. So, Marketers must trigger emotional brains. **Zaltman (2016)** study showed that 95% of our cognition happens in our emotional brain.

**Table-1. Market share growth rate of different segments including jewelry and watches.**

Particulars	2012	2017	2022 (Exp)	CAGR (2017-22)
Food & Grocery	67.5%	66.7%	65.8%	11.4%
Fashion	9.5%	9.1%	8.9%	10.7%
Jewelry & Watches	7.3%	7.7%	8.2%	13.7%
Consumer Electronics	5.2%	5.9%	6.8%	12.0%
Home & Living	4.2%	4.3%	4.4%	13.3%
Pharmacy & Wellness	2.8%	2.9%	3%	11.9%
Others	3.6%	3.2%	3.1%	10.4%
Total	322	575	979	11.2%

**Table 1** present details about market share growth rate of different sectors including jewelry and watches and it provides the picture of constant growth of jewelry and watches sector. It is noted that jewelry and watches sector had 7.3% market share in the year 2012 and it increased to the tune of 7.7% in the year 2017 and it is expected to grow as 8.2% in the year 2022 and it has 13.7% CAGR between 2017 and 2022.

## 2. Overview about Wristwatch Categories

The wrist watches market in India can be ordered into three general categories based on cost. The first category of watches is the mass value section comprising of watches estimated worth lower than Rs. 1,000 which are sold by the sloppy players. The mass value section watches are dominated by Titan, PA Time enterprises and Citizen. Sonata (for people), and Zoop (kids) are brands of Titan with their dominant part presence in mass portion. Maxima from PA Time businesses and Q&Q from Citizen are different brands in mass segment.

The second category of watches are the mid-value segment of watches. This category watches price ranges from Rs. 1,000 to Rs.10, 000. This section likewise has design watches from global players like Diesel, Esprit, Fossil, Giordano, Tommy Hilfiger, Guess, Kenneth Cole, Police and so on.

The third category of watches are the top-notch fragment watches which has the estimated worth of above Rs. 10,000. The top-notch fragment wristwatch market in India can be additionally partitioned into three value classifications: reasonable extravagance, elegance, and super extravagance. The extravagance section which is essential for premium lot worth ranges between Rs. 1, 00,000 and Rs. 10, 00,000. Large numbers of these top-of-the-line watches are frequently gold plated, precious stone studded and utilized as left arm gems. Brands ranges from superior, moderate extravagance to eminence value groups. Models are Guess Collection, Seiko, Tissot, Xylis, Dior, Longines, Rado, Tag Heuer, Harry Winston, IWC, JLC, Patek Philippe, Ulysse Nardin, Breitling, Cartier, Montblanc, Omega, and Rolex, so on.

Elegance category of watches includes brand like Daniel, Van Heusan, Titan Raga, Meister Singer and Fossil. Super extravagance category of watches includes brand like Movado Ultra, Micael Kors, Tissot, Rolex, Tag Heuer, Louis Moinet Memories, Corum.

## 3. Review of Literature

**Gaspar (2003)** explored how mood influences flexible thinking. Her research suggests that individuals in sad moods are more flexible than those in happy moods when tasks proved difficult and unpleasant. Individuals in sad moods were more likely to try new and different approaches to solve a problem than those in happy moods.

Research by **Gardner and Ronald (1986)** demonstrates that mood states have an impact on and are impacted by consumers' activities during the buying process. Finally, we should consider the impact of marketer-induced moods upon product evaluations. If marketers manipulate mood, they will improve or reduce the likelihood that consumers use of information contained in their communications.

**Gardner and Ronald (1986)** found a relationship between mood states, processing style, and product category selected for evaluation by consumers.

**Clark and Teasdale (1985)** found that women are more likely than men to recall pleasant words when they in a happy mood and less likely to recall pleasant information when they are in a depressed mood. Several explanations for the interaction of mood and gender have been suggested. Clark and Teasdale use an associative network model to explain the gender difference and suggest that women may have stronger links between mood and cognitive nodes in memory, either because they are used more frequently or more intensely.

An alternative explanation of mood-gender interaction is proposed by **Rothkopf and Blaney (1991)**. The authors suggest that mood congruent recall requires at least some awareness of one's own mood state. Further, women are superficially more likely to be aware of (and effected by) their own mood state in recall of information. In general, the psychological literature suggests that gender differences may have both a main effect on perceived time and a moderating effect on mood's influence.

#### 4. Statement of Problem

It is evident from the reviews that effects of mood of the human being have been felt extensively in the buying process. Rook and Meryl (1986) have demonstrated that consumer's mood impacts the amount of money spent on impulse purchases. Various studies have been carried out to understand the effect of mood, cognition, and emotion of customers in the buying process and product purchase. The researcher identifies research gap that there are also differences in the purchase pattern among the different gender. Hence, it prompted the researcher to undertake the study on gender-based mood analysis in purchase of wrist watches.

#### 5. Objectives of the Study

1. To identify the factors that influencing the customers to purchase of wrist watches.
2. To find out reasons for buying a new wristwatch.
3. To analyze customers opinion on point of cognition.
4. To evaluate the measures / attributes that trigger customers' mood to buy the wrist watches.

#### 6. Research Methodology

##### 6.1. Type of Research Design

Researcher has adopted descriptive research and presented the research work in a descriptive manner in terms of market share growth rate of different sectors including jewelry and watches, overview about wristwatch categories, measures / attributes that trigger customers' mood to buy the wrist watches and presented the outcome of the research work with descriptive analysis and ranking method.

**Table-2. Demographic profile of the respondents**

Particulars	No. of Respondent	Percentage
Area of Residence		
Urban	125	73
Semi Urban	24	14
Rural	23	13
Total	172	100
Gender of Respondents		
Male	80	47
Female	92	53
Total	172	100
Age of Respondents		
Up to 25 years	111	65
26-30 years	14	8
31-35 years	18	10
36-40 years	15	9
Over 40 years	14	8
Total	172	100
Academic Qualification		
School Level	2	1
Undergraduate	31	18
Postgraduate	120	70
Professional	17	10
Others - Specify	2	1
Total	172	100
Present Employment Status		
Govt. Employee	0	0
Private Employee	48	28
Businessmen	8	5
Housewife	4	2
Professional	16	9
Student	91	53
Others - Specify	5	3
Total	172	100
Monthly Family Income		
Below Rs.25000	67	39
Rs. 25001-35000	26	15
Rs. 35001-45000	20	12
Rs. 45001-55000	17	10
Above Rs. 55000	42	24
Total	172	100
Type of Family		
Joint family	60	35
Nuclear	112	65
Total	172	100
Number of Members in the Family		
Below 3 Members	16	9
3 – 5 Members	129	75
Above 5 Members	27	16
Total	172	100

### 6.2. Sampling Method and Size

Researcher has adopted convenient sampling method and has taken 172 respondents as sample size assuming 95% confidence level with a five percent margin of error and 100000 as the estimated population size. Researcher has referred Watson (2001), how to determine a sample size: Tip sheet #60, University Park, PA: Penn State Cooperative Extension to finalize the given sample size.

### 6.3. Source of Data

Researcher has collected the data from primary data and secondary data from various source.

### 6.4. Instruments for Data Collection

Researcher has collected the responses from respondents using the structured questionnaire through Google form.

### 6.5. Tools for Data Analysis

Descriptive analysis and weighted average ranking score method are the tools for data analysis.

### 6.6. Limitations of the Study

1. Present study is subject to respondents' bias.
2. Study findings are applicable to Bangalore only.

## 7. Data Analysis and Interpretation

### Interpretation

Table 2 presents about the demographic profile of the respondents. It is found that 73% of the respondents are belonging to urban area, 53% of the respondents are Female, 65% of the respondents belong to the age group of lesser than 25 years old and 70 of the respondents are Postgraduates. 28% of respondents are private employees and 39% of the respondents belong to the income group of below Rs.25000. 65% of the respondents belong to nuclear family and 75% of the respondents said that they have 3-5 members in their family.

**Table-3. Factors that respondents consider for purchase of wrist watches.**

Sl. No	Factors that customers consider for purchase of Wrist Watches	No. of Respondents	Percentage
1	Brand image	60	35
2	Price	23	13
3	Appearance	28	16
4	Water resistance	3	2
5	Durability	22	13
6	Long warranty period	13	8
7	Technical specifications	21	12
8	After sales service	2	1
	<b>Total</b>	<b>172</b>	<b>100</b>

### Interpretation

It is found from the Table 3 that 35% of the respondents said that brand image is first factor that they consider buying the wrist watches and 16% and 13% of the respondents said that they consider appearance and durability respectively to buy the wrist watches. Only 1% of the respondents said that they consider after sales service as the factor to buy the wrist watches.

**Table-4. Reasons for buying a new wristwatch.**

Sl No.	Reason for buying a new wristwatch	No. of Respondents	Percentage
1	Requirement	43	25
2	Style	50	29
3	Better model available in the market	16	9
4	Gifting	1	1
5	Luxury	25	15
6	Convenience	37	22
	<b>Total</b>	<b>172</b>	<b>100</b>

### Interpretation

It is studied from the Table 4 that 29% of the respondents said that style is the main reason for buying a new wrist watch and only 1% of the respondents said that they buy the wrist watches for gifting purpose. 25% of the respondents purchased for the sake of requirement, 22% purchased for convenience, 15% purchased for luxury and 9% for better models. It is inferred that most of the respondents purchased for styles.

**Table-5. Category of wrist watches that respondents wish to buy.**

Sl. No	Category of Wrist Watches that Customers wish to buy	No. of Respondents	Percentage
1	Professional	25	15
2	Fashionable	46	27
3	Quality-Oriented	27	16
4	Sporty	4	2
5	Multi-functional	20	12
6	Digital Watch	9	5
7	All-in-one	41	24
	<b>Total</b>	<b>172</b>	<b>100</b>

*Interpretation*

It is concluded from the Table 5 that 27% of the respondents wish to buy for fashionable and 24% of the respondents said that all in one category of watches are the next preference.

**Table-6. Respondents' preferred price band on the selection of wrist watches.**

Sl. No	Preferred Price Band of Wrist Watches that Customers wish to buy	No. of Respondents	Percentage
1	Up to Rs.5000	91	53
2	Rs.5001-Rs.10000	40	23
3	Rs.10001- Rs.15000	8	5
4	Rs.15001- Rs.20000	20	12
5	Rs.20001- Rs.25000	2	1
6	Above Rs.25000	11	6
	<b>Total</b>	<b>172</b>	<b>100</b>

*Interpretation*

It is noted from the Table 6 that 53% of the respondents said that they preferred price band on the selection of wrist watches fall up to Rs.5000 and only 1% of the respondents said that their preferred price band on the selection of wrist watches between Rs.20001to Rs.25000. 23% of the respondents preferred the price band between 50001 to 10000 and 16% of the respondents wish to buy for quality-oriented reasons. 15% of the respondents bought for professional reasons.

**Table-7. Respondents' Opinion on Point of Cognition.**

Sl. No.	Opinion on point of cognition	No. of Respondents	Percentage
1	Happens outside of individuals' conscious brain	90	52
2	Inside of individuals sub conscious and emotional brains	82	48
	<b>Total</b>	<b>172</b>	<b>100</b>

*Interpretation*

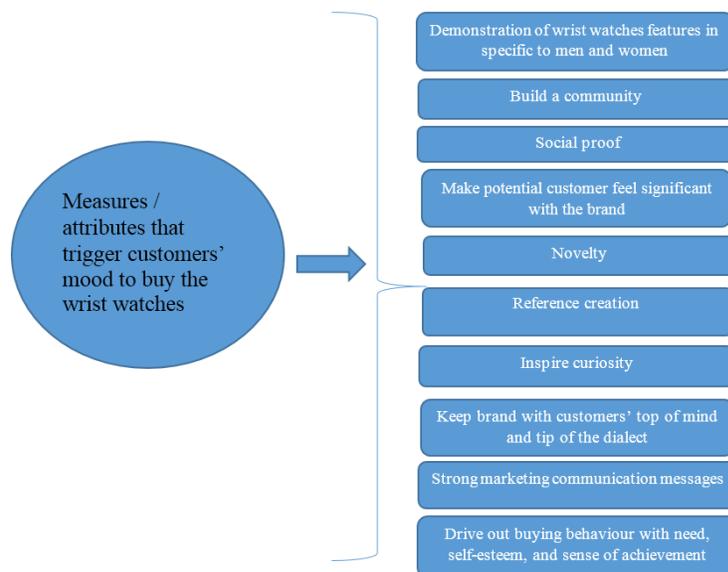
It is identified from the Table 7 that 52% of the respondents have an opinion that their point of cognition happens outside of individuals conscious brain and 48% of the respondents have an opinion that their point of cognition happens inside of individuals sub conscious and emotional brains.

**Table-8. Respondents' opinion on whether customers' attention can be shaped by triggering of emotional brains and mood.**

Sl. No	Respondents Opinion	No. of Respondents	Percentage
1	Yes	154	90
2	No	18	10
	<b>Total</b>	<b>172</b>	<b>100</b>

*Interpretation*

It is observed from the Table 8 that 90% of the respondents have an opinion that customers' attention can be shaped by triggering of emotional brains and mood and 10% of the respondents have an opinion that customers' attention can't be shaped by triggering of emotional brains and mood.



**Figure-1. Framework on Measures / Attributes that trigger customers' mood to buy the wristwatch.**

*Interpretation*

Figure 1 provides the framework on measures / attributes that trigger customers' mood to buy the wristwatch. The organization in the given sector must adopt the above measures / attributes to trigger the customers' mood to make them to buy the wristwatch.

**Table-9.1. Measures / Attributes that trigger customers' mood to buy the wrist watches.**

Sl No	Measures / attributes that trigger customers' mood to buy the wrist watches	No. of Respondents Who have given Rank 1	Rank I *10	No. of Respondents Who have given Rank 2	Rank II *9	No. of Respondents Who have given Rank 3	Rank III *8	No. of Respondents Who have given Rank 4	Rank IV *7	No. of Respondents Who have given Rank 5	Rank V *6	No. of Respondents Who have given Rank 6	Rank VI *5	No. of Respondents Who have given Rank 7	Rank VII *4	No. of Respondents Who have given Rank 8	Rank VIII *3	No. of Respondents Who have given Rank 9	Rank IX *2	No. of Respondents Who have given Rank 10	Rank X *1	Weighted Score Total
1	Drive out buying behaviour with need, self-esteem, sense of achievement	9	90	3	27	3	24	4	28	3	18	2	10	6	24	28	84	46	92	68	68	569
2	Novelty	4	40	6	54	5	40	3	21	8	48	8	40	9	36	23	69	73	146	33	33	666
3	Inspire curiosity	4	40	7	63	1	8	6	42	2	12	15	75	14	56	33	99	40	80	50	50	647
4	Demonstration of wrist watches features in specific to men & women	4	40	4	36	4	32	4	28	11	66	12	60	12	48	26	78	59	118	36	36	678
5	Social proof	2	20	7	63	8	64	4	28	6	36	13	65	2	8	37	111	54	108	39	39	675
6	Reference creation	0	0	5	45	7	56	6	42	4	24	12	60	9	36	22	66	76	152	31	31	653
7	Make potential customer feel significant with the brand	4	40	10	90	4	32	2	14	8	48	18	90	1	4	33	99	41	82	51	51	671
8	Build a community	5	50	5	45	7	56	4	28	3	18	7	35	23	92	20	60	60	120	38	38	676
9	Keep brand with customers' top of mind and tip of the dialect	4	40	10	90	6	48	2	14	1	6	9	45	13	52	34	102	34	68	59	59	637
10	Strong marketing communication messages	9	90	8	72	2	16	3	21	1	6	6	30	7	28	20	60	45	90	71	71	585

**Table-9.2.** Measures / Attributes that trigger customers' mood to buy the wrist watches.

Sl. No	Measures/ Attributes that trigger customers' mood to buy the wrist watches	Total Weighted Score	Rank
1	Demonstration of wrist watches features in specific to men and women	678	I
2	Build a community	676	II
3	Social proof	675	III
4	Make potential customer feel significant with the brand	671	IV
5	Novelty	666	V
6	Reference creation	653	VI
7	Inspire curiosity	647	VII
8	Keep brand with customers' top of mind and tip of the dialect	637	VIII
9	Strong marketing communication messages	585	IX
10	Drive out buying behavior with need, self-esteem, sense of achievement	569	X

### Interpretation

It is noticed from the Table 9 that attribute of demonstration of wrist watches features in specific to men and women stood first (I) rank with the weighted average ranking score of 678 that trigger customers' mood to buy the wrist watches and build a community is the next attribute stood second (II) rank with the weighted average ranking score of 676 trigger customers' mood to buy the wrist watches. Attribute of drive out buying behavior with need, self-esteem, and sense of achievement stood tenth (X) rank with the weighted average ranking score of 569 that trigger customers' mood to buy the wrist watches.

## 8. Findings of the Study

35% of the respondents said that brand image is first factor that they consider buying the wrist watches and 16% and 13% of the respondents said that they consider appearance and durability respectively to buy the wrist watches. Only 1% of the respondents said that they consider after sales service as the factor to buy the wrist watches.

29% of the respondents said that style is the main reason for buying a new wrist watches and only 1% of the respondents said that they buy the wrist watches for gifting purpose.

27% of the respondents wish to buy for fashionable and 24% of the respondents said that all in one category of watches are the next preference.

53% of the respondents preferred price band on the selection of wrist watches fall up to Rs.5000 and only 1% of the respondents said that their preferred price band on the selection of wrist watches between Rs.20001 to Rs.25000.

52% of the respondents have an opinion that their point of cognition happens outside of individuals' conscious brain and 48% of the respondents have an opinion that their point of cognition happens inside of individuals' sub conscious and emotional brains.

90% of the respondents have an opinion that customers' attention can be shaped by triggering of emotional brains and mood and 10% of the respondents have an opinion that customers' attention can't be shaped by triggering of emotional brains and mood.

Attribute of demonstration of wrist watches features in specific to men and women stood first (I) rank with the weighted average ranking score of 678 that trigger customers' mood to buy the wrist watches and build a community is the next attribute stood second (II) rank with the weighted average ranking score of 676 trigger customers' mood to buy the wrist watches. Attribute of drive out buying behavior with need, self-esteem, and sense of achievement stood tenth (X) rank with the weighted average ranking score of 569 that trigger customers' mood to buy the wrist watches.

## 9. Suggestions of the Study

It is suggested that jewelry and watches segment must focus more on the measures/attributes that trigger customers' mood to buy the wrist watches as detailed in the framework and it would result in moments of truth, stimuli on purchase of product.

It is also suggested that marketers must appropriately design the strategy to stimulate point of cognition of customers that would happen either inside of individuals' sub conscious and emotional brains or outside of individuals' conscious brain.

## 10. Conclusion

It is concluded that attribute of demonstration of wrist watches features in specific to men and women, building a community group and attribute of need, elite and self-esteem, sense of accomplishment, aspiration, and marketing communication tactics are some of the significant attributes that trigger the customers to buy wrist watches from highest order to lowest order.

## 11. Scope for Further Research

The present study focused on gender-based mood analysis on purchase of wrist watches. Given the fact, further research can be carried out to analyze the mood of respondents on purchase of other product categories and can be on what triggers the mood of the respondents to buy the other product categories.

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