



INDIAN INSTITUTE OF TECHNOLOGY GUWAHATI
SHORT ABSTRACT OF THESIS

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Programme of Study : Ph.D.

Thesis Title: **Formulating Buying Behavior Based Design Strategies for Equity and Purchase Decisions of Personal Care Products**

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SHORT ABSTRACT

This thesis investigates user perceptions, including buying behavior during product purchase. Strategies for user acceptance and user-based brand equity are studied on the hypothesis that these ought to form fundamental strategies for designing products and packaging. Using Fogg's Behavior Model as a foundation, this thesis put forward 'trigger' and 'motivation' based design strategies for products in the impulsive and planned purchasing categories. User studies involving quantitative and qualitative methods, including Eye Movement Recorder experiments, were conducted to understand the relationship of packaging graphics user perceptions and their correlation to purchase decisions. Based on Brand –Equity and User Experience data, heuristics for formulating Design strategies for new products are developed.