Constrained Evoked set and Peculiarities in Consumption Patterns in the Constrained Choice Environment at Indian Bottom of the Pyramid: Some Initial Propositions

Srabanti Mukherjee (Indian Institute of Management Indore, India)

Purpose: The paper attempts to qualitatively develop some initial propositions explaining the 'constrained evoked set' and 'peculiar consumption pattern' resulting from 'constrained choice environment' at the Indian bottom-of the pyramid (BOP).

Methodology: The literature on BOP and consumer decision-making was extensively reviewed and examined with semi structured in- depth interviews with 25 retailers(including groceries, first and second hand durable stores, ration dealers, street hawkers) from two states of India (viz. West Bengal and Madhya Pradesh) and 75 BOP customers accessing to those purchase points. The analysis was interpretive from literature and interview transcripts followed by detailed discussions with the interviewees in order to derive synergies among emerging themes and emerging relationships between these themes.

Findings: The paper proposes six initial propositions revealing how certain constrained choice environment at the BOP results in constrained evoked set (in terms of selection of product, brand, and point of purchase) and peculiar consumption patterns.

Originality/value: The study presents a thorough analysis of 'evoked set' and 'peculiarities in consumption' at the BOP. The study identifies the research gaps and provides some directions for future research in the domain.

Key words: *bottom-of-pyramid, consumer decision-making, evoked set, consumption pattern, product/brand selection, point-of-purchase, India.*