



How people live and the objects that
surround them

Prof. U.A.
Athvankar

Vaibhav Sindhu



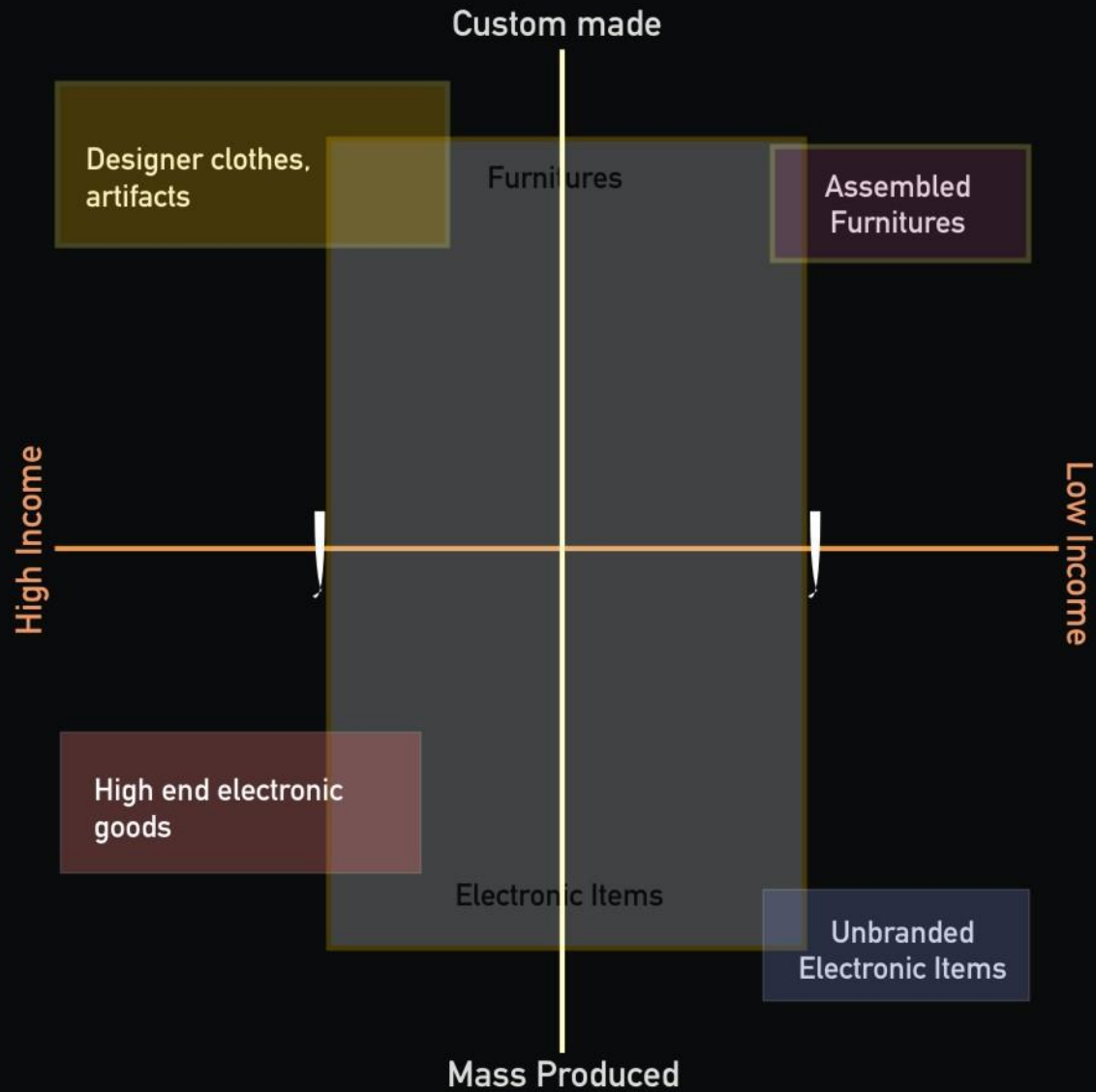
Ethnography - scientific description of human cultures, a study of the world of meanings which shapes behaviors, cultures and social organization.

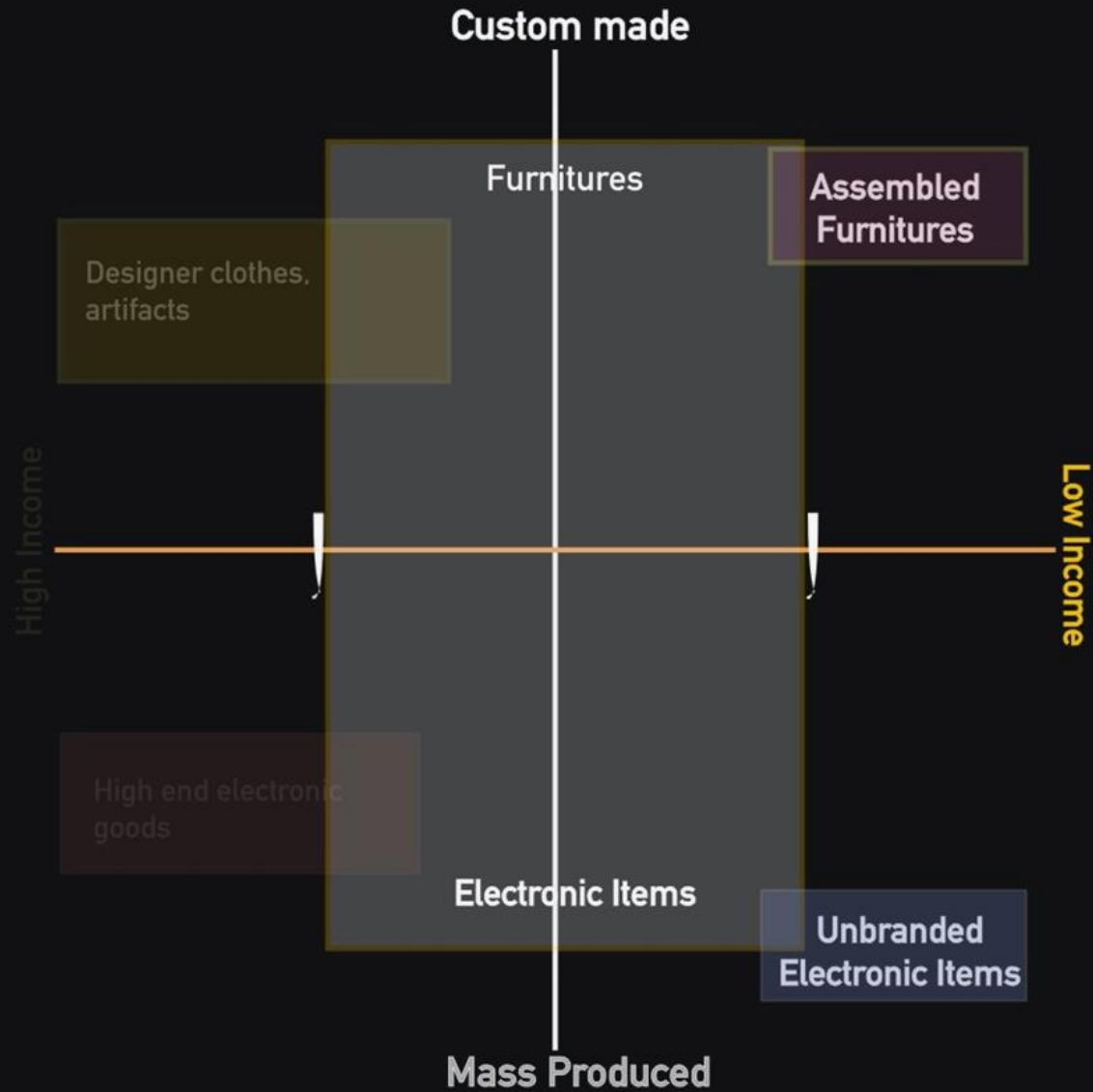
- Through Participant observation and interviewing
- Provides interpretive and descriptive analysis of the symbolic meanings that inform the routine practice of everyday life.
- It emphasizes on a context I.e people's environment and experiences.

Purpose of Study

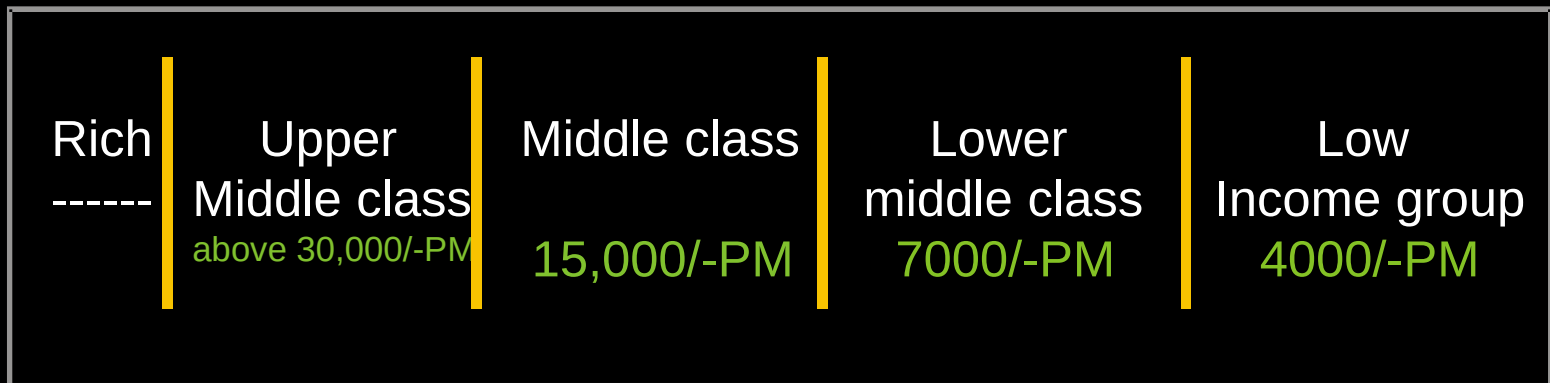
- The purpose of our study was to look at kind of products, understand buying patterns, people's understanding of brands.
- Living conditions, Aspirations of people with respect to products, Affordability, Attitudes towards these products.
- Role of advertising and many other surprising observations which would come by through study.



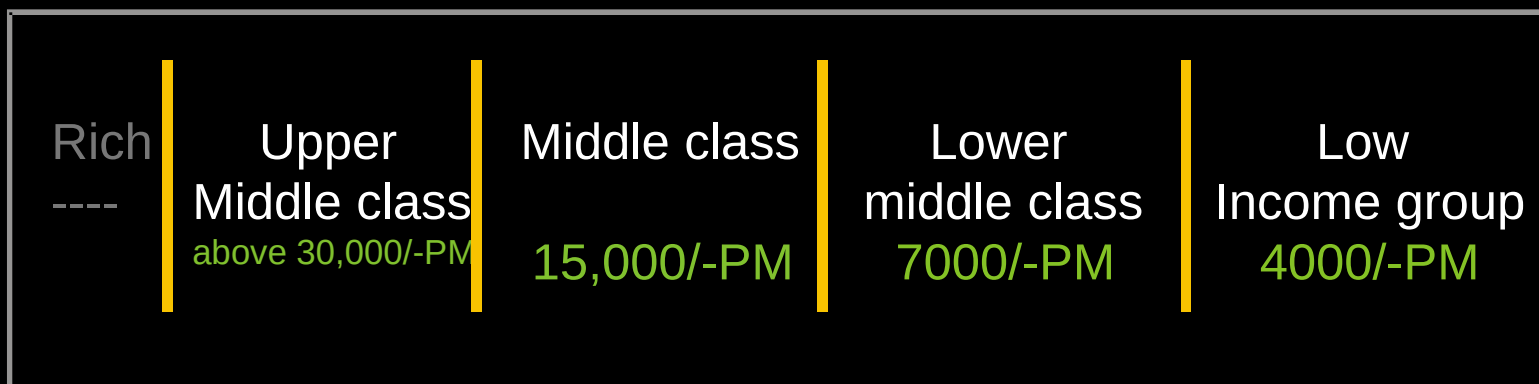




Urban & Rural



Urban & Rural



No of case studies – 22 nos. (urban / Rural)

Log

Sample



Category - Urban Low Income Group

Case Study 1

Name: Mrs. Saraswati Ijagaj (works in a mess)

Age: 48 yrs

Number of people in Family: 6 nos

Husband- 54yrs, 10th pass working in India tube mills.

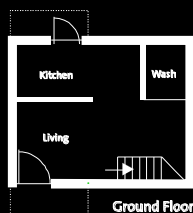
Daughter - 26yrs, 11th pass working as a sales girl

Son1- 24yrs, Diploma(mech) Unemployed.

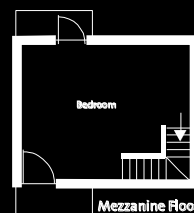
Son2- 20yrs, 10th pass unemployed.

Daughter2 - 18yrs, 9th pass unemployed.

All studied in Marathi medium.



Ground Floor



Not to scale

Mezzanine Floor

No of people working: 3

Annual Income (all members in the family): Husband+herself+daughter= 8000/- PM

Marital Status: None of the children Married.

Language: Marathi, Hindi, English.

Hometown: Mumbai- Powai from past 50yrs

Home at Kanjurmarg from past 30yrs - 450sft (G+mezz)

Type- Pucca house in a basti,

24 hrs electricity and

Water supply (3 days a week) Water stored in a blue drum.

Open drainage.

Products

Television- Videocon (color with remote) 6yrs back

Refrigerator- videocon 165 lts/single door 4yrs back

(both brought at vikhroli)

Tape recorder- 1 Phillips (radio+1tape) 8yrs back

Stereo system- Aiwa (nsx-5333 cd, 2tapes, speakers) 3yrs back

Mixer- Magic (local brand) 5yrs back

VCD player- Magnet 2yrs back Occasionally used.(prefer TV)

Mobile Phones- Reliance 2nos (no land line)

FM player- china market trendy (personal use)

LPG gas - 10yrs back

Steel Boiler for heating water.

Most products were brought from a shop in Vikhroli,
The loan scheme is an attraction for buying.



Documentation - Urban Low Income
group



Family
1



Family
2



Family
3



Family
4

Documentation - Urban Low Income group

Profile of Urban Low Income group

- Mostly living in **chawls** and in an extended family.
- Mostly everybody in the family do small odd jobs to **supplement the total income.**
- Jobs include that of watchmen, workman in a small-scale industry, tailor in a garment factory, salesman in a shop and so on. The **income ranges from 1500 Rs. To 4000Rs. Per job.**
- **Ladies work** as house maids/sales girls/Cooks, for that little **additional income.** At times the daughter then assists her mother in her odd jobs.



Documentation - Urban Low Income group



Family
1

- Branded Electronic products (TV's & Tape recorders, Refrigerators) Focus.
- Typical T.V cabinets with Mirrors the main Furniture at home.
- Places to keep photographs, dolls for



Family
2



Family
3



Family
4

Documentation - Urban Low Income group

X



Family
1

Family
2



Family
3

- Branded Refrigerators, mainly second hand.

- Generally covered by a plastic mat and becomes a space for other cutlery.

X

Family
4

Documentation - Urban Low Income group



Family
1



Family
2



Family
3

- Mobile phones catching up (affordability, convenience,)
- If landlines, covered by knitted cloth. (luxury)

X

Family
4

Documentation - Urban Low Income group



Family
1



Family
2



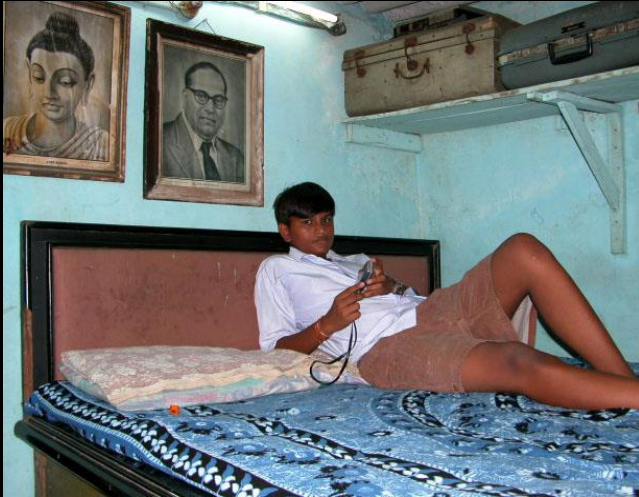
Family
3

- Stainless steel storage (cheap, maintainable, movable)
- Brass vessels generally displayed.



Family
4

Documentation - Urban Low Income group



Family
1



Family
2



Family
3

X

- Pictures announcing their religion.
- Bollywood actors, certificates also find their place.

Family
4

Observations.



The Products take the prominent positions in the living and everything is centered around these products.

- Furniture is custom made, usually brought second hand or made, and there is a tendency to use it for many years by **repairing if it breaks.**
- Racks, shelves etc are made of **cheap Ply laminates.**
- **Old utensils** and are inherited from ancestors, hence **displayed** in Living rooms.
- Owning a television is a Must. **The culture of watching the TV at neighbor's house is a thing of the past.**
- As the urban lot is more in touch with media and is more aware, gadgets like mixers, Iron boxes have become common. But this market is largely ruled by the unbranded sector.
- Although knowing exists, there is a preference for the **grotesque looking products.**
- Refrigerators are generally 2nd Hand.
- **Children as growing influencers of “what to buy”.**
- **Aspire for Products and better living Conditions.**

Documentation - Urban Low Income
group

Documentation - Urban High
Income Group



Family
1



Family
2



Family
3



Family
4

Documentation - Urban High Income Group

Profile – Urban High Income group

- Live in a **Two bedroom, kitchen apartment**, with attached bathrooms. Care is taken to maintain the house neatly everyday.
- Mostly have a **nuclear family**. Both husband and wife are well educated and the husband has a stable well earning job. Wife could also be working at a respectable position.
- **Importance to Education of children.**



Documentation - Urban High
Income Group



Family
1



Family
2



Family
3

- Custom made furniture units (tend to be more symmetric)
- Focus shifts on to the feel of the living space.



Family
4

Documentation - Urban High
Income Group



Family
1



Family
2



Family
3

- Mostly double door Refrigerators (greater capacity)
- Magnetic stickers.



Family
4

Documentation - Urban High
Income Group



Family
1



Family
2

- Mostly fully automatic machines.
- Tendency to cover the machine to prevent rust
- Generally the top of the machines becomes a dump yard in the house.

Family
3



Family
4

Documentation - Urban High Income Group



Family
1



Family
2



Family
3

- Education, synonymous to computers.
- Replaces the VCD players.
- Covered with a plastic cloth to prevent it from dust.
- Used by children, parents use for e-mail and web cam.



Family
4

Documentation - Urban High Income Group



Family
1



Family
2



Family
3

- Furnished Kitchens
- Radio for Time in the morning
- Granite countertops with wash sink in the same counter.
- Least maintained area of the house.
- Cluttered counter space - due to more products like mixers, microwave ovens, hotboxes, water drainers etc.



Family
4

Documentation - Urban High
Income Group



Family
1



Family
2



Family
3

■ Reminiscent of the temple
Mantaps, Mainly of
marble/wood.



Family
4

Documentation - Urban High Income Group



Family
1



Family
2

■Moving towards an Image of
the class of Society.



Family
3



Family
4

Documentation - Urban High
Income Group



Family
1



Family
2

- Godrej Cupboard, a mark of a middle income group.
- No middle Class junks products.

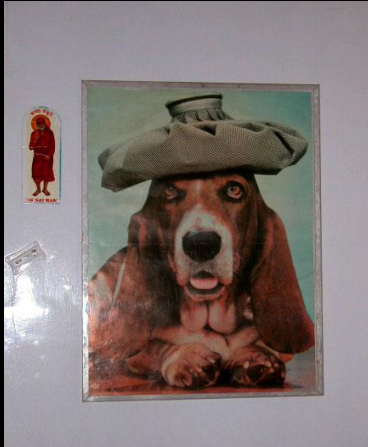


Family
3

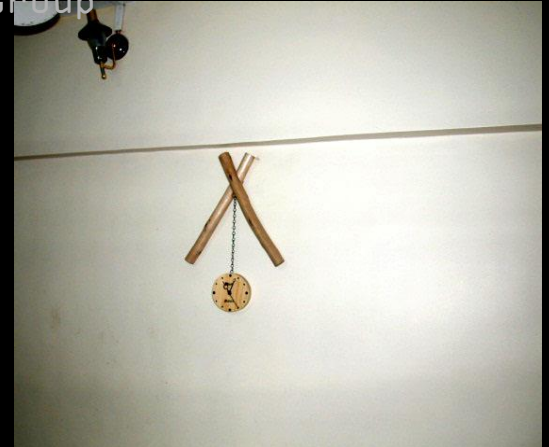


Family
4

Documentation - Urban High
Income Group



Family
1



Family
2

■ Pictures of Objects &
Things.



Family
3



Family
4

Documentation - Urban High Income Group

Observations

- Custom Made Furniture, The focus moves on to the feel of the living room more than the products themselves.
- Cookware and utensils are mostly of steel. Glass crockery and chinaware finds place on the living room cabinets.
- In refrigerators the trend has moved on to newer two door high capacity models. Mixers now being replaced by food processors or branded mixers.
- There is an oven or a Branded microwave present.
- Washing machine is found essential. Television is color and cable ready with the latest flat screen technologies and larger screens. Sleek multifunctional products are finding market.
- Latest configuration computer with Internet connection is common, with web cameras a common feature. There is a hi-fi branded music systems, some have old VCRs too which they don't use much though.
- This is the user group, which is brand conscious and wears branded jeans, shoes and T-shirts. They especially like to flaunt it too. The statement of fashion and status is made by Brand.
- The cable revolution provided multiple channels for people to watch, hence the idea of products for the individuals.



Documentation - Rural Low Income group



Family
1



Family
2



Family
3

Profile – Rural Lower Income group

- These are the people who have the simplest living, generally farmers by occupation and **tilling on leased Land**.
- Have a large joint family, and large houses.
- Cash in hand is limited. But food is plenty because of farming and livestock.
- Children go to a local regional language medium school. Have very simple and tacky locally made furniture, mainly cots.

Documentation - Rural Low Income group



Family
1



Family
2



Family
3

- **Spacious homes,** living areas adorned with pictures of gods.
- **Basic Furniture,** Not much importance given to the feel of the living areas.

Documentation - Rural Low Income group



Family
1



Family
2



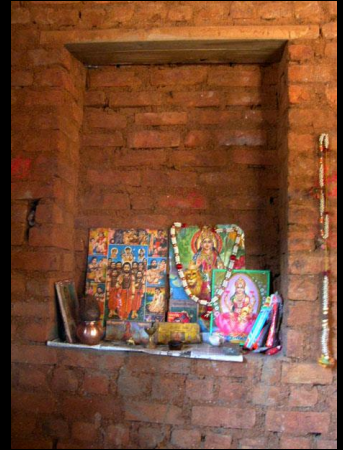
Family
3

- Spacious kitchen Spaces, Basic Amenities.
- Well organized & maintained, clean.

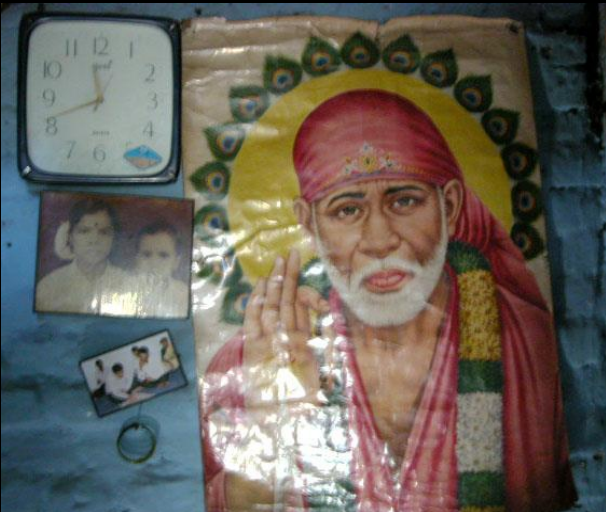
Documentation - Rural Low Income group



Family
1



Family
2



Family
3

- Gods adorn the walls, above the door frames in living.
- Calendar art prevails.

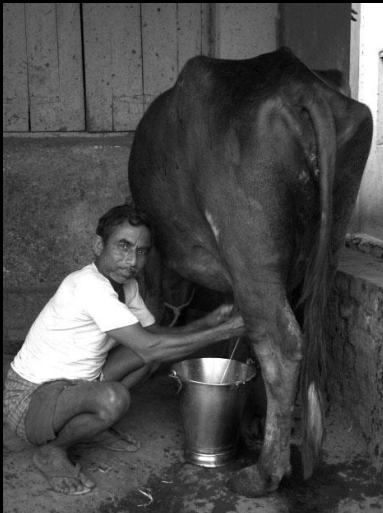
Documentation - Rural Middle Income group



Family
1



Family
2



Family
3

Profile – Rural Middle Income group

- Have a large joint family, and large houses and own Land
- Cash in hand is limited. But food is plenty because of farming and livestock.
- Children go to a local regional language medium school.
- Have very simple, locally made furniture from a nearby town.

Documentation - Rural Middle Income group



Family
1



Family
2



Family
3

- Lavish Living spaces with basic furniture.
- Products become a part of the other household goods.

Documentation - Rural Middle Income group



Family
1



Family
2



Family
3

- Organized, Large Well maintained Kitchens
- Most utensils are Brass and are kept in a neat display.
- Large utensils used to store water.

Observations

- Idea of a Furniture in the living emerging, constitutes mainly iron furniture.
- Affordability is not an issue, as much as need is.
- There seems to be no requirement for products which assist in daily life. But more on products which assist farming.
- Limited knowledge about Brands, Dependence on local markets selling unbranded wares still Large.



Documentation - Rural Middle
Income group

Documentation - Rural High Income group



Family

1

Profile – Rural High Income group

- Have a nuclear, Large family
- Are rich because of larger land and better earning.
- Better business, Advancement in Farming Methods.
- Children go to school and college and aspire to be educated and someday work in the city.

Documentation - Rural High Income group

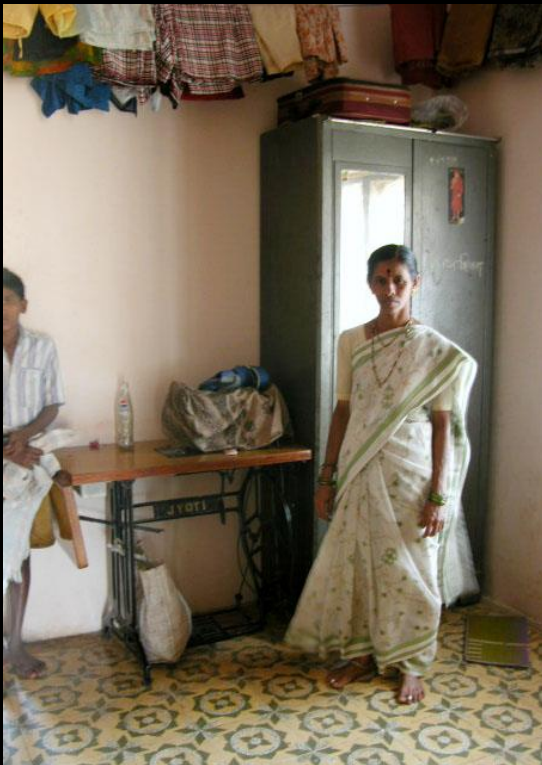


Family

1

- Travel to the city, hence Influence of Trends of the city.
- Aesthetics similar to the urban middle income group.
- Have the latest electronic products and like to flaunt it.

Documentation - Rural High Income group



- Travel to the city, hence Influence of Trends of the city.
- Aesthetics similar to the urban middle income group.
- Have the latest electronic products and like to flaunt it.

Family

1

Documentation - Rural High Income group



- Neat and furnished Kitchens.
- Some reminiscent of the brass vessels display(water storage)

Documentation - Rural High Income group



Family
1

- Refrigerators of basic requirement
- Mixers and gas stoves have replaced the stone grinders and choola

Documentation - Rural High Income group



Family
1



- Corner Units with Displays a part of the living area, increasing Influence of Urban aesthetics.

Urban

- In the lower income group, both in rural and urban areas as well as in the rich income group of villages, there is a tendency for **incremental acquisition of goods**. Hence there is a lack of coherence in the setup of house.
- The urban rich are concerned about the **Feel of the living area**, hence **décor changes** along with the product acquired.
- In cities, the living room across all classes gets more importance and precedence for neatness and looks. Kitchen and the other rooms have tendency to be disorganized.
- The **Loan schemes** are an attraction to buy products at all classes of society(except rich).
- In urban sector, **second hand branded goods** are preferred more over new branded goods, as there is awareness of higher quality and durability of the branded goods.
- **Higher education or vocational courses across all classes in the cities is a priority for better jobs or business.**



Rural

- **The kitchen is more organized, clean, and given more importance than living rooms.**
- There is a concept of weekly bazaar in the village where goods are exchanged and weekly ration is brought.
- The concept of a **compact product** does not occur in a rural scenario, people prefer assembled products with **grotesque features** which becomes a highlight in the living rooms whereas the middle and the upper middle class prefers compact, multi-functional, minimalist looking products.
- In rural areas, because of agriculture and farming, basic education seems to be enough.

