Moments Of Truth: An Empirical Analysis Of Indian Consumers

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INTRODUCTION

Customer attention and preference generation at the point of purchase/decision making has been the main target of marketers from time immemorial (Lichtenstein & Slovic, 2006, adapted from Behavioral Decision Theory, BDT). [1,7]Nowlis and Simson, 2007 pointed out that choice/focal point given for any set of purchase decision has been the prerogative of research of many companies and academicians. Thus, the role of Focal point in any decision making is very crucial. The idea has evolved the concept of [1,2]"Moment of Truth" , which can be defined as, *"In customer service, instances of contact or interaction between a customer and a firm (through a product, sales force, or visit) that gives the customer an opportunity to form (or change) an impression about the firm"* (businessdictionary.com, 2010). These are the crucial touch points, where a customer directly comes into a contact with the product and thus, makes a basis for the future course of action regarding his decision of purchasing the product , or terminating the relationship with a brand.

EVOLUTION OF THE CONCEPT

This term [3,6,8] *"Moment of Truth"* was first coined by SAS (*Scandinavian Airlines System*) former CEO, Jan Carlzon in the 1980's to describe each interaction his customers had with his organization, which became a focal point in the remarkable development of British airlines industry in the 1980s, in which, customers' interactions points were captured and were used to build strategy around for the betterment of customer service. [19]Customer Experience Management and Relationship Management have been a strategic intervention for generating customer value. (BOB Thomson, CRMguru.com, 2006). [4,5,9,13]Taking inspiration from Mr. Jan Carlzon, P & G speaks about the *" First Moment of Truth"* in 2005.In line with P & G, Google also coined the term *"Zero Moment of Truth"* or B2B transactions on Sept. 15, in BMA's first luncheon seminar of the 2010-2011 program at The Standard Club by Jennifer Howard, Head of B2B Markets of Google. Various Marketing strategies like In-store advertising/ marketing, digital marketing, packaging and traditional way of push-pull marketing strategies are propagated, keeping in the minds the moments of truth and its probable impact on customer relations. Along with the marketing of products, Moments of Truth concept has a wide application in marketing of services. [20]McKinsey research in 2006 in Italy, Belgium, Germany and United States establishes the fact that point of interactions have been instrumental in progressively increasing the customer value. Like the moment where the sales person visits the customer or when the consumer visits the office are opportunities to create an impression and build a relationship.

LITERATURE REVIEW

[7]Martin Lo¨fgren conducted a study on Winning at the First And Second Moments Of Truth, 2005 which shows how the marketers should present their product to the customers, so that their product is noticed by the customers, and thus increases the customer lifetime value. This study shows that how much importance should be given to the factors like packaging, prerequisites of the service, and the product which defines the first and the second moments of truth. It

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shows that the goods and the services go hand in hand and to sell one, we need to take into account both, no goods can be sold to the customers without providing them with the prerequisites of the service. Thus, all the three factors are important for marketing the goods and retaining the customers: the physical packaging; prerequisites for services; and the content of the packaging, which in combination makes a total offer.

[14]The survey done by Martin Lo¨fgren, Lars Witell and Anders Gustafsson on *"Customer Satisfaction In The First And Second Moments Of Truth"*, 2008 highlights that when the customer buys products from the store by the first interaction; the packaging of the product plays an important role, which acts as a silent salesman. The whole package presented by the marketer has to be in such a fashion that the customer gets attracted towards it by leaving all the many options they have in the store, this is the first moment of truth. The after purchase effects, where it is seen whether the customer is satisfied by using the product and hence, whether the customer will be loyal to the product depends on this factor. The study and relationship of both first moments of truth along with the second moments of truth was discussed in a single paper. They had also presented a model representing the chain showing the importance of customer satisfaction. That model says that the quality of the product makes the customer satisfied, a satisfied customer becomes loyal and can be retained, thus, customer retention leads to profitability, high returns and hence, wealth maximization.

[10,11,12] As per the blog, *Using In-store Advertising To Win The First Moment Of Truth* (FMOT) by Bill Gerba, P & G used to implement FMOT inside the stores using in Store advertising with The Digital Signage Insider. Savio Barretto, Google India, in his business column to Hindustan Times talked about the emergence of ZMOT in the Indian scenario. It establishes the fact that most of the people in India search online before purchasing as the world is digitally ours. As per the article of Pete Blackshaw, published in clickz.com, dedicated to marketing news, talked about Third Moment of Truth, which emphasizes upon a customer's participation in advertising and online promotional campaigning of products, since by this exercise, the customers develop a strong sense of affection towards the product. This is due to the third moment of truth. [18]According to the president of the design force, leading brand design consultancy *Ted Mininni,* packaging delivers a strong sense of *"Second Moment Of Truth"*, which further enhances the customer experience by manifolds. Packaging evokes a response on an emotional level, which makes them loyal towards the brand. [4]The Wall Street Journal, Sep 21,2005, says that the first moment of the truth occurs for just three to seven seconds, when customers enter inside the store & look at the shelf. Flexible packaging association in their study says that recognition plays a key role in product selection by a shopper & the packaging initiatives are a cornerstone in FMOT, which is of paramount importance in customer attraction. [11]Donna Berry, in his article, *Six Seconds to Woo Consumers with Innovation,* says today, 80% of the customer's purchase decisions are made in the store only & packaging now is more important than ever.

MOMENTS OF TRUTH AND ITS TYPES

This *Moment Of Truth* can further be divided into various sub parts, based on the point of interaction and perceptual change within their minds and hearts.

❀ Zero Moment Of Truth (ZMOT)
❀ First Moment Of Truth (FMOT)
❀ Second Moment Of Truth (SMOT)
❀ Third Moment Of Truth (TMOT)

❀**Zero Moment Of Truth (ZMOT)** : [13] It's a Google- defined characterization of what happens before a customer comes in direct contact with the brand. As the term was coined by Google, they basically meant what impression, an online research can form onto the decision-making process of customers, before they even enter a store. It argues that interactions between consumers and brands now occur before they even see the product on a shelf, thanks to development of technology, and increasing awareness of customers. According to the reports of Information Resource Inc.'s 16 Time & Trends (October 2009), 83 % of the shoppers make their purchasing decision before actually visiting the store, which indicates the paradigm shift that Information Technology boom has brought about.

❀**First Moment Of Truth (FMOT)** : [4,5] According to Proctor & Gamble, shoppers make up their mind about a product in three to seven seconds, just the time it takes to note a product on a store shelf. This time lapse is called (by P&G) *"First Moment Of Truth"* and it's considered as the most important marketing opportunity for a brand. [21]Charu Harish, 2010 propagates that the "First Moment of Truth" (FMOT) for the consumer is when they finally invest their money on any

brand or product.

❋**Second Moment Of Truth (SMOT) :** It is comparatively a recent phenomenon, which talks about the impression or customer relationship formed after purchasing, when the consumer uses the product. AG Laflay, 2006 - Sometimes it delivers the satisfaction, while at times, it creates cognitive dissonance. Hence, customers take further decisions accordingly. If you win second moment of truth, it means that you can expect a long-lasting association with your customer.

❋**Third Moment Of Truth (TMOT) :** Now even marketers have started using the term *"Third Moment Of Truth"*, which goes beyond purchasing and using the product, [10]Flexible Packaging Association Report, 2006. It is a very powerful inflection point, which a company often dreams to achieve. Experience about the product actually catalyzes the people to express their experiences about the products with emotion, curiosity, passion, or even anger.

The Figure 1 below shows creation of these moments of truths. This is drawn between moment of forming/ changing impressions versus moments of touch points. *Zero Moment Of Truth* is represented by earliest (before purchasing) for both of the moments, and it is gradually shifting upwards in the direction of moments of truth, as we shift from earliest to latest one.

Figure 1: Graph - Creation Of Moment of Truth
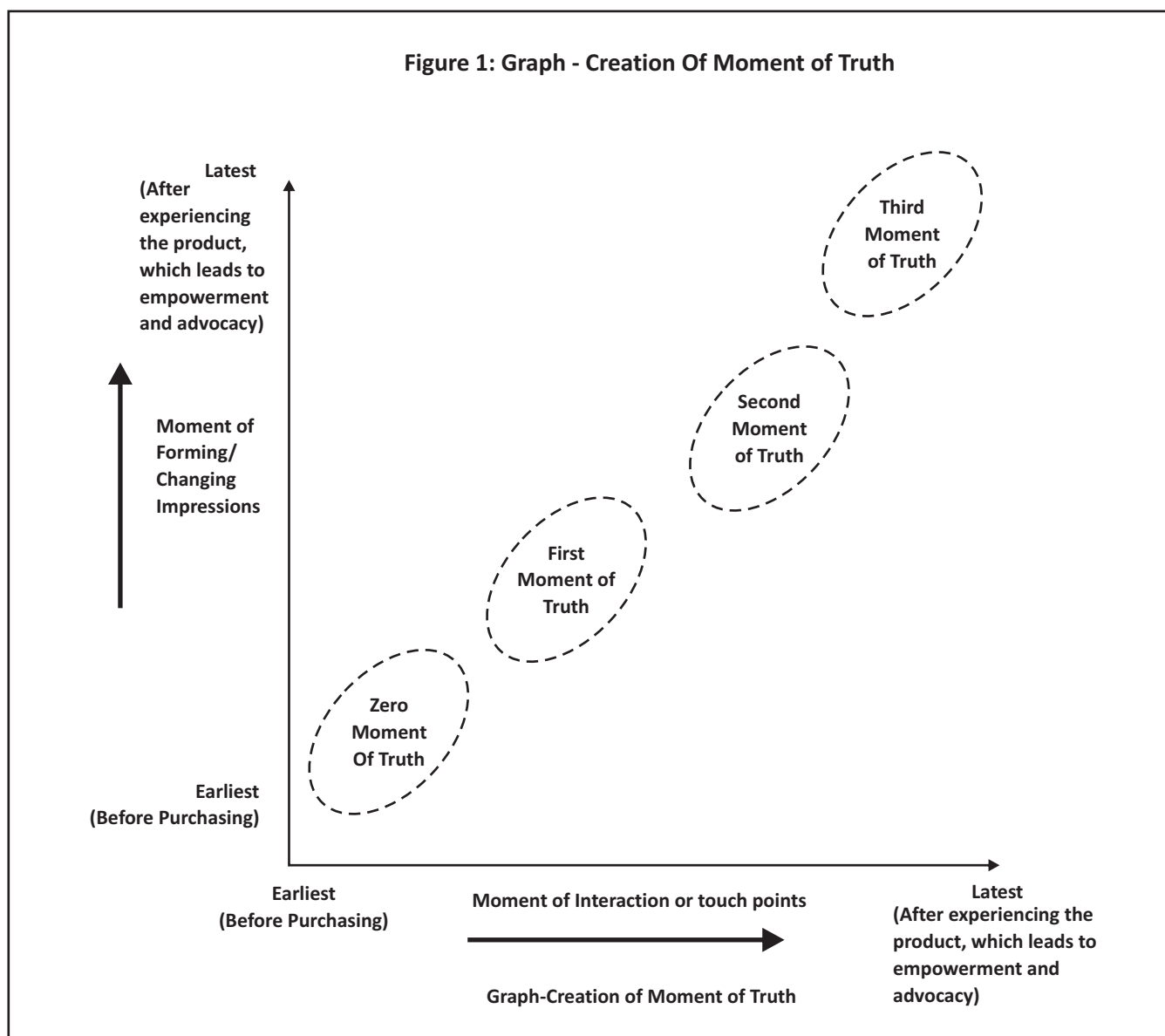
CHANGES IN CONSUMER DECISION MAKING PROCESS

Above process Figure 2 shows that at what moment consumer actually take a decision to buy or not buy the product or use or not use the services. Traditionally people first get interacted with the products and evaluate different alternatives before forming an impression but invention of ZMOT has considerable change this decision making process.

Figure 2: Consumer Decision Making Process Diagram

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            ┌─────────────────────┐
            │   Manufacturing of  │
            │ Products or services│
            └─────────┬───────────┘
                      │
              ┌───────▼────────┐
              │ Marketing, self│
              │searches of     │              Zero
              │products or     │           Moment of
              │services-online │             Truth
              │or offline      │
              └───────┬────────┘
                      │
            ┌─────────▼─────────┐
            │ Purchasing decision│
            └───┬───────────┬────┘
                │           │
         ┌──────▼────┐  ┌───▼────┐
         │ Do not buy│  │  Buy   │
         └──────┬────┘  └────────┘
                │
         ┌──────▼────────┐
         │ Entering in to│
         │ the store or  │             First
         │ in to the     │          Moment of
         │ source of     │            Truth
         │ services      │
         └──────┬────────┘
                │
         ┌──────▼────────┐
         │Interaction    │
         │with the product│
         └──────┬────────┘
                │
    ┌───────┐ ┌─▼──────────────┐ ┌──────┐
    │Do not │◄┤Purchasing      ├►│ Buy  │
    │buy    │ │decision        │ └──────┘
    └───────┘ └─┬──────────────┘
                │
         ┌──────▼────────┐        Second
         │Service &      │       Moment of
         │Product        │         Truth
         │consumption    │
         └──────┬────────┘
                │
         ┌──────▼────────┐        Third
         │Consumer Loyalty│      Moment of
         └────────────────┘        Truth
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[23](Source: Adapted from Customer Satisfaction in First and Second Moments of Truth)

MOMENTS OF TRUTH AND DEVELOPING A STRATEGY

The Marketing Strategies are built on the basis of these moments of truth.

❈ **Identify The Critical Interaction Points For Your Organization :** The first step to manage these critical touch points is the identification of those focal points, where customers and company come into direct contact. As per official reports about Kingfisher airlines- [22]Kingfisher understood that first interaction takes place when a customer comes to the airport, so it introduced *"Ushers"* who welcome the travelers and guided them to boarding counters. This has created a good service perception.

Exhibit 1: Strategy Deployed For Moments of Truth		
Moments of Truth	Strategy Deployed	Source
Zero Moment of Truth	Online visibility, availability, pull Marketing, viral & real time marketing	Savio Barretto, [15]Hindustan Times(August, 2010), [13] Google (Blogging Innovation on August 20, 2010)
First Moment of Truth	In store display, POP display, Shelf impact	Alice Louw, Michelle Kimber, P&G, FPA (2006), [5]Bharat. V. Patel (2005),The WALL Street Journal Sep 21,2005,CEO A.G. Lafley's July 25,2007
Second Moment of Truth	Value for customer, Product USP, Consumer Experience, Brand value, Brand equity, Benefit	Rudh (2005),FPA (2006)
Third Moment of Truth	Repurchase, Expansion, New product development	FPA(2006)

❋**Measure The Impact These Points Have On Your Business :** Depending upon the target market, and type of product and services, marketers can estimate which moment of truth has the most significant impact on your business by *"Business Impact Analysis"* and accordingly, make strategies for the same. Some of them have been highlighted in Exhibit 1.

RESEARCH DESIGN

❋ **Objectives of the study**

1. To identify the causes that lead a consumer to take a purchasing decision.

2. Which moment of truth is the most preferred among the consumers of Tier 2 cities in the Indian context.

3. To identify certain perceptual and attitudinal changes that happened in recent times in the purchasing decision making patterns.

❋ **Research Methodology**

❋ A preliminary exploratory study was administered through an unstructured non-disguised questionnaire at more than 20 convenient stores, retail outlets, and fixed stores to understand the parameters that could be taken up for the structured questionnaire.

❋ The questions were designed in a manner so that user preferences and awareness about the moments of truth could be revealed. The questions were mostly closed ended and targeted consumers of all kinds of age groups, irrespective of their income groups, social class and gender. Data comprises of responses of students, housewives, working class, entrepreneurs and others.

❋ The sample selected for the study comprised of organized retail outlets like Big Bazaar, Vishal Mega Mart, Pantaloons, Local Convenient Stores, Jewellery Shops, Automobile Showrooms and Garments Showroom. The sample was selected randomly by visiting the stores personally, and administering the questionnaire after discussing the research objective with the retailers/shop keepers.

❋ **Sampling**

A sample of 250 respondents were collected from two Tier 2 cities in India. Out of 250 respondents, the researchers got usable responses from 150 respondents by visiting various convenient stores, retail outlets and fixed stores. The sample consisted of students, house wives, businessmen, service class and others. The sampling technique used is non-probability convenience sampling to gauge the following:

1. Consumer's choice over the most preferred way of purchasing.

2. The most critical point, when the consumers form or change an impression about a product.

3. The attributes that attract them the most while making purchasing decisions.

4. Their opinion regarding advancement of technology and its impact on purchasing decisions.

5. List of products and services and their corresponding sources from where the consumers get the first interaction.

6. Importance of touch and feel method of purchasing in India.

Table 1: Age Group & Percentage Of Respondents		
S.n.	Age Group	Percentage Applicability
1	18 years to 30 years	50.67
2	31 years to 42 years	32
3	43 years to 55 years	12
4	55 years and above	5.33

FINDINGS

❋ **Age Group Of Respondents :** For the study, the age group of respondents has been divided into four major groups & percentage of respondents according to their age are given in Table 1.

❋ **Income Group Of Respondents :** Respondents from various income groups have been considered, and percentage of respondents with income group are mentioned in Table 2.

Table 2: Income Group & Percentage Of Respondents		
S.n.	Income group/Month	Percentage Applicability
1	Students & House wives	56
2	Under ₹ 20,000	16
3	₹ 20,000 to ₹ 60,000	16
4	₹ 60,000 to ₹ 100,000	6.67
5	Above 1 Lakh	5.33

❋ **Occupation Of Respondents :** Respondents' occupation and percentage involved in the study have been mentioned below in the Table 3.

Table 3 : Occupation & Percentage Of Respondents		
S.n	Occupation	Percentage Applicability
1	Serving Govt. organization	13.33
2	Serving pvt. business organization	10.67
3	Own business	12
4	Students	48
5	Housewives	16

The responses collected from the respondents regarding their preferences for buying from various stores has been displayed in the Table 4.

Table 4: Respondents' Preference For Various Stores			
S.n	Description	Total	Percentage Applicability
1	Your fixed store	32	21.33%
2	Malls - Big bazaar/ Vishal Mega Mart or other Malls	64	42.67%
3	Any shop as per convenience	50	33.33%
4	Online	4	2.67%

Out of the 150 respondents interviewed, 64 respondents were willing to make purchases from the malls like Big Bazaar and Vishal Mega Mart. It is important to note here that these malls opened comparatively recently. It means that majority of the respondents preferred to visit malls, whereas, a significant amount of respondents, i.e. 50 respondents shop as per their convenience, and have no specific choices for that, whereas, only 32 respondents visited their fixed store. At a glance, it looks like the *"Mall Culture"* has taken over the customers of small cities in its grip.

Table 5 : Responses For Making A List Of Items Before Purchasing			
S.n.	Description	Total	Percentage Applicability
1	Yes, every time	34	22.67%
2	Yes, I do make a list, but can make a purchase even if it is not in the list.	60	40.00%
3	No, this is very time consuming	36	24.00%
4	Depends	20	13.33%

Out of 150 respondents interviewed (Table 5), 34 of them preferred to make a shopping list, which shows that they are pre - decided about what to purchase, in other words, either they already have an experience about purchasing the product, or else, they prefer ZMOT. However, 36 respondents opined that it is very time-consuming to make a shopping list, which shows that they preferred to search about the items inside the shop. Clearly, they preferred the FMOT. A majority of them thought to make a list, but can purchase other items also, which shows that what the buyer purchases from a store depends a lot upon in-store advertising and promotion. 20 respondents were situation oriented. People are more attracted towards in-store brand advertisements and promotional aspects, which also indicates the growing purchasing power of consumers.

Table 6: How The Internet Changed The Purchasing Decisions - Respondents' Views			
S.n.	Description	Total	Percentage Applicability
1	Completely agree	54	36.00%
2	Somewhat agree	48	32.00%
3	Completely disagree	4	2.67%
4	May be	20	13.33%
5	No Idea	24	16.00%

Out of the 150 respondents interviewed (Table 6), 54 respondents completely agreed with the statement that the Internet has changed the way they make purchases. However, most of the respondents were students, so this ratio is not surprising. Only 4 respondents completely disagreed with this statement. This shows the growing popularity of the internet in Tier 2 cities also.

Table 7: Respondents' Preference For Searching About A Product Online			
S.n.	Description	Total	Percentage Applicability
1	Yes	30	20.00%
2	No	58	38.67%
3	Sometimes	40	26.67%
4	Depends on the product	22	14.67%

Out of 150 respondents interviewed (Table 7) , 58 respondents did not search about the product online before purchasing, whereas, only 30 respondents opined that they do search about the product online before purchasing the same. A good no of people are in the support of using it sometimes, or depending upon the product, means majority of the people were favoring ZMOT indirectly.

Table 8: Responses Over The Moment To Form (or Change) An Impression About A Product			
S.n.	Description	Total	Percentage Applicability
1	Before Purchasing-When you search/know about the product.	58	38.67%
2	During Purchasing-when you actually touch and see the product.	38	25.33%
3	After Purchasing-When you actually open and try the product.	28	18.67%
4	Infection Point-When you experience the truth about the product.	16	10.67%
5	Can't Say	10	6.67%

Table 9 : Respondents' Choices About What Attracts Them The Most During Purchasing			
S.n.	Description	Total	Percentage Applicability
1	Advertising	30	20.00%
2	Packaging	10	6.67%
3	Utility	82	54.67%
4	Experience	24	16.00%
5	Reference	4	2.67%

Out of 150 respondents interviewed, 58 respondents (Table 8) clearly agree that they form (or change) an impression about a product before purchasing. This data is a very much deciding factor for people who prefer ZMOT, whereas 38, 28 and 16 respondents preferred FMOT, SMOT and TMOT directly respectively. If we sum up, 44 % of the respondents did not favor ZMOT and 38.67 % of the people were favoring it. One can easily interpret that there is a gradual shift in the likings and preferences of the people, and it is likely to change the scenario within the coming years, when ZMOT slightly has an edge over other moments of truth.

Out of 150 respondents interviewed (Table 9), more than 50 % respondents i.e. 82, considered the utility or usability of the product before purchasing it. SMOT is when the use of the product motivates them to purchase the product again, where 30 respondents agreed that advertising also plays an important role to motivate them for purchasing a product. It means only 20 % respondents were favoring ZMOT for making a purchasing decision. Thus, it represents a clear picture, and people spend money, mostly on the products or services, where utility is related to the product.

Table 10: Respondents' Views About "Touch And Feel" Method Of Purchasing			
S.n.	Description	Total	Percentage Applicability
1	Completely agree	66	44.00%
2	Somewhat agree	58	38.67%
3	Completely Disagree	18	12.00%
4	May be	8	5.33%

Out of 150 respondents interviewed (Table 10), a majority of the respondents were strongly in the favor of *"Touch And Feel"* method. In India, it is the best method to purchase, which support the FMOT. Only 12 % of the respondents disagree with this statement, which shows a clear inclination towards the support of FMOT.

Out of 150 respondents interviewed (Table 11), a clear cut majority of the respondents agreed that pre-purchase interaction with the products was essential to make a decision, means they were favoring FMOT in that way. Only 8 respondents were totally dependent upon in store interaction of the products.

Table 11: Respondents' Views About Interaction With The Products Before Purchasing			
S.n.	Description	Total	Percentage Applicability
1	Completely agree	78	52.00%
2	Somewhat agree	62	41.33%
3	Completely disagree	8	5.33%
4	May be	2	1.33%

Out of 150 respondents interviewed (Table 12) , it was found that 43.97 % of the respondents got first interaction about the product directly from the source, and 20.52 % obtained it from the Internet. It may be due to the fact that most of them were students and had access to the Internet. 21.81 % respondents opined that it was friends/relatives who gave them information about the product and services.

Table 12: Respondents' Responses Regarding The Sources Which Give The First Interaction With The Products/ Services.								
Sr. No	Products	Retail shop/Showroom/ direct from the source	Internet	Magazines/ Newspapers	Friends/ relatives	Posters/ pamphlets	TV/ Radio	Sum
1	FMCG	140					40	180
2	Health Products	90	5	15	70			180
3	Beauty Products & Services	94	8		39		59	200
4	Cars	40	109	1	37		9	196
5	Bikes	28	102	3	20		21	174
6	Electronic Items	95	80				25	200
7	Restaurants and Hotels	56		36	122			214
8	Travel Products like Trains	62	86	9				157
9	Financial/Banking Products	81	22		63		28	194
10	Apparels/footwears	132			65			197
11	Educational Institutes	65	62	42	50	18	5	242
12	Jewellery	127			42		8	177
13	Items related to business	14	4					18
	Total	1024	478	106	508	18	195	2329

Table 13 : Result metrics - Metrics To Assign Weightage And Derive Results								
SNo	Name of Factors	Resulting MOT/ Interpretation of Questions	Weightage	Ratings (percentage of respondents)		Total Points		Maximum Points
				ZMOT	FMOT/SMOT/ TMOT	ZMOT	FMOT/SMOT/ TMOT	
1	Reach of Internet has changed the way you make the purchasing decisions.	ZMOT	0.050	0.68	0.16	0.03	0.01	0.04
2	You prefer to search about the products online/ make your purchase decisions prior to entering a store.	ZMOT	0.055	0.6134	0.39	0.03	0.02	0.06
3	When do you get an opportunity to form (or change) an impression about a product, what affects your purchasing decision?		0.300					0.28
4	Before Purchasing-When you search/know about the product.	ZMOT		0.3867		0.12		
5	During Purchasing-When you actually touch and see the product.	FMOT			0.25		0.08	
6	After Purchasing-When you actually open and try the product.	SMOT			0.19		0.06	
7	Infection Point-When you experience the truth about the product.	TMOT			0.11		0.03	
8	What attracts you the most while purchasing.		0.250					0.25
9	Advertising/Reference	ZMOT		0.2267		0.06		
10	Packaging	FMOT			0.07		0.02	
11	Utility	SMOT			0.55		0.14	
12	Experience	TMOT			0.16		0.04	

13	In India, still, touch and feel is the best method to purchase.	FMOT	0.200	0.12	0.88	0.02	0.18	0.20
14	Interaction with the products before purchasing has now become essential for deciding the purchasing process.	ZMOT	0.065	0.9466	0.05	0.06	0.00	0.06
15	Source from where you first interact with the product.		0.080					0.08
16	Retail shop/Showroom/direct from the source.	FMOT		0.5603		0.04		
17	Others Like Internet, TV, Friends, News Paper ETC	ZMOT			0.44		0.04	
		Total	**1.000**			**0.37**	**0.60**	**0.98**

ANALYSIS

In the result metrics shown in Table 13, first of all, the critical factors which help in deciding consumer preference over ZMOT/FMOT/SMOT and TMOT is mentioned. Then, which moment of truth is interpreted by each factor is given. Then the weightages in the scale of 0 to 1 were assigned to each factor. To what extent the Moment of truths can be interpreted or upto what extent these factors are helpful to derive the conclusion regarding the *"Moment of Truths"* is the criteria of assigning weightages. After that, the percentages of respondents against each factor were calculated and total points against each resulting factor were calculated by multiplying the same with respective weightages. The researchers derive the results with the help of this result metrics-

| Respondents prefer ZMOT | 37% |
| Respondents Prefer FMOT/SMOT/TMOT | 60% |

3 % of the respondents were undecided about any result. This clearly shows that more than half of the respondents believe in physical existence of the products and services.

CALCULATION AND INTERPRETATION OF CORRELATION

Table 14: Correlation Between Income group and ZMOT/FMOT					
Income Group	1	2	3	4	5
ZMOT (in %)	19	12.5	37.5	50	50
FMOT (in %)	42.9	41.667	41.6667	25	25
Income group description	1	Unemployed			
	2	Under ₹ 20,000			
	3	₹ 20,000 to ₹ 60,000			
	4	₹ 60,000 to ₹ 100,000			
	5	Above ₹ 100,000			

The researchers chose the variables like income group and percentage of people preferring ZMOT/FMOT/SMOT and TMOT. They also tried to show upto what extent both of the variables were related to each other or in other words, the degree of relationship between both of them. The formula which was used to calculate the correlation is Karl Pearson coefficient of correlation.

$$ r = \frac{n \sum xy - \left(\sum x \right) \left(\sum y \right)}{\sqrt{n \left(\sum x^2 \right) - \left(\sum x \right)^2} \sqrt{n \left(\sum y^2 \right) - \left(\sum y \right)^2}} $$

X = Income group = % of respondents

Figure 3: Correlation Between Income Group And ZMOT
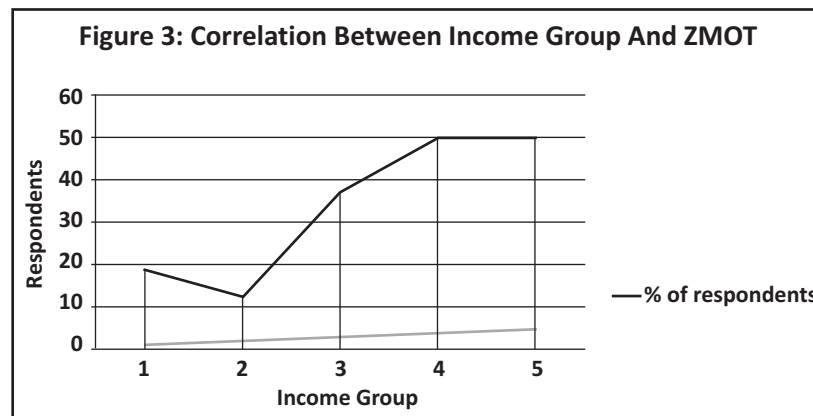
Where, r is the linear correlation coefficient. The value of r is such that -1 < r < +1. The + and - signs are used for positive value. Positive from the Table 14 can be clearly seen in the increasing income groups and increasing ZMOT and decreasing FMOT. It means that with rising income, the tendency to search about the services and products before purchasing also increases, because people with better sources of income have better access to technology and media than those falling in the lower-income strata.

Figure 3 displays the increasing percentage of respondents preferring ZMOT with an increase in income level. Value of Karl Pearson coefficient of correlation r for ZMOT and Income group taken from table no14 after calculation is :

+ 0.903719877 = Highly Significant Positive Correlation

It shows income group and percentage of people preferring ZMOT are moving towards the same direction and have a close positive relationship among them. High income symbolizes high standard of living, and better awareness due to easy accessibility of all the possible mediums of interaction between people and brands.

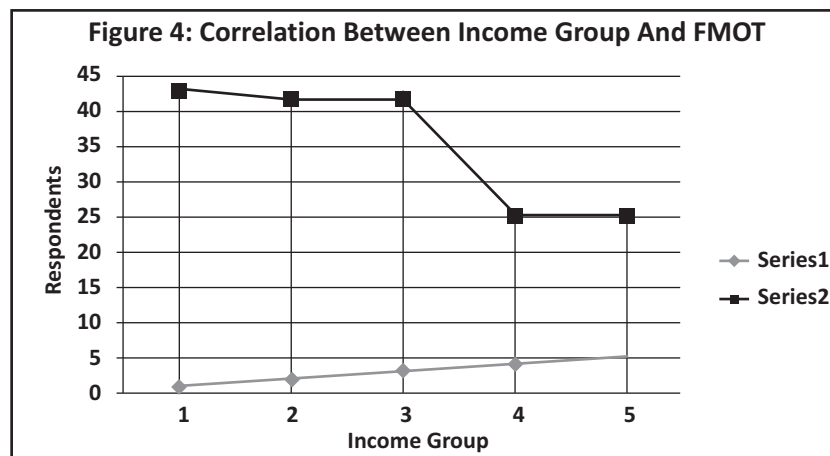**Figure 4: Correlation Between Income Group And FMOT**

Figure 4 displays decreasing percentage of people preferring FMOT, with increase in income level. Value of Karl Pearson coefficient of correlation r for FMOT and Income group taken from Table no14 after calculation is :

-0.8849698 = Highly Significant Negative Correlation

It shows income group and percentage of people preferring FMOT are moving in the opposite direction and have a close negative relationship among them. Low income symbolizes comparatively low standards of living and lesser awareness due to the difficult access to the mediums of interaction between people and brands.

MANAGERIAL IMPLICATIONS

1) Changing Scenario of The Indian Market : Though still, in India, the *touch and feel* method is the most widely used method for purchasing decisions, one cannot rule out the possibility of growing *Zero Moment Of Truth* picture in

Indian customers, as most of them are influenced by the internet and other media, largely affecting their purchasing decisions. One can only imagine what will be the scene after more revolution in the online marketing. Thus, there is an increasing need to rethink and rebuild the marketing strategy, as now, consumers are more aware and informed about the products they have used. In this survey, more than 50 % of the respondents agreed to the fact that prior interaction with the product was an essential now to make purchasing decisions.

2) First Interaction Is Still Directly From The Source/Retails: Despite all the technology waves, still, a majority of the respondents have admitted that they first interact with the source itself, it means that people in Tier 2 cities prefer to touch and see the products themselves before taking any purchasing decisions. However, purchases for the items like Laptops and cars or services for restaurants is affected by prior interaction with the items.

3) Internet Is Changing The Way People Make The Purchasing Decisions: Majority of the people have agreed that internet is changing the traditional way of purchasing, and people prefer to search online and get full reviews/ information about the products before actually taking the purchasing decisions. More amazingly, this is the data of Tier 2 Cities, where comparatively fewer technological advancements have taken place. Metro cities like Delhi or Mumbai would surely have a greater proportion of the respondents having similar views.

4) Students Prefer To Buy/Search Online: The data suggests that students prefer to search online about the products in place of actually going into the market and interacting with it. The central reason is because students are more familiar and having easier access to the technology.

5) Rising Income Level Supports The Zero Moment Of Truth: It is derived from the data that people with higher income levels are more inclined towards ZMOT. One reason may be because higher income provides comparatively easier access to the advancement of technology and media; people become more aware and knowledgeable about the recent market trends.

6) In India, still, FMOT holds true : Taking all the details into consideration, one can say that in India, despite boom in the Online marketing, general consumers still prefer to go directly to the source and decide upon what products are to be purchased. Increasing trends of *"Window shopping"* showcase the trend that a common consumer wants to interact physically with the product for the first time and does not like to be a part of the virtual world of cyber shopping, despite the contradictory reports of primary and secondary data.

7) Importance of SMOT and TMOT : Furthermore, the importance of SMOT and TMOT can't be overruled. Merely, by making purchasing decision inside the stores does not guarantee that SMOT, and TMOT are also achieved. After purchase, satisfaction will yield to customer loyalty, which every marketer aims to achieve. A significant number of respondents formed the impression only after using the item or during the infection point.

CONCLUSION

Moments of truths provide an opportunity to the marketers, so that they can make an impression on a customer or

Figure 5: Moment Of Truth - Focal Points
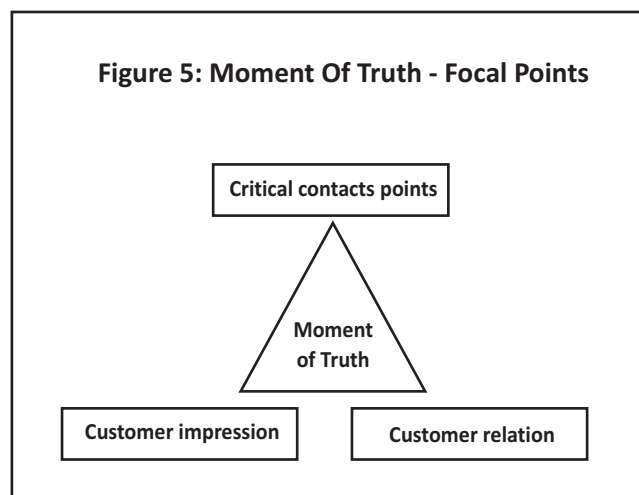
stakeholder. These touch points can be human, static and interactive interactions that mix together to create such impressions. The result may be negative or positive. This result yields to customer experience, which is perceived by customers, this is actually that counts or matters. These moments make or break a relationship between a customer and brand. These customer contacts are a kind of unique and never seen before opportunities that a company can use to gain a competitive edge. Every decision should be made with the customer in mind, and viewed as another opportunity to make a favorable impression (MCorpconsulting, 2010). Thus, all these moments of truths are equally important and failing upon any one of them could yield to customer dissatisfaction and erode the positive experience gained from a good level of service. Whereas, getting it right can completely remove all the bad memories that the customer has experienced so far. This is really a debatable issue that what would exactly work for Indian customers? - Zero, First, Second or Third Moment Of Truth. India is a large diversified country, where technology has grown significantly, but how much this changes the mind sets of consumers is a matter of concern. In a nutshell, it can be said that due to changing technological scenario and increasing awareness, the Indian consumers perhaps are also moving towards the Zero Moment Of Truth, as now they are well-informed and have access to perhaps all possible sources of information. No doubt urbanization has also an important role to play in this context. Shorter product life times and increasing demands of the consumers are also responsible for this shifting. However, as of now, it seems that a common Indian consumer still prefers to go out and searches about the items using his own eyes and senses, which plays an important role in making the ultimate purchase decision.

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