

5.0.0. CHAPTER FIVE

SUMMARY AND CONCLUSIONS

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5.1.Ø. INTRODUCTION

Consumer behaviour has occupied the pivotal role and has become the fundamental ingredient in the marketing process. It is the consumer who ultimately makes the final decision on the products and brands to be purchased and it is the consumers' behaviour that determine the success or failure of the marketing enterprise. Detailed market analyses, forecasting, planning, creating the subtleties of consumer persuasion or the product concept all depend on how the consumer reacts and makes decisions.

Understanding consumer behaviour is complex so is the marketing activity. However, awareness of the complexity of human motivation in general and consumer motivation in particular, their personality, perceptual, attitudes and values form the basis for developing new products, positioning of the products, creating a brand image and generating appropriate appeals.

The expansion of the existing media coupled with the advent of Television has opened new horizons in advertising and marketing strategies. The Indian advertising scene is not lagging behind. The total advertising outlay had crossed Rs.1000 crore level during 1987-88. Presently the Doordarshan is one of the world's largest and fastest growing networks having about 520 transmitters.

Considering the amount of money that is spent by the Advertising and Marketing agency definitely points out the clear need for selecting the media, developing appropriate message and creating the right appeal. Haphazard and random approach, without taking into account of the diversity of the consumer needs and the varied psychological attributes doesn't produce the desired results. Hence, an understanding of the consumers in terms of their underlying psychological and other relevant dimensions becomes mandatory for the success of the marketers. The present study, therefore, aims to segment the consumers on the personality, perceptual and motivational dimension to predict the purchase of certain selected products belonging to the Personal care/grooming, Health/medicinal and Socially oriented categories.

5.2.0. OBJECTIVES OF THE PRESENT STUDY

The present investigation aimed to study Personality, Motivational and Perceptual variables as Predictors of Product Purchase behaviour.

Predictor variables comprised of Personality Motivational and Perceptual (Attribution) variables; while Demographic variables comprised of Tenure in Hostel and Sex. Two separate measures of purchase behaviour namely Frequency of purchase and Likelihood of purchase were used as Criterion variables.

Based on the Predictor variables and three categorized of product groups, 12 Hypotheses were formed of which three hypotheses were based on the Personality variables, three hypotheses based on Perception (attributional) variables and three hypotheses for Motivational variables. Based on the Demographic variables one hypothesis each for Tenure in Hostel and Sex variables were also formulated. Over and above, one more hypothesis was formed based the criterion measures employed.

5.3.Ø. METHOD

Tool

A brief summary of each measuring instrument employed for quantifying both the Predictor and Criterion variables are presented below.

Personality Instruments

(a) Cohen's CAD

The Personality Test (Cohen's CAD): The instrument had 35 items (Compliant 10 items, Aggression 15 items and Detached 10 items) Lickert-type with a five point scale. The instrument was shown to have adequate test-retest reliability and internal consistency reliability and validity. The scores ranged from 10 (minimum) to 50 (Maximum) for both Compliant and Detached while the score for Aggressive ranged between 15 to 75. The scores for Compliance, Aggression and Detached were computed for each respondent and were used for the analysis.

(B) Modified Personality Scale (Villani and Wind)

The Modified Personality Scale measuring Social, Relaxed and Internal Control comprised of a five point scale ranging from Strongly Agree to Strongly Disagree. The three Subscores were computed for each respondent for the Three traits, where the scores ranged from 4 (Minimum) to 20 (Maximum) for each of the three Personality variables.

Measures of Motivation

The Motivational Aspect of Organizational Behaviour MAO-B, developed by Udai Pareek, for measuring the motivational dimensions. MAO (B) contains 60 items, 5 for each dimension (approach and avoidance) of the 6 motives. The total score for each of the 6 motives ranged from 5 to 20. Operating effectiveness (OE) of each of the 6 motive-specific aspects of behaviour was calculated. Thus the operating efficiency of each motive could have a minimum score of zero and a maximum of 30.

Perceptual measures

Measurement of Perceptual variables was based on the Attribution process constructed for the present study. The scale comprised of 16 items having four alternatives representing the four attributional causes. Thus, the scale yielded an over all score ranging from 1 to 16 as the total attribution score. These scores were distributed across the four causal attributions. Hence, all the four scores were used for the analysis.

Purchase Behaviour

The purchase behaviour was measured using two different procedures namely a) the Frequency of purchase behaviour and b) the Likelihood of purchase behaviour. The Frequency of purchase was measured on a five point scale ranging from Never to always for each of the 18 products. Thus the score ranging from 1 (Never) to 5 (Always) was obtained for each product. Each product score was individually entered into the various statistical analyses. The Likelihood of product purchase behaviour was based on the modified model proposed by Warshaw (1980) with further inclusion of to what extent the respondent considered it as Important to buy the said product.

Since two separate measures of product purchase behaviour were obtained (Frequency and Likelihood) both the measures were used independently for the various statistical analysis.

Procedure

The printed questionnaire were personally distributed to the initial sample size of 600 boys and girls residing in the university hostels. Final sample size after the scrutiny of the completed questionnaire narrowed down to 400 (200 boys and 200 girls). Scores for each of the Predictor variables and Criterion variables were computed for each individual and was used for necessary statistical analyses.

Products under study

Selection of the products were based on Affordability, Accessibility and Compliance to social norms. Further, each product should also be applicable to both the sex representing Social, Medical/Health related and Personal Grooming/Care product groups. 18 products were narrowed down as more relevant to the resident student populations which were classified into three product categories.

Sample

University students served as sample, because their purchase behaviour is not eroded or influenced by the family members or siblings. the sample was selected using a random sampling procedure and the sample was drawn representing from different hostels, faculties, degree courses, year of study, socio-economic status, Tenure of stay in the Hostel, states, language, culture etc.. The initial sample contacted comprised of 600 cases but the final sample size reduced to 200 boys and 200 girls. Thus the data generated from 400 respondents were used for statistical analysis.

Statistical Analyses

The data was analyzed using Cluster Analysis, Canonical Analysis and Stepwise Discriminant Function Analysis. Cluster analysis was performed using 'Quick Cluster' program of SPSS was performed both for the Frequency of purchase and the Likelihood measure of purchasing the 18 products. Having classified the respondents using the Cluster analysis F tests were performed to assess the mean difference for the Predictor variables among the Cluster memberships.

Canonical Analyses were carried out for the Frequency of purchase and for the Likelihood measure. Besides these two Canonical analysis, further analyses were also carried out using subsets of predictor variables. Discriminant Function Analysis were performed for the Frequency of purchase measure and similarly another 18 analysis for the Likelihood measure.

All the statistical analyses were carried out using the 'Advanced statistics SPSS/PC + for the IBM PC/XT/AT (SPSS Inc. 1986) for the various statistical analysis. SPSS/MANOVA (Hull Nie, 1981) was used for computing the Canonical analysis, while SPSS/PC + Quick Cluster (Cluster analysis for large files) was used for Cluster analysis and SPSS/PC + DISCRIMINANT with increase in Rao's V was used for the Discriminant analysis.

5.4.0. SUMMARY OF FINDINGS

Three separate statistical analyses (Canonical Analyses, Stepwise Discriminant Function Analyses and Cluster Analyses) were carried out independently to test the various Hypotheses proposed in the study. All the three analyses were performed using the SPSS Computer software package.

Canonical Analyses

The findings of the Canonical analyses using two separate Criterion measures indicated that among the Predictor set, variable Sex tended to determine both the most Frequent purchase and also the most Likelihood of purchasing the Socially oriented products.

The results also showed that the Attributional process and the Tenure in the Hostels did not emerge as determinants of both most Frequent purchase or the Likelihood of purchasing any of the 18 products that were selected for the present study.

As far as the Hypotheses relating to the Personality variables were concerned, the results of both the Criterion sets showed that variable Sociability tended to determine the most Frequent purchase and also the most Likelihood of buying the Socially oriented products. However, the analysis using the Likelihood measure confirmed yet one more of the hypothesis (H2) that individuals with more of Detached Personality would be the most Likely buyers of Medicinal products.

Similarly, the analysis between the Motivational variables and the Frequency of purchase did not confirm any of the three hypotheses proposed with regard to the Motivational Variables.

However, the analysis between the Motivational Variables and the Likelihood of purchase confirmed to some extent hypotheses (H7 and H5). Thus the Canonical Analyses indicated that comparatively, the Criterion measure using Likelihood measure tended to be a better Criterion variables than the Frequency of purchase measure, thus confirming the proposed hypothesis 12.

Stepwise Discriminant Function

The Stepwise Discriminant Function Analyses for the three Product Classifications namely the Personal Care/Grooming, Socially oriented and the Health/Medicinal products using the Frequency of purchase measure as the Criterion variables indicated that none of the proposed hypotheses were confirmed as far as the Frequency of purchasing Personal Care/Grooming products were concerned. However, the findings showed that Females tended to purchase more often Socially oriented products, thus confirmed hypothesis (H10).

Further, the results also showed that individuals with Affiliation as the dominant Motivational patterns tended to purchase most Frequently Socially oriented products thus confirming hypothesis (H6) and also the results confirmed the hypothesis (H3) that individuals with Sociability as the dominant Temperament tended to purchase most often Socially oriented products. Finally, the results of Health/Medicinal products confirmed the proposed hypothesis (H2) that individuals with Temperament of highly Detached tended to be the most Frequent purchasers of Medicinal/Health products.

Similarly the Stepwise Discriminant Function Analyses using the Criterion measure of Likelihood of Purchase for the Three categories of products indicated that Females tended to purchase most often Shampoo, Perfume and Talcum Powder, thus confirming part of the proposed hypothesis (H10). The findings similarly confirmed the hypothesis (H11) that individuals with higher Tenure in the hostels would be the least Likely purchasers of Socially oriented products. The findings however indicated that the Likelihood of buying Soft Drinks was determined by the longer Tenure in the hostel.

Three hypotheses were proposed with regard to the Likelihood of buying Personal Care/Grooming products and the results showed that Personality variables were not at all associated with the likelihood of purchasing Personal Care/Grooming products. Motivational variables Dependence, Affiliation, Control and Extension were associated with the Likelihood of purchasing the above products but this finding was contrary to what had been proposed. Similarly, the Attribution Ability was associated with the Likelihood of purchasing these products which was also contrary to what has been proposed. Thus the findings did not confirm any of the hypotheses with regard to Personality, Perceptual and Motivational variables in predicting the Likelihood of buying the Personal Care/Grooming products.

Similarly three hypotheses were proposed for predicting the Likelihood of purchasing Health/Medicinal products. The results confirmed the hypothesis (H2) that individuals high on Detachment and low on Sociability would be the most Likely buyers of Health/Medicinal products. The results also indicated that Attributional process ability and Luck were associated with the least Likely purchase of Health/Medicinal products, thus indirectly confirming the hypothesis (H8).

Thus, both the sets of the Stepwise Discriminant Function Analyses using the Criterion measures of Frequency of purchase and the Likelihood of purchase of the three product classifications showed that the Criterion measure using the Likelihood measure tended to confirm more hypotheses and thereby emerging as better Criterion measure purchase behaviour, thus confirming the proposed hypothesis (H11) that the Likelihood measure would be a better Criterion measure than the Frequency of purchase.

Cluster Analyses

Finally the Cluster analyses using the Criterion measure of Frequency of purchase confirmed the hypotheses (H10 and H11) that Females tended to purchase more Frequently Socially oriented and Personal Care/Grooming products, and individuals with less Tenure would tend to purchase more often Personal Care/Grooming and Health/Medicinal products.

The results of Cluster Analysis using the Criterion measure of Frequency of purchase showed that neither Personality nor Attributional process tended to determine the purchase of the products under study. However, the results indicated that individuals with Control as the dominant Motivational patterns tended to be the least Frequent purchasers of all most all the products.

Similarly the Cluster Analysis using the Criterion measure of Likelihood of purchase confirmed the hypothesis (H10) that Females would be the most Likely buyers of both the Personal Care/Grooming and Socially oriented products. The findings did not confirm the proposed hypothesis (H5) but indicated the contrary that individuals with Control as the dominant Motivational pattern would be the most Likely buyers of Medicinal products such as Headache and Body-ache Remedies. The findings also confirmed the hypotheses (H3 and H5) that the individuals with high Sociability Personality orientations would be the most Likely buyers of Socially oriented products and that the individuals with high Detachment oriented Temperament would be the most Likely buyers of Medicinal Products.

Thus the results of the three separate analyses indicated that variable Sex tended to be the most crucial variable in determining the Frequency of purchase and also the Likelihood of purchase of both Personal Care/Grooming and Socially oriented products. Further Personality Variable Sociability tended to determine the purchase and the Likelihood of Purchase of Socially oriented products. Personality variable Detachment was associated with purchase of Medicinal products such as Headache and Bodyache Remedies.

On the whole, Perceptual variables (Attributions) seemed not to contribute in purchasing the products that were taken in the present study.

The findings of all the three analyses indicated that of both the Criterion measures the Likelihood measure tended to be a better measure in predicting the purchase of the various products under study, thus confirming the proposed hypothesis (H12) that Likelihood measure would yield more significant results than the Frequency measure.