CHAPTER - VI

SUMMARY AND CONCLUSIONS

SUMMARY:

The present investigation was taken up mainly with a view to studying consumer preferences in relation to ~~consumer preferences in relation to~~ motivational and personality variables. The extensive past literature in the field revealed that consumer preferences cannot be predicted from motivational and personality variables. This lack of relationship might be due to number of reasons some of which were identified by the authors of the present research. First, activities related to consumer buying behaviour are very complex in nature and therefore, no simple cook-book formula could be used to account for it. The different researchers might have used, different measures of buying behaviour and this might partly account for contradictory results. Secondly, the tests used to explain variance in consumer preferences might not be relevant. Thirdly, the relationship between consumer preferences and personality variables could be shown only in a homogenous group of respondents. This relationship might be specific to the product or to some demographic variables. If consumer preferences are measured within some theoretical setting they

could be expected to be related to personality or motivational variables. If only users of a brand or product are included in the sample some relationship could be shown to exist between their preferences and personality variables. Thus, the lack of relationship between personality and consumer preferences might be due to any one or combination of reasons mentioned above.

More recently, brand or product preference is explained in terms of attitudes related to perceptions of and value importance for specific product attributes. Studies are also available which try to show that attitudes as measured by weighted sum of beliefs about specific attributes of brands predict individual preference. Belief about an object denotes the probability that a specific relationship exists between the object and the belief. The evaluative aspect of belief reflects the importance assigned to the object in forming an attitude toward it. The weighted score is computed by multiplying the belief score by the importance score. It is this weighted score which is predicted from personality and motivational variables.

In the present investigation five different products and six specific brands have been used. Ten attributes for each of five product groups were considered after careful scrutiny. The preference score was computed for each

individual by asking him to rate each attribute on a five points scale twice - for perceived instrumentality and value importance - and then multiplying the two scores.

Sample :

The total sample consisted of 495 subjects selected from two communities namely Gujarati and Maharashtrian. Male and female subjects were also included in the sample. The socio-economic status was also considered while selecting the sample. Mostly the Gujarati male and female subjects were selected from Baroda and the Maharashtrian male and female subjects were selected from Bombay. The inclusion of two community groups and the two sex groups made it possible to analyze the scores separately for the four sub-groups.

Tools Used :

For the measurement of preference of brands or products a questionnaire was prepared. The brand names and the product names were listed on separate pages. Ten attributes selected after analyzing the responses of the subjects in a pilot study were listed for each brand and product. A five point rating scale was provided for the purpose of rating these attributes for perceived instrumentality and importance. The preference score was computed by multiplying the two

ratings for each attribute.

Personality was measured by administering 16 PF. Separate score for each of the 16 factors was obtained for each respondent. Need score was obtained by administering E.P.P.S. Separate score for each of the 15 needs was calculated for each respondent.

Method of Analysis :

Multiple regression analysis was carried out using personality scores, need scores and attribute scores. This analysis was restricted to the scores on an attribute for each of the products. Separate analysis was made for each of the four sub-groups of respondents based on two communities and two sexes. Partial correlation coefficients were also computed for the differeng groups of subjects. This was done in order to find out specific groupings based on attribute preferences and personality characteristics as well as motivational factors.

Based on the analysis of the results the following conclusions were inferred:

(1) The Maharashtrians and Gujaratis differ with respect to the type of attributes that are predicted from personality. Personality factors account for a significant proportion of variance for the functional

type of attributes of most of the product groups among Maharashtrains. In case of Gujaratis personality factors do account for the significant variance for physical attributes of most of the product groups.

(2) Dress material/cloth is the only product in which the physical attributes are considered important by the Maharashtrians while purchasing the product. In other products physical attributes are not at all considered important by them.

(3) For the products toilet soap and toothpaste the economic aspect of these products is more strongly emphasized by Gujaratis. This aspect is not at all considered by Maharashtrians for any product group at all.

(4) Compared to Maharashtrians, attitudinal factors are more strongly predicted from personality among Gujaratis.

(5) From the results of partial correlation coefficients between attribute scores and personality factors it could be inferred that factors G,L, and O correlate significantly with physical attributes which are too strongly played up by Gujaratis. Factor G which refers to the expedient - conscientious dimension is positively

correlated with physical attribute scores on toilet soap, toothpaste, and dress material. Factor L which refers to the dimension trusting-suspicious is positively correlated with the physical attribute scores on toothpaste, face/talcum powder and dress material. Factor 'O' which refers to the dimension of placid - apprehensive is negatively correlated with the physical attribute score on toothpaste and faceptalcum powder. Factor 'L' which refers to trusting-suspicious dimension is positively correlated with the attribute price of toilet soap and toothpaste among Gujaratis.

(6) The attitudinal attributes, which are considered to be more important by Gujaratis are significantly correlated with factors A,B,I,N and Q_2. The attribute newly introduced brand correlated negatively with factors B,I and N. The attribute others' opinion is positively correlated with factor A and negatively correlated with factor Q_2.

(7) The Functional attributes of toilet soap, face/talcum powder and tooth paste considered more important by Maharashtrians are positively correlated with factor G which refers to the expedient - conscientious dimension.

(8) Factor Q_2 which refers to the dimension group dependent -self sufficient dimension is positively correlated with the functional attribute scores on toilet soap and face/talcum powder.

(9) Factor 'B' which is an intelligence factor, is negatively correlated with attitudinal attributes.

(10) Among Males most of the physical and the attitudinal attributes have been predicted from personality, but among females only a few of the physical and functional attributes have been predicted from personality scores.

(11) The economic attribute price is not at all considered important by male subjects for purchasing any of the four products studied.

(12) So far as the attitudinal factors are concerned no female subject prefers the product based on these attributes.

(13) Factor B refers to intelligence and factor I which refers to anxiety are both negatively correlated with attributes external to the product.

(14) Considering the results multiple correlation coefficients between product attributes and EPPS needs, it could be inferred that the attributes pertaining to the physical and attitudinal aspects of the product

are better predicted from EPPS needs among Gujaratis than among Maharashtrians.

(15) The number of attributes predicted from EPPS needs is much smaller among Maharashtrians than among Gujaratis.

(16) Since the multiple correlation coefficients rarely exceed .40 the over all predictability is not at all very high.

(17) In case of Maharashtrians none of the partial correlations between attributes of toilet soap as well as dress materials and EPPS needs is significant. In case of Gujarati none of the partial correlations is significant for toilet soap.

(18) In general the EPPS needs considered singly, do not contribute to the product preference of both Maharashtrians and Gujaratis.

(19) In case of male and female subjects the partial correlations which are significant are quite low and most of the correlations are very low and insignificant. Thus it could be inferred that EPPS needs do not contribute to the product preference of male and female subjects.

preference scores. Studies should attempt to determine the utility of the multiplication approach and also the further studies are needed to determine a better criteria to predict the product preferences of the consumers.

6. The further researches if limited at analysing the product preferences of a particular product in terms of the specified users of the product, would yeild meaningful approach in determining the nature and homogeneity of the sample.

7. Attempts could be definitely made in the area of analysis taking into account of the attributes of the product personality factors, motivational needs and thereby arriving at a cluster of these variables for predicting the buying behaviour of consumers.

8. Attempts could also be made in classifying the uses of the product in terms of sub-cultural classifications or market-related sub-classifications.

9. Researches should aim at determining the Motivational need factors other than determined by EPPS measure for the prediction of the consumer behaviour.