CHAPTER - I

INTRODUCTION

Background of this Study :

Marketers are answerable to their manufacturers. This basic fact makes them more responsible and careful while marketing their products. They are very much concerned about the market or demand for their products, which depend on the buyers or the ultimate consumers. Various attempts are made to promote the products among the consumers. Needless to mention that numerous problems are encountered by them in this process. One of the usual promotional methods used by marketers is advertising. Lakhs of rupees are spent annually on the same. The following table presents the annual sales and advertising expenditure for a few selected product groups in India.

Product Groups	Annual Sales in Rs. crores	Advertising Expenditure in Rs. lakhs (Annual)
Toilet Soap	80	100
Tooth Paste	30	75
Face/Talcum Powder	20	40
Textile (Million Meters)	8589	500

Note : Figures are estimated with the help of of professionals and experts.

Increasing competitive trend between brands and the large sum involved in advertising necessitate a profound study of the consumer. Another reason for the study of consumers is the complexity of their needs. That too, in the modern world manifold wants are generated, racing with one another. This has given rise to countless product groups and within each product group numerous brands. As a paradigm, in India, there are over 25 brands of toothpastes and tooth powders (each brand has further variations also) manufactured by more than 20 companies and there are over 65 brands of face and talcum powders produced by more than 35 manufacturers! Needless to say that competition exists at a higher degree. In other words, consumer has an option to choose and buy. This succumbs to the manufacturer to provide a better product depending on the requirement of the ultimate buyer, the consumer. To be precise, the manufacturer is forced to study the customer and his characteristics.

Any Company's marketing policy depends on the marketing mix which comprises of Product, Price, Place and the Promotion. The current area of interest to the investigator is in the Product aspect of marketing. Products are classified in different ways as shown below:

Based on their rate of consumption and tangibility (121, p. 95-96):

(1) Durable Goods are tangible goods which normally
survive many uses (e.g. refrigerators, clothing);

(2) Nondurable goods are tangible goods which normally
are consumed in one or a few uses (e.g. meat, soap);and

(3) Services are activities, benefits or satisfactions
which are offered for sale (e.g. haircuts, repairs).

II Based on Consumers' shopping habits (121, p. 26, 103,
p. 28-31):

(1) Convenience Goods are those consumers goods which
the customer usually purchases frequently,
immediately, and with the minimum of effort in
comparison and buying (e.g. tobacco products, soaps,
newspapers);

(2) Shopping Goods are those Consumer's goods which the
customer, in the process of selection and purchase,
characteristically compareson such bases as
suitability, quality, price, and style (e.g.
furniture, dress goods, used automobiles, and major
appliances); and

(3) Speciality Goods are those consumer's goods with
unique characteristics and/or brand identification
for which a significant group of buyers are
habitually willing to make a special purchasing

effort (e.g. specific brands and types of fancy goods, hi-fi components, photographic equipments, and men's suits)

Once the product is fixed, considering the different Categories of products as explained above, price is decided, the area where it is to be marketed is located and it is promoted finally among people - the ultimate buyers. At this stage, it is relevant to study the characteristics of the buyers who may be impulse or planned, habit-determined or new buyers. Launching or introducing a product involves careful study or scanning of the product as well as the buyer. The consumer undergoes decision process and at last decides to buy.

The interaction between the seller and buyer results in the process which are collectively referred to as marketing and consumer behaviour. This is pictorially presented as follows: (51, pp 21-22)
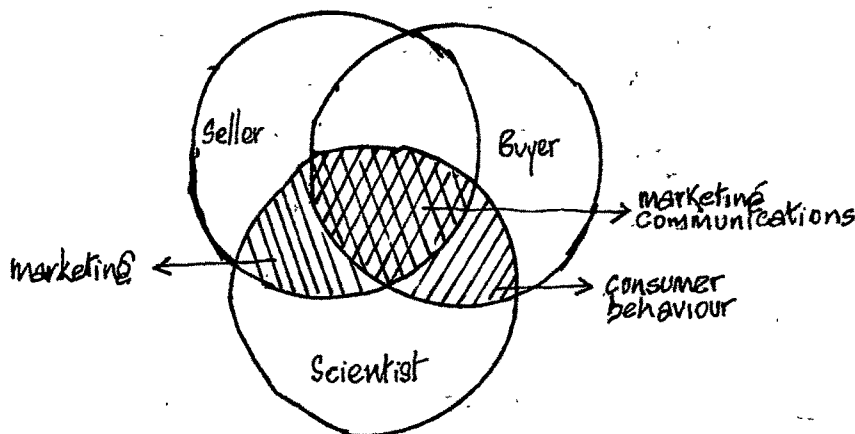
"A Scientist observes the decision processes of a seller, and the discipline called 'marketing' results; he observes those of the buyer, and 'Consumer behaviour' is the result; he observes the encounter between buyer and seller, and 'marketing communications' is the result".

The product groups considered in this study are toilet soap, tooth paste, face talcum powders, and dress material/ cloth. These are regarded as durables and non-durables, convenience and shopping goods. Ernest Dichter has explained the psychological implications of these products (56, pp. 155-168). According to him cosmetics like toilet-soap, tooth paste and face/talcum powders are 'objects of Love'. Cosmetics is one of the strongest beauty tools. The concept and meaning of beauty has changed over the years. For a woman, beauty is necessary to enhance her personality and to achieve her 'socially sanctioned goals'. Apart from natural or physical beauty aids augment her other qualities. The different aspects involved or associated with beauty are, sex, personality, social acceptance, self-reward and over all self satisfactions of beauty itself. To certain extent, short comings of beauty are compensated by cosmetics, which in turn helps to over-come feelings of inferiority.

For a toilet soap a smooth feeling of touch is important than its inherent property of cleaning, apart from its other

qualities like weight for the price, shape, odour, and lather. Bathing gives a pleasant sensation and feeling of fun and pleasure is desired. Although cleaning or brushing the teeth has become a habitual ritual, one cannot forget that it removes foul smell and gives cheerfulness of mind. An appearance of naturalness to match different skin tones is the main reason to use powders.

1 · Hiding one's nakedness (56, pp 75-115) has developed into a pleasure in decoration, which in turn attracts opposite sex although the original purpose of clothing was to cover and protect. The resultant fact is the commencement of fashion. Clothes fulfil the purpose of decoration, propriety and protection (56, p. 79). Some of the attributes which are looked in clothes are colour, comfort, general impression, shade, feel, pattern, matching with cultural or social norms etc. We also mmitate others to identify ourselves with them. However, marked difference in the likeness of attributes are found between the two sexes. In general, most of the products give symbolic touch or feeling to an individual.

Product Characteristics/Attributes :

A product can be defined as a thing produced by a manufacturer and is composed of different elements, with multivariate characteristics or attributes: out of which a few are

unique to the product itself. A particular product with specific characteristics is called as brand and is generally distinguished by a trade mark. For example, a product like, toilet soap has various attributes like odour, lather, wrapper, sensitivity to skin and so on. But for a brand of toilet soap, like Lux or Cinthol, attributes like odour and wrapper and exclusive. A product has something more than its physical characteristics, which alone sometimes act as an incentive to buy. In a new brand of toilet soap called Lux Supreme, the manufacturer claims that it contains a beauty cream. This beauty cream is something which cannot be physically sensed by any buyer. Inspite of this abstract character, the brand is sold like hot cakes. This clearly indicates that people in general, are conscious about beauty. In the case of females, while it is a direct act, in the case of males, it is a 'symbolic act' of attracting the opposite sex.

A product can be classified into tangible or extended or generic product (232, pp 424-425). A tangible product is one, wherein the buyer recognises the presence of the product as a whole entity after the purchase or service (e.g.) all consumer durables, non-durables and services. 'The extended product is the tangible product alongwith the whole cluster of services that accompany it'. For example, most of the computer manufacturers not only sell their products, but also give a series

of after sales service like supplying software programs, maintenance and repairs etc. The generic product is the ultimate benefit that the buyer expects from the product. As a paradigm, the motive to buy a toilet soap is to make oneself feel clean and fresh or beautiful. That is to say, that it meets some of the fundamental requirements.

To be precise, every product has its own personality built by its image. A toilet soap for example can be described as boldly masculine or softly feminine, high or low status, light and delicate or heavy and coarse (121, p. 357). Sometimes, a product's personality changes in accordance with the social and cultural changes.

When we glance through an exhaustive list of products we will find that there are a few products which are exclusively for males (e.g.) Safety razor blades, after shave lotion, neck ties, bannians, etc. - and a few for females (e.g.) lip sticks, nail polishes, brassieres, etc.

Every product contains numerous brands with different characteristics. Examples of a few brands of toilet soaps available in India are - Lifebouy, Cinthol, Mysore Sandal, Lux, Lux Supreme, Rexona, Saral, Hamam, Jantata, Margo, Pears, Liril, Breeze, Neko, Chandrika, Moti, Gold Mist etc.

These brands may be grouped into the following categories - High or Low priced, seasonal, beauty aid, germicidal etc.

Thus, it is not only the products which can be differentiated and categorised, but also the brands.

An attribute of a product is the quality or property inherent in that particular product, so as to give it a proper and required expression. In general, a product has more than one attribute, or a set of attributes characterising a product. The different attributes are present in varying degrees and their appeal among buyers varies diversely, depending on individual characteristics and other factors. Various methods are developed and adapted to deploy and measure the presence and intensity of an attribute.

Due to excessive competition and fast changing cultural and social attitudes of the individuals, the manufacturers cleverly and carefully manuplate the product attributes to suit their customers very often.

Attributes can be grouped, depending on their physical form or function (51, p. 81). In case of neck tie for example physical appearance (Form) is as important as the information storage capacity in a computer. It is presumed that a buyer/consumer evaluates a brand in terms of its attributes.

Product attributes are intrinsic and well as extrinsic. These attributes help companies in designing new products in such a way that they gain quick acceptance and popularity,

and in redesigning old products to increase sales and reduce
costs (177). Variations in product characteristics are
observed in detail with regard to products like Candy bars,
handware, radios, automobiles, and electronic computers (150).
More the product information, more satisfied is the buyer but
generally poorer the decision he makes (99). Various models
are tested to predict individual preferences on physical
characteristics (95).

In an automotive innovation study to identify buyers'
the characteristics considered are social, attitudinal,
personality, perceived product characteristics and demographic
variables (67). Donald R. Lehmann and John O'Shaughnessy
studied the attribute importance for different industrial
products and the difference in the former (137). Ronald E.
Frank focusses our attention on package size and price and
their role in grocery products (71). Ralph Westfall had made
a study on standard, convertible and compact types of cars,
in relation to personality (208). Mark I. Alpert had analysed
the relationship between personality traits and a set of
utilities of a product place of residence (3).

Some possible studies anticipated in the area of
attributes are pertaining to weightages for the attributes,
importance of attributes, combination of attributes, scaling
of attributes and multivariate analysis of attributes (168).

In some studies designed to measure the effects of human model on perceived quality, the products chosen were a medium priced two-door handtop car, fair-sized sofa, an expensive stereo set with two speakders and an ordinary 16 inches black and white TV set (105). Taste, was the selected attribute to be scaled in a test on soft drinks (212) as well as beer (1).

The attributes studied in some of the investigations with respect to selected products are listed below:

Sr. No.	Proeuct studied	Attributes	Ref. No. of Article
1	Brand in general	Retail availability, brand loyalty, special deals, source of origin of product, awareness of brands, location of the shop, service & price.	145
2	7 Different products	Price Sensitivity.	73
3	Product-in general	Perception of Value	210
4	Automobile general	Appearance, style, attractive packaging and labels, right name,Price.	142
5	General	Quality, availability, service, style, options, images, price.	120
6	Bread	Wrapper, freshness	31
7	Stockings	Smell	131
8	Scouring	Package appearance, cleansing ability grittiness in use, harshness on hands, odour & knowledge of price.	10
9	Frozen Orange Juice	Taste/flavour, price, texture, nutritional value, packing.	188
	Mouthwash	Kills germs, taste/flavour, price, colour, effectiveness.	

(Contd.)

Sr. No.	Product studied	Attributes	Ref. No.of Article
9.	Toothpaste	Decay prevention, taste/flavour, freshens mouth, whitens teeth, price.	188
	Toilet Tissue	Texture, colour, price, package size, strength.	11
	Lipstick	Colour, taste/flavour, prestige factor, container, creaminess.	
	Brassieres	Style, price, comfort, fit, life.	
10.	Tape Recorder	Perceived product quality.	162
11.	7 different products.	Quality and Price.	132
12.	General	Price	196

The utilization of the above attributes were with reference to motivation, personality, self concept, brand loyalty, etc. and were both endogenous and exogenous in nature. As can be observed 'Price' was one of the most widely used attributes in many studies (145, 73, 142, 120, 10, 188, 11, 132 and 196).

The different intrinsic as well as extrinsic attributes of the product together with the buyers' attitude towards the product constitute the personality of the product which can be changed by careful manupulation. Learning theory is applied in the process of new product acceptance.

Consumer Classification :

An individual converts himself into a consumer or buyer
when he goes into a market to buy certain Commodities or
services to satisfy his requirements or needs. During such a
process he is encountered with number of obstacles. When he
wants to buy one toilet soap for example, he is made aware of
a number of brands. At this stage, many other factors like
brand loyalty, personality, motivation, self concept, etc.
come in between before he makes his final decision. The market
researcher cannot deal with each consumer separately for the
application a certain market strategy but he can certainly
deal with them if they are grouped or classified based on some
characteristic. Some of the consumer classifications have
been described below.

I   Depending on, for whom the product is bought:- A consumer
     need not buy a product for his own use alone. He can be
     called as (1) individual or personal buyer when he buys
     personal items like cigarettes, cosmatics, individual
     entertainment etc. (2) group buyer when he buys for a
     group of immediate relatives or group of individuals
     wherein money is spent as an unit for the whole group;
     (3) organizational or institutional buyer when he buys
     for others, but operates within organisational environment.
     Purchase manager of any company may fall into this
     category.

Broadly a buyer can be grouped according to motivational, personality, situational, demographic, socio-psychological attitudinal and circumstantial factors.

II Depending on the pattern of purchase of brand :

(1) Normative buyer is one who buys usual brands, but also buys other brands at times,

(2) Conservative buyer is one who buys only his regular brand and

(3) Switcher is one who does not adhere to a particular brand (67).

III Depending on the market conditions and market behaviour:

(1) Economy conscious buyer (Price conscious) (110);

(2) Innovative buyer (67, 181, 200 & 171);

(3) Multibrand buyer (41);

(4) One who abides by group norms (24, 25, 5, 194, 181 & 43);

(5) Buyer with regard to his values (178, 138);

(6) Culture based buyer (139);

(7) Based on social status;

(8) Based on self concept (83, 84, 85);

(9)   According to income groups (173, 138)

(10)   Based on dynamism (128) Bewildered buyer
       (27, p. 298) etc.

IV.   Walter A. Woods (213) had mentioned about 6 types of
      consumers:

      (1)   Habit determined,

      (2)   Cognitive,

      (3)   Price-cognitive,

      (4)   Impulse group of

      (5)   'Emotional' reactive group and

      (6)   New consumers.

V.   Philip Kotler (120, 121) had classified buyers according
      to their motivational process using;

      (1)   Marshallian Model stressing economic motivations,

      (2).   Pavlonian learning Model, in case of habit
             oriented buyers,

      (3)   Freudian Psycho-analytical model, stressing
             expression of suppressed feelings in the form of
             purchases,

      (4)   The Veblenian Social Psychological Model, exhibiting
             the buyer in terms of his social group, and lastly,

(5) The Hobbesian Organisational - Factors Model stressing expression of personal intentions in terms of organisation or institution.

VI. Joseph W. Newman used the following categories for consumer classification.

(1) Social class,

(2) Race,

(3) Stage in career as a consumer,

(4) Children,

(5) Consumer requirements of products,

(6) People who move,

(7) Personality, and

(8) Heavy versus non-heavy buyers.

VII. According to anthropologists the three classes of people viz.

(1) Upper,

(2) Middle, and

(3) Lower behave exclusively. (173, 138)

VIII Another way of classifying consumer is based on consumers' innovative characteristics such as;

(1) Venturesomeness,

(2) Social mobility,

(3) Privilegedness,

(4)   Social integration,

(5)   Interest range,

(6)   Status concern, and

(7)   Cosmopolitanism (200).

Thus, Consumers are grouped under different categories, using different criteria for the same, there are some other factors that also affect shopping behaviour or pattern. They are;

(1)   Interest in fashion,

(2)   Shopper information like newspaper advertise-
        ments, etc.,

(3)   Interpersonal influence in shopping,

(4)   Shopping enjoyment,

(5)   Shopping frequency,

(6)   Importance of shopping quickly,

(7)   browsing,

(8)   downtown shopping, and

(9)   type of store preferred (180).

The consumer Fantasy Scale (210) is also used to classify buyers, depending on the degree of fantasy existing in buyers.

Status Consciousness is a prevalent group influence which can have direct effect on consumer, since most of the consumer durables and a part of the consumer non-durables are aimed at

upper and middle class groups. There is a powerful motive among lower class people to attain the level of middle class and for the middle class to attain upper class status. There are various attributes which decide the status of a person. These attributes are grouped into (1) Attributes that are natural endowment of the individual, (2) attained attributes, and, (3) achieved attributes (27, p. 243).

Research on consumer buying is applied at three different stages viz; pre-purchase behaviour of the buyer, post-purchase behaviour and buyer at the time of buying. In the current problem the 'buyer) is treated as general concept. The present research is concerned with studying motivational and personality factors in consumer preferences. Before discussing the outlines of the present research some understanding of the role played by motivational and personality factors is necessary at this stage.

Personality Factors :

An individual lives in a society in which he is confronted with numerous incidents which are pleasant as well as unpleasant. But he is not interested in all of them, or all do not affect him. He is forced to live in such an environment. He responds to a few stimuli and sometimes, is even expected to react to these stimuli in a certain manner. At this phase, his response mainly depends on what he has perceived. His perceived quality intertwines with his existing qualities – acquired as well as

inherent -, and he decides and reacts. Sometimes, the stimuli are so incongruous that the individual is baffled, and even ambiguous responses are spelled out. Needless to say that very often, he even gets an opportunity to rectify his perception if he had perceived wrongly or change his reflex if his reaction was partial. Here also what he does is an expression of his personality.

Here intervenes the marketer to sell his product amidst stark competition. He tries to express the best qualities or attributes of his brand. This is of no avail. Now he turns towards the ultimate buyer. Depending on the buyer, he tries to manipulate his brand's image and attempts to sell. He even changes his communication (main advertising) pattern.

A marketer can interfere only with the habits of an individual that produce either full or partial adjustment. It is of no use to study the habits that produce "no adjustment" from marketers' point of view. Stanley Gray (80, p. 168-188) had given a detailed account of habits that produce 'adjustment' and 'no adjustment'. An individual faces a number of obstacles of intrinsic and extrinsic nature before he is satisfied of his wants. While the intrinsic factors are his own characteristics, the extrinsic factors depend on external environment, such as time, social requirements etc. For the state of adjustment one has to be satisfied of his wants. Individual satisfaction

is thus the most important condition for individual adjustment.
A well adjusted personality is exhibited by the following
characteristics; happiness, self-honesty, emotional control,
enjoyable occupation, harmonious habits and ideas, physical
health, and social status. Partial adjustment occurs because
an individual is not fully satisfied by some wants always.
Sometimes wants are thwarted and this leads to withdrawal from
the thwarted situation. Partial relief can also be obtained
by indirect substitute satisfaction. Some of the such substi-
tutes are, day dreaming, identification, over emphasis,
delinquency and sublimation.

When we look at habits of retionalisation, we find in
common that people in general try project their faults by
blaming others. It may be self-deception and not a honest
justification. People also attach undesirable attributes
towards unattainable objects. The recently emerging consumer
dissonance theory states that when an individual is asked to
choose one among the two equally good and important articles
with similar characteristics, he does so and tries to attach
undesirable characteristics to the nonpreferred one. There is
yet another habit, in which the individual evades the situation
by avoiding a possible difficult circumstance or event.

There are three types of methods most widely used to
measure personality of an individual (51, pp 125-126) viz.,
observation, ratings by others and self-ratings. These measures

enable to categorise personality into different traits from different angles. For example (1) there is a test to classify person into wither extroverts or introverts. (2) Edwards Personal preference schedule enables the researcher to stratify 15 traits of an individual, depending on what he feels or likes about things, (3) Cattell's Sixteen Personality Form classifies to 16 traits, by providing three responses to each statement.

For a marketing man, persuasibility itself is considered as an important trait, since people possessing this trait are highly susceptible for suggestions which can be promulgated through reference groups, advertisements, etc.

Due to the existence of number of brands within a product group the consumer decides to choose one of the brands that he likes most. Generally this type of preference is based on the evaluation of the various attributes of different brands. One should not, however, think that two persons using the same brand evaluate it in the same manner in terms of its attributes. If this is so one would suspect some definite relationship between brands preference in terms of its attributes and personality characteristics of an individual. Although many studies claim that there is no relationship or weak relationship that exists between the personality of an individual and brand preference, there are some studies which contradict this

view. The shortcomings are mainly because of inadequate control of other variables and poor selection of a test used for this purpose (156, p. 127-128).

There are atleast more than 25 studies in which Edwards Personal Preference Schedule was administered (106, 29, 3) and this is the most widely used test although there are some criticisms for using this test on consumer, mainly because of its ipsative scaling (3) procedure. The next popular test appears to be Gordon Personal Profile and Gordon Personal Inventory (202, 106, 193, 132). Other tests administered are Minnesota Multi-phasic Index (12), Cattell's 16 P.F.A. Form (154), Thurstone Temperament Schedule (106, 84, 208) California Personality Inventory (106, 72), Mc Closky Personality Inventory (106), Strong Vocational Interest Blank (106), Jackson Personality Research Form (211, 72), test of Janis & Fields (72, 211), Wildings' Modification (211), and French's Factor Analytic Review of Personality Tests (117). Some general methods used to measure personality are observations (77), Experts' Opinion (77), Depth Interviews (77), Introspection (77), Psychoanalytic Method (106), Social Theorists' Approach (106), Stimulus-Response (106), Trait and Factor Method (106), Life-style or Psychographic research (106), Self-administered Forms (72), Personal Intervies (17), Graphology (148) and other projective tests (88).

Some of the statistical techniques adapted are multiple
regression (29, 72), discriminant analysis (29, 109), step-
wise multiple regression (154, 106, 109), Pearsomian
Correlation (106), Multiple Correlation (106), Camonical
Analysis (106, 193, 3), Cluster Analysis (106, 193), Factor
Analysis (106, 193), Split-half Correlation Coefficient (211),
Chi-square (208, 117), Correlation Coefficient (117), Rank-
order Correlation (17), Bivariate Correlation (3), and
Univariate t-tests, (132).

The different variables studied from the stand point
of Marketing include Brand loyalty (29), Quantity purchased
(29) choice between various kinds of product type (22),
Frequency of purchase of product in use (202), Innovativeness
(106 & 109), Socio-economic variable (106), Demographic
Variables (106), Opinion leadership (106), Self Concept (106),
Dogmatism (106), Image Factors (208), Different models of a
product (208), Un-planned or Impulse purchasing (117), Self
Confidence (211, 117, 17,13), Persuasion (17,13), and Product
attributes (3, 132).

The product groups or brands considered for these studies
are varied in nature. Obviously the need to prefer one product
need not be the same as that of another. Basic difference is
observed at the utility stage itself. The various product
groups studied are proprietary medicine-antiacid and analgesic

(Pain killer) (77, 193), Paper products, Abstract pictures (29),
Coffee (29, 193, 88, 132), automobiles (29, 17, 67, 3, 202, 84,
208), Stockings (12), Motion pictures (12, 3), Cigarettes (12,
202, 106, 72, 193), Head ache remedies (202, 193), Vitamins
(202, 193), Chewing gum (202, 193), Deodorants (202), Mouthwash
(202, 193). Some items used by college students (202), Alcoholic
drinks (202, 106, 193), private and national brands - 29 brands
(154), Saving or financial dealing (106), Food (106), Clothing
fashion (106, 193), Appliances (106), T.V. Dinner (106),
Automatic dishwasher (106), Industrial products (211), Men's
Cologne (193), Hair Spray (193), Shampoo (193), Playboy (193),
Complexion Aids (193), After-shave Lotion (193), Place of
Residence (3), Toothpaste (132), Battery Powered Tape Recorder
(132), Luggage (132), Tennis Racket (132), Portable Stereo
Phonograph (132) and Suntan Lotion (132).

Results are mixed and varied. Some studies have shown
that there is no relationship between personality and product
use. There are very few studies which have revealed that there
is relationship, although the relationship was found to be weak.
If not, the entire personality factors as a whole, atleast a
few of them, have shown statistically significant result. In
one of the studies, for example, only 5 per cent of the total
variance (29) was accounted for the relationship. In another
few cases when personality factors were combined with demographic

socio-economic variables the predicability had shown marked
improvement.

Many psychologists had questioned the applicability of
many of the psychological tests in marketing field, which were
primarily developed for clinical purposes. If tests are
developed for market use and if the existing tests are refined
then perhaps the productivity efficiency of these tests might
improve.

Motivational Factors :

Motivation is the "Term employed generally for the
involved in the operation of incentives or drives" (58, p.178).
A motive is concerned with the initiation of action and is
"an affective - conative factor which operates in determining
the direction of an individuals' behaviour towards an end or
goal, consciously apprehended, or unconscious" (58, p.178).
"A Motive, or Need, is a disposition to strive for a particular
kind of goal - state or aim, e.g., achievement, affiliation,
power" (7, p.597). The aim of the motive is some sort of effect
from which normally satisfaction is sought. Although many people
use the words motive, need, want, drive etc. interchangeably,
there exists difference in operational meaning. "Drives
provide the push from within", motives afford a "push in some
relevant direction" (27, p. 83). When a drive is deprived of

need arises; when an individual realises or senses this need and becomes aware of it, a want is created.

Human wants are unlimited. As soon as, or even before, a want is satisfied or goal is achieved another want or a set of wants are present. Not only new motives arise but even the pattern of existing motives change. If a motive is rejected, the individual sometimes fells dejected. When there are many motives to be achieved at the same time conflict arises; which when not solved leads to frustration and dejection.

Broadly, needs can be grouped under two categories - intrinsic (coming from within) and extrinsic (coming from outside) e.g. for an intrinsic need is, physiological needs like hunger and thirst, and social needs like status can be called as extrinsic need.

There are many ways of classifying needs. Bayton has classified it in terms of man's needs (167).

(1) "Affectional needs" - the needs to form and maintain warm, harmonious, and emotionally satisfying relations with others.

(2) Ego-bolstering needs - the needs to enhance or promote the personality, to achieve, to gain prestige and recognition, to satisfy the ego through domination of others.

(3)   Ego-defensive needs - the needs to protect the persona-
lity, to avoid physical and psychological harm, to avoid
ridicule and loss of face, to prevent loss of prestige,
to avoid or obtain relief from anxiety (167).

The importance attached to different needs are not the
same. Sometimes the individual's preference operates; or else,
it is forced. Maslow (144) expressed needs in terms of
"hierarchy of needs" and is in five stages. This is further
grouped into 3 categories viz. physical, social and self
(121, p.100). The five steps are as follows:

Physical :
(1)   Physiological needs - The basic need like hunger, thirst
sleep, elimination, breathing and activity one of this
nature.

(2)   Safety - Survival, cleanliness, freedom from fear
and danger etc.

Social :
(3)   Love and belongingness - trying to be intimate with
family members as well as people who are close,
welfare of loved ones, etc.

(4)   Esteem and Status - Strive to be relatively above others
with respect to prestige, reputation, social approval etc.

Self :
(5)   Self-actualization - desire to become capable of being
everything like superiority, efficiency, style, etc.

Irrespective of the general concepts, buyer or consumer's motives and motivational factors have a different trend. For a buyer "motives are the biogenic or psychogenic needs, wants, or desired of the buyer in purchasing and consuming an item in a product class". (94, p. 99). From a buyer's point of view motives can be classified into two categories - (1) Those that are 'relevant and (2) that are 'irrelevant' to the product class. Some of the relevant motives are unique to the particular product group itself and is mostly prevalent among industrial products. Motives, that are not directly related with the product are called, irrelavant motives, but these are important to raise the buyers' total level of motivation (94, pp. 32-33).

In the buyers' decision process, three elements operate, viz. brand comprehension, motives and choice criteria. In most buying situation there are more than one motive that are operative. Motives operate in two ways. First, it stimulates the buyers to make him aware of the situation or latest development. Second, it directs the buyer to purchase a certain product based on some reason. It is relatively easier to direct at the product group level, that at the brand level since the criteria or characteristics or attribute present in brands to distinguish one from the other one is limited i.e. Restriction of non-unique motives in brands deprives the buyer from choosing easily.

When choice is there, the relatively least important
want accordingly to the buyer is rejected. Whatever is nearest
to the buyer's expectations is accepted. By motivation
research, the manufactures try to locate the most accepted and
least accepted needs or wants of the individuals. This enables
them in the new product development as well as marketing
planning - mainly promotion of their existing products.

The internal motivating force, motivates the buyer to
learn the marketing situation which enables him to decide
efficiently. Occassionally, manufacturers try to manipulate a
few motivating factors to sell their products (e.g.), Consumer
deals. Motivation in a buying situation varies with the
individual or group for whom the item is bought.

Ultimate Consumer (Individual):

Alongwith the degree of differentiation in a motive,
perceived differentiation also occurs when the buyer tries to
satisfy his need, happens mainly because of different marketig
mix. The basic intention to buy is to satisfy a personal,
subjective, psychological drive. The value he attributes to
the item is purely individualistic such as fashion, cigarettes,
some toiletries and cosmetics, and individual entertainment.

Described below are a few brands of Buyers:

Professional advisors:

These are people who make major decisions about what other people shall purchase. They have to convince and make people to accept their product or ideas (e.g.) architects who construct buildings, schools, - hospitals, etc., - but their money is not involved. They have to express their ideas and plans vividly, beforehand. Even here, some professionals thrive reputation.

Institutional Buyers :

This is more of house-keeping nature - e.g. furniture, food etc. These are bought in bulk, spending a large sum at one time, and buyers are in general experts with good bargaining capacity. The main purchase motive is "Cost - to - Use". In the case of durable products the buyers expect durability assured by a guarantee. An institutional buyer is more susceptible to accept technological innovations than any other buyer. Normally, they are not brand conscious, but at the same time try to keep close relationship with their sellers.

Governmental Buyers :

It involves large projects and programs - (e.g.) national security, high ways, hospitals, schools, postal department, railways, etc. -. Government buys in bulk and on competitive bids. The items bought are stationery, light bulbs, furniture,

typewriters, military uniforms etc. Some of the contracts
call for industrialised expertise.

Industrial Buyers :

Before one thinks of selling an output, he should be aware
of the input items required auxillary equipment, etc. Thus
bulk purchasing is involved and the seller tries to keep close
relationship with the client. The important purchase motive
here is "Cost and added product value".

A number of theoretical research publications are available
in the area of motivation pertaining to buying Context. Most
of the tests suggested for use are projective techniques.
Some of the prevailing methods were depth interview (57, 187,
168, p. 161), Interpretation of story (57, 114, 158) and
Photograph (57), Simple Questionnaire (89, 209, 90), Rorschach
Ink Blot Test (25), Thematic Apperception Test (114), Sentence
Completion (114, 187, 158, p. 142-143), Word Association
(114, 187, 158), Group Interviewing (114, 158, p. 157),
Personality Batteries like Eppa, MMPI, Thurstone Temperament
Scale and Gordon Profile (187), Opinion Study (107),
"Snowball" Interviews (158), p. 79) and Cartoon (158).

Some of the buying aspects considered are product image
(60), Cognitive Dissonance (70), Cognitive Consistency (107),

Social Class and Family Life Cycle (52), Non-adopters and
Non-innovators (170, 68). In most of the studies Coffee
(instant) (209, 187, 90, 158) was the product group selected.
Others included Hot Cereal (209), Automobiles (187, 158), OTC
Drugs, Economy Brands and Play-boy (187), Credit System (14),
Cigarettes (107), and Home Sowing and Zippers (158, p. 264-293).

Inverse Factor Analysis (52) was one of the statistical
measures used. Although the studies have yielded results,
there were severe criticisms for using a few tests without
modifications (114, 209, 187). Yet another study vindicated
that achievement motivation could be utilized in sales
promotion strategy (129).

There seems to be a strong relationship between motiva-
tional processes and the personality of an individual. While
purchasing a product the buyer tries to evaluate the product
in terms of instrumentality and importance and its various
attributes. Thus, every product purchased by an individual
leads to the satisfaction of his wants and needs which in turn
may form the basic for product preference or product purchase.
In the present investigation, an attempt is made to predict
consumer preference from motivational factors as measured by
the short version of the E.P.P.S.

Buying Process/Behaviour :

Buying behaviour involves basically two characters - the
buyer and the product. Human behaviour itself is very
intricate. Addition to this intricasy is the complex and still
unravelled entity - the product. Buying behaviour is the
product of interaction between many intrinsic and extrinsic
factors and process like Personality, Motivation, Conflict,
Perception, Learning, Remembering, Creativity, Abilities,
Attitude, Culture, Cognition, Symbolism, Value Importance,
Situational Effects, Socio-Economic and Demographic Variables,
Societal or Group Norms, Advertisement, etc.

The above mentioned aspects can act either as extrinsic
or as intrinsic stimuli. A single stimules or a group of
stimuli can operate a time to achieve the goal i.e. the
purchase of a product. The buyer can be a 'Planned Buyer'
or an 'Impulsive Buyer'. Most of the brand choice decisions
are repetitive in nature. Purchase cycle is established by
the buyer, considering preferences and choices alongwith the
determination of frequency of purchase of different products.
While a short duration is expected as the interval for a few
products such as consumer non-durable goods and groceries which
are used frequently as a whole, for others this cycle is very
lengthy or it may not even lead to repetition where durable
goods are concerned.

In the case of repetitive purchase, brands, after the initial purchase the buyer retains the relevant information about the product like its good and bad aspects according to him. Later, when he comes across another brand, the pursues after the attributes of this brand and incorporates any additional cognition to his decision process, which is generally in accordance with his social environments. A set of potent motives initiate the consumer to buy the product. In the meantime he is aware of alternate brands. The choice of the brand is according to his decision, satisfying the motive or motives. It is the fundamental learning, which enables him to be aware of the details of other brands.

When an individual who was dependent with regard to decision making on others becomes independent and he can no more rely on others, and has to make his own judgements and decisions. In this context he does not possess any past experience in buying. He does not have the knowledge of any of the brands. He tries to comprehend the information as fast as he can from his environment. Sometimes it is an accidental process. Most of his perception on this matter depends on his motives. Hence, a possibility of distortion of information may come into existence.

Besides seeking information, certain things are genera-lised from his past experience. This generalisation aids him

to buy a product with similar characteristics of what he had
bought in the past. Sometimes, the influence of generalisation
is observed even between heterogenous products e.g. a deter-
gent product, introduced by a manufacturer of edible oils,
is viewed from the corporate image of the company. Once he
chooses the brand and if he is satisfied, it leads to repetition
of purchase of the same brand. This learning process, which
is reinforced with repetitive purchase, alongwith added
favourable stimuli, mould him to be brand loyal. Repetitive
buying simplifies his decision process and is the cause for
routinisation.

At this stage, if any new brand is introduced, this
particular buyer filters the various attributes or aspects of
the new brand, and if only one additional favourable charac-
teristic is attributed, he may decide to buy this brand, after
considering his group and social norms.

The buyers environments can be classified into commercial
and social environments (94, p.29). Commercial environment is
created by the marketer by various stimuli like distribution,
the product and various promotional activities (e.g. adverti-
sement, deals etc.). Inspite of vigorous promotion, the buyer
sometimes resists the product, due to possible risk involved
in buying a new product. In the case of established products

over cognition results in consumer dissonance.

The buyer also tries to accept the values and norms of
the group with whom his identity is recognised. Indentifying
oneself with a reference group also results in the purchase
of certain items. When upper class buyers purchase a very
costly soap, some middle class people who consider upper class
as their reference group, also initiate existence of opinion
leaders cannot be reputed in primary groups. One need not be
skeptical about their role and influence in their respective
-groups' behaviour (e.g.). In most of the villages acceptance
of fertilizers or a new variety of paddy strain or wheat
strain depends on the reaction of opinion leaders.

Shop type, for the particular category of product bought
is equally important as the behaviour of the shop keeper or
salesman, also influence buying process to certain extent.
Attitude of the buyer also depends on the symbolic meanings
attached to a few attributes or products.

Thus we can conclude that buying behaviour is a complex
process involving various aspects at various stages.

There were theoretical, hypothetical and experimental
researches done in the past to substantiate consumers' buying
behaviour. Following are some of the areas in this direction.

Buying behaviour in general (182, 84, 21, 117, 172,
156), Buying Decision (159, 53, 54, 112, 20), Market Segmen-
tation (159, 138), Consumer Brand Relationship (159), Research
Approaches (159), Social Class (173), Shopping Behaviour (180,
35, 79), Value Perception in Products (210, 50), ' Halo of
Psychological meanings' (142), Symbolic Meanings (142, 84) new
Product and Risk (191, 189), Brand Loyalty and Switch (201,
198, 86, 65), Consumer Expectation and Satisfaction (37),
Group Influence (194, 204, 100, 5, 25, 181), and Opinion Leaders
(47), Cognitive Dissonance (164), Product Attributes (155),
Attitude (47, 98, 36, 96, 140, 15), Type of Retail Shop (130),
Perception (33, 61), Learning (93, 127), Culture (139), and
Random Selection of Brand (133).

The complex consumer behaviour (response) can be studied
only if all the aspects (stimuli) are considered in depth. It
is humanly impossible to accommodate all these stimuli simul-
taneously and arrive at a common generalised model. This is
also because of the facts that (i) consumer behaviour is not
static, since any change in the equilibrium of the existing
stimuli alters the behaviour and (ii) Consumer behaviour varies
widely between different groups of people with their own set
of conditions.

It can be hence stated that periodic studies in the area
of consumer behaviour is inevitable to maintain an upto-date

record of the consumer. In addition, to have a better and clear understanding, consideration of only a limited number of stimuli at a time point is imperative. Eventually, this hunch had given raise to the plausible conception that motivational and personality factors of the buyer's side, and product attributes of the marketers (side) would configurate the idea of consumer behaviour, as mentioned in the following pages. This would enable the marketer to segment his customer and identify his needs.

A Brief Outline of the Thesis :

The present investigation is mainly concerned with studying consumer preferences in relation to personality and motivational factors. In other words the study was undertaken with a view to preference scores from personality and motivational factors of the consumer buying. The available researches in this area have suggested that either the relationship between personality factors and consumer preferences does not exist or that the relationship is very wealth. This lack of relationship may be due to the application of some of the tests designed to measure personality and motivation in a clinical setting. Lack of relationship may also be due to the type of score that is predicted from motivational and personality measures. It is also likely that the relationship may be highly specific to sub-samples based on some demographic

or individual variables. It is also possible that the relation-ofipersonality as well as motivational factors with consumer preferences may be specific to the product group as brand usedi in the investigation. It, thus, follows that some more systematic attempt needs to be made to find out to what extent consumer preferences should be predicted from personality and motivation measures.

Four different products (or product groups) viz., Toilet soap, Tooth paste, Face/Falcum Powder, Dress material/ cloth were used for the purpose. Ten attributes for each of the four product groups (independent of each other) were considered after careful scrutiny. The preference score was computed for each individual by asking him to rate each attribute on a five point scale for both of the value importance and perceived instrumentality in relation to the brand he uses and then multiplying the two scores thus obtained for each attribute. The three scores viz. (1) value importance (2) perceived instrumentality and (3) the product of the two were considered separately for the analysis. These scores were predicted from personality and need measures.

The sample consisted of 457 effective respondents for the final analysis. College hostel students of both the sexes belonging to two communities based on language - Gujarati and Maharashtrian - were used. The field work was carried out in Bombay and Baroda.

For the measurement of value importance in product attributes a questionnaire was prepared. Personality and need scores were obtained by administering Cattell's Sixteen Personality Factor 'B' Form and Edwards Personal Preference Schedule, respectively. Multiple regression analysis was carried out using personality scores, need scores and attribute scores. Partial correlation coefficient and multiple correction coefficient were also worked out for detailed analysis. Separate analysis was done for each of the four sub-groups of respondents based on two communities and two sexes.