

CHAPTER - IIREVIEW OF PAST, RELATED LITERATURE

Numerous research studies are carried out in the area of consumer behaviour. Some of the facets of research interest of this nature are, brand loyalty, brand switch, new product acceptance, brand image, product longecity, cognitive dissonance, risk reduction, personality and consumer behaviour, motivation and consumer behaviour. However, not much of research is done in this area in India. There were only four published papers till 1972 in the area of Consumer Psychology in India and they were related only to advertising (97). In addition, these papers were quoted as 'Stray Studies', since no intensive analysis had been carried out. After 1972, Chakrapani presented two papers - a theoretical paper on "Consumer Behaviour Explanation, Prediction and Control" (38) and "Estimation of Missing Values and Analysis of Incomplete Experiments in Consumer Behaviour Research" (39).

Vast number of studies are carried out in many of the developed countries where the standard of living is high, and stiff competition exists between brands. Although the experimental situations of these researches might have been different, the basic principles or concepts remain the same. It is beyond doubt, that these researches serve as good

background data. The gists of literature and studies carried out in this field are discussed under the following headings.

- a) General Consumer behaviour, i.e. product attributes, product, buyer/consumer, and buying process.
- b) Personality
- c) Motivation
- d) Methodology and tools used
- e) Sampling - Sample population and sample size considered.

(a) General Consumer Behaviour :

Attributes have been considered by different investigators and researchers on a variety of products and brands. Attempts also have been made to relate attribute preferences with product and brand preferences. A range of products were considered, along with their attributes in some of the researches. Some of the products considered are household items, drinking items, automobiles, furniture, household electronic gadgets, cosmetics, food items, medicine etc. Attributes of these products vary widely. A list, indicating the products studied along with their respective attributes is appended.

✓Gordon E. Miracle (150) had theoretically explained the importance of product attributes and the necessity to study them in depth. For a marketing situation, if a product characteristics had to be studied, the concerned variable should be universal for that particular product category and should have remained reasonably stable during the period of study. As a paradigm, if one would consider the product groups like candy bars, hardwares, radios, automobiles, and electronic computers, the variations in product characteristics between groups were evident. Depending on the change in any characteristic of a product, it might even change its group.

✓Irwing, (210) posed several propositions to stress the 'Perception of value in products' by buyers. He defined value as 'a psychologically rooted on identity-rooted good or need that provides self gratification and also is a reinforcement of behaviour'. These propositions are as follows:

- (1) the consumer selects and organises a value in a product.
- (2) value of the consumer cannot be changed immediately, equating with the value of advertiser.
- (3) value is not simply an economic decision based.
- (4) value perception is the result of discerning all the product characteristics.

- (5) value in product depends on 'products' appropriateness to the total way of life (personality).
- (6) value is the result of an inter-related consumer's experience with culture, brand image and physical-sensory product itself.

He used value predictors as the barometer to segment the consumers, which was based on the psychodynamic principle. According to this doctrine, the existence of conflict between the self-concept and the ideal self led to the emergence of certain motivation for behaviour including purchase behaviour. In this context 'consumer Fantasy Scale' was utilised to measure three degrees of fantasy; which was nothing but an assessment of the differences perceived between one's ideal notion of self' and the 'actual self'. In conformity with this people were classified into high (the dreamers), middle (product predictors) and low (the conformists) fantasy groups.

Since the low group's reaction was negative to innovation and the high groups fantasy was beyond recognisable reality, they could not be treated as potential predictors for marketing new products. In an evaluation of attitudes towards the purchase of clothing and voting decision, it was deduced that these

two groups tended to be followers rather than leaders which was vice versa in the middle group. In an observation with car owners, first purchase of car was compact model which was predominant among middle group, whereas in the case of the first year of regular bowling among bowlers, the distribution was equal between the three groups. This vindicated that consumers experience value differently.

✓ In a study about value of brand preference as a preference as a predictor of purchase (10) a panel of 465 housewives were considered and the household product classes selected were scouring cleanser coffee, ice-cream, peanut butter, potato chips, mayonnaise and salad chressing and catsup. For preference a numerical rating scale was used. For 96% of the panel, brand preference was identical with purchase intention. Purchases were predicted well by preference for brands, since coefficient of correlation between preference for a brand and relative purchase share was .918. The following attributes emerged as the important ones.

For scouring cleanser, cleansing ability and knowledge of price for Coffee, flavour and knowledge of price.

Rabindra N. Kanungo and Sampang (105), conducted an experiment to find out the attitude of individuals towards

perceived product quality, by studying the effects of human models in advertisements. The four consumer durable products selected for this study were a medium priced two-door hardtop car, a medium priced fair sized sofa, an expensive stereo set with two speakers and an ordinary 16 inch black and white TV set. The findings were revealing to state that (1) there appeared to be an interaction between the nature of the product and human models presented viz. (a) only male, (b) only female and (c) male and female combination, seemed to have differential effects for different products.

✓Jan Stapel (196) had suggested 'Value for money' theory which was based on pricing and quality of a product, Edward L. Grubb (83) proposed and proved the hypothesis that consumers of a specific brand would hold self-concepts of similar type as that of self concepts they attributed to the same brand users. And for different brands they attributed different self concepts. An experiment was conducted on automobile owners, and it was found that (1200-1300 owners had) different self concepts, about Pontiac GTO owners. But within the same brand owners they were agreeing. In either case the results were statistically significant at .01 level. It was theoretically evolved that individual self-concept and symbolic value for the goods interacted (84).

An experiment was conducted among beer drinkers (1) to identify taste difference between 6 brands of beer. Nine specific characteristics of taste were distinguished and were measured on a 10 point scale (poor through excellent). The experiment was performed twice (1) without brand labels and (2) with brand labels. In general, beer drinkers could not distinguish any taste difference between brands, in the blind test, i.e. unlabeled situation. No significant difference was observed at 0.05 level. In the open or labeled test the rated taste of their regular brand to be more favourable, although there were variations in this. In other words, their loyalty for their own brands, was projected. Ralph I. Allison and Kenneth P. Uhl (1) concluded that physical product differences had a little to influence the buyers. It was the image and other marketing efforts that counted most.

A new cola soft drinks, 'Twink', did not reach the expected level of performance (212, pp 38-43). This led the manufacturer to conduct a research among the 3 leading cola drinks and twink. The experiment was conducted both in open (identified brands) and closed (brands not identified) conditions. 10 paired adjectives of taste were rated on the standard somantic differential procedure with 7 points and the medium rating was computed. In the case

of the major cola brands, there was not much of a difference between the ratings of open and blind tests. The rating of twink in the open test expressed an unfavourable attitude. As far as the ratings are concerned, they are not significantly different (p. .05). This indicated that taste is not the only factor; the other factors like marketing and advertising should also be studied in depth.

Jagdish N. Sheth and W. Waynes Tolarzyk (188) had stated that 'Attitude towards a brand is the function of; (1) a buyer's beliefs about the brand ability (perceived instrumentality) to satisfy or block consumption and usage motives and (2) the relative importance of these motives (value importance) tho him. In order to determine the relative importance and contribution of perceived instrumentality and value importance, the researchers conducted the following study:

For six product categories - frozen orange juice, mouth-wash, toothpaste, toilet tissue, lipstick and brassiers and five brands in each of these product groups, perceived instrumentality and value importance was measured by using a 6 point scale on each of the 5 attributes considered for every group. While a 6 point scale from 'important' to 'unimportant' was used to rate value importance in determining an ideal brand, a six point scale from every satisfactory to very unsatisfactory, was practised for perceived instrumentality. The questionnaires

were administered through a mail panel on female heads of households. On each of the 30 brands (i.e. 6 product groups with 5 brands under each product group), 3 simple regressions were performed (1) for a combination of weighted sum of scores of perceived instrumentality and value importance (2) for value importance (3) for perceived instrumentality

The results indicated that perceived instrumentality had greater predictive power than value importance, although the correlations were at a low level. The correlations were varying between brands within a product group and also between product groups. The weighted sum had shown a little more correlation than value importance, but for the intimate products like lipstick and brassiers. No doubt, various characteristics of each product class should have had discriminative effects.

For such a result, the authors had explained that it was probable than an individual would have considered value importance also while she was rating perceived instrumentality. Methodologically, summing the scores before regression could have resulted in the low correlation. Even the ordinal ranking of brands could have confused the regression results. Also, even past usage and other variables like demographic and socio-economic variables could mar the homogeneity of the samples. The authors are still conducting more researches on some of these problems.

✓ Ronald E. Frank (71) had done a study, which could be useful for market segmentation, and was based on household purchasing characteristics. Various purchase and socio-economic characteristics were considered in his study as independent variables (which include demographic variables also) along with 5 dependent variables as buying characteristics - total consumption, private-brand proneness, brand loyalty, package-size-proneness, and average price paid per unit of product purchased. The data were collected from a consumer panel of households for 57 grocery products multiple regression analysis was done for each product along with partial correlation coefficient. The average  $r^2$  (coefficient of multiple determination) for all the 57 product groups was .11 and the range was between .00 and .29. Most of the socio-economic variables considered had statistical significance, either positively or negatively as far as the consumption was concerned. The following table indicates the different coefficients of determinations for the 5 dependent variables (buying characteristics of and the number of products considered under each such variables for regressions analysis.

Sr. No.	Buying Characteristics (Dependent variables).	Coefficient P determination ( $r^2$ )	Products considered
1	Total consumption	.11	57
2	Private brand proneness	.18	44
3	Brand Loyalty	.12	44
4	Package-size-proneness	.41	31
5	Average price paid per unit of product purchased.	.37	44



Rao (177) had expressed the objective or intrinsic attributes in the form of five dimensions and had suggested various methods of measuring these attributes.

- (1) Description of the nature of the product as it exists, space occupied, parts, colour, texture, wrapping, packing, size, shape, durability, weight etc.
- (2) Nature of action components of the product; chemical, mechanical, biological, physical etc.
- (3) Administrative attributes pertain to skills required for administration, installation, maintenance and termination.
- (4) Effect, side effects and usage; multipurpose items.
- (5) Upto certain extent price and availability could also be considered as one of the dimensions.

Critical attributes are those that have high weightage in consumer preference. Some of the Psychometric methods of measurement suggested are paired comparison. Thurstones method of equal appealing intervals, method summated ratings, Q-sort technique etc.

✓ According to Stuart U. Rich and Subhash C. Jain (180) changes in social and economic circumstances of consumers increase in discretionary income leisure time, opportunities for higher education, increasing social benefits and movements

to suburbia - had stimulated to think of the role of social class and life cycle in consumer behaviour. Personal interviews were conducted with women over 20 years of age, using a random procedure. Warner's index of status characteristics was used to stratify according to social class i.e. source of income, occupation, dwelling area and house type. For life cycle the break-down adapted was under 40 with and without children and over 40 with and without children.

Some of the factors that were considered to be affecting shopping were, interest in fashion, sources of shopper information, interpersonal influences in shopping, shopping enjoyment, shopping frequency, importance of shopping quickly, browsing downtown shopping and type of store preferred. In spite of contrasting variables like size, geographic and demographic variables, between Cleveland and New York (one area) findings of women in particular income or life-cycle categories were identical.

It was assumed that innovators would have a higher degree of the following characteristics (200) Venturesomeness, Social Mobility, Privilegedness, Social Integration, Interest Range, Status concern and Cosmopolitanism. Have personal interviews were conducted among randomly selected female head of the households about the introduction of a new home appliance. The interview lasted about 90 minutes. Multiple discriminate

analysis was used to distinguish innovators from non-innovators. By doing so, the importance of value obtained for the different characteristics was as indicated below.

<u>Characteristics</u>	<u>Value of Imp.</u>	<u>Degree of Imp.</u>
Venturesomeness	2.73	Most important
Social mobility	2.25	Least important
Cosmopolitanism.	0.74	Least important

While the difference between means for venturesomeness and social mobility were significant at  $P = .01$ , for privilegedness and social integration were significant at  $P = .05$ .

✓ John G. Myers (154) classified consumers as acceptors or rejector depending on their attitude towards private brands. The housewife respondents were asked to rate the 29 brands in a five point scale, in a simulated situation that they would buy their goods in a super-market opened nearby. 14 of the brands selected were private brands. It appeared of the brands selected were private brands. It appeared that store preference seemed to affect private brand attitude.

✓ David T. Wilson (211) classified 132 purchasing agents and managers to normatives, conservatives and switchers on the basis of their decision styles, while dealing with industrial products.

A study was done on a panel of households when a consumer deal was given and the study depended on various variables of the household like brand loyalty, children, interest, opinion gregariousness and media exposure (151). The product selected for the study was Crest, a toothpaste which was endorsed by the American Dental Association (ADA). Hence the analysis (regression) was done for the data before and after the endorsement of ADA.

Before ADA endorsement the results were (i) venturesomeness, media exposure and gregariousness were directly related to dealing activity (ii) brand loaylty was inversely related to dealing activity and (iii) opinion leadership, interest and the presence of children did not exhibit any relationship with dealing activity. After ADA endorsement the results of venturesomeness, media exposure, gregariousness and brand loyalty were as before, but with lesser magnititude. And only brand loyalty was statistically significant. In general, the results were consistent both before and after ADA endorsement.

A Benton Cocanougher and Grady Dr. Bruce (43) had designed an experiment to establish the relationship between individuals' attitude and aspirations towards socially distant reference group was business executives.

The subject's attitude toward business career was measured by the Remmers a short form of adaptation of the Miller. Attitude toward any Occupation Test (Thurstone) equal-appearing interval scale), and for attitude towards business career executives a semantic differential test with eight adjective pairs on a seven point scale was administered. For consumer product aspirations, Q-methodology was adapted (forced choice method), using 38 products. Multiple correlation analysis was done for the three independent variables viz. (i) attitude toward business career, (ii) attitude towards business executives and (iii) a combination of (i) and (ii) and the correlations were significant at P .0001 level for (i) and (ii), and P .0075 for (iii). The coefficient of determination ( $r^2$ ) were as follows; (i) = .28 (ii) = .20 and (iii) = .32. Studies of Solomon E. Asch (121) and Francis S. Bourne (122) were indicative of the influence of group on individuals as consumers.

Philip Kotler (120) expressed that buying behaviour depended on the individual's or buyer's psyche which was nothing but a reflection of his basic nature or type. This lead him to portray a buyer into five different types.

- (1) Marshallian model which stressed economic motivations and it depended on prices and income.

- (2) Pavlovian Learning Model according to which man behaved more in a habitual way and it involved four central concepts - drive cur, response and reinforcement.
- (3) Freudian Psychoanalytic Model - Man's motives and fantasies influenced his choice deep in his mind (e.g.) symbolism attached to products or product attributes.
- (4) Veblenian Social Psychologic Model stated that a buyer's behaviour depended largely on the social classes, culture etc.
- (5) According to Hobbesian Organizational - Factors Model, there were buyers who bought for an organization or an institution (e.g.) a factory wherein the goods bought were used for further production or distribution. He seeks to reconcile individual gain with organizational gain".

As per Walter A. Woods (21~~6~~) habit, cognition, and learning were some of the important determinants of consumer behaviour. And the behaviour could be either due to affective appeal or symbolic appeal. Considering these points he had segmented consumers into six groups.

- (i) Habit-determined group of consumers who were brand loyal;
- (ii) Cognitive group which was more rational and in them brand loyalty was only conditional;

- (iii) Price-cognitive group whose decision was mainly price or economy oriented.
- (iv) Impulse group of consumers who decided mainly on physical appeal.
- (v) "Emotional reactors" who were too much influenced by symbolism and images.
- (vi) New buyers who had not settled or had not become stable.

Anthropologists have opined that consumer behaviour depends on social class segmentation (173, 138) - For marketing purposes it is very useful to categorise consumers according to income level - upper, middle and lower. Within each segment further divisions are possible. Between classes, certain concepts like values, interpersonal attitudes, self perceptions, daily life, shopping, media, advertising etc. vary widely.

✓ Richard N. Cardozo (37) conducted a laboratory experiment on 107 college juniors and found out that effort and expectation influenced in the evaluation of a product. It was the effort and expectation which could be manipulated by manufacturers. If the product was at the expected level, the consumer was satisfied, and this in turn would result in repeat purchase. In this experiment under certain conditions, effort and expectation affected the evaluation of both the product and shopping experience.

In a marketing situation, if conformity to group norms is a major force, it is vital to understand such an influence (204). In a laboratory study, with male students and manipulated group influence conditions, using men's suit as the selected product group, M. Venketesan had found out that in the absence of any social influence (i.e. in a control situation), distribution of choices did not vary significantly. Group conformity condition and reactance condition (independent of group norms) were supported by the results. According to Thomas S. Roberts (181), while determining innovative activity sentiment characteristics were more important than interaction characteristics, in studying an individuals buying behaviour in relation to informal group. The variables and differential effect, depending on the variance in product group (e.g. food, clothing or appliances) almost the same hypothesis about the influence of informal social groups on individual in the selection of a brand of a product. In his experiment 10 informal groups of housewives were selected for this study, using a two-stage, systematic random sample and product selected was bread. And the results of the analysis of variance had supported this hypothesis.

According to Joseph W. Newman (159) brand loyalty varies by product group. Brand switching within a product group indicates the substitute native of the product. In general,

among food products, brand loyalty is at a higher degree. In an experiment W.T. Tucker (201) found out that biased choices develop even if the products are identical. His experiment was based on two cola drinks - Pepsi Cola and Coca Cola. He had discussed the development of brand loyalty.

To study brand loyalty in detail Lester Guest (86) made a 20 year follow up study on 15 brand categories. The experiment started in 1941 with 813 public school students, was followed up in 1953 with 165 respondents, and for the final follow up in 1961 there were 162 respondents. The agreement of brands between the different time periods was as indicated below.

<u>Period - Between</u>	<u>Agreement of Brands</u>
1941 & 1953	32 %
1941 & 1961	26 %
1953 & 1961	44 %

This clearly indicated that over a period of 20 years 26% of the respondents were brand loyal to those brands considered for this experiment.

By conducting an experiment with 199 families, using 16 household grocery products John U. Farley (65) came to the conclusion that brand loyalty vary over product class. It was the market structure which could influence in brand switch rather than the brand's characteristics above. In another study (189) using 104 female students as respondents in an experimental situation with 3 brands of a product group (hair

spray) it was observed that the respondents sought for more information of brand only when uncertainty or no experience existed. Otherwise, the confidence due to risk reduction led to repeat purchase.

Harry L. Davis (53) and William F. Kenkel (112) had investigated in different studies about the role of spouses of each other between husband and wife. In yet another study (54) Harry L. David had stated that neither purchase methods nor decisions were independent as far as spouses were concerned.

The role of social class and income were investigated in a study (156). For this purpose 1,000 households were selected by a multi-stage area probability sample. Interviews pertained only to the following product groups, good products (packaged), and personal sanitation articles, pet foods, and alcoholic beverages. Income stratification was done after probing, but it corresponded to social class group. To classify families according to social class, Carman's scale was used.

The result was that in most of the cases chi-square values for income were larger than those for social class. Only in a few exceptional cases social class was superior to income class as far as the packaged goods considered, in this study are concerned.

All these studies reveal the vastness of research arena in consumer behaviour.

Many researchers have related personality factors with consumer behaviour. In most of the studies personality variables were considered as the predictors. Some of the popular tools or tests used in personality measurement with reference to consumer behaviour are, Edwards Personal Preference Schedule, Gordon Personal Profile and Inventory, and Thurstone Temperament Schedule. The products or brands under different test situations ranged from food products to medicines, and cosmetics to automobile and industrial products. The results were mixed and varied, several researchers have used personality factors to segment the consumers. Summary of some of the studies are presented below, one after another.

b. Personality :

Horald H. Kassarian (1966) collated a number of past literature with reference to personality and consumer behaviour and had presented brief review of the same. He organised the review according to some of the personality tests administered on the consumer. Personality tests were used to measure and link various marketing phenomena viz. purchasing behaviour, media choice, innovation segmentation, fear, social influence, product choice, opinion leadership, risk taking, attitude

change etc. No doubt, an individual's behaviour is fairly consistent in different environmental circumstances. Reviewed below are a few personality tests used.

(1) Psychoanalytic Principle (Freud's):

Behaviour is related to the stresses within the personality system depending on the motivational and personality factors, that are active at the unconscious level. Behaviour is the result of interaction of the id, ego and superego which basically mould personality. Ego guides the energy source id and moralistic demands of superego (e.g. purchase of a four-door sedan rather than a racy sports car, use of ultrabrite tooth paste as a substitute for the rental of a motel room).

(2) Social Theorists :

People like Alfred Adler stated that it was not the Libido that served as a motive for different personalities, it was the striving for superiority. This was basic factor which initiated an individual to own an automobile, or house. But Neo-Freudian social theorists, like Karen Horney felt that it was the childhood insecurities which created anxieties which in turn had an important role in the development of personality. Although all these theories and concepts were used only to a minimum level

in consumer behaviour, in the field of advertising these were liberally utilised exploiting, the striving for superiority and the needs for love, security, and escape from loneliness to sell tooth paste, deodorants, cigarettes and even detergents. According to Cohen, Horney's concepts about anxiety might be of relevance to marketing context. Cohen found that complaint types prefer brand names and use more mouth wash and toilet soaps; aggressive types tend to use a razor rather than an electric shaver, use more cologne and after shave lotion, and buy old spice deodorant and van Heusen Shirts and detached types seem to be least aware of brands.

(3) Stimulus - Response Theories :

It is a learning theory approach to personality. Personality is nothing but aggregation of 'habitual' responses acquired over a period of time to specific and generalised cues'. Unrewarded responses are eliminated and habit is formed as a result of reinforced favourable responses. This concept is widely used in the area of consumer decision processes.

(4) Trait and Factor Theories :

Quantitative statistical techniques were the cause for the evolution of factor theories. According to this

theory, a set of traits or factors (some are general and some are specific) shape personality, in particular situation. A number of tests used in this direction in the marketing situation are presented below.

- i) Gordon Personal Profile :- This measures ascendancy, responsibility emotional stability and sociability an individual.
- ii) Edwards Personal Preference Schedule:- This was one of the most widely used factor analysed tests, while studying consumer behaviour. It is a paper and pencil test to measure the psycho-analytically - oriented needs or themes. There were mixed opinions about the results of this test in the marketing situation.
- iii) Thurstone Temperament Schedule :- This is also a factor analysed test. In one of the tests on automobiles (West fall), it was found out that there was not personality difference as far as brand selection was concerned. However, the difference was noticeable in the case of different types of models.
- iv) California Personality Inventory:- This paper and pencil test was used in the areas of innovativeness and opinion leadership with particular reference to products like food, clothing, and appliances. Although

the relationship between innovativeness and personality characteristics was to the minimum extent, gregariousness and venturesomeness were related to opinion.

- v) Minnesota Multiphasic personality Inventory :- Although the correlations between the masculinity of the consumer and the product (cigarettes) were low, they were statistically significant.

(5) Theories of Self and Self-Concepts :

These explained the relationships between self image (material possessions, traits, abilities etc.) and product image e.g. '438 caliber is aggressive and masculine, a Lincoln Automobile is extravagant and wealthy'. There were a number of studies which established consistent relationship between the two images.

(6) Life Style :

This is also called as Psychographic or life style research. This is based on the 'modes of living of segments of a society'. The basis of segmentation depends on interests, values, opinions, personality characteristics, attitudes and demographic variables. Adopted analysis were cluster analysis, factor analysis and Canonical correlation. The relationship of the attitude - interest

personality clusters with the buyer behaviour indicated only 10% or less of the variance.

(7) Miscellaneous Other Approaches :

- i) Heavy and light users of various products did not differ on the Mc Closky Personality Inventory or Dunnette Adjective Checklist.
- ii) Usage of strong Vocational Interest Blank had indicated the relationship between product preference and vocational interests.
- iii) In the case of private brand attitudes, Cattell's 16 - Personality Factor Inventory explained for 5% of the variance.
- iv) Social Character - According to Riesman there are three types of social characters in human beings viz. tradition directed, inner-directed, and other directed. Some researches had indicated that there was no relationship.
- v) Personality and Persuasibility - In a study curvilinear relationship was established between 'generalised self-confidence and persuasibility and between specific self-confidence and persuasibility. Another study had contradicted these findings.

Most of the studies have indicated that either there was no relationship between personality factors and aspects of buying behaviour or only weak relationship was existing. This may be because of the validity of using such personality tests in the marketing situation, which were originally developed for clinical situation. In addition, the validity is questionable, since most of these tests were modified haphazardly and adapted in the marketing situation and lead to perilous conclusions.

Morris J. Gottlieb (77) tried to segment consumers according to personality variables - hypochondria, compulsiveness. The product under study was a proprietary medicine (an antacid and analgesic or pain killer). The buying aspects studied were user vs. non-user and frequent user vs. infrequent user. Different measures were used to measure these - observation method, expert's opinion, depth interviews and introspection. The case histories revealed that frequent users were all marked hypochondriacs, and non-users were aggressive in their assertions that they had perfect health. Compulsives had more tendency to be attracted towards wise segment purities used less than the non-punitives. In general, the difference -in usage between the different personality segments was not very high. In another product called Bayou Rum (it is somewhat like liqueur or cordian), the social class factors proved to be

much more important than personality factor.

✓John G. Myers (154) administered original A form of Cattell's attitude towards private brand. He had selected 29 brands (14 private and 15 national) from the product groups facial tissues, flour, lipstick and cigarettes. Private brand attitude was measured on a five-point scale starting from 'Use regularly' to 'Would never use' for each of the 14 private brands used as a dependent variable. Personality and socio-economic variables were used as predictors or independent variables. Only eight traits (10 questions for each of the trait) were adapted from A form of Cattell's 16 P.F.I. For the measurement of personality needs, the eight traits were, sociable, stable dominant, enthusiastic, sensitive, tense, radical and self sufficient.

A step-wise multiple regression of the eight traits was done against Private Brand Attitude. Enthusiasm emerged as the strongest predictor with  $-.251$  beta weight a significant beyond  $.01$  level. A beta weight of  $.132$  was obtained for sensitivity and dominance, significant at  $.06$  and  $.08$  levels respectively. There was 'some tendency for women who are enthusiastic, sensitive and submissive to be more prone to purchase private brands than their counter-parts. The multiple regression coefficient was  $.217$  ( $R^2 = .047$ ) and even for the best predictor of the personality variables, the predictive

power was very low. Less than 5% of the total variance was explained by personality factors as a whole or by the best factor predicted. Socio-economic variables like age, income, occupation and reading habits were substituted for personality variables, and after regression analysis, these proved to be superior to personality variables, although they were also not strong predictors.

Raymond A. Bauer (12) did an experiment on confidence and persuasion. Here the subjects were under-graduate girls students from the college in Boston area. They were to compare twelve pairs of abstract colour pictures and select the one with greatest number of colours. The conclusion was that the girls with medium self-confidence were the most persuasible type.

W.T. Tucker and John J. Painter (202) had tried to establish the relationship between personality and product use. They administered Gordon Personal Profile and a sales marketing Personality Index on 133 students. The latter test, included questions on the use of headache remedies, cigarettes, mouthwash, deodorants, chewing gum, acceptance of new fashions, vitamins, alcoholic drinks and automobiles and these were products of use to the students. Since only 31 girl students responded and as separate norms were available for Gordon Personal Profile, the responses of the girls were

related from the final analysis. This profile rated the following variables. Ascendency, responsibility, emotional stability and sociability.

In order to facilitate the respondents to be more frank in their answers, their names were not taken. But the demographic variables were collected. Analysis was done by comparing the different mean-scores. 'The four traits, ascendency, responsibility, emotional stability, and sociability, have considerable independence'. This study revealed that personality characteristics were related to product use. 13 of the 36 possible relations were significant at .05 level or above. From marketer's view the existing relationship was less strong. Sociability of Gordon Personal Profile is different from that of extroversion of Eysenck (122) - Eysenck established a strong, significant correlation between extroversion and heavy smokers.

An attempt was made to relate personality and demographic variables to brand loyalty (29). The data pertained to 2 brands of Coffee users - Maxwell House, Chase and Sanborn, Hills Brothers, and Folgers Coffees, from 296 families of J. Walter Thompson Panel. Seven of the EPPS Scores for female head of the households (need - exhibition, need autonomy, need aggression) and six of the EPPS scores for male head of the households (need analysis, need dependence, need-depreciation,

need assistance, need heterosexual, and consistency) were considered for the regression analysis. In the case of people who perceived performance risk, personality variables were helpful in explaining the brand of Coffee.

Since the main objective was to predict two discrete groups, multiple discriminant analysis was used again. In addition, the regression analysis did not explain the extent of discrimination to match correctly with the brand. Despite the 'loss in the predictive power of the variables of the use of people 50 percent brand, loyal to chase and Sanborn, the discriminant analysis was highly statistically, significant at the .02 level of confidence.

At last, it did not predict the specific and most useful personality variable which led to the purchase of Chase and Sanborn Coffee. This particular research had given rise to a group of variables that were important in the prediction.

Edward L. Grubb and Harrison L. Grathwohl (84) reviewed wherein some of the past literatures of Evansm Kuehn and Westfall, wherein they had administered Edwards Personal Preference Schedule and Thurstone Temperament Schedule to relate personality factors with consumer behaviour with particular reference to automobiles. Walter A. Woods identified the importance of the symbolic content of the product Duesenbey-

Duesenbey -advocated that the act of consumption was a symbolic behaviour. In another study, a low, but statistically significant, correlation between the masculinity of Cigarette smokers and the perceived masculinity of the brand was established.

Ralph Westfall (208) used Thurstone Temperament Schedule to predict the different models chosen by automobile owners. The three models selected for his study were convertibles, compacts, and standards. Seven different characteristics, depending on one's temperament were measured by Thurstone's Temperament Schedule viz. active, vigorous, impulsive, dominant, stable, sociable, and reflective. The respondents were 231 male students owning one of the three models of automobile and were selected using quota sampling procedure.

Mean scores for each of the seven temperaments were calculated. Almost similar type of personality was observed between standard and compact owners. Convertible owners had a marked different personality and the difference was more wider with the latter. The convertible owner was 'more impulsive, more dominant and more sociable than the other two types'. At the same time he was less stable and less reflective.

When Chi-square values were computed only 'active is significant at .01 level. On the whole, active (.01)

impulsive (.16), stable (.24) and sociable (.29) had more predictive value than the other three. Even after different combinations much 'active' alone was high still.

Yet another analysis was done, using the same temperament characteristics on two brands of automobiles viz. Ford and Chevrolet. The results agreed with that of Evan's, that there was no difference in personality between Ford and Chevrolet owners. The conclusions had to be cautiously observed, because of the limitations in sampling procedures adapted in this study.

Joseph N. Fry (72) tried to establish relationship between personality and brand choice with particular reference to smokers and cigarettes. The three moderator variables used in his study were sex, socio-economic class, and generalised self confidence. A panel of 216 middle class smokers belonging to both the sexes were the subjects. Nine of the best selling regular, or king size brands in London market were selected for image analysis.

Semantic differential measures were used to rate the brand and was analysed by non-metric multidimensional scaling. Personality scales were selected by judging traits which would be of relevance to Cigarette brand choice. Jackson Personality Research Form was used for the scales, achievement, affiliation, aggression, autonomy, dominance,

change, sentience, and social recognition. California Psychological Inventory contributed femininity scale and self-confidence scale was drawn from Janis and Fields.

Non-metric scaling had helped in characterising group 1 brands as milder, more feminine and more elegant. Multiple regression analysis was done, using stepwise regression procedures. Personality - brand preference relationship differed for sex or social class. Subjects with high self-confidence had a different choice behaviour. This was because of certain personality measures inherent in self-confidence. 'Femininity in males was significantly related to preference for more feminine group 1 brands. Among the working class respondents, preference for group 2 brands were positively associated with social recognition. 'High change scores for males were associated with preference for group 1 brands',

To conclude, standardised tests on personality variables provide good psychological understanding of brand choice. The direction of relationship and its intensity can vary in different situations and in different segments.

In an industrial products buying situation (211), three personality traits - need for certainty, generalised self-confidence, and need to achieve - related with three types of decision making styles - normative, conservative, and switcher.

132 purchasing agents and managers, from large and medium size industries, dealing in chemical, petroleum, and light and heavy manufacturing industries were chosen as the respondents. Need to achieve and need for certainty were adapted from Jackson's Personality Review Form and generalised self confidence was measured by Wildin modification of the Janis and Field instrument. The personality traits were compared with the purchasing agent's choices in five simulated conditions. The subjects were also told to indicate the amount of risk they connected with the suppliers, in a 9-point scale from 'not very risky' to 'very risky'. 'Low need for certainty was associated with normative decision making' 'normative decision making may be associated with high level of generalised self-confidence.

David T. Kollat and Ronald P. Willett (117) had presented a list of personality variables that were not associated with unplanned purchasing. These were derived from 196 general shoppers, while in store, their behaviours in supermarkets were traced. The listed variables were, impulsiveness, dominance, optimism, self-confidence, self-sufficiency, belief in fate, future time orientation, desire for certainty belief, in the predictability of life and belief in multiple causation of events. These were derived from French's factor analytic review of personality tests and were statistically

independent of unplanned purchasing. The highest correlation coefficient was only .09.

Gerald D. Bell (17) made study of self-confidence and persuasion with particular reference to car buying. 234 new car buyers in the age group of 26-45 were personally interviewed. Day and Hamblin and many others used the procedure to measure generalised self-confidence. A set of statements were presented for which the subject had to either agree or disagree. Persuasibility was determined by measuring the extent of influence of salesman on price, payment, particular car (colour, style, size etc.) accessories, delivery, and service. His specific self-confidence seemed to be more relevant than his overall confidence. The relationship between specific self-confidence and persuasibility was curvilinear.

According to David L. Sparks and W.T. Tucker (193) no doubt, there exists relationship between personality and buying behaviour. It was the usage of improper statistical analysis which led to misleading low correlation between the two aspects. He collected 173 completed forms from college students using Gordon Personal Profile and Gordon Personal Inventory to measure personality traits and another instrument to measure product used with the help of 17 multiple choice questions. The products considered were headache

remedies, mouthwash, men's cologne, hair spray, shampoo, antacid remedies, playboy, alcoholic beverages, complexion aids, vitamins, cigarettes, coffee chewing gum, after shave lotion, frequency of brushing teeth and hair cut, and new clothing fashion.

Complete independency of 17 questions were showed by Varimax factor analysis, while pre-testing. A correlation analysis showed weak relationship personality traits and product use. But at the same time while canonical analysis was done for the same data, the first three roots of canonical R. were .606, .548 and .413 significant at .0001 and .0752 respectively. The first root was associated with the use of Shampoo, alcoholic beverages, cigarettes and fashion adoption and the related personality characteristics indicates sociable, emotionally stable and irresponsible. This indicates clearly that the association of personality is not a simple relationship, but a complex one. Probably this is in conformity with gestalt in which the entire personality and the entire situation form a particular configuration. In view of all these differential behaviour and differential results, to build a general model, is extremely complex.

Grady D. Bruce and Robert E. Witt (32) critically analysed the use of stepwise regression analysis while studying

personality with relation to innovative buying behaviour.<sup>4</sup> They had suggested that since the discriminature power had to be brought out, discriminant analysis would better apply than regression. Thomas S. Robertson and James H. Myers, while accepting this analysis, had indicated clearly that their objective was of different nature where regression would suit better.

Raymond A. Bauer (13) had once again fortified the existence of Curvilinear relationship between self-confidence and persuasibility. Mark I. Alpert (3) had related personality with product choice. 88 male undergraduate students were selected for this study and it was convenience sample. A questionnaire was given, wherein the subjects had rated product attributes on desirability and product difference ratings on five point scales. Factor analysis was used to eliminate the highly copious attributes. Edwards Personal Preference Schedule was used to measure personality traits. The product groups selected for this study were automobiles, movies and place of residence.

The scores of perceived desirability and perceived difference were multiplied correspondingly to get the determinance of the attributes. A bivariate correlation for each product group revealed little variance, but it was statistically significant, and this was identical to some

past researches. But canonical analysis yielded useful relationships 'Personality in consumer behaviour is complex and clearly varies across person and purchase situations. Canonical findings are to be used only as suggestives, since canonical correlation is subject to many interpretations, mainly because of absence of a standard, steady cutoff point.

Irving S. White (210), while mentioning about value in products, had also explained about product's appropriateness to the total way of life of the consumer. The example selected was cleaning and laundry schedule with reference to housewives. In this context, the personality of the housewife could be classified into the following categories viz. flexible vs. rigid, non-evaluative vs. evaluative, objective, vs. family role, emancipated vs. limited and appreciated vs. unappreciated. All these five categories are inter-related and there exists a significantly high degree of correlation between them.

Raymong L. Horton (92) had mentioned about the use of EPPS in consumer personality research. He had mentioned the following reasons for choosing EPPS.

- (i) scoring is simple, mechanical, and unambiguous.
- (ii) published results are available for comparison purposes
- (iii) it is based upon 'Murry's system of personality needs'

Horton had criticised, the usage of EPPS in consumer personality research because of its ipsative scaling procedure. Ipsative scales reflect intra-individual differences rather than inter-individual differences in the absolute level. This limits the usage of the test in consumer behaviour research.

According to James U. Mc Near (148), graphology can be used as a measure of personality which in turn would give an understanding of consumer behaviour. Due to its improper use, it is not a trusted method. Data for this analysis could be obtained by the following sources without much cost. Users and applicants for credit, respondents to contests, writers with complaints, complaints or requests for information, writers of merchandise orders, miscellaneous written materials etc.

Consumers interpret and respond to price information differently (132). The more the experience the consumer gains the less the information he will seek. 200 undergraduate students were chosen for this study. They had to assume that they would be buying the following seven products viz. tooth paste, battery powered tape recorder, luggage, tennis racket portable stereo, phonograph, instant coffee and Suntan lotion. Under each product category, it was assumed that there were 3 identical facilities fictitious brands priced at high,

medium and low levels. Gordon Personality Profile and Inventory instruments were administered to measure personality traits.

A multivariate test, utilizing Wilks' Lambda statistics exceeded the .01 level for 3 products. On emotional stability, in selecting high priced items for four products, the scores were significantly lower (at the .10 level or less). Low scores were generally associated with anxiety, nervous tension, low tolerance for frustration and poor emotional balance.

It can be concluded that significant relationship between personality characteristics and consumer behaviour was revealed in many of the studies. The results are to be handled with caution since;

- a) a particular personality test may not be applicable to all types of marketing situations;
- b) product or brand or attribute prediction made by personality factors in a particular test situation need remain constant, due to the fact that the manufacturer can always manipulate these three.

A number of hypothetical and theoretical studies, sometimes with experimental support were published in the

past, in relation to motivation and consumer behaviour. Some of the general tools used were projective techniques, and depth interviews with the help of a questionnaire. Attempts also have been made to classify consumers according to motivational factors. Many researchers had used personality tests as a measure of motivational factors, since the basic need or urge contributes a lot in moulding one's personality. Many studies published in this area are of general nature, sometimes reported with case studies.

c. Motivation :

According to James A. Bayton (14) 'Motivation arises out of tension systems which create a state of dis-equilibrium for the individual. To get relief from these tensions, certain actions emanate to achieve the anticipated goal. Depending on the nature of tension, tension-systems can be either psychological in nature, and these are the biogenic needs like hunger, thirst, and sex or tensions exist as subjective psychological states which rely mainly on his relations with others and are called psychogenic needs. A consumer product can be defined in terms of 'the specific need combination involved and the relative strengths of these needs'. But at the same time motivational pattern of two different individuals need not be the same for a particular product.

Degree of ego-involvement correlates positively with the amount of cognitive activity. It means, that consumer goods which affect low degrees of ego-involvement will be purchased by people with relatively lower degree of conscious decision making activity. This aspect is very relevant to marketing and advertising strategies. Some motives are rationalised and some are not. But as far as buying is concerned, both types of motives are operative. The latter type of motives may be the cause for unconscious motivation. Sometimes even if the motives are rationalised, the buyer dissembles them. Now it is the tactics adopted by the researcher that would bring out these motives which can be satisfied, by careful manipulation of the buying environment.

As far as consumer goods are concerned, certain goods like necessities do not have any influence on super-ego. But the moment, consumer thinks of a non-necessity good, influence on ego, super-ego are inevitable. Cognitive competition also exists between two generic categories. (e.g. movie going, magazine reading etc.).

Geraldine Fennell (69) states "consumers of goods and services perceive themselves to be in one of five motivating situation, each of which has an activating condition and behaviour mode". The five motivating situations are:

- 1) Aversive elements escape :- The consumer is motivated to buy a product to solve (escape from) some problems;
- 2) Anticipated Aversive elements/Prevention :- The consumer is motivated to buy a product to keep away an undesirable situation.
- 3) Normal Depletion/Maintenance :- The consumer is motivated to buy the product because supplies are exhausted or to use the product because normal departure from a maintenance level has occurred.
- 4) Product-related Aversive Elements/Conflict Resolution:- The consumer is motivated to avoid potential problems inherent in the consumption of the product itself.
- 5) Positive Elements/Diversion Enjoyment :- The consumer is motivated to buy the product primarily because he sees the product use situation as an opportunity for fun, novelty, complexity, and aesthetic or sensory pleasure.

F.P. Kilpatrick (114) had suggested a few methods to measure consumer motivation. One of the general methods adopted is intensive interviewing, combined with content analysis. For this, the interviewer had to be specially trained and should be well conversant with non-directive probes. Because of these inherent problems the normal

method used is funnel approach wherein the questionnaire is designed in such a way both the interviewer and the interviewee at ease at the time of interview. But these will not bring out his unconscious motives, sometimes even the normal regular motives are missed.

Following are some of the devices used in consumer behaviour with respect to motivation.

- (1) Projective techniques : - Rorchasch Ink Block Test and Thematic Apperception Test are widely used in the clinical field. But their application in consumer research is a new dimension. Particularly TAT is getting popularity because of its basic quality to bring out motives. (a) Picture-story procedure - Murray's Thematic Apperception Test is a typical example. (b) Sentence completion : - This is one of the popularly used devices in the areas of advertising and consumer researches. Normally the incomplete sentences listed, or written, pertain to a brand or product and the consumer is expected to complete it with his idea, where he projects his motives related with the particular brand or product. (c) Word association : - Key words are provided with which the consumer is expected to add a few more of the interested brand or product, As an example, 'in a

study of liquor purchasing key words might be, 'alcohol', mixed drink, chunkiness, decanter, booze' etc.

- (2) Group Interviewing : - It can be done in a predesigned proforma or it can be in the form of discussion. Here the influence and interaction of consumers in a group situation can be studied.

Some of the limitations cited are, at many instances while doing motivation research, the sampling part is neglected. Motivation researchers use the term depth interviewing, neglecting the actual procedure. In motivation research it can be called only as intensive interviewing. The TAT or picture - story procedure requires more time for administration as well as for interpretation not so simple as is done in the normal motivation researches. Companies are interested in knowing consumer preferences and motives in the fields like advertising themes, media, choice, product design, dealer practices, packaging and other related areas.

Ernest Dichter (57) suggested three circumstances in which motivational or projective techniques are indispensable.

- (i) whenever the required data is not at the conscious level or when even rational level;
- (ii) whenever, psychological mechanisms are studied, and

(iii) whenever, a respondent gets a chance to interfere consciously or unconsciously in the time available between understanding and answering a question.

One study (209) was designed to find out on what people think of housewives who use instant coffee. Using probability methods 199 housewives were selected for the study and the questionnaire the individuals was administered. In one part of the questionnaire the individuals had to imagine and associate regular coffee users and instant coffee users with 10 different types of individuals. The result was that the respondents associated instant coffee users with lazy housewife, housewife who dislikes to cook, woman who likes to sleep late and poor cook. In addition, in this study thrifty housewives were associated much more with instant coffee users than spend thrifts.

Similar study was done on 1,200 hot cereal eaters. The result was with definite pattern and according to which about two thirds of the respondents believed that children, farmers, athletes, poor people and elderly people ate lot of hot cereal. Regional differences were significant. Thus it could be concluded that structured approaches could be of avail.

K.T. Kunhiraman (129) had stated that achievement motivation could be used as a new sales promotion strategy.

Particularly in the rural areas high achievers should be located for the promotion of new ideas, new seeds, trying fertilizers etc. They can function as pace scatters and have high adaptability to different situations. 'An achievement motivated buyer takes normal risks while buying a product'. Achievement motivation can be cultivated and acquired. He had even suggested training farmers, in the achievement motivation Training Workshops. If this is applicable to a farmer in an agricultural situation, an identical approach could be made on a rural consumer. To keep the achievement motivation, that is developed, a steady follow-up measures are required. It arouses the spirit of competition and desire for excellence.

Jagdish N. Sheth (187) had criticised the user of motivation research to study consumer behaviour. He had categorised consumer motivation research into 3 sections and had given his views. (i) subjective, qualitative type of research, borrowed from psychiatry and instructured depth interviews and group interviews are more liberally used. An example of one of the findings, 'men treat their automobiles as if they were their mistresses'. 'Women motorists get sexual pleasure at the self service gasoline stations when they lift the pump nozzle and fill up the tank'. Are these true? Even if they are true what type of interpretation could be given in a marketing situations.

(ii) the second type is not as subjective; it uses quantitative methods to measure consumption behaviour personality profile etc., with the help of standard personality batteries like EPPS, MMPI etc. Some of the results are 'Extroverts prefer convertibles to sedans' value oriented individuals buy economy brands'. There is nothing novel in this. Most of the studies are just repetitive.

(iii) the third type utilizes the methodology of clinical psychology, but the theory part of same is neglected.

The author repeated for the instant coffee using words association test and found no difference between the comments of two groups of housewives (user and non-user of instant coffee). Even for negative comments and valid excuses were given. He concluded that motivation research was not relevant for all types of consumer behaviour research.

Harold H. Kassarian and Joel B. Cohen (107) conducted a study on cognitive dissonance. Surgeon General's findings linked cigarette smoking with lung cancer and other medical abnormalities. This was communicated to the mass. It was a naive feeling that every one had the need to survive or stay healthy. To study the effect of this a public opinion study was conducted on 221 smokers on a probability basis. The results are surprising. Although one might expect that since

heavy smokers were in a greater state of dissonance, they would attempt to stop. But the influence of persuasive communication on smoking behaviour was so high, that there was no significant difference at all the smoking behaviour.

Mason Haire (88) used a modified Thematic apperception test to find out attitude towards Nescafe (instant coffee). He prepared two identical shopping lists with 7 items on each list. The only difference in the list was that while the first list contained Nescafe Instant coffee (List-1) and the second list contained Maxwell House Coffee Drip grind (list 2). 100 women were to write their comments on the women who bought list 1 items and women who bought list 2 items. According to the list result list 2 women were described as practical, frugal etc. List 1 with instant coffee women were described as lazy, lovely, a person who never thinks ahead very far etc.

William H. Cunningham and William H.E. Cirssy (52) analysed market segmentation by motivation and attitude. The study was done on 120 new compact car owners of the brands Mavericks, Volkswagens, Toyotas and Remaults. At the time of their study Maverick was the only americal brand. The tested motivational and attitudinal variables were status concern, conservatism, attitude towards big business dogmatism and attitude towards foreign products. All these

were measured on a Likert type scale. Kolmogorov - Smirnov two sample test was used to determine the variables that differentiated between Maverick and foreign compact car owners. Inverse factor analysis was used on motivational and personality variables. Two more variables viz. social class and family life cycle were also considered in this study.

The results indicated that on 4 of the 5 motivational variables, Maverick and foreign compact car owners differed. Maverick owners were more status conscious (significant at the .001 level), were conservative (significant at the .001 level), more positive attitude towards big business (no significant difference), and more dogmatic (significant at the .01 level) than the foreign car owners. Attitude towards foreign products was more positive among foreign car owners (significance was the .001 level).

18 years after Haire's study on instant coffee, C8hradR. Hill (216) almost repeated the same experiment in more or less the same conditions. Resistance to instant coffee was due to cultural negativism rather than product debilities. In the grocery lists provided for the experiment some products might have had valence effect, which could have distorted the response. Hence when the experiment was repeated, in the grocery list of products while instant

coffee was retained in both the lists, baking powder was replaced by salt in the second list. 86 valid responses were received. The results revealed that baking powder with instant coffee list appeared to reduce negative effect which was unlike Haire's findings.

In an interview when ego was threatened or the research topic was prominent, there was a tendency among subjects to censor their responses. This could distort the data to some degree.

Eight types of hidden or subconscious needs were mentioned by Vance Packard (1957) which were of relevance to marketing situation. According to this the products sold, satisfied some specific need. The following were the different needs sought after and their product examples (wherever possible) satisfying these needs.

<u>Subconscious Needs</u>	<u>Example</u>
1. Emotional security	freezers
2. Reassurance of Worth	detergent cakes, drugs
3. Ego-gratification	steam showel's advertise- ment
4. Creative outlets	gardening, food mixes
5. Love object	symbolism (oedipus)
6. Sense of power	automobile with higher house power (masculinity)
7. Sense of roots	Honey associations
8. Immortality	life insurance

Copeland classified consumer product motives as emotional and rational (158). Emotional motives are those that have origin in human instincts and rational motives are aroused by appeals. Following is Copeland's list by appeals. Following is Copeland's list of consumer products buying motives.

A. Emotional Buying Motives

1. Distinctiveness
2. Emulation
3. Economical emulation
4. Pride of personal appearance
5. Pride in appearance of property
6. Social achievement
7. Proficiency
8. Expression of artistic taste
9. Happy selection of gifts
10. Ambition
11. Romantic instinct
12. Maintaining and preserving health
13. Cleanliness
14. Proper care of children
15. Satisfaction of the appetite
16. Pleasing the sense of taste
17. Securing personal comfort
18. Alleviation of laborious tasks
19. Security from danger
20. Pleasure of recreation
21. Entertainment
22. Obtaining opportunity for greater leisure
23. Securing home comfort.

B. Rational Buying Motives :

24. Handiness
25. Efficiency in operation or use
26. Dependability in use
27. Dependability in quality
28. Reliability of auxiliary service
29. Durability
30. Enhancement of earnings
31. Enhancing productivity of property
32. Economy in use
33. Economy in purchase

In the case of industrial products, 'buying motive' is one which induces a customer to buy a particular commodity or type of article and patronage motive induces a customer to trade with a particular firm' even for industrial goods Copeland had given a list of motives.

A. PRODUCE OR COMMODITY BUYING MOTIVES

1. Economy in use
2. Protection against loss
3. Enhancing productivity of plant
4. Dependability in use
5. Dependability in quality
6. Flexibility in operation or use
7. Durability
8. Simplicity in operation
9. Handiness
10. Facility of installation
11. Facility in making repairs
12. Enhancing stability of product

A. PRODUCT OR COMMODITY BUYING MOTIVES: (contd.)

13. Facility in executive control
14. Aiding sales promotion
15. Safe-guarding welfare and morale of employee
16. Sanitation of plant
17. Economy in purchase

B. PATRONAGE MOTIVES :

18. Reliability of seller
19. Punctuality of delivery
20. Promptness in delivery
21. Securing exact fulfillment of specifications
22. Variety for selection
23. Engineering and designing service
24. Dependable repair service

Melvin S. Hattwick (158) listed eight basic wants in life. These are also called as fundamental drives.

- |                                 |                               |
|---------------------------------|-------------------------------|
| 1. Food and drink               | 5. Freedom from fear & danger |
| 2. Comfort                      | 6. to be superior             |
| 3. To attract the opposite sex. | 7. Social approval            |
| 4. Welfare of loved ones        | 8. To live longer.            |

Secondary wants were identified by Hattwick and were learned by people through experience. They are: -

- |                |                           |
|----------------|---------------------------|
| 1. Bargains    | 6. Dependability, quality |
| 2. Information | 7. Style, beauty          |
| 3. Cleanliness | 8. Economy, profit        |
| 4. Efficiency  | 9. Curiosity              |
| 5. Convenience |                           |

Navman (158) had cited a few studies on motivation research in his book. One of the studies was pertaining to automobile insurance company. It wanted to know the reasons for people, to go for automobile insurance and the qualities looked for in an automobile insurance. The techniques adapted were snowball interviews with the help of tape recorders and projective techniques like incomplete sentences, narrative projection and balloon test. Some of the generalizations that had come of this study were 'insurance is fatherly', 'insurance is ritual, 'insurance provides means of control over the future'. An automobile is psychologically meaningful to the owner.

Pan American Coffee Bureau did a research to learn about coffee buying and consumption. Although the research started with highly unstructured interviews, at successive stages it proceeded to structured questionnaires. Depth interviews were conducted with trained interviewers. Even coffee history was collected. The number of subjects was 200. Taste tests were conducted with 128 respondents to learn the acceptability of coffee of different strengths. Coffee advertisements test was administered on 217 respondents. Some personality of coffee was revealed e.g. Coffee is intimate, coffee is a symbol of grown up relaxation, etc.

Motivations for owning an automobile and selecting a particular brand was also studied by means of projective techniques - in - complete sentences, cartoon, TAT, attitude and opinion questions ratings comparimeter etc. 352 men and women who had bought new cars or potential buyers were interviewed. The findings revealed that owning automobile was a social symbol and it expressed individual personality. It also indicated owners social status and the nature of social participation. For Americans automobiles expressed self-assertiveness and affiliation some of the motives revealed through this study were:

- i) the wish to be conservative or reserved,
- ii) the wish to be sociable or participant, and
- iii) the wish for attention.

Donahue Sales Corporation investigated the different motivations and attitudes towards home serving and zippers. Some questions were projective in nature (incomplete sentences and words association). Other tests utilised were depth interview, cartoon test, and personality tests (planning test, unusual purposes test, word underline test, and the human figure drawing test). 300 women were interviewed. 'Psychological characteristics of heavy sewers compared to light sewers and non-sewers was also studied.

Jewel Tea Company Home Services Routes had studied about deals with personal selling. 600 calls were used in this

study. Three different groups of routemen depending on their needs and expectations were selected (i) stable, satisfied man, (ii) ambitious man, and (iii) disorganised or instable man. 152 customers were selected from different route

The tests used were interview guide and incomplete sentences. The results were as follows:

Ego benefits for the buyer are more important than the merchandise (1) Buying from Jewel involves a moral issue (2) The salesman is the most important factor in keeping the housewife buying from route service, (3) Barriers to the use of route service.

Since the motives revealed in a buying situation are closely associated with particular personality factors in the same situation, it will not be wrong to conclude that by measuring personality factors in a buying situation one can interpret the implied motivational factors.

d. Methodology and Tools used :

Seymour Sudman, Andrew Creelay and Leonard Pinto (197) conducted a study for National Opinion Research Centre, to find out the response and effect of self-administered forms, although personal interviews were the most common. On the whole 4,500 respondents were contacted, which included adults and teen administered forms, especially from teen-agers. In addition, the cost of operation was also brought from down to a considerable extent.

In the case of personal interviews the respondents might give answers to please the interviewer. Although there were variations in the mode of response between personal interviews and self-administered situation, they were present only to a negligible extent.

There are various methods and tools that are administered in different situations of consumer buying behaviour. Standard batteries were used in general to measure personality and motivational characteristics. In other buying situations, different scaling techniques were normally adapted. Paired comparison technique was also common

A list of different methods or tools employed or suggested for future use in relation to different situations of buying behaviour, with the respective reference number of literature is appended (please refer to appendix 1.3).

#### General Conclusions :

Certain conclusions can be drawn from these past researches. The purpose of motivation research is to explain or predict the behaviour of individuals in a given set of circumstances, using appropriate techniques at apt conditions or circumstances. RPPs is normally used to measure personality in terms of conscious needs in subjects. Both consumer durables as well as non-durables were considered

as products or product groups, in these studies.

Application of EPPS had yielded mixed results i.e. some -time the dependent variable (consumer part), was predictable and sometimes it was baffling. Adoption of personality tests were done at different levels. Either a test was borrowed and used directly or only a few factors or sections were borrowed and are applied, which are relevant to the particular context.

Most of the tests used are paper-pencil tests of self administering nature. One of the major set backs of adopting such clinical tests for consumer situations is that sufficient modifications are incorporated to suit such situations, while adopting. In adequate theoretical framework has been one of the major causes for weak personality purchase behaviour. A different conceptual personality approach perhaps might reveal better relationship.

Although all these buying aspects are written separately, as different sub-groups, in any buyer, the buying process involves all these aspects and is the result of interaction between the same, and are inseparable from one another.