Summary and Conclusion

Overview

This chapter contains brief summary of the present research work, major findings, conclusions, implication, limitations, and scope for further research.

5.1 Summary of the Research

The present study was undertaken to investigate the impact of advertisements on car purchase decision making process and to find out the moderating effect of a few psychological factors namely thinking styles, sensation seeking traits, self-concept and motivational needs in the process. The study adopted ex post facto research design. Purchase decision was the dependent variable of the study and was put in to the frame work of design through exclusive selection of consumers who had already made a purchase of sample car brands and by designing the items of the advertisement effect inventory in the form of inquiry about the influence of advertisements on purchase decision. Impact of advertisements was the independent variable of the study and was defined based on the concept of advertisement appeals. Advertisement appeals were classified into rational and emotional appeals. Rational appeal was defined as those advertisement messages offering different product benefits and emotional appeal was defined as the attempt in advertisements to stir up either negative or positive emotions in customers to motivate purchase. Psychological variables namely thinking styles, sensation seeking traits, self-concept and motivational needs were conceptualized in the research as moderator variables. Few demographic factors such as gender, education, income, age and user status (first time and repeated buyer) of the consumers were
considered as extraneous variables influencing the process of advertisement effect and were statistically examined through subsidiary hypotheses testing. The total sample of the study consisted of 220 consumers of the hatchback car brands in the price range of 2,00,000/- to 6,00,000/- (ex showroom price) from Kozhikode, a south Indian city in the state of Kerala. The participants included only those who had purchased a car in the six months prior to data collection. The data was collected through convenient sampling technique and because all the measurement tools of the study were in English, only consumers who had fairly good command over English language were included in the sample. Consumers who had purchased a car for commercial purposes (for running as taxi cabs), gifting purpose or to use in a short time during their vacation were excluded from the sample.

The tools used for the present study were “Personal data sheet”, “Impact of Advertisements on Purchase Decision (Car) Analysis Scale” developed by the researcher, Thinking style sub dimension of “Style of Learning and Thinking” (SOLAT) by Venkatraman (1994), “Zuckerman’s Sensation Seeking Scale Indian Adaptation” (Debasish, et.al 1993), “Self -concept Rating scale” (SCRS) by Deo (1971), and “Motivational Needs Rating Scale” in the context of car purchase behaviour developed by the researcher. For the purpose of data collection the researcher identified a list of consumers who had purchased hatchback car in the six months prior to the date of interview. Later the researcher personally approached the consumers and after establishing rapport explained the purpose of research and their oral consent for participation in the research was obtained by assuring them that the data was collected exclusively for research purpose and would not be used for any other purpose. After
assuring them of confidentiality, the participants were then asked to answer all the research tools carefully and doubts were clarified whenever requested. After making sure that the participants had answered all the items in all the tools the completed tools were collected back. The obtained data was then subjected to statistical analysis using SPSS 15 version and R Software.

According to the diversity of the objectives the statistical analyses were conducted in four parts. Details of the analyses along with the major findings of the study are summarized below:

5.2 Findings of the Study

5.2.1 Part-1: Findings of Descriptive Analyses

In part -1, descriptive analyses of the study variables were done. As an extension of descriptive analyses the relationships between the study variables were also checked using Pearson’s correlation. The findings are:

Consumers of the present study are found to be:

- More analytically oriented in their thinking styles than holistic oriented.
- High sensation seekers.
- Have average self-concept.
- Need for autonomy, achievement, acquisition, affiliation, exhibition, cognizance, deference, dominance, exhibition, inviolacy, nurturance, passivity and play are the major motivational needs influencing their purchase decision.
✓ Analytical thinking style is found to have significant negative correlation with sensation seeking, self-concept and need for affiliation.

✓ Holistic thinking styles is found to be directly related with purchase of a car for satisfying need for affiliation and inversely related with need for order.

✓ Sensation seeking traits are found to be directly related with purchase of a car to satisfy need for cognizance, passivity and play, and inversely related with need for recognition.

✓ Self-concept is found to be directly related with purchase decision of a car to satisfy need for achievement, acquisition, and inviolacy.

5.2.2 Part 2: Findings Related with First Objective

Objective Restated

➢ To find out the impact of advertisements on the purchase decision of Indian car consumers who purchased a car in the six months preceding data collection.

The impact of advertisements on purchase decision was analyzed in two levels. In the first level the influence of rational and emotional appeals was analyzed separately using binomial test between consumers who are influenced and not influenced by the appeals. In the second level the impact of advertisements between four groups of consumers i.e. consumers’ influenced by rational appeals, influenced by emotional appeals, influenced by both appeals and not influenced by both appeals was analyzed by administering multiple proportion test using Marascuillo procedure.
The findings of the analyses are

**Level 1: Binomial Analyses**

- Consumers influenced and not influenced by rational appeals in making a purchase decision are more or less equal in proportion.

- Consumers not influenced by emotional appeals in making a purchase decision are more in proportion when compared to consumers influenced by emotional appeal.

- On the analyses of the impact of specific rational advertisement appeals on the purchase decision it is found that significantly more consumers are influenced by performance and quality appeals while significantly less number of consumers are influenced by ergonomic appeals.

- On the analyses of the impact of specific emotional advertisement appeals it is found that significantly less number of consumers are influenced by negative emotional advertisement appeals i.e. anger, sadness and fear.

**Level 2: Proportional Analyses**

- Proportion of consumers whose purchase decision is influenced by only rational advertisement appeals is found to be significantly high compared to the proportion of consumers whose purchase decision is influenced by only emotional advertisement appeals and the proportion of consumers whose purchase decision is influenced by both emotional and rational appeals.
Proportion of consumers whose purchase decision is influenced by only emotional advertisement appeals and proportion of consumers whose purchase decision is influenced by both rational and emotional advertisement appeals are found to be equal.

Proportion of consumers whose purchase decision is not influenced by both rational and emotional advertisement appeals are found to be more compared to the proportion of consumers who are influenced by both the appeals.

5.2.3 Part 3: Findings Related with Second Objective

Objective Restated

To find out the moderating effect of few psychological variables namely thinking styles, sensation seeking traits, self-concept and motivational needs on processing advertisements in favour of purchase decision of consumers.

The influence of moderator variables on the impact of rational and emotional advertisements on purchase decision is analyzed in two levels. In the first level the mean difference of moderator variable among the four consumer groups i.e. consumers’ influenced by rational appeals, influenced by emotional appeals, influenced by both appeals and not influenced by both appeals is estimated using One Way Analysis of Variance (ANOVA) and Least Square Difference (LSD) test as post hoc. In the second level to determine the moderating effect of the statistically significant variables of ANOVA results on the impact of rational and emotional advertisements on purchase decision two separate binomial logistic regressions was done between the consumer groups who are influenced and not influenced by rational and emotional appeals.
The findings of the analyses are

**Level 1: Analysis of Variance**

✓ Consumers whose purchase decision is influenced by rational advertisement appeals is found to have significantly high analytical thinking compared to all other groups of consumers.

✓ Consumers whose purchase decision is influenced by emotional advertisement appeals are found to have significantly less analytical thinking compared to all other groups of consumers.

✓ Consumers whose purchase decision is influenced by emotional advertisement appeals are found to have significantly high holistic thinking compared to the consumers who are influenced only by rational advertisement appeals and not influenced by both the appeals.

✓ Consumers whose purchase decision is influenced by emotional advertisement appeals is found to have significantly high sensation seeking compared to the consumers who are influenced only by rational advertisement appeals and not influenced by both the appeals.

✓ Consumers influenced and not influenced by different appeals do not differ significantly in their self-concept

✓ Purchase behaviour of consumers who are influenced by emotional advertisement appeals have higher affiliation motive.
Level 2: Logistic Regression

✓ Analytical and holistic thinking styles, sensation seeking and need for affiliation even though as a set are found to be reliably differentiating the group of consumers whose purchase decision is influenced or not influenced by rational advertisement appeals only analytical thinking style makes a significant contribution to the prediction of the effectiveness of rational advertising appeals on purchase decision.

✓ Analytical and holistic thinking styles, sensation seeking and need for affiliation even though as a set are found to be reliably differentiating the group of consumers whose purchase decision is influenced or not influenced by emotional advertisement appeals only sensation seeking makes a significant contribution to the prediction of the effectiveness of emotional advertising appeals on purchase decision.

5.2.4 Part-4: Findings of Subsidiary Analyses

The study also conducted few subsidiary analyses to estimate the influence of few demographic variables and user status on the impact of advertisement appeals on purchase decision. The relevant demographic factors considered to have influence on advertisement effect are gender, education, income and age. The influence of these factors on the impact of advertisements on purchase decision was calculated using chi-square tests of independence.
The findings of the analyses are

- Gender of the consumer and the impact of rational and emotional advertisement appeals on purchase decision making process are independent of each other.

- Educational status of consumers and the impact of rational and emotional advertisement appeals on purchase decision making process are independent of each other.

- Income of the consumers and the impact of rational and emotional advertisement appeals on purchase decision making process are independent of each other.

- Age of the consumers and the impact of rational and emotional advertisement appeals on purchase decision making process are independent of each other.

- User status and the impact of rational and emotional advertisement appeals on purchase decision making process are independent of each other.

5.3 Conclusion

The study investigated the impact of advertisements on car purchase decision making process in terms of rational and emotional advertisement appeals and found that the purchase of the consumers is not highly influenced by both rational and emotional advertisement appeals but among the consumers influenced by the advertisements there exists a superiority of rational appeals over emotional appeals on persuading consumers in the buying process. The study also analysed the moderating influence of few highly relevant internal cognitive-affective variables i.e. thinking styles, sensation seeking traits, self-concept and motivational needs of the consumers on the impact of rational and
emotional advertisements on purchase decision. The analyses revealed that even though all these variables except self-concept as a set reliably distinguished between consumers influenced and not influenced by different advertisement appeals only analytical thinking style and sensation seeking emerged as significant predictor variables of impact of rational and emotional appeals respectively.

5.4 Implications of the Study

Findings of this research are highly relevant in the area of marketing and consumer behaviour hence it would help the marketing professionals to design appropriate marketing strategies and take strategic decisions. The study results are also theoretically contributing to the field of consumer behaviour since the impact of advertisements on purchase decision making process from a psychological perspective is not well studied particularly in the Indian context.

5.5 Limitations of the Study

1. The sample of the study is collected from only one geographical area hence the generalization of the results is restricted.
2. The data of the study is collected mainly from an urban area hence caution has to be exercised while generalizing the findings to purchases from rural areas.
3. The study was conducted only with the purchase decision dynamics of one product i.e. hatchback cars. If the study compared the impact of advertisements on purchase decision of present product with the impact of advertisements on another high investment product the results would have stronger theoretical basis.
4. The purchase trends of the car industry are highly volatile hence validity of the result is bound by the time and place factors.

5. The study only considered the impact from the point of purchase decision but the impact also can be in various other forms like favorable and unfavorable attitudes, intention to buy but cancelled or postponed the decision due to various reasons etc.

5.6 Scope for Further Research

Broad based studies with adequate sample from diversified geographical locations and cross comparative studies among different high investment products can be planned to cross examine the findings.

More qualitative researches can also be done in the area to explore in depth the impact of advertisements on purchase decision.