

## A Correlational Study of Consumer's Buying Behaviour

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*Advertising appeals to influence the buying behaviour of consumers. The appeal is the central idea around which the advertisement is created. In this study, the researcher has described the effect of presentation of advertisement.*

**Key words:** Advertising Effectiveness, Type of presentation and Level of appeal.

"Advertising today serves up dramatic moments loaded with indirect sales appeals. By skillfully blending emotional and pragmatic appeals and by camouflaging persuasion with wit and entertainment, advertisers allow consumer's to draw their own conclusion about the brand's advantages."

**David N. Martin**

Advertising is a process which affects the consumers on physical & psychological level. The problem of the influence or effect of advertising is multifaceted and can be approached from a number of prescribed. We could examine the influence of advertisement on the individual and look for evidence of the ability of the advertising presentation to shape and sometimes changes person's behaviour opinions and attitudes. Another angle to take would be to consider the effects of advertising on the society as whole and the extent to which consumer; advertising promotes general ideas and beliefs. Advertising psychology and psychology of consumer affected each other.

Advertising appeals to influence the buying behaviour of consumers. The concept of advertising appeal comes directly from psychology. Advertising appeal are strategies that speak to a particular human need. An appeal is a message about a need that has the power to arouse innate or latent desire. The appeal is the central idea around which the advertisement is created. It can arouse desire and induce action on the part of customers. In short, we can say that appeal is the heart & soul of advertising. Appeals are developed on the basis of buying motives. There are various appeal used in advertisement to sell products or services as like slogan based, theme based and personality based.

MING HUI HUANG (1998) This study suggest that basic emotional appeals can be used to capitalize on the similarity between consumers globally, while social-emotional appeals can be used to capitalize on uniqueness of consumers.

Brad, J. Bushman & Angelica M. Bonacci 2002, found that violence and sex impaired memory for males and females of all ages, regardless of whether good marketing is based on advertising or we can say advertising is a great weapon for marketing. Though they liked programme containing violence and sex, they suggest that sponsoring violent and sexually explicit TV programmes might not be a profitable venture for advertisers.

Professional models	Cinema Artists	Leaders	Celebrities	Sports persons
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### MATERIAL AND METHOD-

#### SAMPLE:

A purposive sampling method was taken for the present study. Investigator collected 100 samples for the present study. The age range was 17 - 40. The sample was drawn from the different area of Kanpur City. In this study, we had taken all Graduate consumes, Caste, Religion were not taken in account on the above assumption. They have no or equal effect.

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## ITEMS CHOSEN IN THE STUDY:

The selection of items in this study is based on their reasonable wide use. Five types of items have been selected in present research work i.e. Domestic, Textile, Machinery, Cosmetic & Other Necessary Items. As a representative of the category data has been collected, in the respect of following product categories.

Domestic Items As Like	Textile Items as like	Machinery Items as like	Cosmetic Items As Like	Other Necessary Items as like
Tea/Coffee	Sari	Fridge	Hair Oil	Soft Drink/ Hard Drink
Salt	Suiting /Shirting	T.V.	Shampoo	Credit Card
Energy Drinks	Undergarments	Washing Machine	Soap	Cellular / Telephone
Oil	Woolen	Mixer Grinder	Toiletries	Automobile
Spices etc.	Dress Material	Music System	Perfume/Deodent etc.	Air conditioner /Cooler.

## TOOLS-

1. Personal Data Sheet
2. Introversion Extroversion Inventory-Dr.P.F.Aziz, Dr. Rekha Agnihotri.
3. Consumers memory Scale for Advertisement
4. Consumers preference record for Advertising Personality

## PROCEDURE-

The data was collected with the help of above mentioned scales. Each sample was personally contacted and was explained the purpose of the study. All scales were administered individually. Their responses were recorded and conclusion was drawn by statistically analysis of the data.

## RESULT AND DISCUSSION-

Table no. 1 shows percentage of high & low appeal consumers giving 1st preference to different presentation type of advertisement in the various items. In the present investigation we have taken two type of appeal as high & low and five type of presentation as like slogan based, Scheme based, Product based, Theme based and Personality based on the basis of five different items that is Domestic, Textile, Machinery, Cosmetic and Other Necessary Items. A view of the table - 1 show that slogan based advertisement in Domestic Items had obtained highest percentage of 1st preference in high and low appeal consumers. Personality based advertisement have obtained highest percentage of 1st preference by high appeal consumers while scheme based advertisement have obtained highest percentage of 1st preference by low appeal consumers in textile items. In machinery items product based advertisement have obtained highest percentage by high appeal consumers while scheme based advertisement have highly preferred by low appeal consumers. But the choice of preference for product based advertisement is same in Cosmetic and other Necessary items. In both items high and low appeal consumers have given 1st preference to product based advertisement.

$\chi^2$  have been found significant in Domestic and Cosmetic Items at 0.05 level because of domestic items are consumed on our daily life so they were having more

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significant appeal then other items. While cosmetic items have significant effect due to pomp and show. Most of the youngster's and females were mainly appealed for glamorous attractions of fashion.

MING HUI HUANG (1998) This study suggest that basic emotional appeals can be used to capitalize on the similarity between consumers globally, while social-emotional appeals can be used to capitalize on uniqueness of consumers.

Table No.2 shows that inter correlation among presentation of advertisement in domestic items. It shows that out of ten relationships five were found to be significant at 0.01 level and one to be found at 0.05 level. Slogan based and Scheme based criteria were highly correlated with personality based ( $r=.379$ ;  $r=.347$ ) product based ( $r=.337$ ;  $r=.303$ ) and theme based ( $r=.241$ ;  $r=.278$ ) respectively. It means appeal of increase or decrease level on slogan based affect personality, product and theme based advertisement. All other correlations were not significant but positively correlated.

Accordingly to table No. 3 correlation of textile items out of ten, six were found to be significant at 0.01 level. Slogan based criteria were highly correlated with personality ( $r=.414$ ), Theme ( $r=.387$ ) and product ( $r=.312$ ) based advertisement, same was found in scheme based but were not high correlated. Product and theme based advertisement were significantly correlated. All other correlation were found to be positive while negative correlation between product with personality ( $r = -.13$ ) and scheme ( $r=-.862$ ) based advertisement.

In machinery items table No. 4 we have seven inter correlation significant at 0.01 and 0.05 level, out of ten correlations. Here we found slogan based criteria had significantly correlated with product ( $r=.473$ ), personality ( $r=.367$ ) and theme ( $r=.198$ ) based advertisement but Scheme based criteria had positively correlated with personality ( $r=.456$ ) and theme ( $r=.368$ ) based advertisement. Personality and product had also significantly correlated except these correlations all other were found negative correlations.

Accordingly to table No. 5 we found six positive correlations significant at 0.01 level out of ten correlation. Slogan based criteria were highly significantly correlated with all three criteria as like product ( $r=.397$ ), Theme ( $r=.349$ ) and personality ( $r=.284$ ) based advertisement. Scheme based criteria is positively correlated with Product based ( $r=.002$ ).It is correlated but not significant. Theme and Personality based criteria have positive correlation with Product based advertisements, where personality and product correlation is being significant at 0.01 level.

Table No. 6 shows that inter correlation among presentation of advertisement in other necessary items, it shows that out of ten relationships five were found to be significantly correlated at 0.01 level. Except between scheme and product based ( $r=.081$ ) all other correlations to be positive.

## CONCLUSION-

The objective of the study was how does the presentation of advertisement effects consumer behaviour in relation to psycho-social factors. Only Domestic and Cosmetic items found significant difference on the basis of presentation of advertisement. There is no significant difference in level of appeal in age group, gender, socio-economic status. When we calculate Inter correlation among different type of presentation we found mostly positive and significant correlation among them.

This study will help for screening in presentation of advertisement of various items. It can also be shown which type of presentation is most suitable (partially or whole) in the advertisement. It also helps in to the modification and glamourization of the advertisement, which is directly related to consumer behaviour.

## Anexure

TABLE-1  
Effect of Types of Presentation on the Preferences of Consumer's Appeal for Different  
Items Has Been Shown By Calculating  $\chi^2$

Sn.	Items	Level of appeal in consumer	Slogan based	Scheme based	Product based	Theme based	Personality based	$\chi^2$
1.	Domestic Items	High	40.32%	22.58%	19.35%	6.45%	11.29%	11.61*
		Low	50.00%	21.05%	18.42%	00.00%	10.53%	
2.	Textile Items	High	19.35%	20.97%	20.97%	9.68%	29.03%	4.11
		Low	23.68%	34.21%	15.74%	7.89%	18.42%	
3.	Machinery Items	High	22.58%	17.74%	33.87%	6.06%	17.74%	3.88
		Low	21.05%	31.58%	21.05%	10.53%	26.32%	
4.	Cosmetic Items	High	20.97%	9.68%	33.87%	8.06%	27.42%	10.209*
		Low	18.42%	2.63%	42.10%	2.63%	34.21%	
5.	Other Necessary Items	High	27.42%	8.06%	33.87%	8.06%	22.58%	7.99
		Low	34.21%	7.89%	36.84%	2.63%	18.42%	

\*significant at .05level

TABLE-2  
Correlation Matrix among Type of Presentation of Advertisement in Domestic Items

	SLOGAN	SCHEME	PRODUCT	THEME	PERSONALITY
SLOGAN BASED	1	.106	.337(**)	.241(*)	.379(**)
SCHEME BASED		1	.303(**)	.278(*)	.347(**)

PRODUCT BASED			1	0.143	0.15
THEME BASED				1	0.177
PERSONALITY BASED					1

\*\*Correlation is significant at the 0.01 level (2-tailed).

\*Correlation is significant at the 0.05 level (2-tailed).

TABLE-3  
Correlation Matrix among Type of Presentation of Advertisement in Textile Items

	SLOGAN	SCHEME	PRODUCT	THEME	PERSONALITY
SLOGAN BASED	1	0.01	.312(**)	.387(**)	.414(**)
SCHEME BASED		1	-0.062	.281(**)	.677(**)
PRODUCT BASED			1	.363(**)	-0.13
THEME BASED				1	0.143
PERSONALITY BASED					1

\*\* Correlation is significant at the 0.01 level (2-tailed).

TABLE-4  
Correlation Matrix among Type of Presentation of Advertisement in Machinery Items

	SLOGAN	SCHEME	PRODUCT	THEME	PERSONALITY
SLOGAN BASED	1	-0.05	.473(**)	.198(*)	.367(**)
SCHEME BASED		1	-0.133	.368(**)	.456(**)
PRODUCT BASED			1	-0.085	.251(*)
THEME BASED				1	-0.069
PERSONALITY BASED					1

\*\*Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

TABLE-5  
Correlation Matrix among Type of Presentation of Advertisement in Cosmetic Items

	SLOGAN	SCHEME	PRODUCT	THEME	PERSONALITY
SLOGAN BASED	1	-0.023	.397(**)	.349(**)	.284(**)
SCHEME BASED		1	0.002	.446(**)	.371(**)

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PRODUCT BASED			1	0.046	.465(**)
THEME BASED				1	-0.162
PERSONALITY BASED					1

\*\*Correlation is significant at the 0.01 level (2-tailed).

TABLE-6

Correlation Matrix among Type of Presentation of Advertisement in Other Necessary Items

	SLOGAN	SCHEME	PRODUCT	THEME	PERSONALITY
SLOGAN BASED	1	-0.031	.506(**)	.472(**)	0.125
SCHEME BASED		1	-0.081	.313(**)	.500(**)
PRODUCT BASED			1	0.054	.426(**)
THEME BASED				1	0.06
PERSONALITY BASED					1

\*\*Correlation is significant at the 0.01 level (2-tailed).

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