

Effect of Consumer Decision-Making Styles on Attitude Towards the Ad

–Meenakshi Handa*, Ajay Pandit**, Ajeet Sharma***

ABSTRACT

This study examines various consumer decision-making styles amongst Indian consumers and analyses how these influence attitude towards advertising. With more foreign firms now considering India as an important business destination and existing players developing more ambitious plans, the competitive scenario in the Indian marketplace is intensifying. As firms increase their advertising spends to capture the attention of the Indian consumers, it is imperative that they adopt fresh approaches to comprehend how consumers develop attitude towards advertising. The findings of this study would enable advertisers to devise more effective strategies.

Keywords: Advertising, Attitude, Shopping Styles, Consumer Decision-Making Styles, Appeal, Rational, Emotional

INTRODUCTION

With rising incomes and increasing propensity to borrow and spend, consumers in India today are rated as some of the most confident consumers in the world. With the expected increase in the salaries of the state employees, such spending may increase further (Rodrigues, 2015).

The Indian business environment is changing and foreign direct investment (FDI), among others, is a significant factor contributing to such a change. In the fiscal year 2014-15, India received a total of \$31 billion as FDI (Basu, 2015). The Indian automobile industry alone saw 89 percent growth in such investments in 2014-15 (PTI, 2015) According to

* Professor, University School of Management Studies, Guru Gobind Singh Indraprastha University, Delhi, India.

** Professor (Retd.), Faculty of Management Studies, University of Delhi, Delhi, India.

*** Assistant Professor, Amity International Business School, Amity University, Noida, Uttar Pradesh, India. Email: ajeetsharma@yahoo.com

the Department of Industrial Policy and Promotion (DIPP), the automobile manufacturers are making large investments in various segments. The government expects that the passenger vehicle market would increase to 9.4 million units by 2026 (“Automobile Industry in India”, 2016). Similarly, the life insurance market may grow from its current size of USD 60 billion to USD 160 billion in the next ten years. This could be attributed to the expansion of the middle class segment and also to the growth in the young population. The insurable population could grow to 750 million by 2020 (“Insurance sector in India”, 2016).

In such an optimistic scenario, foreign consumer goods firms – operating in or wishing to operate in India – need to revisit their marketing and advertising strategies in order to increase their customer base. One of the ways to achieve that would be to set a new perspective of studying the Indian consumer.

There has been a behavioural evolution among Indian consumers. The shopping styles of the millennial consumers are different from those of consumers in the previous generations and therefore marketers should carry out more research in order to target their audience today. However, most new foreign firms find it challenging to reach out to the consumers in India. The reasons could be manifold and could relate to the social-cultural, economic, demographic or political-legal environment. In a study, Walsh, Mitchell and Hennig-Thurau (2001) stated that sufficient knowledge about different cultures will help marketers enter and expand into the foreign markets.

It cannot be denied that effective advertising is a result of thorough understanding of the target segment (Frochot & Morrison, 2001; Plummer, 1974). Attitude towards advertising has always been a topic of immense concern among advertisers across the globe. As a dependent variable, it has been studied in various ways, e.g., its relationship with factors like demographics and psychographics. However, little research has been carried out on the relationship between consumer decision-making/shopping styles and attitude towards advertising. In this study, the market (Delhi, India) is segmented on the shopping styles of consumers, and the affects of such styles on television advertising are analysed.

LITERATURE REVIEW

Consumer Decision-making Styles

According to Sproles and Kendall (1986), consumer literature says that there are three ways to characterise consumer decision-making styles: psychographic/lifestyle approach, consumer typology approach, and consumer characteristics approach. Consumers' mental orientation characterising their choice-making approach is what is consumer decision-making style and such a concept is of great significance in market segmentation and understanding consumer behaviour (Sproles and Kendall, 1986; Walsh et al., 2001).

In the past, consumers have been segmented in various ways – psychographic and demographic are two of them (Kotler and Armstrong, 2011). Meredith and Schewe (2002) segmented consumers on the basis of generations cohorts.

Consumer Styles Inventory (CSI) developed by Sproles and Kendall (1986) is an effective way of segmenting the shoppers (Bakewell and Mitchell, 2004). According to Lysonski and Durvasula (2013), the CSI uses affective and cognitive bases of consumer decision-making to categorize consumers on their shopping styles. Such a categorization could be used to develop homogenous groups. The decision-making, which may affect consumers' behaviour for their entire life, can be understood as their buying-decision-making attitudes irrespective of the product or service (Walsh, Hennig-Thurau, Wayne-Mitchell and Wiedman, 2001). Walsh et al. (2001) stated that in order to devise effective marketing strategies, consumer markets could be segmented on the basis of CSI, pretty much like markets segmented on the demographic and psychographic variables. Grouping consumers in this manner helps marketers differentiate in what they are offering (Mitchell and Bates, 1998). Recently, Bandara (2014) stated that consumers' buying behaviour is an effect of their various decision-making styles.

Segmenting consumers on shopping orientations began much early (Stone, 1954). Later, many more research studies in this area were executed (e.g., Moschis, 1976; Gutman and Mills, 1982; Lumpkin, Hawes and Darden, 1986; Sproles and Kendall, 1986; Sproles and Sproles, 1990; Shim and Kotsiopoulos, 1993).

Of late, most research studies have used Consumer Styles Inventory to study the shopping behaviour of consumers (Hanzaee and Aghasibeig, 2008). In a fresh research, Sproles and Sproles (1990) revised and reduced the inventory to 39 items.

Consumer Styles Inventory (Sproles and Kendall, 1986; Sproles and Sproles, 1990)

1. **Perfectionist/High quality conscious:** These consumers prefer to purchase high quality products. They are cautious and methodical.
2. **Brand conscious/Price equals quality:** Consumers buy products that are recognised at a national level and are high priced. As per them, high price means better quality. They prefer to purchase highly advertised and best-selling brands.
3. **Novelty-fashion conscious:** Consumers prefer to buy products that are new and innovative. They get their pleasure from new things. Such consumers do not care much about price and may be impulsive while shopping.
4. **Recreational shopping conscious:** Consumers enjoy shopping as an activity and take it as entertainment.
5. **Price-value conscious/value for money:** They compare and buy. They demand high value for money and would not like to spend more where they don't get such a value.
6. **Impulsive/careless:** Such consumers purchase products on an impulse and do not have concerns about the price. They shop unplanned.
7. **Confused by over-choice:** These consumers are confused by various purchase options and are therefore not able to decide what they should buy.
8. **Habitual/brand loyal:** Consumers who willingly continue to repurchase the same brand or from the same store.

Shim (1996) simplified the above mentioned styles by classifying them into three orientations to consumer activities: utilitarian orientation – price consciousness and perfectionism; social/ conspicuous orientation – brand consciousness, novelty-fashion consciousness, recreational/ shopping consciousness, and habitual/ brand loyal; and undesirable orientation – impulsiveness and confused by over-choice.

Replications of CSI were performed in China (Fan and Xiao, 1998), Great Britain (Mitchell and Bates, 1998), Greece, India, New Zealand and

USA (Lysonski, Durvasula and Zotos, 1996), New Zealand (Durvasula, Lysonski and Andrews, 1993) and South Korea (Hafstrom, Chae and Chung, 1992). In all of these seven countries, presence of most of the styles were confirmed. Some researchers, though, have contended that generalisation of the CSI has not been established by studies in the past (e.g. Yasin, 2009; Canabal, 2002). Lysonski et al. (1996) contended that researchers found it difficult to understand the Indian and Greek consumers' behaviour on all the factors of the inventory. In a study in south India by Canabal (2002), only five styles could be confirmed. But that could be argued. In studies conducted in China (Fan and Xiao, 1998) and Germany (Walsh et al., 2001) too, not all styles could be confirmed and so India is not an exception.

Therefore, ignoring the arguments pertaining to the above mentioned studies, this study has used CSI to segment the market (Delhi, India) and make conclusions with respect to attitude towards television advertising. All consumers have their own decision-making styles with which they participate in shopping activities (Lysonski and Durvasula, 2013), whatever the product category (Park, Yu and Zhou, 2010).

ATTITUDE TOWARDS ADVERTISING

Attitude towards advertising, as per Richard Lutz (1985), is a favourable or unfavourable response to an advertising stimulus.

Advertising can bring results only when it is target-audience oriented (Wells et al., 2003). In research, attitude toward the ad has been studied either as a predictor (e.g. Biehal et al., 1992), or a mediating variable (e.g. Ugur and Abdulla, 1993), or a dependent variable (e.g. Edell and Burke, 1987). Several studies have concluded that attitude toward the ad is a predictor of attitude toward the brand and intention to buy (Biehal, Stephens and Curlo, 1992). According to Hoyer and MacInnis (1997), when a consumer likes an advertisement, such a liking is shifted to the brand in question. Moreover, the association between attitude toward the ad and purchase intention has been found to be strong (Goldsmith et al., 2000). According to various studies (e.g., Shimp and Gresham, 1985; and Brown and Stayman, 1992), attitude toward the ad has an indirect relationship with the purchase intention through attitude toward the brand.

ADVERTISING APPEALS

In this study, two types of television commercials have been used: those with rational appeal and those with emotional appeal. According to Belch and Belch (2003), rational appeals are rational motives like comfort, economy, health, convenience, sensory benefits, performance, quality, efficacy, dependability, efficiency, durability, among others. Emotional appeals, on the other hand, are related to emotional motives of customers and how they feel about a brand, such as: safety, recognition, joy, acceptance, ambition, nostalgia, affection, pride, embarrassment, among others. Rational appeals, according to Kotler and Armstrong (2008), are based on consumers' rationale about benefits or functions of a product. Emotional appeals are based on the feeling-generating psychological needs of consumers, motivating them to buy a product.

PURPOSE OF THE STUDY

The purpose of this study is to examine the relationship between consumer decision-making styles and attitude toward the ad (Fig.1). The decision-making styles identified by Sproles and Kendall (1986) have been used for this purpose.

Dutta-Bergman (2006) studied the relationship between psychographics and attitude toward the ad and used "fashion consciousness", "brand consciousness", and "price consciousness" as psychographic factors among others. These three factors, along with five others, were earlier identified as consumer decision-making styles by Sproles and Kendall (1986) and Sproles and Sproles (1990) as parts of their Consumer Styles Inventory. The five CSI factors which Dutta-Bergman had not considered in his study were - "perfectionism", "confusion by overchoice", "habituality", "recreational shopping consciousness", and "impulsiveness".

Thus the specific objectives of the study are:

Objectives

- To examine if "perfectionism" is a predictor of attitude toward the ad
- To examine if "brand consciousness" is a predictor of attitude toward the ad
- To examine if "novelty-fashion consciousness" is a predictor of attitude toward the ad

- To examine if “recreational shopping consciousness” is a predictor of attitude toward the ad
- To examine if “price-value consciousness” is a predictor of attitude toward the ad
- To examine if “impulsiveness” is a predictor of attitude toward the ad
- To examine if “confusion by over-choice” is a predictor of attitude toward the ad
- To examine if “habituality” is a predictor of attitude toward the ad

HYPOTHESES

Based on the literature review, the following hypotheses were taken up for examination in this study:

- H₁: “Perfectionism” is a predictor of attitude toward the ad
- H₂: “Brand consciousness” is a predictor of attitude toward the ad
- H₃: “Novelty-fashion consciousness” is a predictor of attitude toward the ad
- H₄: “Recreational shopping consciousness” is a predictor of attitude toward the ad
- H₅: “Price-value consciousness” is a predictor of attitude toward the ad
- H₆: “Impulsiveness” is a predictor of attitude toward the ad
- H₇: “Confusion by over-choice” is a predictor of attitude toward the ad
- H₈: “Habituality” is a predictor of attitude toward the ad

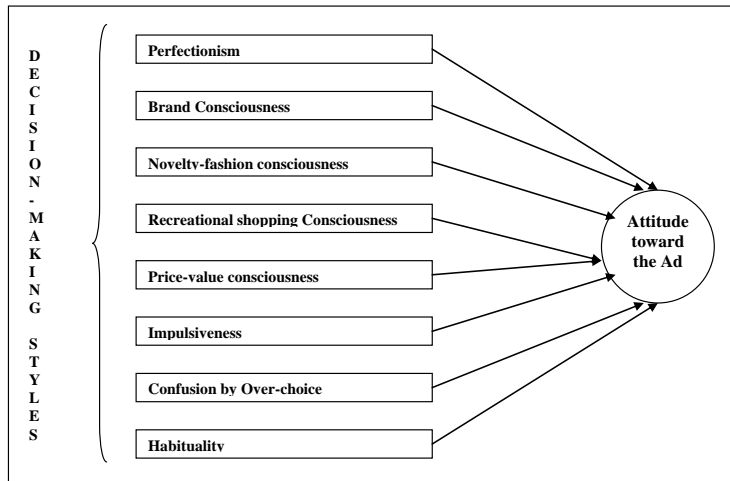


Fig. 1: Research Model

RESEARCH METHODOLOGY

Twenty-nine television commercials (TVCs), related to ten most advertised product categories on Hindi and English channels (Source: TAM Media Research, 2011), and on air during the period of this survey, were shown to four judges (experts in the field of advertising). The judges selected six commercials across three product categories (car, smartphone, life insurance) – two commercials in each product category, one with a rational appeal and the other with emotional.

The respondents were from the nine districts of Delhi, each district represented by a number based on the ratio of district population to the total population of Delhi. The research was executed in three phases. In the first phase, two commercials (TVC1: rational and TVC2: emotional) related to the product category – car – were shown to respondents of Sample A. The respondents were then requested to fill two identical questionnaires (one for each TVC) that had scale-based questions. The procedure was then repeated for Sample B (TVC3: rational and TVC4: emotional) and Sample C (TVC5: rational and TVC6: emotional) in different phases. Thus the study comprised three samples – A, B and C – with a sample size of 397 respondents each.

Demographic Characteristics

Table 1 presents the demographic profile of the respondents who participated in the study. The age and education groups were from 21 to 60 years, and undergraduate to postgraduate & higher respectively. All respondents were middle-income group consumers, the bracket being Rs 3.5 lakh p.a. to Rs 18.5 lakh p.a. (PTI, 2011).

Data Collection Instrument The items to measure consumer decision-making styles were adapted from the Consumer Styles Inventory (Sproles and Kendall, 1986). The scale comprised eight sub-scales, each consisting of 5-point Likert-type items, wherein responses were measured on a scale that ranged from 1 to 5, with 1 = Strongly disagree and 5 = Strongly agree (Table 2). The “attitude toward the ad” (A_{Ad}) was measured on a four-item semantic differential scale adopted from Mitchell and Olson (1981) (see Table 3). Items pertaining to the demographic profile of the respondents were also included.

Table 1: Demographic Profile of the Respondents

Character-istics	Sample A		Sample B		Sample C	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Gender						
Male	201	50.63	198	49.87	204	51.39
Female	196	49.37	199	50.13	193	48.61
Total	397	100.00	397	100.00	397	100.00
Age						
21-30	106	26.70	94	23.68	98	24.69
31-40	99	24.94	100	25.19	96	24.18
41-50	95	23.93	96	24.18	109	27.46
51-60	97	24.43	107	26.95	94	23.68
Total	397	100.00	397	100.00	397	100.00
Income (Rupees)						
3.5-6 L	70	17.63	64	16.12	62	15.62
6-8.5 L	66	16.62	69	17.38	64	16.12
8.5-11 L	65	16.37	68	17.13	64	16.12
11-13.5 L	65	16.37	67	16.88	71	17.88
13.5-16 L	65	16.37	64	16.12	66	16.62
16-18.5 L	66	16.62	65	16.37	70	17.63
Total	397	100.00	397	100.00	397	100.00
Education						
Undergraduate	119	29.97	121	30.48	127	31.99
Graduate	133	33.50	136	34.26	130	32.75
Post-graduate & higher	145	36.52	140	35.26	140	35.26
Total	397	100.00	397	100.00	397	100.00

Certain items in the CSI were excluded after the pilot test and the adapted scale was used for data collection for this study.

Factor Analysis

Table 2 presents the results of the Principal Component factor analysis with Varimax Rotation performed on the data collected (Sample A). Kaiser-Meyer-Olkin Measure of Sampling Adequacy (.708) and Bartlett's Test of Sphericity ($p < .05$) indicated that the data was found to be appropriate for factor analysis. The eight-factor solutions explained 57.81 percent variance. The eight factors corresponded to the consumer decision-making styles: "perfectionist", "brand conscious", "novelty-fashion conscious", "recreational shopping conscious", "price-value conscious", "impulsive", "confused by over-choice" and "habitual". Two items in the sub-scale - "perfectionist", with loadings less than 0.5, were dropped. The reliabilities of all of the above mentioned sub-scales and attitude-toward-the-ad scale were satisfactory, the values of Cronbach's alpha being greater than 0.67 in all the cases (refer to Table 2 and 3).

Table 2: Factor Analysis

	Factor loadings	Cronbach's alpha
Perfectionist		.69**
Getting very good quality is very important to me	.59	
When it comes to purchasing products, I try to get the very best or perfect choice	.55	
In general, I usually try to buy the best overall quality	.48	
I make a special effort to choose the very best quality products	.47	
*I really don't give my purchases much thought or care	.56	
My standards and expectations for products I buy are very high	.7	
*I shop quickly, buying the first product or brand I find that seems good enough	.77	
Brand conscious		.71
The well-known national brands are for me	.56	
The more expensive brands are usually my choices	.56	
The higher the price of the product, the better the quality	.67	
Nice department and specialty stores offer me the best products	.54	
I prefer buying the best selling brands	.78	
The most advertised brands are usually very good choices	.69	

Novelty-fashion conscious		
I usually have one or more outfits of the very newest style	.8	.84
I keep my wardrobe up-to-date with the changing fashions	.78	
Fashionable, attractive styling is very important to me	.76	
To get variety, I shop different stores and choose different brands	.8	
It's fun to buy something new and exciting	.68	
Recreational shopping conscious		.84
*Shopping is not a pleasant activity to me	.861	
Going shopping is one of the enjoyable activities of my life	.716	
*Shopping at the stores wastes my time	.808	
I enjoy shopping just for the fun of it	.817	
Price-value conscious		.7
I buy as much as possible at the sale prices	.78	
The lowest price products are usually my choice	.82	
I look carefully to find the best value for the money	.68	
Impulsive		.79
I should plan my shopping more carefully than I do	.8	
I am impulsive when purchasing	.69	
*I take the time to shop carefully for the best buys	.69	
*I carefully watch how much I spend	.71	
Confused by over-choice		.77
Sometimes it's hard to choose which stores to shop	.65	
The more I learn about products, the harder it seems to choose the best	.78	
All the information I get on different products confuses me	.79	
Habitual		.71
I have favorite brands I buy over and over	.76	
Once I find a product or brand I like, I stick with it	.58	
*I change brands I buy regularly	.7	

*reverse-coded;

**excluding the highlighted items with loadings less than 0.5

Table 3: Attitude-toward-the-ad Scale

Bad	1	2	3	4	5	Good	.72
Dislike	1	2	3	4	5	Like	
Irritating	1	2	3	4	5	Not irritating	
Uninteresting	1	2	3	4	5	Interesting	

RESULTS

Descriptives The descriptive statistics for consumer decision-making styles and attitude toward the ad are presented in Table 4. “Impulsive” in Sample A and B and “price-value conscious” in Sample C have the highest means (3.37, 3.45, 3.26). In other words, most of the respondents in each survey conveyed that they somewhat agreed with these shopping styles. Similarly, based on the mean values of “attitude toward the ad” (3.16, 3.49, 3.03, 3.02) it can be interpreted that most of the respondents of the three samples liked four out of six television commercials shown to them. Only in two cases (TVC4 and TVC5) where the mean values were 3.00 and 2.92, the respondents neither liked nor disliked the commercial.

Table 4: Adapted Consumer Decision-making Styles – Descriptive Statistics

Variable	Sample A			Sample B			Sample C		
	N	Mean	S.D.	N	Mean	S.D.	N	Mean	S.D.
Decision-making styles									
Perfectionist	397	2.99	0.75	397	3.04	0.85	397	3.15	0.85
Brand Conscious	397	2.79	0.57	397	3.2	0.97	397	3.08	0.96
Novelty-fashion conscious	397	3.25	0.69	397	2.8	1.01	397	3.05	1
Recreational shopping conscious	397	3.31	0.81	397	3.03	0.84	397	3.23	0.82
Price-value conscious	397	3.22	1.06	397	3.18	1.05	397	3.26	0.97

Impulsive	397	3.37	1.05	397	3.45	0.89	397	2.96	1.18
Confused by over-choice	397	3.06	0.85	397	3.32	0.9	397	2.19	0.92
Habitual	397	3.33	0.78	397	2.06	0.67	397	2.54	1.15
	TVC1&2			TVC3&4			TVC5&6		
Attitude toward the ad (A_{Ad})	397	3.16	1.04	397	3.49	0.8	397	2.92	1.02
	397	3	0.83	397	3.03	1.12	397	3.02	1.01

N=397 for all 3 three samples

Regression Regression analysis was carried out for all six exposures (refer to Table 5). No violations with respect to multicollinearity were found across the six regressions, with Tolerance values more than 0.1 and VIF values less than 10 in all the cases. The standardized coefficients (β) significant at $p < .05$ are shown in the table.

The regression model for TVC1 explained 4 percent variation in A_{Ad} (adjusted $R^2 = .04$; $F = 3.19$, $p < .05$) caused by a positive predictor, “recreational shopping conscious” ($\beta = .12$; $p < .05$) and two negative predictors, “novelty-fashion conscious” ($\beta = -.11$; $p < .05$) and “confused by overchoice” ($\beta = -.15$; $p < .05$).

The model for TVC2 explained 6 percent variation in A_{Ad} (adjusted $R^2 = .06$; $F = 3.88$, $p < .05$) caused by one positive predictor, “novelty-fashion conscious” ($\beta = .12$; $p < .05$) and one negative predictor, “confused by overchoice” ($\beta = -.13$ $p < .05$).

The model for TVC3 explained 5 percent variation in A_{Ad} (adjusted $R^2 = .05$; $F = 3.42$, $p < .05$) caused by two positive predictors, “brand conscious” ($\beta = .13$; $p < .05$) and “recreational shopping conscious” ($\beta = .16$; $p < .05$).

The model for TVC4 explained 3 percent variation in A_{Ad} (adjusted $R^2 = .03$; $F = 2.27$, $p < .05$) caused by one positive predictor, “novelty-fashion conscious” ($\beta = .18$; $p < .05$).

The model for TVC5 explained 7 percent variation in A_{Ad} (adjusted $R^2 = .07$; $F = 4.93$, $p < .05$) caused by two positive predictors, “recreational shopping conscious” ($\beta = .25$; $p < .05$) and “impulsive” ($\beta = .16$, $p < .05$).

The model for TVC6 explained 6 percent variation in A_{Ad} (adjusted $R^2 = .06$; $F = 4.34$, $p < .05$) caused by two positive predictors, “brand conscious” ($\beta = .15$; $p < .05$) and “novelty-fashion conscious” ($\beta = .11$; $p < .05$).

Table 5: Regression Chart

INDEPENDENT VARIABLE	Car		Smartphone		Life Insurance	
	TVC1 (β) Tata Manza RATIONAL *R ² = .04; F = 3.19	TVC2 (β) Hyundai i10 EMOTIONAL R ² = .06; F = 3.88	TVC3 (β) Nokia Lumia RATIONAL R ² = .05; F = 3.42	TVC4 (β) Micromax Canvas EMOTIONAL R ² = .03; F = 2.27	TVC5 (β) MaxNewYork Life RATIONAL R ² = .07; F = 4.93	TVC6 (β) ICICI Prudential Life EMOTIONAL R ² = .06; F = 4.34
Perfectionist						
Brand Conscious			0.13			0.15
Novelty-fashion conscious	-0.11	0.12		0.18		0.11
Recreational shopping conscious	0.12		0.16		0.25	
Price-value conscious						
Impulsive						0.16
Confused by over-choice	-0.15	-0.13				
Habitual						

* Adjusted R² values; All beta values are significant at p<.05

The results confirmed a positive relationship between “novelty-fashion conscious” and A_{Ad} for all three advertisements with emotional appeal. The standardized coefficients were found to be significant at $p < .05$ (TVC2: $\beta = .12$, TVC4: $\beta = .18$, TVC6: $\beta = .11$).

Similarly, a positive relationship was found between “recreational shopping conscious” and A_{Ad} for all three advertisements with rational appeal. The standardized coefficients were significant at $p < .05$ (TVC1: $\beta = .12$, TVC3: $\beta = .16$, TVC5: $\beta = .25$).

“Confused by overchoice” was found to be a negative predictor of A_{Ad} in case of two commercials, one with rational appeal and another with emotional (TVC1: $\beta = -0.15$; TVC2: $\beta = -0.13$). Impulsive was found to be a positive predictor of A_{Ad} with rational appeal in another case (TVC5: $\beta = 0.16$).

The acceptance/ rejection results of the eight hypotheses as mentioned earlier are as follows:

H₁: “Perfectionism” is a predictor of attitude toward the ad (**Rejected for all TVCs**)

H₂: “Brand consciousness” is a predictor of attitude toward the ad (**Accepted for TVC3 & 6**)

H₃: “Novelty-fashion consciousness” is a predictor of attitude toward the ad (**Accepted for TVC: 1, 2, 4, 6**)

H₄: “Recreational shopping consciousness” is a predictor of attitude toward the ad (**Accepted for TVC: 1, 3, 5**)

H₅: “Price-value consciousness” is a predictor of attitude toward the ad (**Rejected for all TVCs**)

H₆: “Impulsiveness” is a predictor of attitude toward the ad (**Accepted for TVC5**)

H₇: “Confusion by over-choice” is a predictor of attitude toward the ad (**Accepted for TVC 1 & 2**)

H₈: “Habituality” is a predictor of attitude toward the ad (**Rejected for all TVCs**)

IMPLICATIONS AND CONCLUSIONS

There is a consistent positive relationship between “novelty-fashion consciousness” and attitude towards advertisements with emotional appeal. Consumers showing high novelty-fashion consciousness are also very style conscious (Sproles and Kendall, 1986). Generally, emotional-appeal-based advertisements communicate style-based messages more

effectively. For example, a message related to the special design of a car is best communicated using peripheral cues instead of central cues and an ad with emotional appeal largely uses peripheral cues. Advertisers targeting style conscious consumers in India would do well to use more of emotional appeals in their advertising to reach out to more consumers. As novelty-fashion conscious consumers are also those who like to buy new and innovative products, advertisements with emotional appeals will be best suited for marketers of such products. With the business growth in India imminent as a result of government initiatives, this may be the right time for firms to implement such an understanding. If the product category is such that rationale cannot be avoided, for example in the case of life insurance, emotion with rationale must be used in the message strategy. Sproles and Kendall (1986) have also mentioned that novelty-fashion conscious consumers are not very price conscious and may buy on impulse. This could be an important and a motivating message to the advertisers of high-priced products. They can increase the chances of getting success in the market through emotional advertising.

In one ad exposure with rational appeal in this study, a negative relationship was found between novelty-fashion consciousness and attitude toward the ad. While a strong argument cannot be made here, the result does somewhat corroborate the above-mentioned conclusion that the relationship between novelty-fashion conscious consumers and attitude toward the ad is positive only when there is an emotional and not a rational appeal in the advertisement. In case of the latter, there can be a negative relationship formed. However, novelty-fashion consciousness can form a significant positive relationship with attitude towards rational advertising, provided the message has certain peripheral cues to generate the desired response.

Similarly, there is a consistent positive relationship between “recreational shopping consciousness” and attitude towards advertisements with rational appeal. Consumers who love shopping and activities related to it are best persuaded by such appeals. Such consumers, in order to fulfil their desire to shop, continuously look for relevant information about stores, offers, etc. and therefore form a positive relationship with advertisements that provide such information. Since these consumers take shopping as recreation and entertainment, advertisements which inform them about attractive and entertaining offers (for example, dinner with a celebrity for a lucky winner among many buyers, or a possibility of winning a free travel offer to a desirable destination after the purchase) are likely to get more positive responses from such consumers in India.

“Brand consciousness” has a positive relationship – to a certain extent – with attitude towards both the types of advertisements. A firm conclusion cannot be made here, though it can be stated that such consumers may form a positive relationship with any kind of advertising. Brand conscious consumers like only the well-known or expensive brands. Therefore, the advertisers, in order to promote such brands, may use either appeal to persuade them. An advertisement, on the other hand, for a new or an unknown brand in the market may not form a significant positive relationship with such consciousness. Advertisers of unknown brands targeting such consumers should be wary of the fact and use other elements of marketing communication to reach out to them.

On the contrary, “confusion by over-choice” has shown a somewhat negative relationship with attitude towards both types of advertisements. It could be interpreted that consumers confused with over-choice do not quite like advertising. The more they are confused, the less is their liking for any kind of advertising, and this does not mean they do not pay attention to advertisements. In fact, much of the confusion could be attributed to over-exposure to information. Further research is required to find out why these consumers are confused. The confusion could also be because of lack of relevant information. It is difficult to ascertain whether consumers confused by overchoice will always have a negative relationship with advertising. Most likely, advertisements with rational appeal communicating relevant information on features, benefits, quality, price, etc. will considerably reduce the confusion of these consumers in favour of the advertised brand.

LIMITATIONS

Television was the only advertising medium chosen for this study. In order to make more comprehensive conclusions, other media like print, radio, internet, etc. need to be also considered as consumer responses may change with the change in the medium. Secondly, this study considered only three product categories. In order to generalise the conclusions, more categories should be included.

REFERENCES

Automobile Industry in India. (2016, January). Retrieved from <http://www.ibef.org/industry/india-automobiles.aspx>

- Bakewell, C., & Mitchell, V. W. (2003). Generation Y female consumer decision-making styles. *International Journal of Retail and Distribution Management*, 31(2), 95-106
- Bakewell, C., & Mitchell, V. W. (2004). Male consumer decision-making styles. *International Review of Retail, Distribution, & Consumer Research*, 14(2), 223-240.
- Bandara, Wanninayake, W. M. C. (2014). Consumer Decision-Making Styles and Local Brand Biasness: Exploration in the Czech Republic. *Journal of Competitiveness*, 6(1), 3-17
- Basu, N. (2015, July 9). Service attract highest foreign direct investment, despite make in India push. *Business Standard*. Retrieved from <http://www.business-standard.com>
- Belch, G. E., & Belch, M. A. (2003). *Advertising and Promotion: An Integrated Marketing Communications Perspective (6th ed.)*. New York: The McGraw-Hill
- Biehal, G., Stephens, D., & Curlo, E. (1992). Attitude toward the Ad and Brand Choice. *Journal of Advertising*, 21 (Summer), 19-36
- Brown, S. P., & Stayman, D. M. (1992). Antecedents and consequences of attitude toward the Ad: A meta-analysis. *Journal of Consumer Research*, 19(1), 34-51.
- Canabal, M. E. (2002). Decision making styles of young south indian consumers: An exploratory study. *College Student Journal*, 36(1), 12-20.
- Durvasula, S., Lysonski, S., & Andrews, J.C. (1993). Crosscultural generalizability of a scale for profiling consumers decision making styles. *Journal of Consumer Affairs*, 27(1), 55-65
- Dutta-Bergman, M. J. (2006). The demographic and psychographic antecedents of attitude toward advertising. *Journal of Advertising Research*, (March), 102-112
- Edell, J. A., & Burke, M. C. (1987). The power of feeling in understanding advertising effects. *Journal of Consumer Research*, 14(3), 421-433.
- Fan, J. X., & Xiao, J. J. (1998). Consumer decision making styles of young-adult Chinese. *Journal of Consumer Affairs*, 32(2), 275-294.
- Frochot, I., & Morrison, A. (2001). Benefit Segmentation: A Review of its Applications to Travel and Tourism Research. *Journal of Travel and Tourism Marketing*, 9(4), 21-45.
- Goldsmith, R. E., Lafferty, B. A. & Newell, S. J. (2000). The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands. *Journal of Advertising*, 29(3), 43.

- Gutman, J., & Mills, M. K. (1982). Fashion lifestyle, self-concept, shopping orientation, and store patronage: An integrative analysis. *Journal of Retailing* 58(2), 64-86
- Hafstrom, J. L., Chae, J. S., & Chung, Y. S. (1992). Consume decision-making styles: Comparison between United States and Korean young consumers. *Journal of Consumer Affairs*, 26 (1), 146-158.
- Hanzaee, K. H., & Aghasibeig, S. (2008). Generation Y female and male decision-making styles in Iran: are they different? *International Review of Retail, Distribution & Consumer Research*, 18(5), 521-537
- Hoyer, W. D., & MacInnis, D. (1997). *Consumer Behaviour*. Boston, MA: Houghton Mifflin
- Insurance sector in India. (2016, January). Retrieved from <http://www.ibef.org/industry/insurance-sector-india.aspx>
- Kotler, P., & Armstrong, G. (2008). *Principles of Marketing* (12th ed.). Upper Saddle River, NJ: Pearson/ Prentice Hall
- Kotler, P., & Armstrong, G. (2011). *Principles of Marketing* (14th ed.). Upper Saddle River, NJ: Prentice Hall.
- Lumpkin, J. R., Hawes, J. M. & Darden, W. R. (1986). Shopping patterns of the rural consumer: Exploring the relationship between shopping orientations and outshopping. *Journal of Business Research*, 14, 63-81.
- Lutz, R. J. (1985). Affective and Cognitive Antecedents of Attitude Toward the Ad: A Conceptual Framework in *Psychological Processes and Advertising Effects: Theory, Research, and Application*, eds. Linda F. Alwitt and Andrew A. Mitchell. Hillsdale, NJ: Erlbaum. 45-65.
- Lysonski, S., & Durvasula, S. (2013). Consumer decision making styles in retailing: Evolution of mindsets and psychological impacts. *Journal of Consumer Marketing*, 30(1), 75-87.
- Lysonski, S., Durvasula, S., & Zotos, Y (1996). Consumer decision making styles: A multi-country investigation. *European Journal of Marketing*, 30(12), 10-21.
- Mackenzie, S. B., Lutz, R. J. & Belch, G. E. (1986). The role of attitude toward the Ad as a mediator of advertising effectiveness: A test of competing explanations. *Journal of Marketing Research*, 23(2), 130-143
- Mason, R. (1992). Modeling the demand for status goods. *Association for Consumer Research Proceedings*, 88-95.
- Meredith, G., & Schewe, C. D. (2002). *Defining Markets, Defining Moments: Americas 7 Generational Cohorts, Their Shared Experiences, and Why Businesses Should Care*. New York, NY: John Wiley & Sons.

- Mitchell, A. A., & Olson, J. C. (1981). Are product attribute beliefs the only mediator of advertising effects on brand attitude. *Journal of Marketing Research*, 18, (August), 318-332
- Mitchell, V. W., & Bates, L. (1998). UK consumer decision-making styles. *Journal of Marketing Management*, 14, 199-225
- Moschis, G. P. (1976). Shopping orientations and consumer uses of information. *Journal of Retailing*, 52 (2), 61-70
- Park, J. E., Yu, J. & Zhou, J. X. (2010). Consumer innovativeness and shopping styles. *Journal of Consumer Marketing*, 27(5), 437-446
- Plummer, J. T. (1974). The Concept and Application of Life Style Segmentation. *Journal of Marketing*, 38, 33-37.
- Press Trust of India (2011, February 6). India's middle class population to touch 267 million in 5 yrs. *The Economic Times*. Retrieved from <http://www.economictimes.com>
- Press Trust of India. (2015, May 25). FDI in automobile sector up 89% in April-February FY' 15. *The Economic Times*. Retrieved from <http://www.economictimes.com>
- Rodrigues, J. (2015, November 6). Indians world's most confident consumers, flush with credit: Nielsen. *The Economic Times*, Retrieved from <http://www.economictimes.com>
- Shim, S. (1996). Adolescent consumer decision-making styles: The consumer socialization perspective. *Journal of Psychology & Marketing*, 13(6), (September) 547-569
- Shim, S., & Kotsiopulos, A. (1993). A typology of apparel shopping orientation segments among female consumers. *Clothing and Textiles Research Journal*, 12(1), 73-85
- Shimp, T. A., & Gresham, L. G. (1985). Attitude toward the advertisement and brand attitudes: a classical conditioning perspective. *Journal of Advertising*, 14(1), 10-18
- Sproles, G. B., & Kendall, E. L. (1986). A methodology for profiling consumers decision-making styles. *The Journal of Consumer Affairs*, 20(2) (Winter), 267-279
- Sproles, E. K., & Sproles, G. B. (1990). Consumer decision-making style as a function of individual learning styles. *Journal of Consumer Affairs*, 24, 134-47
- Stone, G. P. (1954). City shoppers and urban identification: Observations on the social psychology of city life. *American Journal of Sociology*, 60(1), 36-45

- Ugur, Y., & Abdulla, A. (1993). Impact of TV commercials Saudi children's purchase behaviour. *Journal of Marketing Intelligence and Planning*, 11(2), 37-43
- Walsh, Gianfranco, Mitchell, Vincent-Wayne & Hennig-Thurau, Thorsten (2001). German Consumer Decision-making Styles. *The Journal of Consumer Affairs*, 35, 1 (Summer), 73-95
- Walsh, G., Hennig-Thurau, T., Wayne-Mitchell, V. & Wiedmann, K. P. (2001). Consumers decision-making style as a basis for market segmentation. *Journal of Targeting, Measurement & Analysis for Marketing*, 10(2), 117-131
- Wells, W., Burnett, J. & Moriarty, S. (2003). *Advertising Principles and Practice* (6th ed.). Upper Saddle River, NJ: Pearson Hall.
- Yasin, B. (2009). The Role of Gender on Turkish Consumers Decision-Making Styles. *Advances in Consumer Research - Asia-Pacific Conference Proceedings*, 8, 301-308.