

A COMPARISON OF PERSONAL INFLUENCE AND MASS MEDIA
ADVERTISING AS PERCEIVED DETERMINANTS OF
DECISIONS TO PURCHASE THREE
CONSUMER PRODUCTS

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A COMPARISON OF PERSONAL INFLUENCE AND MASS MEDIA ⁴⁹
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PREFACE

Interpersonal relations---the interactions of people with other people---is becoming an important area of research in probing consumer motivation. Pre-1940 literature reveals the over-statement of the importance of the mass media. However, this concept of the all-powerful media is changing, and media are being put in the proper perspective.

This research explored the extent that consumers were aware of being influenced by interpersonal contact and mass advertising in the purchase of three small, staple consumer products. The exploratory study employed non-probability sampling of actual purchasers.

A questionnaire was distributed to gather information about the motivational factors of the purchases made in the retail outlet ^{Et Reno} in Tahlequah, Oklahoma. An adequate response of 28.6 per cent was received from purchasers of the products---Aqua Net Hair Spray, Winston Cigarettes, and Fruit of the Loom Hosiery. Fruit of the Loom received the largest n , while Aqua Net and Winstons followed.

I gratefully acknowledge the assistance and guidance of Professors Walter Ward, Harry Heath, Jr., and James Stratton, who advised me in this study and who expressed a sincere interest in the need for this type of research. Thanks also go to my father and senior business partner, Sam F. Willis, my mother, and the sales personnel of Shopper's Town who cooperated in this study. Also, I

would like to thank my brother, J. B., whose statistical advice and reasoning were helpful. And, I would like to thank Miss Billie Collier for her typing excellence and technical advice.

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CHAPTER I

THE PURPOSE AND OBJECTIVES

Relatively little is known in retail selling and marketing about what combination of factors causes a product purchase decision to be made. Past thinking of marketers and advertisers has placed considerable importance on mass advertising. Much research has been concentrated on message content, language, layout, and other properties of the advertisement. Impulse buying aids, packaging, and point-of-purchase display material also have been extensively studied. These areas of research are important.

Since the 1940's, however, researchers have been considering the importance of another factor--interpersonal relations. These personal contacts and interactions with family, friends, and other reference groups, seemingly have been underestimated as influences on purchasing decisions.

The fact that these influential relations exist has been known for some time. But, as new evidence suggests that they have a much higher degree of relevance than previously assumed, more and more behavioral research has delved into interpersonal influence. No doubt, the small independent business manager will be required in the future to make more economical use of his advertising expenditures. This study, which compares interpersonal relations to mass media advertising, was undertaken with the above requirement in mind.

This study was built around one research question: Do interpersonal influences (an independent variable) play a major role in a person's decision (dependent variable) to buy the three consumer products designated by the researcher? It is fairly well established that people are motivated by other people as well as by advertising.

The general objective of this study was to determine the degree of difference between the impact of interpersonal contact and mass advertising. There are limitations in attaining this general objective because there is no practical method of testing these differences directly. It was possible, however, to test the extent that consumers perceived the degree of influence of interpersonal contact and mass advertising.

Therefore, the more specific objective was to determine any difference in the buyer's perception of advertising influence and personal influence. The objective was to answer the following questions:

1. Was the item an impulse purchase or had the customer made his decision before entering the store?

2. How did the person initially learn about the product? Specific questions were designed to reveal the sources of product information. These sources were assumed to be an important factor in determining the influences on his decision.

3. If people who buy a certain product talk to other people about it before they purchase it, who were the people? Were they relatives, friends, fellow workers, neighbors, club associates, or others?

4. What did the respondent perceive to be the most important influence in his decision to buy the product?

Three types of products were used for the analysis. A fourth was discarded because of a poor estimate of anticipated sales during the survey period. Price factors were virtually eliminated. Only those products were selected in which the retail outlet carried competitively priced brands.

Such a study is of particular interest to the writer, both as a *business* management student and as a small business ~~proprietor~~ and manager. If it is found, for example, that "influential persons" are major motivating factors of purchases in the *Cherokee* Cherokee County, Oklahoma, trade area (location of the retail outlet used in this study), it would be helpful to know what types of people they are. Such knowledge would be related to future advertising strategy.

For example, from the retail manager/owner's point of view, types of local advertising could be incorporated to insure that influential persons received his sales message. These people would then transmit the sales message to other potential consumers. The cost of advertising to the masses could be reduced considerably.

This type of advertising is practiced to some extent when selectivity is exercised in trade journals and other selective media. However, the amount of discrimination used presently still aims at a general group of potential consumers. The influential persons of these larger groups would be much more effective and economical targets of advertising.

From the manufacturer's point of view, national advertising could be used to much better advantage. Instead of spending millions of dollars with generalized media, the advertising department could concentrate its message to a much smaller number of the aggregate and

possibly receive comparable benefits. Advertising costs would be reduced, permitting a reduced cost of the product which could be passed on as savings to the retailer and eventually to the purchaser.

Various kinds of appeals could be used to reach these influential persons. Donald F. Cox apparently believes this approach could be effective. He elaborates on the suggestion by reporting:

Some people or groups are more predisposed than others to be influenced by advertising for a particular product or brand. Within that group which is more predisposed toward a particular product, some individuals or sub-groups will be more predisposed to be influenced by certain kinds of appeals, while others will be predisposed by different kinds of appeals.¹

Selective advertising strategy seems to be supported by much of the research evidence. This strategy is based on two key assumptions:

✓ Advertising works primarily by reinforcing or otherwise acting upon people already predisposed to act. The closer the match between the appeals used and the individual's predispositions, the more likely he is to expose himself to the advertisement, and to act as desired.

✓ A selective advertising campaign would not usually rely on only one appeal or one type of media but would run as many different appeals in as many different media as were necessary to match particular groups which make up the potential market for a product--up to the point where this increased number of appeals maximized the return on advertising investment.²

¹Donald F. Cox, "Clues for Advertising Strategists," People, Society, and Mass Communications (New York, 1964), p. 380.

²Ibid., p. 385.

CHAPTER II

EMERGENCE OF PERSONAL RELATIONS

The conveyance of ideas and communication with other people has been of interest since the beginning of man. In more recent years, mass media--radio, television, newspapers, and magazines--have been developed and are being used on a large scale in idea communication.

Extensive research has been conducted in each of these mass media. Content analysis, readership surveys, and other such examinations have been conducted.

Variables in Mass Communication

There are at least five variables in mass communication which need to be considered to understand better what is involved in a comparison of mass media messages and interpersonal relations, an area of communication research which has taken on added significance in the past 20 to 30 years. The various ways in which these five variables are stuned makes for effective communication.

The first variable to be considered is exposure to a given medium. Certain media net a great deal more exposure to advertising, for example, than do other media.

Newspapers and magazines can give accurate circulation figures and can tell an advertiser the minimum number of people who subscribe to the media. On the other hand, radio and television cannot give

such accurate figures. They can only estimate their listening and viewing audiences by means of surveys.

For an advertising communication to be potentially effective, the exposure must be such that it exposes those persons who are potential consumers of the advertised product or service.

This idea of selective coverage gives rise to the second variable of mass communications--differential media. The different types of media possess varying degrees of potential impact in conveying the advertising message. The most advantageous medium, within a budget limitation, must be selected.

Content is the third variable of potentially effective communication. The language, layout, and other physical characteristics of an advertisement are very important. If the message is not adequately and attractively conveyed in content, the other variables may take on decreased importance.

The fourth variable includes the individual's attitudes and pre-dispositions. Different attitudes may cause two persons to interpret a message differently. Even a person's attitude toward the various media as channels may cause him to be biased in his appraisal of an advertising message channeled through one medium as compared to another.

The fifth variable--and the one in which this survey is most concerned--is interpersonal relations. A person's social attachments and character of opinions he exchanges have been underestimated. One cannot accurately gauge an individual's response to a campaign without considering these factors. The opinions, attitudes, and values of particular friends and family members are important.

Research Developments

Research concerning these personal contacts has increased in the past 20 years. However, many of the current writings, or those written since the 1950's, are drawing from the Decatur (Ill.) study¹ and other such pioneering studies in interpersonal relations as the basis for formulating hypotheses on the diffusion of information and its effects on the receivers.

The Hawthorne studies of Roethlisberger and Dickson made a classic rediscovery of the "primary group" as a mass society phenomenon to be reckoned with and they represented a significant contribution to industrial sociology in 1939.² Since that time, advertising and marketing researchers have been scratching at the surface of the relationship a consumer has with other persons concerning a particular product and a purchase decision.

After these various studies were circulated, marketing and media men began to take a long second look at the media, as the Hartleys point out:

The era surrounding World War I was an era when an overwhelming amount of prestige and power were attributed to the mass media. Their power was great. However, after the war and during the period up to the World War II survey, more sophisticated research was being developed whereby the mass media was determined not to be nearly as powerful as was before thought.³

¹Elitha Katz and Paul F. Lazarsfeld, Personal Influence (New York, 1955), p. 137.

²Ibid., p. 35.

³Eugene L. Hartley and Ruth E. Hartley, "The Importance and Nature of Communication," Mass Media and Communication (New York, 1966), p. 437.

The Hartleys went on to say that several studies clearly indicated that the mass media were ineffective in many instances. They told of one case in particular in 1947-48 when a United Nations information campaign was conducted in Cincinnati.⁴ The campaign was to inform persons about the United Nations and how it worked. The results were discouraging.

One-hundred-fifty radio spots were used per week for six months; nearly 60,000 pieces of literature were distributed; and, almost 3,000 clubs were reached by speakers supplied by a speaker's bureau. The objective was to reach, in one way or another, every adult among the 1,155,000 residents in Cincinnati's retail trading zone.

The National Opinion Research Center conducted a survey of local opinions and attitudes toward the United Nations at the beginning and at the end of the six-months' period. The before-and-after scores remained almost the same. The campaign had been a failure as far as increasing knowledge of the United Nations. This study, more than any other to date, points out the fallacy of equating exposure and effect of mass communications.

Mass Media Prestige Decreases

The study which revealed the less-than-expected degree of importance of mass media concerned the 1940 Presidential Election Campaign.⁵ It became clear that newsmedia had only minute effect on voting decisions. Researchers wanted to find out more about influence on decision-making.

⁴Ibid. ⁵Katz and Lazarsfeld, p. 31.

Elihu Katz, one of the pioneers in these communication diffusion studies, said: "What research on mass communications has learned in its three decades is that the mass media are far less potent than had been expected."⁶

Katz said a variety of studies--with the possible exception of studies of marketing campaigns--indicated that people are not easily persuaded to change their opinions and behavior. The search for the sources of resistance to change, as well as for the effective sources of influence when changes do occur, led to the discovery of the role of interpersonal relations.

Interpersonal processes are variables which "intervene" between the campaign in the mass media and the individual who is the ultimate target. Katz says that some of these processes are the shared values in groups, their networks of communication, their decision, and the readiness of members to accept or resist a new idea.

Interpersonal Relations Importance Increases

It is no longer assumed, therefore, that specific mass communications are necessarily all-influential or all-powerful. During this period, from the 1940's to the 1960's, realization has evolved that--though interpersonal communications are basic to any kind of society--mass communications may range in importance from the very minor to the very major, depending on the basic set of social values and attitudes

⁶Elihu Katz, "Communication Research and the Image of Society; Convergence of Two Traditions," People, Society, and Mass Communications (New York, 1964), p. 113.

and habits of interpersonal communications in the society.) Mendelsohn and Dexter aptly make this point:

We are not saying mass communications are never important or significant or influential; we are saying 'it is well to be cautious and to evaluate the whole social situation before attributing too much influence to one factor (mass communications) in a total social complex.' Nowadays, a great many people do overemphasize this one factor because mass communications are more visible (easier to watch and study) than, for instance, interpersonal communications or collective self-images.⁷

Rex F. Harlow, in his discussion of communications and the public relations man, said that at best, mass communication is only a substitute for face-to-face communication:

The tools of mass communication--the radio, television, the printed work, the film, and the like--are far different from face-to-face contact, and not half as effective.⁸

Harlow says that most writers seem to agree that the more personal the means of communication the more effective. Television is considered to be the most personal of the media. The now classic Erie County voting study points out that:

In comparison with the formal media of communication, personal relationships are potentially more influential for two reasons: their coverage is greater and they have certain psychological advantages over the formal media.⁹

Most of the writers imply, with substantial qualification, that personal contacts are more casual and non-purposive than the formal media, and they are more flexible in countering resistance. They can

⁷Harold Mendelsohn and Lewis Anthony Dexter, "Sociological Perspectives on the Study of Mass Communication," People, Society, and Mass Communications (New York, 1964), p. 29.

⁸Rex F. Harlow, Social Science in Public Relations (New York, 1957), p. 36.

⁹Paul F. Lazarsfeld, Bernard Berelson, and Hazel Gaudet, The People's Choice (New York, 1948), p. 150.

provide more desirable regards for compliance and they offer reliance and trust in an intimate source. They can persuade without convincing.

In general, it appears that most of these writers agree that the influence of communications on public opinion varies with the nature of the communication. And, they also seem to agree that the more personal the communication, the more effective it is in converting opinions. This means that, other things being equal, personal conversations are the most effective, followed by television, radio, and the printed messages, respectively.

Bernard Berelson, co-author of The People's Choice, has said that some kinds of communication on some kinds of issues, brought to the attention of some kinds of people under some kinds of conditions, have some kinds of effects.¹⁰

Social Intercourse Participation

Most of these opinions suggest also that the greater the participation by a person in the various forms of social intercourse, the more likely he will be to develop opinions and attitudes based on these social contacts. An individual's opinions are formed in the context of his formal and informal group associations. The need to conform to the opinions of his associates and of favored groups is an important motivational factor.

The various social intercourse forms mentioned above have varying degrees of participation. For example, in the course of personal conversations, the sense of social participation probably reaches its

¹⁰Bernard Berelson, "Communications and Public Opinion," Mass Communications (Urbana, 1949), p. 500.

peak. Here the individual is usually obliged, and is generally willing to contribute, as well as respond. The relationship is circular, visible, variable, and personal.

A more intimate exchange of ideas can take place in the environment of a conversation. An individual is more receptive to new ideas and changes when he is talking to someone or a group with whom he confides.

Eugene and Ruth Hartley used the term "feedback" in their article, "The Importance and Nature of Communication," to explain the reactions of the second party to a conversation:

The feedback is of critical importance in testing the success of any attempt at communication, for only by some such device is it possible to observe the effect. If the communicator is face-to-face with the communicant, it is possible for him to judge the success of the communication by the latter's reaction.ⁱⁱ

A more formal discussion group would be a second group with a great deal of participation. Ideas are exchanged with an opportunity for pursuing one point or learning more about a particular subject. Ideas circulate freely in this type of group. A disadvantage to effective participation, however, is that the intimacy of the personal conversation is not present.

Cantril and Allport, in their article, "Radio and Other Forms of Social Participation," enumerate the communication forms by a decreasing degree of participation: informal congregate assembly, the telephone, the talking picture, television, radio, personal correspondence, letters, newspapers, billboards, magazines and so

ⁱⁱHartley and Hartley, p. 22.

on.¹² As one can see, most of the printed mass media are lower on the list because they permit the least amount of participation.

Two-Step Flow Theory

Katz and Lazarsfeld, as a result of their Decatur study, conclude that persons can be looked upon as another medium of mass communication. They summarize that:

1. Personal influence is a more significant factor--more frequent and more effective--than influence stemming from the mass media. [The study revealed that advice, suggestions, and influence stemming from other people are very important.]
2. Opinion leaders are very much like the people they influence. These opinion leaders and the resulting two-step flow of information suggested by Katz stem from the Decatur studies.¹³ In marketing, fashions, and movie decisions, women influence women. The influential person and the one influenced usually share the same rung on the socio-economic ladder. People are most often influenced by their status equals rather than by persons "higher up." [The opinion leader and the two-step flow will be discussed later.]
3. In public affairs decisions, men, especially husbands, play a major part.
4. Marketing leaders are concentrated among married women of middle age with comparatively large families.

¹²Hadley Cantril and Gordon W. Allport, "Radio and Other Forms of Social Participation," Mass Communications (Urbana, 1949), p. 330.

¹³Basically, the two-step flow of communication, as explained by Katz and Lazarsfeld in Personal Influence, p. 32, is that ideas often seem to flow from radio and print to opinion leaders and from them to the less active sections of the population. The opinion leaders are not to be a group set apart, but can best be thought of as group members playing a key communications role. Opinion leadership is an integral part of the give-and-take of everyday personal relationships. The opinion leader receives communication from the mass media and then informs other persons through personal conversations and other personal relationships.

5. Fashion leaders tend to be quite young and highly gregarious.
6. Opinion leaders are more exposed to mass media influence than non-leaders. In such realms, opinion leaders are particularly likely to be exposed to mass media influence appropriate to that realm. Thus movie leaders are more likely to read movie magazines.
7. In many realms, there would seem to be a two-step flow of communications--from the media to opinion leaders and from opinion leaders to others with whom they are in contact.
8. The overlap in leadership is very slight. A woman who is a leader in one realm is not at all likely to be influential in another.¹⁴

The Katz hypothesis of the two-step flow of communication could still be further generalized. Dexter and White, in People, Society, and Mass Communications, say: "In reality, most innovations and most efforts to influence behavior are adopted only after they have been interpreted and socially validated for particular groups and classes."¹⁵

In most cases, it appears that interpretation and validation take place from within an individual's own immediate group. Dexter and White suggest, in addition to this conclusion, that validation and interpretation also take place from a respected national personage outside the group itself and by communication through the mass media from such an individual.

This theory of a two-step flow has been met with reserved skepticism from Paul J. Deutschmann and Wayne A. Danielson in their article, "Diffusion of Knowledge of the Major News Story."

¹⁴Harlow, p. 39.

¹⁵Lewis Anthony Dexter and David Manning White, People, Society, and Mass Communications (New York, 1964), p. 15.

The two writers concluded: "We would urge that the Katz-Lazarsfeld two-stage flow hypothesis, as a description of the initial information process, be applied to mass communication with caution and qualification."¹⁶

They based their conclusion on their findings that initial mass media information on important events goes directly to people on the whole and is not relayed to any great extent. Very similar findings were obtained in two more recent studies of political-campaign communication conducted by Deutschmann.¹⁷

Everett M. Rogers, in Diffusion of Innovations, cites one study in which two-thirds of the respondents attributed their awareness to mass media, as opposed to face-to-face communication.¹⁸ About one-half of them credited media with increasing their comprehension of the topic.

On the other hand, face-to-face communication was credited more often than media as the primary influence on the respondents' attitudes and behavior regarding the innovation.

It would appear from these findings that, at least for learning effects, there is a one-step flow of communication, direct from the mass media to members of the social system. A review of the Lazarsfeld group research revealed no findings that contradict this conclusion.

¹⁶Paul J. Deutschmann and Wayne A. Danielson, "Diffusion of Knowledge of the Major News Story," Journalism Quarterly, 37 (1960), pp. 345-355.

¹⁷Ibid.

¹⁸Everett M. Rogers, Diffusion of Innovations (New York, 1962), pp. 98-102.

Troldahl surmises that: "The two-step flow hypothesis seems more adequate as a description of the flow of media influence on beliefs and behavior. The Decatur study yielded considerable evidence that a two-step flow of influence on beliefs and behavior exists."¹⁹

In the Deutschmann studies, media exposure was found to induce discussion which is a prerequisite, of course, for a second-flow of communication.²⁰

Factors in Effective Advertising

Neil H. Borden, professor of advertising in the graduate school of business administration at Harvard, theorized that: "Advertising, by itself, serves not so much to increase demand for a product as to speed up the expansion of a demand that would come from favoring conditions, or to retard adverse demand trends due to unfavorable conditions."²¹

In other words, advertising does not create a demand for a product, but serves to speed up the demand created by other factors. The basic trends of demand for products are determined primarily by underlying social and environmental conditions.

A factor helping to make advertising effective, in the opinion of Borden, is a favorable primary demand with which a company is

¹⁹Verling C. Troldahl, "A Field Test of a Modified 'Two-Step Flow of Communication' Model," The Public Opinion Quarterly, 30 (1966), p. 611.

²⁰Deutschmann and Danielson, pp. 345-355.

²¹Neil H. Borden, "The Economic Effects of Advertising," Mass Communications (Urbana, 1949), p. 186.

operating. An example of this would be when industry is expanding. Another factor is when the company's products provide large chance for differentiation.

Product differentiation, Borden says, provides the opportunity for influencing consumers to prefer one brand to another brand. Advertising provides the means for pointing out to consumers the significance of differentiating qualities.²²

A third factor influencing the effectiveness of advertising is the relative importance to the consumer of hidden qualities of the products as contrasted with external qualities which can be seen and appreciated. These external characteristics (color, size, etc.) often are more important to a buyer than are hidden product qualities which may be associated with a seller's trade-mark. Thereby, there is a relatively small use of advertising to influence the demand for the branded merchandise of producers of fashion goods. However, this does not necessarily hold true today. Playtex, Maidenform, Botany 500, and Fruit of the Loom are among the many clothing manufacturers who have given considerable thought and emphasis to fashion advertising.

Another factor is the presence of powerful emotional buying motives to which the manufacturers can appeal with their advertising. An example is stressing the health aspect when trying to sell oranges.

Although these favorable conditions exist in a great many cases, mass media advertising is still held within limits, as research seems to bear out. The Decatur study concluded that in marketing, personal influence has a greater impact than has advertising because respondents

²²Ibid., pp. 187-189.

reported more exposure to personal advice than to advertisements; and, second, among those exposed to each source, the "most important influence" was more often attributed to people than to formal advertisements.²³

Although research is sketchy on personal influence in product marketing, it is fairly clear that it is beneficial to have the right people saying the right things about one's product.

An individual's attitudes and predispositions are an important factor. Some people or groups are more predisposed than others to be influenced by advertising for a particular product or brand. Within that group which is more predisposed toward a particular product, some individuals or sub-groups will be more predisposed to be influenced by certain kinds of appeals, while others will be predisposed by different kinds of appeals.

The following are what Donald Cox, author of "Clues for Advertising Strategists," believes to be the three groups of factors which interact to make an individual more or less predisposed to be influenced by any particular communication: (1) the physical and economic reality which an individual experiences, (2) his personality, and (3) the social environment in which he lives.²⁴

As studies of personality advance, Cox believes that one should expect to see a great many more relationships revealed between personality variables and predispositions to be influenced by certain kinds

²³Ibid.

²⁴Cox, p. 382

of appeals. The real difficulty at the present time seems to be the lack of reliable and useful tests for measuring individual personality differences.

Cox suggests that advertising works with and through various mediating factors such as audience predispositions and personal influence: "I would argue that changing a person's attitudes or behavior (as opposed to reinforcing present attitudes or activating those already predisposed) is beyond the scope of most advertising."²⁵

Exceptions to this suggestion would be when the attitude or behavior involved is of little importance to the individual. People to whom it makes little difference which brands of hosiery they use are more likely to be influenced to switch brands by hosiery advertising. A second exception would be when the mediating factors (predispositions and personal influence) are inoperative. People may be influenced directly by the advertising for a new product because they have not formed attitudes which would predispose them against the product.

The final exception would be when these mediating factors--which normally favor reinforcement--favor change. If for some reason one's friends begin buying color television sets, he is more likely to be influenced by advertising for color television sets.

If these contentions are realistic, Cox theorizes it would then appear that a major function of effective advertising is to "select" people who are already predisposed to buy a product and present them

²⁵Ibid.

with appeals (appropriate to the types of potential customers) which would hopefully trigger the desired response. The approach would be to use a variety of appeals in a variety of media.

These selected persons of media concentration were mentioned by Katz and Lazarsfeld, who said: "We have learned over the last decade that there is good reason to suspect--although there is really no empirical evidence available--that some of the most effective radio broadcasts involve the presence of planned listening groups rather than isolated individuals."²⁶

From these observations, it can be concluded that in its effect on opinion, specialized communication, using specialized channels, appears to be superior to generalized communication using generalized channels.

Summary and Conclusions from Past Research

A summary of past research concerning mass media and interpersonal relations tends to show a sudden realization during the 1940's that the "powerful" mass media were not quite as influential as people had thought. In fact, there were some instances when media apparently had no influence at all in gaining a desired response.

Therefore, new research was initiated and new findings resulted in a second look at interpersonal relations. The Hawthorne studies in industrial sociology stimulated motivation for research concerning the "primary group." Later, the Decatur studies of Katz and Lazarsfeld advanced the idea of opinion leaders and a two-step flow role of

²⁶Katz and Lazarsfeld, p. 28.

communications in opinion information. It was concluded from these studies that persons should be looked upon as another medium of mass communications. The interpersonal relations of people with their friends, their families, and the many other informal groups with which they associate were taking on added significance in the conveyance of ideas.

The studies suggest that to stimulate action, mass media exhortations need to be coupled with the organization of face-to-face leadership.

It is the opinion of some communications personnel that research is tending progressively to concentrate on micro systems rather than macro systems, such as the entire American society. The fact that research is currently focused on informal communications does not, of course, prove the importance of this type of communication in American society any more than the absence of such research proved the lack of importance in the pre-war period.

Also, researchers predict that personality research is going to take on new emphasis. This new emphasis will be through a thorough examination of the types of persons and which personality type can be influenced best by which appeals through which kinds of media channels.

Rarely does one notice advertisers making use of selective advertising; i.e., the use of different appeals about the same product to different segments of the market. As mentioned earlier, research to date clearly suggests that the possibility of making greater use of selective advertising is well worth investigating for many companies.

Another conclusion was noted by John S. Coulson, vice-president in charge of research at the Leo Burnett Company, in an address to the Chicago chapter of AMA, April 7, 1966.

Coulson summarized the role of research by saying that it should provide a framework for thinking more logically about marketing problems, and, it should provide facts and information which bear on or buttress a marketing decision. He concluded that there are three basic parts to the research job: (1) gaining a clear and explicit understanding of the problem to be studied, (2) conducting the research, and (3) presenting a specific and concrete point of view about the implications of the study for the decision to be made.

"It has been my observation," he said, "that as a group, we spend far too little time and give far too little attention to points one and three and relatively too much time to conducting the research itself. We are over-emphasizing accuracy at the expense of relevance."²⁷

²⁷Address by John S. Coulson to Chicago Chapter of American Marketing Association, Chicago, April 7, 1966.

CHAPTER III

RESEARCH METHODOLOGY AND DEMOGRAPHIC ANALYSIS OF RESPONDENTS

A questionnaire survey was conducted in a downtown variety store in Tahlequah, Oklahoma, a small college town of about 13,000 population.

The writer is a partner and manager of the independent store, Shopper's Town. It is one of two variety stores in the town and contains 4,400 square feet of floor space. It is located in an "ideal" downtown location.

The store's trade area consists of Cherokee County: a low income, agricultural, tourist, and college community of about 20,000 population; and, parts of Adair County: a low income agricultural county. Both counties and the surrounding area have a relatively large percentage of under-privileged and under-educated persons, many of whom are welfare recipients. Cherokee County's Indian population is more than 17 per cent.

Northeastern State College comprises about 45 per cent of Tahlequah's population. Most of the 5,700 students are of ages 18 through 21.

Shopper's Town's clientele comprises college students, small town locals, and some Indians. It is a relatively new store and is still building its trade.

Research Methodology

A mail questionnaire was used primarily because of convenience and the lack of time available by the manager for more personal methods such as the focused interview. The questionnaire was formulated with eight basic questions and was supplemented by a cover letter explaining that the store was conducting research in hopes of improving service and selection.¹ It was signed by the manager and given to each purchaser of four selected products along with a store-addressed, stamped envelope.

Each cashier was thoroughly instructed to give every purchaser of Aqua Net Hair Spray, Winston Cigarettes, Fruit of the Loom Hosiery (referred to as "hosiery" throughout this study), and Coat's and Clark's Wool Yarn a questionnaire and ask the customer to cooperate by answering the questions and returning the form. The cashier was to complete the sale and money transaction first. Special tags were placed on each product to help the cashier remember to give out the forms.

Products Selected

Fifty questionnaires were prepared for each of the four products. All were distributed except those for Coat's and Clark's Yarn. A miscalculation was made concerning the anticipated sales of the yarn during the four-week study period, October 23 through November 18, 1967. An insufficient number of yarn questionnaires were distributed

¹See Appendix A.

to obtain a response comparable to the other three products. Therefore the survey only concerned three products: Aqua Net, Winston, and Fruit of the Loom Hosiery.

The three were chosen because they represented highly different types of products with a high turnover rate. The variety was desirable to see if there were substantially different types of influence for different products.

Winston cigarettes was the only survey item commonly purchased by men. The lack of male-oriented products in the survey was a result of the high percentage of women shoppers who normally patronize the store. Aqua Net and hosiery were products which would produce enough sales during the survey period to allow a reasonably broad accidental sample² to be obtained.

Competitive Products Available

Aqua Net was priced at 67 cents, along with six comparable brands: Just Wonderful, Sudden Beauty, Breck, Suave, Lustre Creme, and Plaire. All cans weighed about 13 ounces, except Plaire, a promotional can weighing 21 ounces. No special displays or other point-of-purchase materials were used for Aqua Net.

Winston cigarettes, regular size and 100's, were priced at 30 cents a pack, 5 cents below list price. Competitive brands were:

²The general problem in this study was to find out something about motives to buy certain products--motives that may not have been obvious to the respondents themselves. In this type of exploratory study, investigators frequently have been quite satisfied with small, accidental samples. Sellitz, et. al. (April, 1963) present a thorough discussion of precedents set with special applications of nonprobability sampling (pp. 537-545).

Camel, Lucky Strike, Salem, Belair, Kool, Pall Mall, Marlboro, Chesterfield, L & M, Raleigh, Tareyton, and Viceroy. All were located near the cash register and were self-service. Each brand was priced at 30 cents.

Fruit of the Loom nylon hosiery was prepriced two pairs for 99 cents in a single package. The hosiery was available in shadow and cinnamon colors. Cannon hosiery was available at one dollar per pair and Fruit of the Loom hosiery for 79 cents. Fishnet hose in assorted colors was in stock at one dollar per pair.

All factors were kept as near constant as possible to avoid complicating the research and projecting unwanted variables into the study. For example, the products were not moved from one location to another during the survey period. Ordinarily, this is done to some products to promote or feature them and stimulate sales. When this is done, the price is sometimes changed. During this survey, the price was constant.

Questionnaire Response

There were ³⁰150 questionnaires distributed. The first ¹⁰50 customers purchasing each of the products after October 23 were given a questionnaire. Of these ³⁰150, ⁹43 were returned. This is a response of 28.6 per cent. Aqua Net received ³13 replies for a ³⁰26 per cent response. Winston had only ²11 questionnaires returned for the least response, ²⁶22 per cent. Fruit of the Loom had ⁴19 returned for a ⁴⁰38 per cent reply.

Response can range from as low as 10 per cent to almost 100 per cent. This survey's 28 per cent response admittedly was not as high as expected. However, since this is an exploratory study to build a body

of theory on variables underlying the motivation in purchase decisions, standard errors of true population values are of less concern than they would be in a study based on numerous and strong precedents.

Demographic Analysis

Reasons for the low response from some of the products may be more clearly understood by looking at a demographic comparison. The demographic characteristics of the respondents appear in Table I (page 28).

Age

The age groups in Table I are not consistent with those of the U. S. Census of Population from which comparisons will be made later. However, there seemed to be a natural grouping of ages 15-21, another of ages 24-27, and one for those over age 35.

As can be seen in Table I, 60 per cent of the total response came from persons between ages 15-21. Twelve per cent were in the age group 24-27, and 26 per cent were over age 35. There was a 2 per cent non-response to the age question. The respondents involved did not answer some of the questions concerning demographic data.

Aqua Net response was 54 per cent for ages 15-21, 15 per cent for ages 24-27, and 31 per cent over age 35. Winston results showed 46 per cent for ages 15-21, 9 per cent for ages 24-27, and 36 per cent over 35. There was a 9 per cent nonresponse. Hosiery brought a large return of 74 per cent in the age group 15-21, 10 per cent in age group 24-27, and 16 per cent over 35.

TABLE I
 DEMOGRAPHIC CHARACTERISTICS COMPARED WITH
 PERCENTAGE OF CONTACTED CONSUMERS WHO
 RESPONDED TO QUESTIONNAIRES ON
 EACH OF THREE PRODUCTS

Characteristic	Composite Percentage	Aqua Net Percentage	Winston Percentage	Hosiery Percentage
<u>Age</u>				
15-21	60	54	46	74
24-27	12	15	9	10
Over 35	26	31	36	16
Nonresponse	2	0	9	0
<u>Sex</u>				
Female	90	100	64	100
Male	7	0	27	0
Nonresponse	3	0	9	0
<u>Race</u>				
White	94	100	82	95
Negro	2	0	0	5
Indian	2	0	9	0
Nonresponse	2	0	9	0
<u>Education</u>				
Some College or Graduate	70	46	73	84
High School or Graduate	21	38	9	16
Eighth Grade or Lower	7	16	9	0
Nonresponse	2	0	9	0
<u>Marital Status</u>				
Single	51	46	36	63
Married	42	46	55	32
Divorced	5	8	0	5
Nonresponse	2	0	9	0
<u>Occupation</u>				
College Students	56	46	37	74
Housewives	16	39	9	5
Workers	19	15	27	16
High School Students	2	0	0	5
Unemployed	5	0	18	0
Nonresponse	2	0	9	0

Sex

Table I also shows that 90 per cent of the total response was from women. Seven per cent response was obtained from men. Nonresponse was 3 per cent. Both Aqua Net and hosiery received 100 per cent female response. Winston brought 64 per cent response from women purchasers and 27 per cent from males. Nonresponse was 9 per cent.

Race

The white race dominated response with 94 per cent. Negro and Indian response totaled 2 per cent each. Nonresponse also totaled 2 per cent. Aqua Net brought 100 per cent response from whites. Winston received 82 per cent white response and 9 per cent Indian. Nonresponse was 9 per cent. Whites responded 95 per cent for hosiery and Negroes, 5 per cent.

Education

The education level of those returning the questionnaire was considerably higher than the Cherokee County average of about eight years.

A high 70 per cent of the total response indicated they had some college or were college graduates. Twenty-one per cent said they had attended high school or were high school graduates. A mere 7 per cent had attended the eighth grade or less. Nonresponse was 2 per cent.

Forty-six per cent of the Aqua Net respondents said they had some college or a degree. Thirty-eight per cent had attended high school or had been graduated, and 16 per cent had an education level of the eighth grade or lower.

Winston and hosiery respondents were generally more educated, as 73 and 84 per cent, respectively, indicated they had some college education. Nine per cent of the Winston response had a high school education; 9 per cent had attended the eighth grade or lower; and 9 per cent was nonresponse. Eighty-four per cent of the hosiery respondents had some college. Sixteen per cent had attended high school. None was of lower education level.

Marital Status

Marital status data revealed that 51 per cent of the total respondents were single; 42 per cent were married; and, 5 per cent were divorced. Nonresponse was 2 per cent. Aqua Net respondents were evenly distributed, with 46 per cent single and 46 per cent married. Eight per cent were divorced. Thirty-six per cent of Winston respondents were single, as opposed to 55 per cent who were married. Nonresponse was 9 per cent. Hosiery respondents were primarily single. Sixty-three per cent were single; 32 per cent were married; and, 5 per cent were divorced.

Occupation

The occupational data indicated a high percentage of college students, compared with housewives, workers, and unemployed persons, who replied to the questionnaires. A 56 per cent response to the survey by college students was more than the percentage of college students to the town population and county population. College students comprise 45 per cent of the town population and 23 per cent of the county population.

Besides the 56 per cent of college students, 16 per cent of the respondents were housewives; 19 per cent were workers; 2 per cent were in high school; and 5 per cent were unemployed. Nonresponse was 2 per cent.

Aqua Net response was 46 per cent college students, 39 per cent housewives, and 15 per cent workers. Winston response showed 37 per cent college students, 9 per cent housewives, 27 per cent workers, and 18 per cent unemployed. Nine per cent was nonresponse. Hosiery brought a high response of 74 per cent from college students, a mere 5 per cent from housewives, 16 per cent from workers, and 5 per cent from unemployed.

Figure 1 (page 32) is a graphic illustration of the total response percentage shown in Table I. Perhaps it will give a more comparative view of the demographic categories. For instance, one can readily see from the age breakdown that the 15-21 age group comprises, by far, the largest percentage--60 per cent--of the total response. The age group over 35 is second highest in response with more than 25 per cent.

The educational level shows a very high percentage--70 per cent--of respondents who had some college or who were college students. Slightly over 20 per cent of the respondents had a high school education and less than 10 per cent had an eighth grade education or lower.

Marital status figures showed that the difference between single and married persons was slight. Single respondents totaled just over 50 per cent while married persons totaled slightly over 40 per cent.

College students dominated the occupation category with over 50 per cent. Housewives and workers were about equal with less than 20 per cent. High school students and unemployed persons comprised a

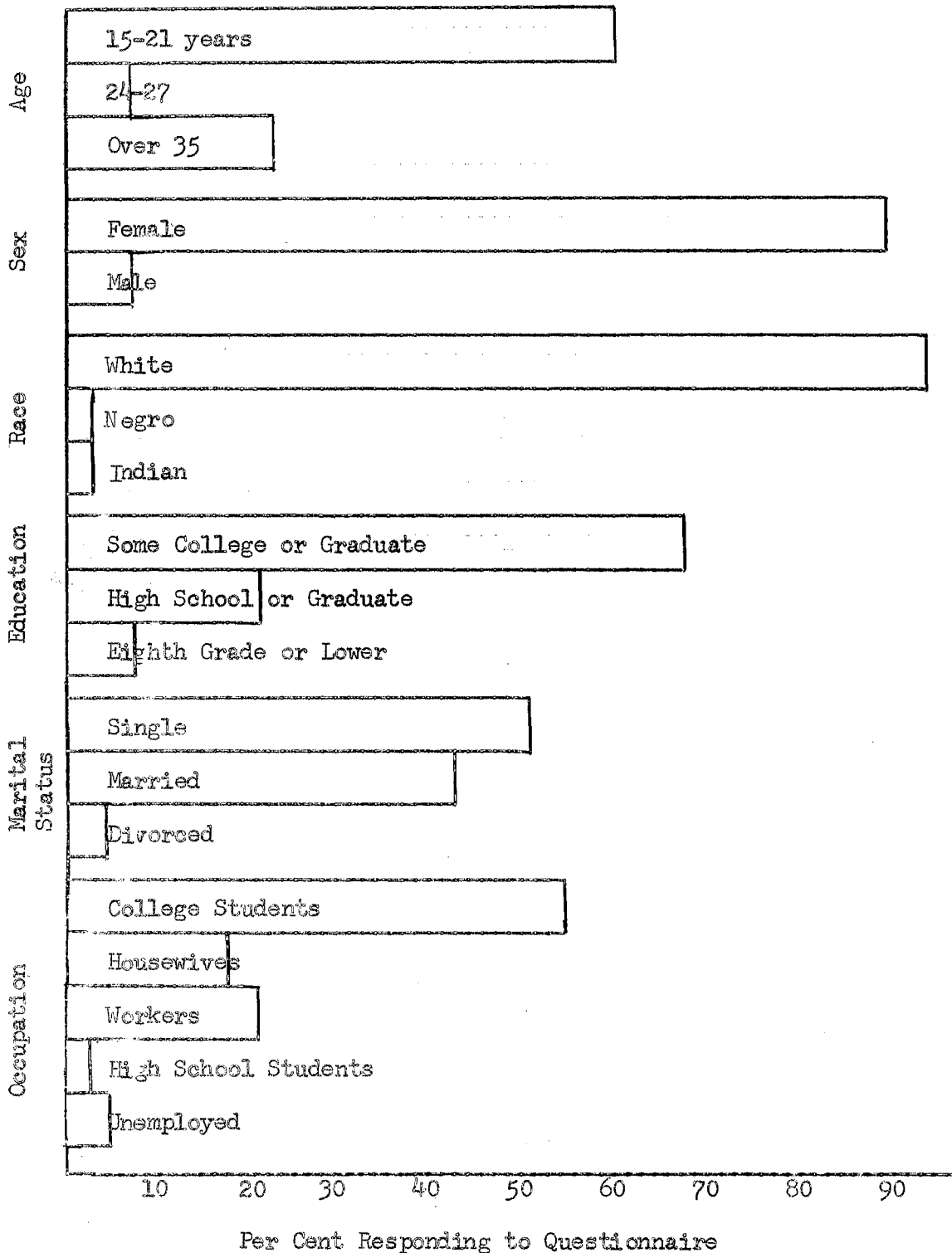


Figure 1. Demographic Characteristics of All Respondents

very small percentage of the total response--under 5 per cent.

The size of the sample will more than likely be one of the first observations of the reader in trying to evaluate the research method. Although the accidental sample is small, it should be noted that the purpose of an exploratory study of this type, first of all, is to benefit small, retail advertisers. There are no national conclusions drawn, and this survey is not intended to represent any state or national trend. However, in any accidental sample, the investigator should at least use whatever external checks available to gain insight on the diversity of population elements that are "accidentally" included in his sample. It may be helpful to know, for example, that segments of the population with important demographic characteristics are not entirely unrepresented in the sample, or too grossly distorted from the population.

A comparison of census data with the sample on the characteristics age, race, occupation, and marital status, shows that these characteristics were fairly well represented in the sample.

Table II shows the county age statistics--as determined by the U. S. Census of Population--adjusted. The youngest age group has been omitted and the older groups normalized. The 0-9 age group was omitted because these children generally are not considered a part of the buying population. With the non-buyers eliminated, the groups of persons over age 9--which now total 100 per cent--were computed to determine percentages for age groups of the buying population. This action raised the older age categories, percentage-wise, but it gave

a more accurate view of the buying population by omitting the non-buying population.

It was impossible to separate or break down the 10-19 age group from the available statistics. Therefore, the reader should keep in mind that the youngest person in the survey sample was 15 years of age. Most of the group were of ages 17-21.

TABLE II

AGE COMPARISON BETWEEN RESPONDENTS IN SURVEY
AND CHEROKEE COUNTY POPULATION FOR EACH
OF THREE PRODUCTS STUDIED
(Female Statistics Used for County)³

Age	Cherokee Co. Percentage	Composite Percentage	Aqua Net Percentage	Winston Percentage	Hosiery Percentage
10-19	27	42	38	27	53
20-29	15	30	31	27	32
30-39	12	7	15	0	5
40-49	13	7	8	19	0
50-59	13	5	0	9	5
60-69	11	7	8	0	7
70 and Over	9	0	0	0	0
Nonresponse	0	2	0	9	0

As mentioned earlier, Table I (page 28) may show the age breakdown of the sample more accurately than Table II. However, for comparative purposes in Table II, the sample age grouping had to be adjusted in order to correspond with the U. S. Census breakdown of county statistics.

³Ninety per cent of the respondents were women purchasers. Therefore, the female statistics were used instead of the total population.

Table II shows the age breakdown in column 1. The percentages of persons in each age group are shown in the following columns for Cherokee County, the survey total response, and each of the three products.

The most noticeable variation in Table II occurs when comparing the county and the survey composite in the 10-19 age group. A high 42 per cent response in the survey compared with 27 per cent of the county population which falls into the 10-19 age group. At this point, it should be pointed out that the county statistics in the U. S. Census of Population in 1960 do not include the 5,700 college students, most of whom fall into this age group.

Aqua Net showed 38 per cent response in the 10-19 age group and Winston showed 27 per cent. Hosiery had the highest percentage in this age group with 53 per cent.

The next age group--20-29--showed a 30 per cent response to the survey as opposed to 15 per cent of the county population. The 30 per cent contained a substantial number of students 20-21 years of age who were not included in the county census.

Aqua Net, Winston, and Fruit of the Loom have relatively close percentages in this age group with 31, 27, and 32 per cent, respectively.

There was only a slight variation in the older age groups, with the county having a higher percentage than the survey. The 30-39 age group showed 12 per cent of the county population, while the survey showed a 7 per cent return. Aqua Net was high among the products, with 15 per cent response in this age group. Winston had no respondents in this age group. Hosiery had only 5 per cent.

Thirteen per cent of the county population was in each of the age groups, 40-49 and 50-59. The survey response brought 7 per cent from the 40-49 age group and 5 per cent from ages 50-59.

Aqua Net showed 8 per cent in the 40-49 age category and none in the 50-59 age group. Winston had 19 per cent in the 40-49 age group and 9 per cent in the 50-59 group. Hosiery did not have any respondents in the 40-49 group and only 5 per cent in the 50-59 category.

The county showed 11 per cent of the population in the 60-69 age bracket while the survey showed 7 per cent. Aqua Net had 8 per cent and hosiery 7 per cent in this grouping.

For persons 70 and over, the county population was 9 per cent. The survey had none.

The survey had a nonresponse of 2 per cent.

Analytically, Table II tends to show that the survey had about a 15 per cent greater percentage of response among the 10-29 ages than the county population contained. The survey had about a 5 per cent lower percentage of response than county population distribution of persons over 30. Again, it should be emphasized that the college students are not taken into consideration in the county statistics and the non-buying population of ages 0-10 has been omitted and the older groups normalized.

On the strength of these assumptions and facts, the age factor of the trade area should be considered fairly well represented.

Figure 2 (page 37) graphically illustrates the age comparison of the county population statistics to the survey total composite. As in Table II, Figure 2 uses the county female statistics, because 90 per cent of the survey response was women.

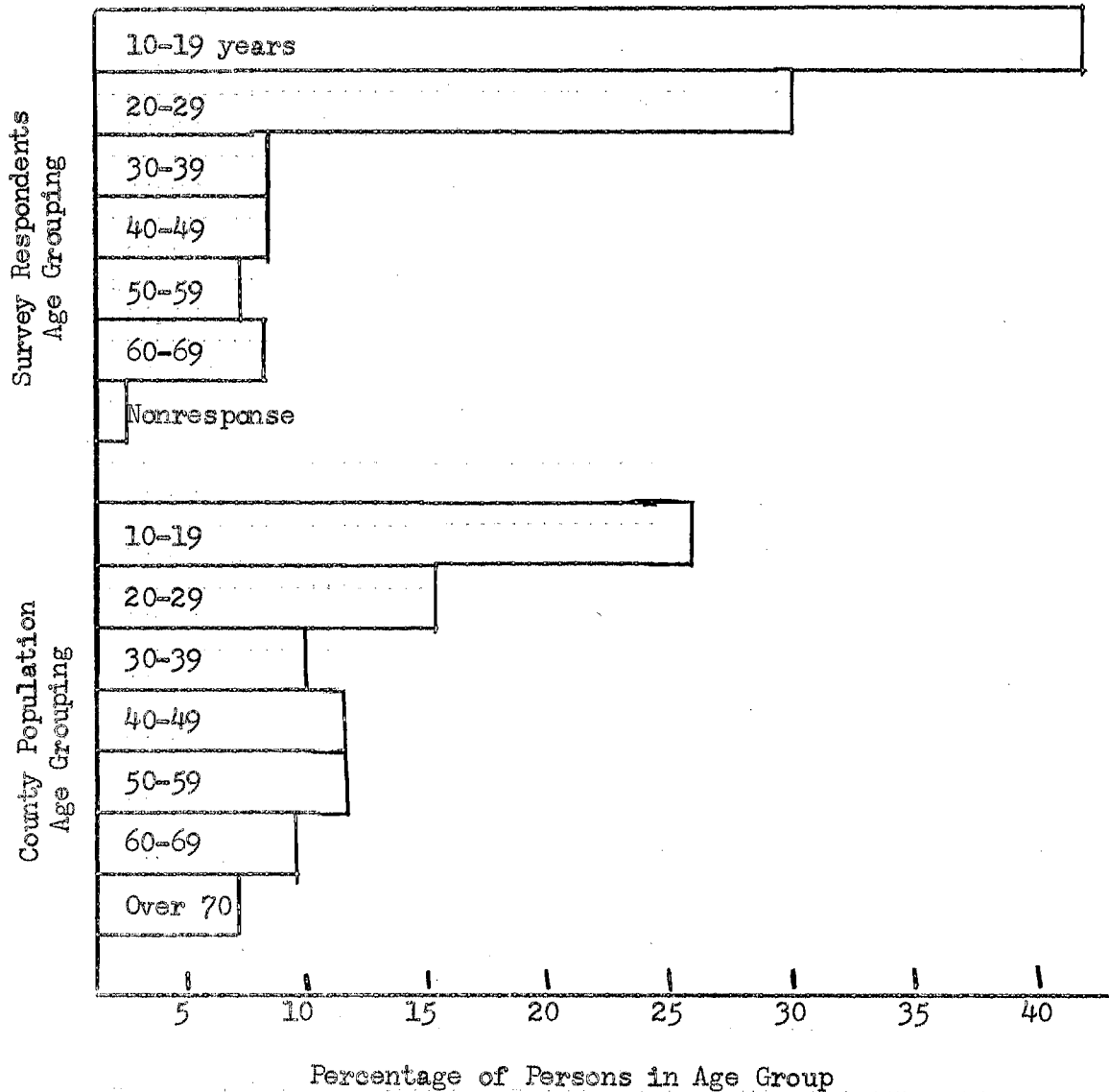


Figure 2. Age Comparison Between Survey Response and County Population (Female Statistics Used for County)

The top bar of Figure 2 shows the 10-19 age group as the largest group of respondents in the survey total--42 per cent. The second largest group among the survey response was the next age category, 20-29, with 30 per cent. The survey averages about 5 to 7 per cent for the remaining four age groups.

County statistics do not vary quite as much as the survey from the younger age groups to the older groups. However, the 10-19 age group is still the largest group, with more than 27 per cent of the population. The 20-29 age group is also the second largest population category with about 15 per cent. The remaining age groups average about 10 to 13 per cent.

The two groups of age categories show the same basic trend--a larger number of young persons in the two age groups 10-19 and 20-29 and a leveling off among the older age groups to about 10 per cent for each group.

Race should likewise be considered representative with only slight reservations about the Indian population. One should realize that Indians are an under-privileged group in the county. Most do not come to town often and when they do, they trade at lower priced stores (bargain stores and second-hand outlets). Generally, they do not wear nylons often or use a significant amount of hair spray.

These factors may help explain a lack of response from the Indian segment. Their inadequate education may have been a factor in their lack of cooperation in returning the forms if, indeed, they did buy the product.

The Negro and white populations seem representative. Table III illustrates the racial breakdown.

TABLE III
COMPARISON OF RACE BETWEEN SAMPLE RESPONSE
AND COUNTY POPULATION

Race	Sample Response Percentage	County Population Percentage
White	94	80
Negro	2	2
Indian	2	18
Nonresponse	2	0

White persons constitute 94 per cent of the survey response while they constitute 80 per cent of the county population. Negroes comprise 2 per cent of the sample respondents and 2 per cent of the county population. The Indian response was only 2 per cent, as opposed to 18 per cent of the county population. The sample had a 2 per cent nonresponse.

The only substantial variation, as one can see, is the difference of 16 per cent in the Indian population.

Table IV illustrates that college students comprise 56 per cent of the occupation classification in the survey response, while they constitute 45 per cent of the town population. High school students have a survey response of 2 per cent, while they rate 5 per cent of the town population. Unemployed persons were estimated to be 4 per cent of the county, while the sample showed an unemployment response

of 5 per cent. Employed persons ranked 19 per cent in the sample, while they showed only 8 per cent in the county.

TABLE IV
COMPARISON OF OCCUPATIONS BETWEEN SAMPLE RESPONSE
AND COUNTY POPULATION⁴

Occupation	Sample Response Percentage	County Population Percentage
College Students	56	45
High School Students	2	5
Unemployed	5	4
Non-Agricultural Employed	19	8

This high percentage of employed persons responding is due, perhaps, to the fact that the employed persons are in town much of the time and have earnings to spend, whereas the woman not working does not have the opportunity or the money to shop as often. These working people, or many of the ones who trade at Shopper's Town, frequent the store during coffee breaks, lunch hours, and after working hours.

The lack of correct and current statistics about the county made the occupational comparison difficult. The Tahlequah Chamber of Commerce did not have the city's occupational statistics. The 1960 U. S. Census of Population was the only guideline. The Bureau of Indian Affairs at Tahlequah was helpful, but most of the Bureau's statistics were based on the U. S. Census.

⁴Comparative statistical data on other occupations such as housewives were not available in the census statistics thereby causing the totals not to equal 100 per cent.

Marital status could be considered well represented as shown in Table V.

TABLE V
COMPARISON OF MARITAL STATUS BETWEEN SAMPLE
RESPONSE AND COUNTY POPULATION

Marital Status	Sample Response Percentage	County Population Percentage
Married	42	61
Single	51	28
Divorced	5	11
Nonresponse	2	0

The sample response showed 42 per cent married persons and 51 per cent single. The county showed 61 per cent of the females married and 28 per cent single. The apparent reason for the difference in these statistics is a direct result of age. This seems to be obvious when referring to the age breakdown. Forty-two per cent of the sample respondents were between the ages of 10-19 and 60 per cent between 15-21. Only 17 per cent of these persons were married.

On the basis of these observations on age, occupation, education, marital status, and race, it seems reasonable that this non-probability sampling may be considered representative of the area regardless of the small number of persons in the sample. Most of these statistics are comparable to the county and city when the college students are taken into account. Because of the college, the U. S. Census information appears at first to disagree with the survey, but upon closer examination appears to coincide satisfactorily.

The Indian race factor seems to be the only logical doubt one could have about the sample being fairly representative. Again, it

is emphasized that there are sufficient reasons for believing that these people may not patronize the store in equally proportionate numbers and may have strong tendencies not to return a questionnaire.

CHAPTER IV

RESULTS OF QUESTIONNAIRE

Prior Intent to Purchase Product

Eight basic questions were asked each respondent. Following the demographic questions of age, sex, marital status, race, occupation, and education, the first basic question was: "Did you intend to purchase this product when you came into the store?"

This was a general lead-in question designed to ease the respondent into the questionnaire without offending or discouraging him. The question could be answered with a simple yes or no.

Besides being designed as a simple entre, the first question also would provide information to indicate whether the person made the purchase on impulse, because of some in-store motivation, or whether he came into the store with his decision already made.

Table VI shows that 74.4 per cent of the total respondents did intend to purchase the product when they entered the store. Respondents who did not intend to purchase the product totaled 25.6 per cent.

Aqua Net respondents were highest--84.6 per cent--among those who came into the store with the intention of purchasing one of the three products. Winston was almost as high, with respondents totaling 81.8 per cent. Hosiery response results revealed that only 63.2 per cent came into the store with the intention of buying Fruit of the Loom hosiery.

Hair spray respondents who did not intend to purchase Aqua Net when they entered the store totaled 15.4 per cent. Winston respondents totaled 18.2 per cent and hosiery buyers who did not intend to purchase the product when they came into the store totaled 36.8 per cent.

TABLE VI
PERCENTAGE OF RESPONDENTS--IN COMPOSITE AND FOR
EACH PRODUCT--WHO ENTERED STORE WITH
INTENT TO BUY THE PRODUCT

	Composite Percentage	Aqua Net Percentage	Winston Percentage	Hosiery Percentage
Yes	74.4	84.6	81.8	63.2
No	25.6	15.4	18.2	36.8

Only 1 of 13 persons said she did not come into the store with the intention of purchasing a hair spray. She gave "special price" as the reason for purchasing Aqua Net. The "special price" could have been in relation to the price she was paying for the product at competitive stores. Shopper's Town price is constant on hair spray at 67 cents, except occasionally when it is lower, not higher. Also, the other brands, side by side with Aqua Net, were 67 cents.

Another respondent said she did not come into the store to purchase Aqua Net, but did intend to buy some brand of hair spray. She gave brand name and past satisfactory results as her reasons for buying Aqua Net.

Winston survey results showed only two women who decided to purchase the product after entering the store. One said she

remembered she needed cigarettes. The other respondent said she decided to purchase them at Shopper's Town rather than going to another store.

The cigarettes are located at the checkout counter. This location may have reminded one woman she needed them. The other woman may have decided that--since a cigarette purchase was her only reason for stopping at another store--she would buy them at Shopper's Town.

Hosiery was the only product that a sizable number of persons decided to purchase after they entered the store. One person said she bought the product because of price and another bought because of the brand name. Two other women said a combination of price and brand name were the reasons.

One respondent said she intended to buy hosiery but not necessarily Fruit of the Loom. Apparently the brand was a secondary choice. She indicated she could not find the correct size in the section of hosiery in which she was looking. She moved to the Fruit of the Loom section and found a satisfactory color and the correct size. Another respondent purchased Fruit of the Loom because of shade (color) alone.

One woman said she saw the hosiery and remembered she needed them. Later, she mentioned the point-of-purchase advertising as one way in which she found out about the product. She could have seen the sign prior to the day she purchased the hosiery. She attributed television as the most influencing factor in her decision to buy.

Prior Use of Product

The second question asked: "Have you ever used this product before?" This immediately broke down the people who already were

familiar with the product and those who may or may not have been familiar with the product, but had not used it before. Those who were familiar with, and had probably been using, the product had to recall their past decisions and motivations to answer some of the questions that came later. Since the item had been used before, the respondents may have been in doubt as to when or where they learned of the product and in what media, if any, they had been exposed to the product.

It would be very difficult, without a personal follow-up interview of such a person, to determine whether a current advertising message had any effect on his decision or whether it was past advertising and brand consciousness which remained with him.

However, if the person had not used the item before, some reliable information could be obtained. Many of those in this survey who had not used the product before, bought it impulsively. This was particularly true in the case of Fruit of the Loom hosiery. The brand name connotations for Fruit of the Loom products, in general, may have had an effect on the purchaser in choosing another product of that brand name. If the person was satisfied with Fruit of the Loom products previously, she may have been more receptive to the hosiery than if she were dissatisfied with a prior purchase of the company's products.

An analysis was made, comparing the question--Have you ever used this product before?--with others. For those persons who had not used the product, it was important to determine who or what made them decide to use it. As mentioned previously, the person who had been using the product for some time may have had difficulty recalling who or what influenced him first to try the product.

Table VII reveals that 83.7 per cent of the total response had used the product before. Note that 100 per cent of the Aqua Net and Winston respondents had previously used the product. Hosiery was the only product in which all of the people were not familiar with the brand or had not used it before. Yet, almost two-thirds--63.2 per cent--of the respondents had used it previously. The composite percentage of respondents who had not used the product previously was 13.9 per cent. Hosiery had not been worn by 31.6 per cent of the respondents previously. Nonresponse for the composite was 2.4 per cent, and for hosiery it was 5.2 per cent.

TABLE VII

PERCENTAGES OF RESPONDENTS--IN COMPOSITE AND FOR
EACH OF THREE DESIGNATED PRODUCTS--WHO
HAD USED THE PRODUCT BEFORE

	Composite Percentage	Aqua Net Percentage	Winston Percentage	Hosiery Percentage
Yes	83.7	100.0	100.0	63.2
No	13.9	0.0	0.0	31.6
Nonresponse	2.4	0.0	0.0	5.2

Acquaintances Who Use the Product

The third question asked: "Do you have relatives, neighbors, or friends who use this product?" This question had a follow-up: "If yes, what relation are they to you? Mother, father, brother, sister, other family member, neighbor, friend, fellow worker, and other (specify)." The questions were designed to find out who may have talked to the person about the product.

The first of the three major categories in the question--Relatives--includes the subparts: mother, father, brother, sister, and other family members. Neighbor is the second major category. Friends, the third category, has as subparts: fellow workers and others.

These answers provided some of the most meaningful insights on influential forces at work in decision-making. Perhaps the respondent had forgotten some persons with whom he talked months or years ago, but a majority of the time he could remember acquaintances who used the product.

Table VIII illustrates the large percentage of respondents who had Relatives, Neighbors, or Friends who used the product.

TABLE VIII

PERCENTAGE OF RESPONDENTS---IN COMPOSITE AND FOR
EACH PRODUCT---WHO HAD RELATIVES, NEIGHBORS
OR FRIENDS WHO USED THE PRODUCT

	Composite Percentage	Aqua Net Percentage	Winston Percentage	Hosiery Percentage
Yes	83.7	100.0	100.0	63.2
No	16.3	0.0	0.0	36.8

Over-all, the question revealed that 83.7 per cent of the total respondents said they had Relatives, Neighbors, or Friends who use the product. A relatively small percentage, 16.3, said they did not know anyone who used the product. All Aqua Net and Winston respondents said they knew someone who used the product. Hosiery respondents who said they had Relatives or Friends who used the product totaled 63.2 per cent. Those respondents not having Relatives or Friends who use the product totaled 36.8 per cent.

Table IX illustrates who these Relatives and Friends were. The table reveals--in the composite percentage of all three products--that the major category, Relatives, was cited by 58.1 per cent of the respondents as being persons who used the products. Neighbors were mentioned by 25 per cent of the respondents. Fifty-three and five-tenths per cent of the respondents said that the third major category --Friends--used the product.

TABLE IX

PERCENTAGE OF RESPONDENTS BY RELATIONSHIP
OF PERSONS WHO USED THE PRODUCT¹

Relationship	Composite Percentage	Aqua Net Percentage	Winston Percentage	Hosiery Percentage
Relatives	58.1	92.3	54.5	36.8
Neighbors	25.0	38.5	27.3	5.3
Friends	53.5	53.8	90.9	31.6

Ninety-two and three-tenths per cent of Aqua Net respondents said Relatives used the product. Neighbors were cited by 38.5 per cent, and Friends by 53.8 per cent of the respondents. Among Winston respondents, 54.5 per cent said that relatives used the product. Neighbors were selected by 27.3 per cent, and Friends by 90.9 per cent.

Thirty-six and eight-tenths per cent of the hosiery respondents said that Relatives use the product. Five and three-tenths per cent

¹The columns in Table IX do not total 100 per cent because of the number of respondents who listed more than one person who used the product. Multiple mentions caused some of the categories to total over 100 per cent. (A breakdown of these multiple mentions is included in Figure 3, pages 51-52).

of the respondents cited Neighbors, and 31.6 per cent named Friends as having used the product.

Figure 3 (pages 51-52) graphically shows the percentages of respondents who said Relatives, Neighbors, and Friends used the purchased product. The composite response to the questionnaire revealed a very high number--58 per cent--of respondents who said they had Friends who used the product. Mothers were mentioned by 33.3 per cent of the respondents, Neighbors by 25 per cent, and Sisters and Other Family Members by 22.2 per cent each. Fellow Workers were named by 13.9 per cent and Brothers by 11.1 per cent. Fathers and Others were mentioned by less than 10 per cent of the respondents. Almost 54 per cent of Aqua Net hair spray purchasers said that their Friends also used the product. Neighbors, Mothers, and Sisters each were named by 38.5 per cent of the respondents. Other Family Members were said to use the product by 23.1 per cent of the respondents and Fellow Workers and Others by a mere 7.7 per cent.

More than 72 per cent of the Winston purchasers said their Friends used the product. This was the highest percentage of respondents who attributed any specific category of people as users of the product. Mothers, Fathers, Brothers, Neighbors, Other Family Members, and Fellow Workers were all named by 18 to 36 per cent of the respondents.

Fifty per cent of Fruit of the Loom hosiery respondents listed Friends, and 41.7 per cent said Mothers used the product. Sisters were the only other persons named by more than 10 per cent of the respondents. Brothers, Other Family Members, Neighbors, and Others were named by 8 per cent of the respondents.

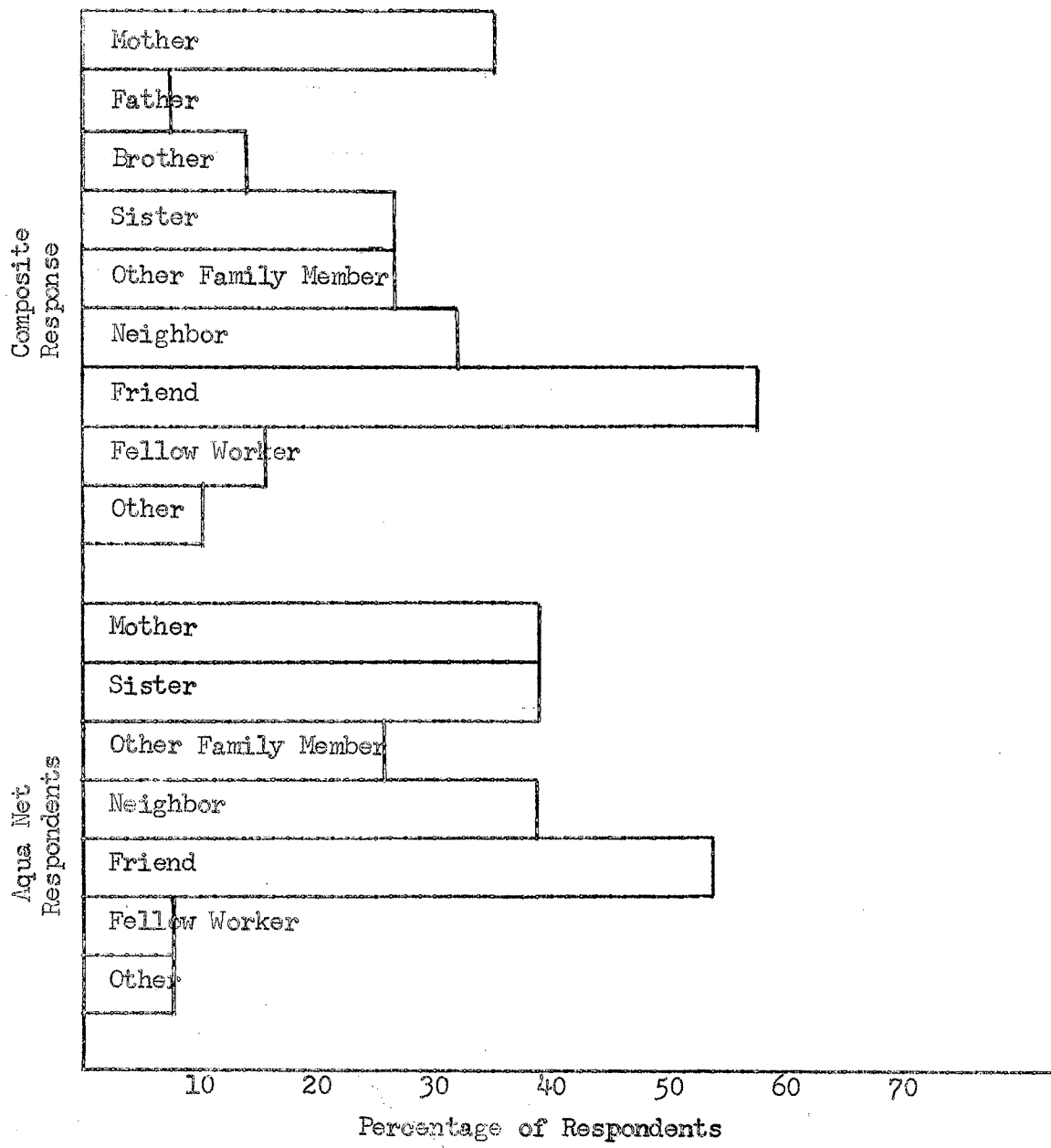
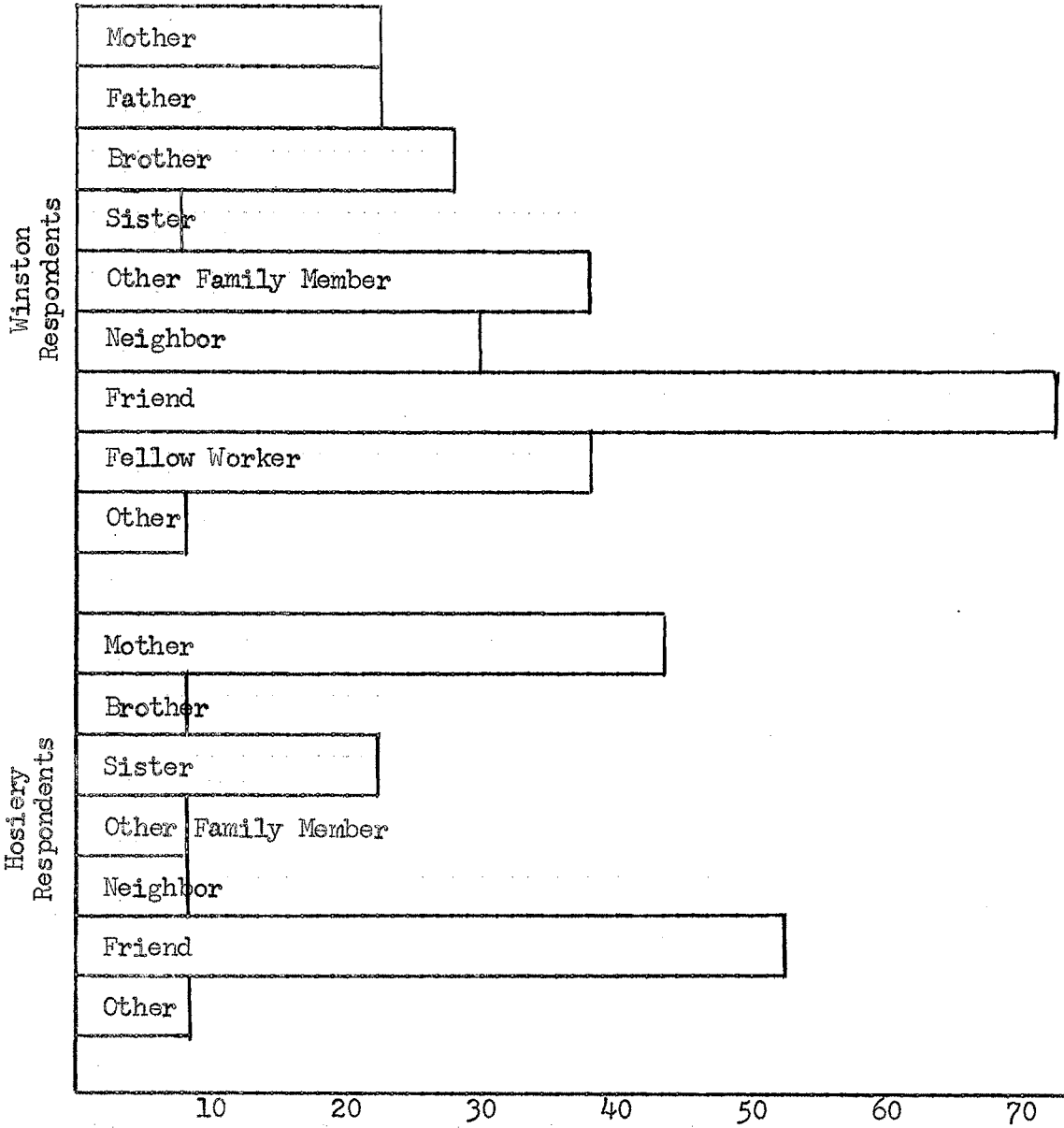


Figure 3. Percentages of Respondents Who Had Relatives, Neighbors, or Friends Who Used the Product: Composite Percentages for All Products and Specific Percentages for Three Products



Percentage of Respondents

Figure 3. (continued)

Previous Product Satisfaction

The fourth question asked: "Before you started to use this product, were you satisfied or dissatisfied with any of the other brands you were using?"

This question was to determine whether the person might have been more receptive to a particular product if he was dissatisfied with his present product. If he were satisfied with the present product, it is reasonable to question whether he would be receptive to a different product. On the other hand, if the person was dissatisfied with his present product, he might be more logically receptive to a different brand--one that he perceived as more fully satisfying his wants and needs.

Table X shows that 34.9 per cent of the respondents for the three products said they were satisfied with their present products, while 65.1 per cent of the respondents said they were dissatisfied with their present brands.

TABLE X

PERCENTAGE OF RESPONDENTS WHO WERE SATISFIED
OR DISSATISFIED WITH THEIR PRESENT BRAND
WHEN THEY PURCHASED ONE OF THREE
DESIGNATED PRODUCTS

Answer	Composite Percentage	Aqua Net Percentage	Winston Percentage	Hosiery Percentage
Satisfied	34.9	15.4	18.2	57.9
Dissatisfied	65.1	84.6	81.8	42.1

Among Aqua Net respondents, 15.4 per cent said they were satisfied with their present hair spray, while 84.6 per cent indicated they were dissatisfied. Eighteen and two-tenths per cent of Winston respondents were satisfied with their present cigarette, but 81.8 per cent were dissatisfied. Hosiery was the only product in which more respondents indicated being satisfied with their present brand than indicated dissatisfaction. Fifty-seven and nine-tenths per cent of the respondents said they were satisfied, while 42.1 per cent said they were dissatisfied.

Figure 4 graphically presents the results of the question concerning the respondent's satisfaction with his previous brand. The composite column shows almost 35 per cent of the respondents were satisfied, while slightly more than 60 per cent were dissatisfied. A majority of the consumers of two of the three products--Aqua Net and Winstons--said they were dissatisfied. More hosiery respondents said they were satisfied with their present brand of stockings than said they were dissatisfied.

First Awareness of Product

"How did you find out about this product?" was the fifth question. The answers to this question should determine how the person first became aware of the product.

Printer's Ink, February 11, 1966, contained the article, "How Women Shop Supermarket Ads." It revealed that 76 per cent of shoppers learned about new products from advertising; 11 per cent from store demonstrations; 54 per cent from samples and coupons;

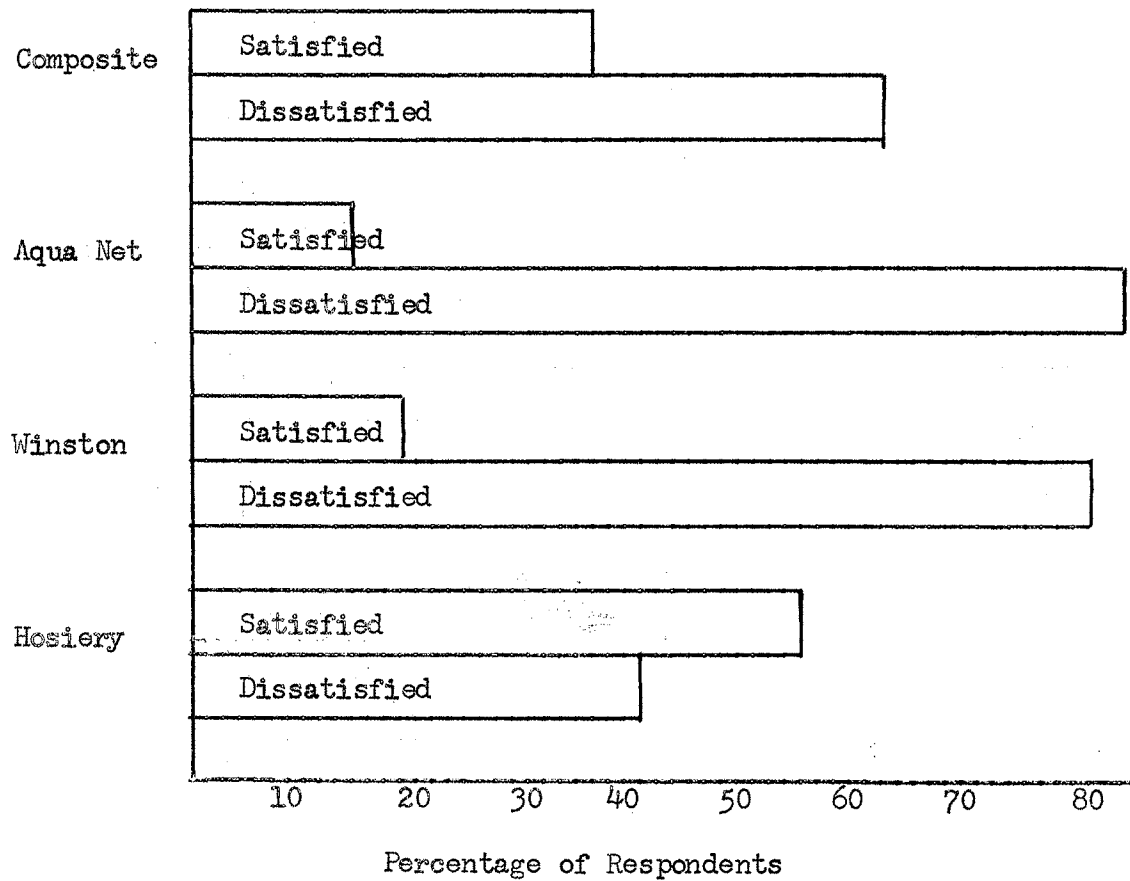


Figure 4. Percentage of Respondents Who Were Satisfied or Dissatisfied with Their Present Brand Before Purchasing Survey Products

29 per cent from friends and neighbors; and, 4 per cent by seeing the product on the shelf. The total exceeds 100 per cent because of multiple mentions.²

The August 26, 1966, edition of Printer's Ink said: "...the few studies we have on the subject show that from one-sixth to one-fourth of the buyers of several new products made their initial purchase because the brand was mentioned or recommended by a friend."³

This question delved into the third research question, mentioned on page 2, on how respondents learned about the product. Persons who had been using the product for years may have had trouble correctly answering this question because they did not remember how they first learned of it. However, they probably felt they could provide a reasonably accurate answer. The time lapse may have been a factor which caused vague answers such as: "I like it." These people apparently had been using the product so long that they did not remember how they became aware of it.

In Table XI, origins of awareness were consolidated under four categories: Other Persons, Point-of-Purchase/Impulse, Mass Media Advertising, and Confused or Nonresponse.

The first category--Other Persons--comprises two subcategories: Friends and Relatives. The Friends subcategory is self-explanatory. Relatives include mothers, sisters, and any other family members.

²"How Women Shop Supermarket Ads," Printer's Ink (February 11, 1966), p. 39.

³"The Creative, Scientific, Evolutionary Approach to Testing," Printer's Ink (August 26, 1966), p. 11.

Point-of-Purchase/Impulse--the second category--refers to those respondents who said they saw the product in the store and decided to purchase it.

The third category--Mass Media Advertising--combines all the mass media. That is, advertising in newspapers, magazines, or on the radio or television was included under Mass Media Advertising.

TABLE XI
PERCENTAGE OF RESPONDENTS LISTING THE MEANS
BY WHICH THEY FIRST BECAME AWARE OF
THREE DESIGNATED PRODUCTS

Means	Composite Percentage	Aqua Net Percentage	Winston Percentage	Hosiery Percentage
Other Persons	28.6	31.0	36.4	21.0
Friends	18.4	15.4	9.1	21.0
Relatives	10.2	15.6	27.3	0.0
Point-of-Purchase/Impulse	51.0	53.2	9.1	73.7
Mass Media Advertising	10.2	7.8	9.1	5.3
Confused or Nonresponse	10.2	0.0	45.4	0.0

The Confused or Nonresponse category refers to persons who did not specifically answer the question or, literally, who did not comment at all.

Table XI shows, that, by far, Point-of-Purchase/Impulse comprises the largest category of "how respondents first learned of the product." The composite percentage column shows that 51 per cent of the respondents said they saw the particular product in the store and decided to purchase it.

Twenty-eight and six-tenths of the respondents initially learned of the products from Other Persons. These Other Persons were Friends of 18.4 per cent of the respondents and Relatives of 10.2 per cent.

Only 10.2 per cent of the respondents in this study said they learned of the product through Mass Media Advertising. The Confused or Nonresponse category comprised 10.2 per cent of the respondents.

Taking the origin of awareness categories, one at a time, Table XI shows that Other Persons were mentioned by 31 per cent and 36.4 per cent of the Aqua Net and Winston purchasers, respectively--considerably higher than the 21 per cent of hosiery purchasers who learned of the product from Other Persons.

Worthy of note is that a nearly equal number of Aqua Net purchasers mentioned Relatives and Friends as origins of product awareness. On the other hand, 27.3 per cent of the Winston purchasers said they learned of the product from Relatives, with 9.1 per cent listing Friends. Other Persons included only Friends as a source of awareness of hosiery purchasers.

In the Point-of-Purchase/Impulse category, a big gap lies between the Winston purchasers and those who purchased the Aqua Net and hosiery. Only 9.1 per cent of the Winston purchasers listed Point-of-Purchase/Impulse as their origin of awareness, compared with 53.2 per cent and 73.7 per cent of the Aqua Net and Hosiery purchasers, respectively.

Mass Media Advertising, as shown in Table XI, ranked low with all product purchasers, as the original source of information.

The challenging part of the findings pointed out in Table XI is the lack of Confused or Nonresponse purchasers of Aqua Net or hosiery, compared with the high percentage of Winston purchasers.

In reviewing the questionnaires for possible reasons why such a high percentage of Winston respondents fell into the Confused answer

or Nonresponse category, it was noted that all of the respondents who answered properly were 21 years of age and younger. All but one had some college education.

To the contrary, all but one of the persons giving Confused answers, or failing to answer the question, were 48 years of age and older.

Failure to properly answer the question may be a direct result of demographic characteristics. Although there was a relatively large percentage of aged respondents in the Winston analysis, Aqua Net and hosiery response did not include as many older persons.

Age, then, may be a factor in the substantial number of answers by Winston respondents that were classified as Confused or Nonresponse, while Aqua Net and hosiery respondents' answers were more complete.

In Figure 5, the "trial buyers," or persons who said they were trying the product, were grouped in the Point-of-Purchase category, thus causing the large percentages for the composite response, Aqua Net, and Fruit of the Loom hosiery. Perhaps a personal interviewer could have questioned the respondents listing "trial purchase" and determined more specifically how they learned of the product.

Note in Figure 5 that the composite response is similar in appearance to the Aqua Net response. Point-of-Purchase is slightly more than 50 per cent and Other Persons--as the origin of awareness--was cited by approximately 30 per cent of the respondents. Mass Media Advertising was mentioned by 10 per cent of the respondents as being the origin of awareness for the composite response and less than 10 per cent for Aqua Net. Other Persons was of primary significance among Winston respondents after excluding the Confused or Nonresponse

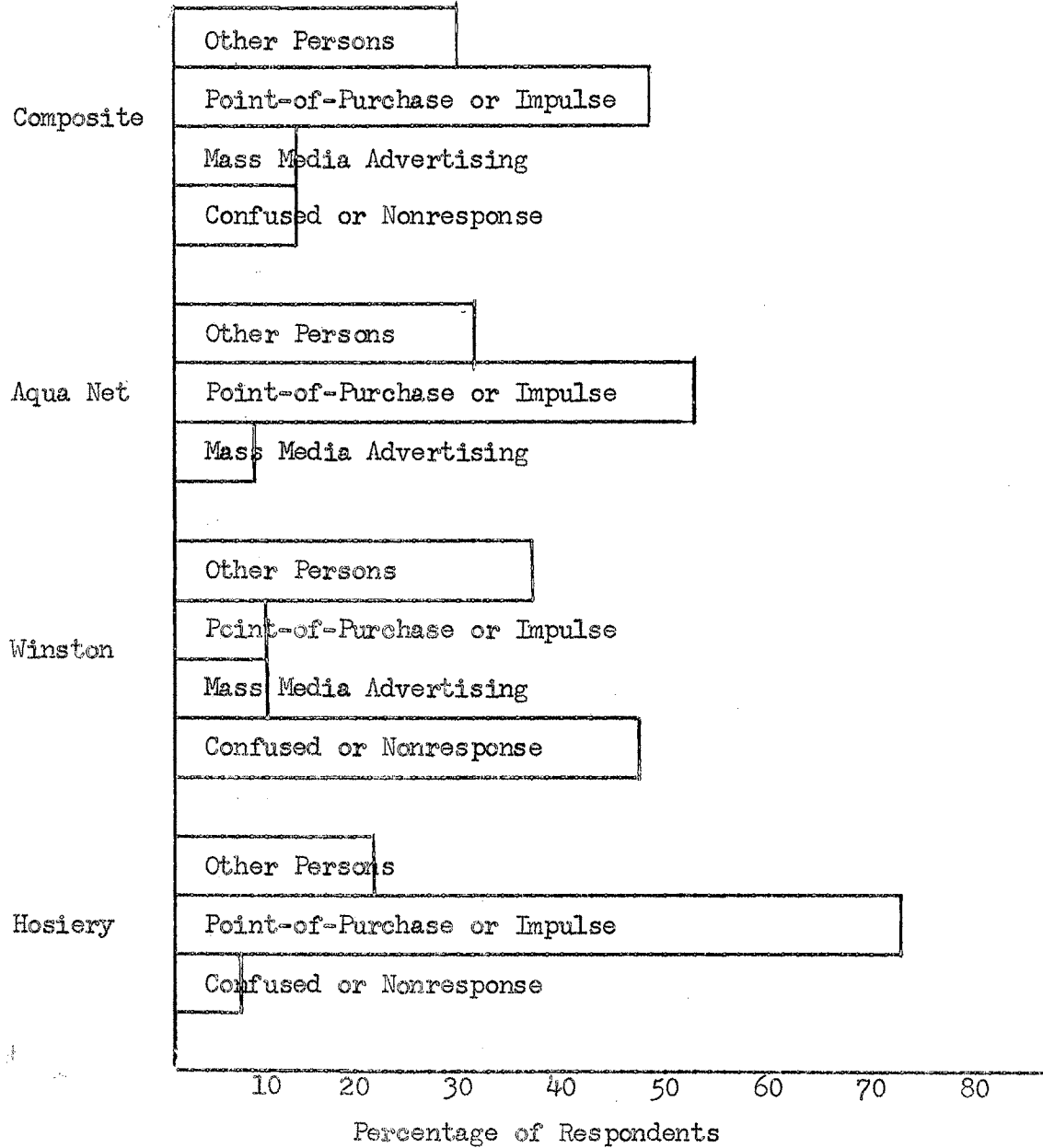


Figure 5. Percentage of Respondents Listing the Origin by Which They Became Aware of Three Designated Products

category. Point-of-Purchase or Impulse and Mass Media Advertising received identical mention among Winston consumers, with about 9 per cent each.

Point-of-Purchase was the predominant origin of awareness by hosiery respondents. More than 70 per cent attributed this in-store origin as compared with about 20 per cent of the respondents who said Other Persons initially informed them of the hosiery.

Personal Contact as Conveyor of Information

The sixth question asked: "Did you hear someone talk about it?". The follow-up question asked the respondent to designate the relationship of the person or persons talked to.

This question was to supplement the information about any interpersonal contact the person had experienced. It tends to be related to the third question, which asked if relatives, neighbors, or friends used the product.

The fact that the respondent knew someone who used the product does not necessarily mean he would have heard him talk about it, but there is a probability. It is assumed that it may be possible for another person who used a product to influence a potential buyer, even though that person never mentioned the product. For example, a mother's judgment to use a certain product may influence her daughter, even though the women never talk about the product. The same may be true in other similar relationships of confidence.

The composite column of Table XII shows that 48.8 per cent of the respondent-purchasers had heard someone talk about the product, while 51.2 per cent did not.

TABLE XII
PERCENTAGE OF PERSONS WHO HEARD SOMEONE TALK OF PRODUCT

	Composite Percentage	Aqua Net Percentage	Winston Percentage	Hosiery Percentage
Yes (Heard Someone)	48.8	61.5	54.5	36.8
No (Did Not Hear Anyone)	51.2	38.5	45.5	63.2

Aqua Net response, in Table XII, shows that 61.5 per cent of the respondents heard someone talk about the hair spray. Fifty-four and five-tenths per cent of Winston respondents said they had heard someone talk about it, and 36.8 per cent of Fruit of the Loom consumers heard someone. Thirty-eight and five-tenths per cent of Aqua Net consumers had not heard anyone talk about it; 45.5 per cent of Winston respondents had not; and 63.2 per cent of hosiery respondents had not.

It appears that some types of products are more likely to be mentioned, by brand name, than are other types of products. It is significant, in Table XII, that a substantial number of Aqua Net and Winston respondents heard someone talk about the product. On the other hand, more Fruit of the Loom hosiery respondents did not hear anyone talk about the brand.

One can readily see, in Table XIII, the two most logical groups of people--Friends and Family Members--are cited by the largest percentage of respondents as the people who they heard talking about the

products. Table XIII refers to the 48.8 per cent of respondents who heard someone talk about the products. Friends were mentioned in the composite of the three products by 52.3 per cent of the respondents, and Family Members by 38.1 per cent.

TABLE XIII
TYPES OF PERSONS WHO RESPONDENTS HEARD TALKING
ABOUT THE PRODUCT PRIOR TO THE PURCHASE

Types of Persons	Composite Percentage	Aqua Net Percentage	Winston Percentage	Hosiery Percentage
Friends	52.3	37.5	66.6	57.1
Family Members	38.1	62.5	16.7	28.6
Nonresponse	9.6	0.0	16.7	14.3

Table XIII shows that 62.5 per cent of Aqua Net respondents heard Family Members talk about the product. Sisters were mentioned by 40 per cent of the respondents as the Family Member from whom they heard about the product. Mothers, daughters, and aunts were each given as sources by 20 per cent of the respondents.

The other significant source for buyers to hear about Aqua Net was Friends. Only 37.5 per cent of the respondents said Friends were the persons from whom they heard about the hair spray.

Friends were heard talking about Winstons by 66.6 per cent of the Winston respondents. Other than Friends, Family Members were heard by 16.7 per cent of the respondents. Nonresponse was 16.7 per cent.

Among the hosiery buyers, 57.1 per cent said they heard Friends talk about the product, while Family Members were singled out by 28.6 per cent. A 14.3 per cent nonresponse was noted.

Figure 6 (page 65) illustrates graphically that Friends and Family Members were mentioned by many more respondents than the other categories. Aqua Net respondents were the only ones to substantially credit Family Members.

Sub-questions of the question, "Did you hear someone talk about it?", were: "Is this person a member of any club, church, or organization to which you belong? Yes or No. If yes, which ones?".

This is further elaboration on the interpersonal contact. One of the objectives of the study was to determine whether the influence attributed to another person could have come from club or church associates.

Again, the question refers to the 48.8 per cent of respondents who said they did hear someone talk about the product before they bought it.

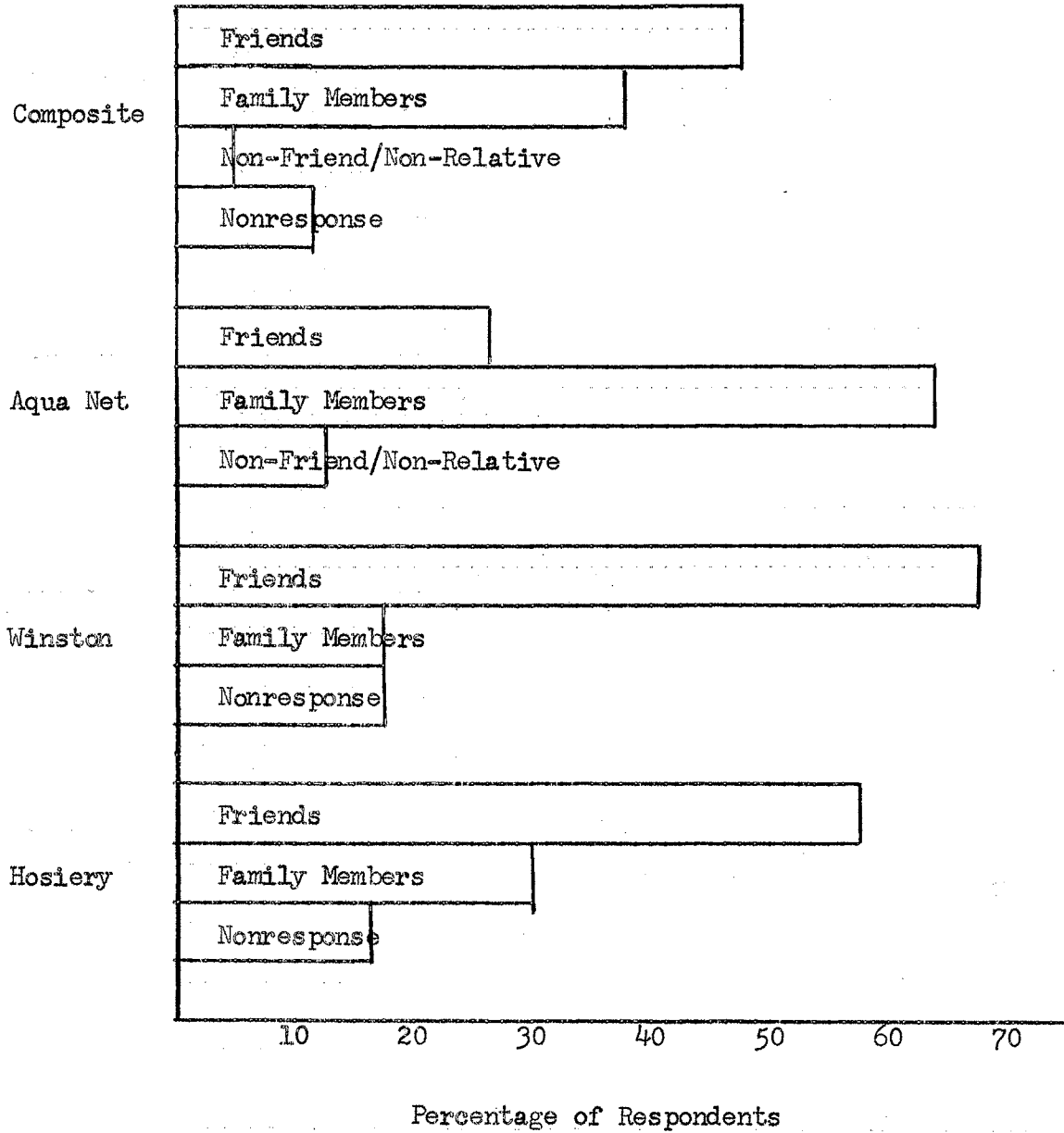


Figure 6. Types of Persons Who Respondents Heard Talking About the Product Prior to the Purchase

Table XIV indicates that more than one-half of the respondents said the persons who were heard talking about products were not members of social groups such as church, clubs, or other similar organizations. This survey showed that 33.3 per cent of the buyers associated with the person in some type of organized activity.

TABLE XIV

PERCENTAGE OF RESPONDENTS WHO DO AND DO NOT BELONG
TO THE SAME SOCIAL GROUP(S) AS THE PERSON
WHO THEY HEARD TALKING ABOUT THE PRODUCT

Answer	Composite Percentage	Aqua Net Percentage	Winston Percentage	Hosiery Percentage
Yes (Respondent and informant belong to same social group)	33.3	37.5	33.3	28.6
No (Respondent and informant do not belong to same social group)	61.9	62.5	50.0	71.4
Nonresponse	4.8	0.0	16.7	0.0

Of the 33.3 per cent who belong to the same social groups as their informant, 42.9 per cent are associated with the same church or church organization. Also, 42.9 per cent are in school or school activities together. Fraternal societies constitute the remaining 14.2 per cent.

Interpersonal Influence on Job

"Does this person work with you? Yes or No." This was the sub-question concerned directly with the interpersonal influence theory. Work relationship was an area thought to contain some helpful information prior to the survey. However, results showed that 90 per cent of

the respondents said the person they had heard talk about the product did not work with them.

At first, this figure seemed rather high. It should be noted, however, that the 90 per cent includes all occupational categories. Subtract, from the total respondents, the 90 per cent who said the person did not work with them. This leaves 10 per cent who said he did. Table I, page 28, shows that only 19 per cent of the total respondents were working people. This means that over one-half (10 per cent of the total respondents) of the working people (19 per cent of the total respondents) in this survey heard about the product from their working companions. However, the n in this case is too small to draw any meaningful conclusions.

Media as Conveyors of Product Information

The seventh question asked: "Did you learn about the product from any of the following media? Radio, television, newspaper, magazine, or other (specify)."

Many persons checked more than one media. A few added outdoor advertising and point-of-purchase advertising, from which they said they were informed about the products.

Two follow-up questions were asked concerning the names of the radio and/or television stations and the newspapers and/or magazines in which the respondent heard or viewed the advertising. Only a small percentage of persons could name the radio or television program or particular magazine or newspaper where the advertising appeared.

The composite percentage column in Table XV shows television having a large percentage--33.3 per cent--than magazines--28.2 per cent--

as the most frequently mentioned medium of advertising by which the consumer learned of a product. Radio was named by 12.8 per cent of the respondents, and newspapers by 20.5 per cent. Others constituted the remaining 5.1 per cent of the respondents. Magazines were rated strong by Aqua Net respondents and fair by Winston smokers. Television however, was consistent with respondents of all three products. Radio did not make a substantial showing on any product except Winston, when it was listed by 20.8 per cent of the respondents. The reason for radio's low percentage may be a result of the types of products used in the survey.

TABLE XV
PERCENTAGE OF RESPONDENTS LISTING MEDIA
AS CONVEYORS OF INFORMATION ABOUT
THREE DIFFERENT PRODUCTS⁴

Medium	Composite Percentage	Aqua Net Percentage	Winston Percentage	Hosiery Percentage
Radio	12.8	0.0	20.8	0.0
Television	33.3	22.2	37.5	33.3
Newspaper	20.5	22.2	16.7	33.3
Magazines	28.2	44.4	20.8	16.7
Other	5.1	11.2	4.1	16.7

About 46 per cent of the Aqua Net respondents said they learned about the product from the media listed in the questionnaire.

Table XV shows that 44.4 per cent of this group listed magazines as the medium from which they learned about the hair spray. Newspapers

⁴The totals of the columns in Table XV do not equal 100 per cent because several of the respondents listed more than one medium from which they learned about the product.

were named by 22.2 per cent of the respondents, television by 22.2 per cent, and others by 11 per cent.

Over 80 per cent of the Winston respondents said that they learned about the product from mass media. Of these people, 37.5 per cent learned from television, 20.8 per cent each from radio and magazines, 16.7 per cent from newspapers, and 4.1 per cent from other sources.

Approximately 42 per cent of hosiery buyers indicated that they learned about the product from some of the media listed. Television was mentioned by 33.3 per cent of the respondents, newspapers by 33.3 per cent, and magazines by 16.7 per cent.

Figure 7 graphically illustrates the percentage of respondents who listed each medium as a source of product information. Aqua Net consumers learned about the product from magazines, primarily, and Winston consumers learned from television. Television and newspapers combined equally to inform the hosiery buyers.

Most Influential Factor

"Summing up, what do you think was the most influential factor in your choice of this product? TV, radio, another person, magazine, newspaper, or other (specify)."

This final question is perhaps the single most important one of the survey. It reflects what medium of communications the respondents perceived as most influential. Perhaps researchers would say that the "sub-conscious" will give another reason for a purchase decision and that this assertion is not valid. This may be true to some extent in cases when one does not know why he bought a product. However, perceived source of influence is a tangible factor and must be given

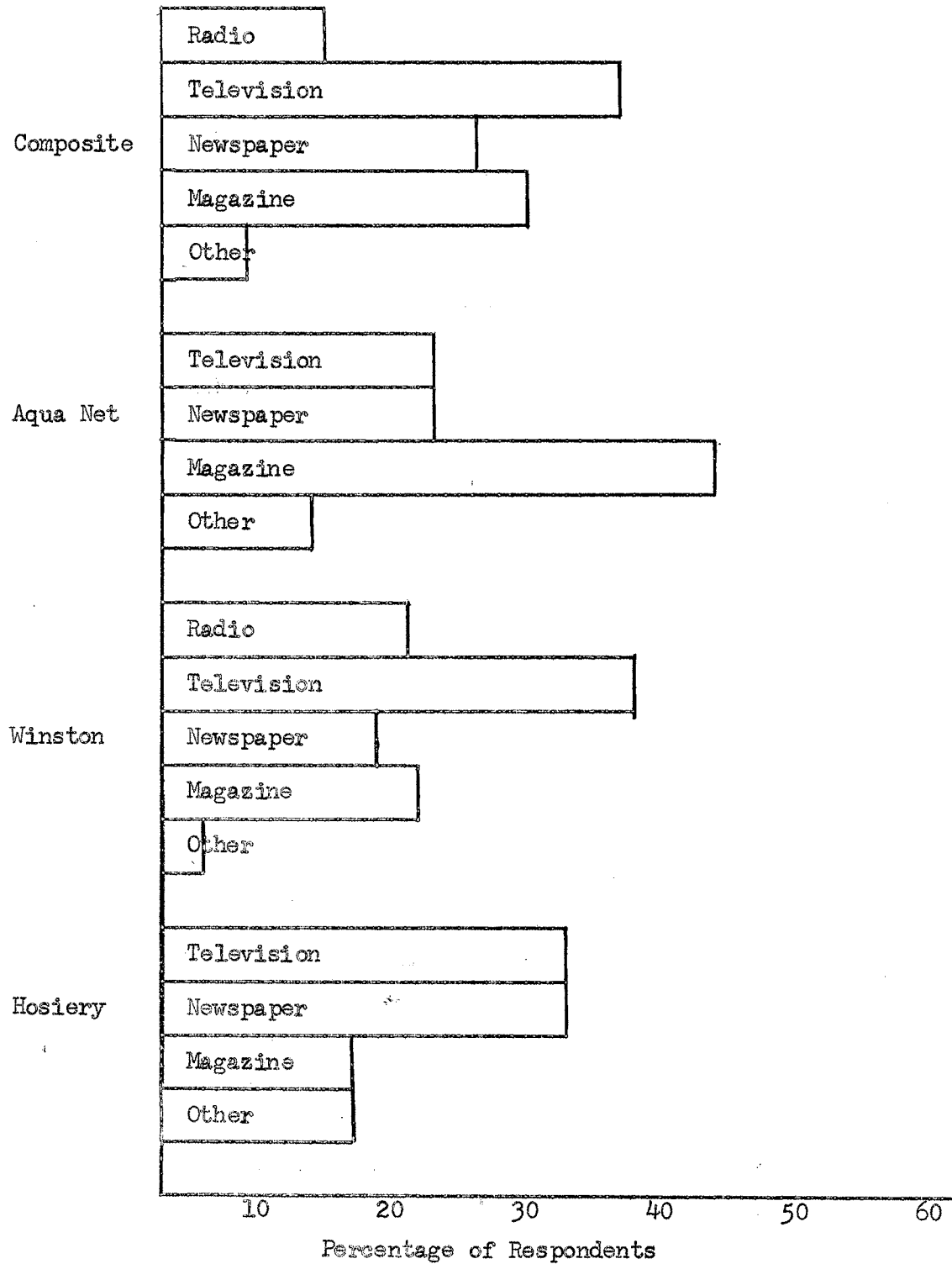


Figure 7. Percentage of Respondents Listing Media As Conveyor of Product Information

consideration. The respondent, within the limitations of this study, must be the most logical person to determine what has influenced him. Therefore, his opinion must be given a great deal of weight in the final analysis.

Table XVI clearly illustrates the apparent influence that "Other Persons," have had on the buyer. The study shows that 45.7 per cent of respondents attributed Other Persons--either friend, family member, neighbor, or other social contact--as having the most influence in his decision to buy a certain product.

TABLE XVI
PERCENTAGE OF RESPONDENTS WHO ATTRIBUTED
SPECIFIC MEDIA AS MOST INFLUENTIAL
IN THEIR PURCHASE DECISION

Medium	Composite Percentage	Aqua Net Percentage	Winston Percentage	Hosiery Percentage
Television	17.4	0.0	46.1	10.9
Radio	0.0	0.0	0.0	0.0
Other Persons	45.7	60.0	38.5	36.8
Magazine	4.3	6.7	0.0	5.3
Newspaper	2.2	0.0	0.0	5.3
Other	28.2	26.6	15.4	42.1
Nonresponse	2.2	6.7	0.0	0.0

Of all the media, only television rated a response greater than 10 per cent. Television was gauged the most influential factor by 17.4 per cent of the respondents. The "Other" category, which seemed to represent an interaction of influences, was the most influential, with 28.2 per cent of the respondents.

This interaction of influences was a diversified number of reasons the person purchased the hosiery. The consumers combined price,

quality, color, brand name, personal preferences, and a variety of other such variables, which tended to complicate the study. Perhaps the ambiguous nature of the question caused such answers.

Sixty per cent of the Aqua Net buyers said that Other Persons were the most influential factor in their decision. Other media or reasons considered most influential were cited by 26.6 per cent of the respondents. Magazines were named by 6.7 per cent. Nonresponse was also 6.7 per cent.

Forty-six and one-tenth per cent of Winston smokers named television as the most influential factor in their decision to buy. The cigarette was the only one of the three products where television made a substantial showing. Thirty-eight and five-tenths per cent of the smokers said Other Persons were responsible for the most influence conveyed. Fifteen and four-tenths per cent of the respondents named Other media or reasons as influencing them most.

Among hosiery buyers, 36.8 per cent attributed Other Persons as the most influential factor. Other than the Other Persons category, a variety of responses in the Other category characterized the hosiery purchasers. More than 42 per cent of the respondents' answers were classified in the Other category. Television was selected by 10.9 per cent. Magazines and Newspapers rated a mere 5.3 per cent each.

An interesting observation in Table XVI is that Radio was the only major medium that was not selected as being the most influential factor. The composite percentage column shows that Magazines could only muster 4.3 per cent of the respondents, and Newspapers, 2.2 per cent.

Figure 8 (page 74) illustrates the large percentage of respondents who said that Other Persons were the most influential factor in their decision to purchase one of the three survey products. Winston cigarettes was the only product in which respondents indicated another factor as being most influential. Television was named by 46.1 per cent of the respondents, whereas Other Persons were only mentioned by 38.5 per cent.

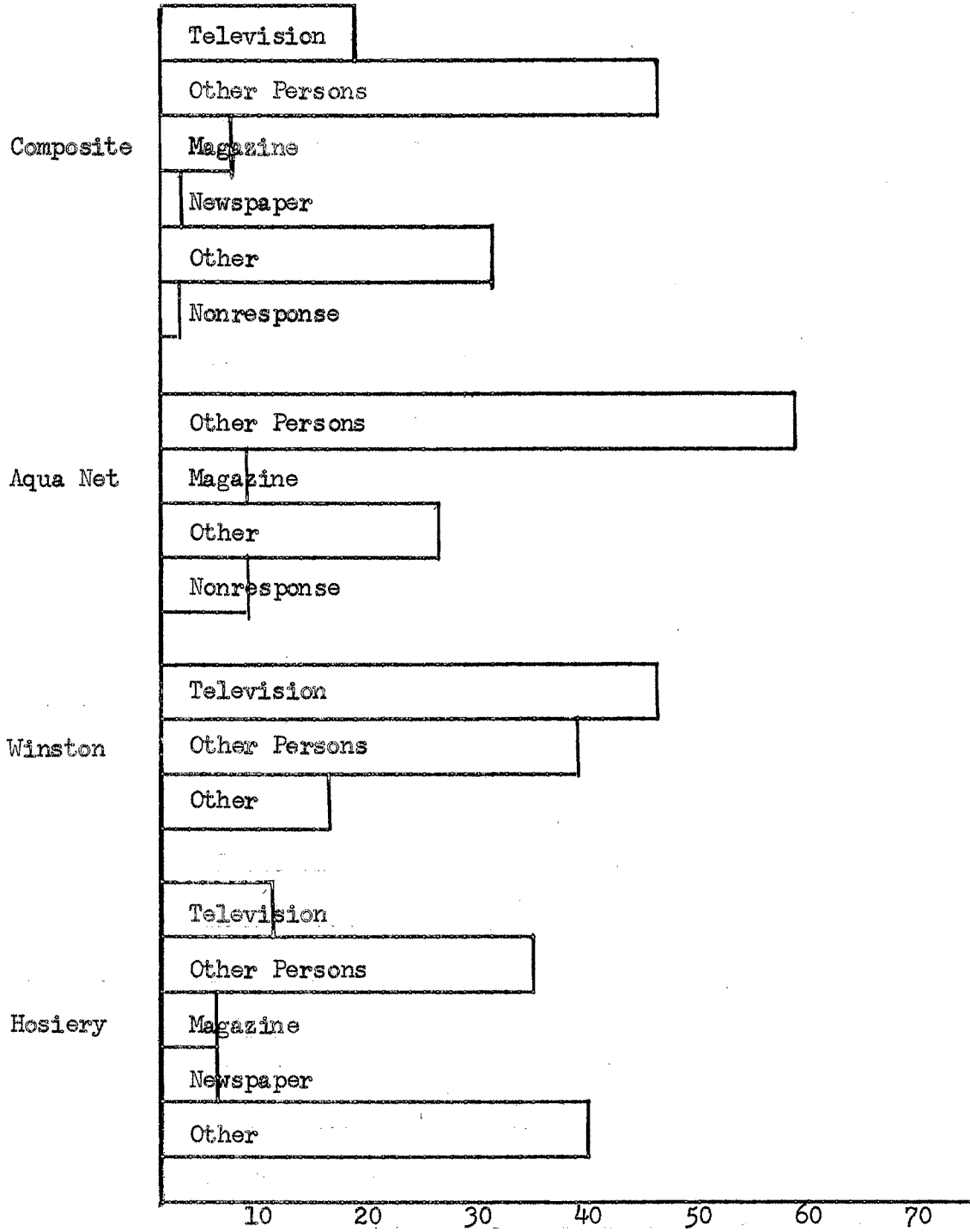
Index of Effectiveness

An index of effectiveness was used as a determinant of the impact of the various media to which a respondent had been exposed. By definition, the index of effectiveness is a mathematical approach in determining whether one medium or another has greater impact upon a person's decision. The index of effectiveness is used to "...single out the people who have been exposed to a source of influence and then compute the proportion among them who considered it most important in their decision."⁵

To arrive at this index of effectiveness for Aqua Net, Winston, and Fruit of the Loom hosiery, the total number of respondents who were exposed to information about the product on television, for example, were divided into the number of persons who said TV was the most influential factor in their purchase decision.

Exposure was determined from the sixth survey question, which asked if the respondent had heard someone talk about the product, and from the seventh question, which asked what mass medium was a source

⁵Katz and Lazarsfeld, p. 174.



Percentage of Respondents

Figure 8. Percentage of Respondents Who Attributed Specific Media as Most Influential in Their Purchase Decision

of product information. The effective exposure was determined from the final question, which asked the respondent to determine what he perceived to be the most important influence in his purchase decision.

To illustrate the computation of the index of effectiveness for television from the answers of Winston respondents, the total effective exposure was divided by the total exposure. Effective exposure was six persons who said television was the most important influence in their purchase decision. The total exposure was nine respondents, who said they had seen Winston advertised on TV. Thus, nine divided into six equals an index of effectiveness for television of .67.

In a simple equation:

$$\text{Index of Effectiveness} = \frac{\text{Effective Exposure}^6}{\text{Total Exposure}}$$

Table XVII shows, in the composite column, that Other Persons had an index of effectiveness of .65. Television had an index of effectiveness of .53; magazines, .30; and, newspapers, .13. Therefore, on the basis of the index of effectiveness, Other Persons had more

⁶Charles R. Wright, "Sociology of the Audience," Mass Communica-
tions (New York, 1959), p. 61.

impact on the respondent, in proportion to the exposure, than did any of the mass media.

TABLE XVII

A COMPARISON OF THE INDEXES OF EFFECTIVENESS FOR
OTHER PERSONS AND THE MAJOR MASS MEDIUM
COMPUTED FROM THE PURCHASE OF
THREE DESIGNATED PRODUCTS

Medium	Composite Percentage	Aqua Net Percentage	Winston Percentage	Hosiery Percentage
Other Persons	.65	.75	.50	.64
Television	.53	.00	.67	.67
Radio	.00	.00	.00	.00
Magazines	.30	.25	.20	.00
Newspapers	.13	.00	.00	.50

Respondents who said they had not heard anyone talk about the product, but knew of relatives or friends who used the product, were considered exposed to the product by Other Persons. Every Aqua Net respondent and most of the respondents of Winston and hosiery who heard someone talk about the product named that person as being the most influential factor in his decision to purchase. This would have been an index of effectiveness of nearly 1.00. However, the respondents who knew of relatives or friends who used the product, but said they did not hear anyone talk about it, were added to the total exposure group.

The medium of Other Persons received an index of effectiveness of .75 with Aqua Net respondents. The only other medium receiving mention was Magazines, with an index of effectiveness of .25. Television and Newspapers had some exposure, as noted in the response to Question No. 7, but none of the respondents cited either medium as being the

most influential. Indexes of effectiveness were not computed for point-of-purchase and other reasons for purchases. These reasons were not a direct objective of the study.

Television received an index of effectiveness of .67 with Winston respondents as compared to .50 for Other Persons. Television exposure was considerably greater than any of the other media, including Other Persons. Magazines received an index of effectiveness of .20. Newspapers were a medium of exposure, but were not considered most influential by any of the respondents.

Other Persons gave more exposure to hosiery respondents than did any mass medium. However, the index of effectiveness for Television was .67 compared to .64 for another person. This high index of effectiveness for Television may have been due to the small amount of exposure by TV. Newspapers revealed a relatively high index of .50, but they too had a low amount of total exposure.

CHAPTER V

SUMMARY AND CONCLUSIONS

Do interpersonal influences play a major role in a person's decision to buy a certain product?

This was the research question this study was based upon. The general objective of the study, as stated on page 2, was to establish the extent that consumers were aware of being influenced by interpersonal contact and by mass advertising. The more specific objective was to determine whether people who buy a certain product talk to other people about it. Also, it was to be determined whether the item was an impulse purchase or whether the consumer had made his decision to buy before entering the store. How the person first became aware of the product was also of interest. Finally, the survey tried to determine what media channel the respondent perceived as the most influential in his decision to buy the product.

Summary

This chart review of the objectives of the study and a concise recollection of the literature and research findings is necessary to bring the complete study into perspective. It will be beneficial to review briefly and summarize what has been discussed.

In the review of the literature, one will recall that personal relations have come under intensive investigation only during the

past 20 years. Prior to the 1940's, the assumption existed that the mass media were all-powerful and all-influential. However, pioneering research produced evidence that the media were not as influential as many people had thought.

During the 1950's, significant studies began to add credence to the theory that personal influence was an important motivating factor in purchase decisions.

Besides the review of past research on interpersonal relations and the development of a body of theory on motivation variables of purchase decisions, discussion was centered around the questionnaire findings of this research.

The respondent was asked whether he had made his purchase decision prior to entering the store, whether he had used the product before, whether he knew someone who used it, who these persons were, and whether he was satisfied or dissatisfied with his previous brand. In addition, he was asked to recall the origin of awareness to the product, to designate the types of persons he had talked with about the product, to designate the types of persons he had talked with about the product, and to list the mass advertising medium from which he had learned about the product. Finally, he was asked to determine what he perceived to be the most important influence in his decision to purchase the product.

Table XVIII provides a concise summary of the more significant findings of the questionnaire survey and makes a comparison of these results much easier.

TABLE XVIII

PERCENTAGE OF TOTAL RESPONDENTS TO EACH SURVEY ITEM--
IN THE COMPOSITE AND BY EACH PRODUCT

Survey Items	Composite Percentage	Aqua Net Percentage	Winston Percentage	Hosiery Percentage
Intended to Purchase Product When Entered Store	74.4	84.6	81.8	63.2
Did Not Intend to Purchase Product When Entered Store	23.2	7.7	18.2	36.8
Had Used Product Before	83.7	100.0	100.0	63.2
Had Not Used Product Before	13.9	0.0	0.0	31.6
Knew Someone Who Used Product	83.7	100.0	100.0	63.2
Did Not Know Anyone Who Used Product	16.3	0.0	0.0	36.8
Knew Relatives Who Used Product	58.1	92.3	54.5	36.8
Knew Neighbors Who Used Product	25.0	38.5	27.3	5.3
Knew Friends Who Used Product	53.5	53.8	90.9	31.6
Was Satisfied With Previous Brand	34.9	15.4	18.2	57.9
Was Not Satisfied With Previous Brand	65.1	84.6	81.8	42.1
Origin of Awareness was Other Persons	28.6	31.0	36.4	21.0
Origin of Awareness was Point-of-Purchase/Impulse	51.0	53.2	9.1	73.7
Origin of Awareness was Mass Media Advertising	10.2	7.8	9.1	5.3
Origin of Awareness was Confused or Nonresponse	10.2	0.0	45.4	0.0

TABLE XVIII (continued)

Survey Items	Composite Percentage	Aqua Net Percentage	Winston Percentage	Hosiery Percentage
Heard Someone Talk About Product	48.8	61.5	54.5	36.8
Had Not Heard Anyone Talk About Product	51.2	38.5	45.5	63.2
Heard Friends Talk About Product	47.5	25.0	66.6	57.1
Heard Relatives Talk About Product	38.1	62.5	16.7	28.6
Named Radio as Source of Information About Product	12.8	0.0	29.8	0.0
Named Television as Source of Information About Product	33.3	22.2	37.5	33.3
Named Newspapers as Source of Information About Product	20.5	22.2	16.7	33.3
Named Magazines as Source of Information About Product	28.2	44.4	20.8	16.7
Determined Television to be Most Influential Medium	17.4	0.0	46.1	10.9
Determined Other Persons to be Most Influential Medium	45.7	60.0	38.5	36.8
Determined Magazines to be Most Influential Medium	4.3	6.7	0.0	5.3
Determined Newspapers to be Most Influential Medium	2.2	0.0	0.0	5.3

Prior Intent to Purchase Product

Note that a high 74.4 per cent of the respondents for the three designated products did intend to purchase the product when they entered the store. This was compared to 23.2 per cent of the total respondents who had not made a purchase decision on any of the three products before entering the store. Hair spray respondents who did intend to purchase Aqua Net were in the majority. Eight-four and six-tenths per cent of the Aqua Net consumers intended to buy that brand. Only 7.7 per cent indicated that they had not intended to buy Aqua Net when they entered the store.

The percentage of cigarette respondents who intended to buy Winstons was comparable to the high percentage of Aqua Net respondents with the prior intent to purchase. Eighty-one and eight-tenths of the Winston purchasers said they intended to purchase Winstons when they entered the store. This group compared to 18.2 per cent of the respondents who had not intended to buy the cigarettes. Among hosiery respondents, the 63.2 per cent of respondents who intended to purchase the stockings was not as high as the percentage of Aqua Net and Winston respondents who intended to purchase the product. Thirty-six and eight-tenths per cent of hosiery consumers did not intend to make the purchase before entering the store.

Acquaintances Who Use The Product

Eighty-three and seven-tenths per cent of the respondents for all products said they knew someone who used the product. Only

16.3 per cent said they did not. Again, 100 per cent of the Aqua Net and Winston respondents agreed by saying they knew someone who used the product. Hosiery respondents were not in complete agreement, as 63.2 per cent indicated that they knew someone who used the product, while 36.8 per cent indicated that they did not.

Three categories were used to classify the types of persons who used the products: Relatives, Neighbors, and Friends.

Relatives included such persons as mothers, sisters, and any other family members. Neighbors included only those persons who respondents classified as such. Friends included fellow workers and any other similar acquaintances.

In the composite, 58.1 per cent of the respondents said they knew Relatives who used the product; 25 per cent said Neighbors used it; and, 53.5 per cent said Friends.

Ninety-two and three-tenths per cent of the Aqua Net respondents said Relatives used the hair spray. Thirty-eight and five-tenths per cent of the hair spray respondents said they knew Neighbors who used the product, and 53.8 per cent said they had Friends who used it.

Slightly over one-half--54.5 per cent--of the Winston respondents said they had Relatives who smoked Winstons. Twenty-seven and three-tenths per cent said they had Neighbors who smoked the brand. Friends were said to be Winston smokers by 90.9 per cent of the Winston respondents. Among hosiery respondents, 36.8 per cent said they had Relatives who wore Fruit of the Loom stockings. Five and

three-tenths per cent said they had Neighbors who wore Fruit of the Loom hosiery, and 31.6 per cent of the respondents said they had Friends who wore them.

Previous Product Satisfaction

Thirty-four and nine-tenths per cent of the composite column of respondents said they were satisfied with their previous brand. Sixty-five and one-tenth per cent were not. This dissatisfaction was primarily with a previous hair spray or cigarette.

Eighty-four and six-tenths per cent of Aqua Net consumers were dissatisfied, while only 15.4 per cent were satisfied when they first tried Aqua Net. Among Winston smokers, 81.8 per cent were dissatisfied, and 18.2 per cent were satisfied. Hosiery was the only one of the three products in which more respondents had been satisfied than dissatisfied. Fifty-seven and nine-tenths per cent, were satisfied as compared to 42.1 per cent who were dissatisfied.

First Awareness of Product

The origin of awareness of the three products was broken down and grouped into four categories: Other Persons, Point-of-Purchase/Impulse, Mass Media Advertising, and Confused or Nonresponse.

The Other Persons category included relatives, neighbors, friends, and any other persons who may have initially informed the respondent about the purchased product. The Point-of-Purchase/Impulse category included all of the respondents who said they were initially exposed to the product when they saw it in the store.

Mass Media Advertising included exposure to the product via television, radio, newspapers, magazines, and other media which the respondent may have designated. Nonresponse or Confused answers included those persons who did not specifically answer the question and those who did not answer at all. Typical of the Confused answer, the respondent would list reasons he preferred the brand.

Twenty-eight and six-tenths per cent of the combined respondents said their origin of awareness was Other Persons. Fifty-one per cent said they initially learned about the product from Point-of-Purchase, and 10.2 per cent said Mass Media Advertising was the origin of awareness. Ten and two-tenths per cent was Confused or Nonresponse.

Among Aqua Net consumers, 31 per cent said Other Persons was the origin of awareness; 53.2 per cent said Point-of-Purchase; and, 7.8 per cent listed Mass Media Advertising.

Thirty-six and four-tenths per cent of Winston respondents said that Other Persons was the origin of awareness, while 9.1 per cent said Point-of-Purchase was the means by which they found out about the cigarettes. Nine and one-tenth per cent also attributed Mass Media Advertising as the origin of awareness. Unfortunately, a high 45.5 per cent of Winston respondents fell into the Confused or Nonresponse category.

Twenty-one per cent of the Fruit of the Loom respondents said that Other Persons informed them about the hosiery. Seventy-three and seven-tenths per cent of the respondents said they first learned of the stockings at Point-of-Purchase. The remaining 5.3 per cent of hosiery buyers said Mass Media Advertising was the origin of awareness.

Personal Contact as Conveyer of Information

Forty-eight and eight-tenths per cent of the total respondents said they heard someone talk about the purchased product. Fifty-one and two-tenths per cent said they had not.

Among Aqua Net purchasers, 61.5 per cent said they heard someone talk about the hair spray, but 38.5 per cent said they had not.

Slightly more Winston respondents--54.5 per cent said they heard someone talk about Winstons than said they had not--45.5 per cent.

Hosiery respondents, unlike the other two products, had a larger percentage of persons who had not heard anyone talk about the stockings. Thirty-six and eight-tenths per cent of the respondents said they had heard someone talk about it, while 63.2 per cent said they had not.

The classification of these people who had talked about the purchased products was divided into two categories: Friends and Relatives. Friends included all persons other than family members who were listed by respondents.

Forty-seven and five-tenths per cent of the composite response heard Friends talk about the products. Thirty-eight and one-tenth per cent heard Relatives.

A majority of Aqua Net respondents had heard Relatives talk about the product. Twenty-five per cent of the respondents said Friends talked about the hair spray, while 62.5 per cent said Relatives.

Contrary to Aqua Net purchasers, many more Winston smokers heard Friends, rather than Relatives, talk about the cigarette. Sixty-six and six-tenths per cent of the respondents heard Friends talk of the product, while only 16.7 per cent heard Relatives.

Fifty-seven and one-tenth per cent of the hosiery respondents named Friends as having talked about the product, while 28.6 per cent named Relatives.

Media as Conveyors of Product Information

The question concerning mass media, which were selected as conveyors of information about a product, should not be confused with the fifth question, which deals with the origin of awareness. This question asked from which media did the respondent learn about the product. It does not necessarily mean from which they first learned about the product.

Major advertising media were classified into four categories: Radio, Television, Newspapers, and Magazines.

The composite percentage column shows that 12.8 per cent of the respondents named Radio as a source of product information; 33.3 per cent cited Television; 20.5 per cent named Newspapers; and, 28.2 per cent said Magazines.

Among Aqua Net respondents, none said that Radio was a source of product information; 22.2 per cent said that Television was a source; 22.2 per cent cited Newspapers; and, 44.4 per cent credited Magazines as being a source of information.

Twenty-nine and eight-tenths per cent of Winston respondents said Radio was a source of information about the cigarette; 37.5 per cent said Television; 16.7 per cent named Newspapers; and, 20.8 per cent said Magazines.

Among hosiery respondents, none said that Radio was a source of information. Thirty-three and three-tenths per cent said that TV was

a source, while 33.3 per cent also cited Newspapers. Sixteen and seven-tenths per cent said that Magazines were a source of information.

Most Influential Factor

When asked to determine the most important influence in their purchase decision, 17.4 per cent of the total respondents answered Television. Forty-five and seven-tenths per cent of the respondents named Other Persons as being the most influential medium. Four and three-tenths per cent of the respondents said Magazines were the most influential, and 2.2 per cent said Newspapers.

Other Person was cited by 60 per cent of the Aqua Net respondents as being most influential. Magazines--which were named by 6.7 per cent of the hair spray respondents--was the only other medium to be singled out as most influential. Television and Newspapers were not mentioned by Aqua Net respondents.

Among Winston respondents, 46.1 per cent said the most influential medium was television. Thirty-eight and five-tenths per cent said Other Persons were most influential. None of the Winston respondents cited Magazines or Newspapers.

Ten and nine-tenths per cent of the Fruit of the Loom respondents mentioned TV as the most influential medium. Thirty-six and eight-tenths per cent said Other Persons were most influential. Magazines and Newspapers each were mentioned by 5.3 per cent of the respondents.

Profiles

After compiling all of this information, one might ask of what benefit is it. Of what use is this mass of statistics to be employed?

A primary contribution of this exploratory research is to aid the marketing processes in speeding up the demand for products--to aid in the development of an effective and economical advertising strategy.

Typical Purchaser-Respondent

A profile of the typical purchaser of the total respondents in this study, of Aqua Net, Winston, and of Fruit of the Loom hosiery is the first step in planning such a strategy. From the information available in the study, the following profiles represent "typical" purchasers, insofar as they could be determined within the limits of the study.

The typical purchaser of the three products designated in this study entered the store with the intention of purchasing one of the three products.

For the most part, he first became aware of the product at Point-of-Purchase. The first purchase was an impulse. On occasion, he became aware of the product from Other Persons. Only a few had become aware of the product through mass media advertising.

The typical purchaser had learned about the product (not necessarily his first awareness of the product) primarily from television. Magazines and newspapers were less important sources of information

to the buyer. Radio was not of substantial importance to him as a purchaser of these three particular products.

He also learned about the product when he talked to or heard other persons talk about it. In more instances than not, the person he talked with was a friend. Sometimes, he talked with relatives.

He definitely though Other Persons had been most influential in his decision to buy the purchased product. The only other significant influence was television.

Typical Aqua Net Consumer

A typical Aqua Net purchaser was young to middle-aged, and she had at least some high school education. She was married as often as not, and her occupation was usually a housewife or a college co-ed.

She intended to purchase the Aqua Net when she entered the store. She had used the product before, and she knew other people who used it. For the most part, these other people were relatives. However, she knew friends and neighbors who used it.

She was not satisfied with her present brand of hair spray when she first purchased Aqua Net. In a majority of the cases, she first learned about Aqua Net by seeing it on the shelf. In other cases, another person told her about it. She had heard other people-- mostly relatives--talk about it, and she had gained information about it from magazines. Television and newspapers were less frequent sources of information.

She definitely thought other persons were the most important influence in her decision to buy the hair spray.

Typical Winston Respondent

The Winston purchaser represented a wide age range, from 18 to 60. He, or she, was educated at the college level and was married more often than not. Occupations varied a great deal from students, to workers, to unemployed.

The smoker intended to purchase the brand when he entered the store. He had smoked the product before, and knew other persons who smoked Winstons. Mostly, he knew friends who smoked them. However, he did have relatives who smoked them.

He was not satisfied with his previous brand before switching to Winstons. For the most part, he first became aware of Winstons from other people. Primarily, he heard friends talk about Winstons. He received more information about the cigarettes from television. Other sources from which he learned of the product were radio, newspapers, and magazines.

In a majority of cases, he perceived television to be the most influential factor in his purchase decision. In other cases, he thought other persons were most influential.

Typical Hosiery Consumer

The hosiery purchaser was young, and had a high level of education. She was single and she attended college, or, on occasion, was a working girl.

She came into the store, in most cases, with the intention of buying Fruit of the Loom stockings. More times than not, she had worn the hosiery before, and she knew other women who wore them. Mostly, she knew relatives and friends who wore them.

Before learning about Fruit of the Loom at the Point-of-Purchase and trying them, she had been fairly well satisfied with her present brand. In most cases, she had not heard anyone talk about the hosiery, but those she had talked with about the stockings were her friends. Aside from finding out about the hosiery at the Point-of-Purchase, primarily, she had learned about the brand from television and newspapers.

She thought Other Persons were the most influential medium of communications in her decision to buy the hosiery.

These profiles should give better insight into the characteristics and motivations of the purchasers of the designated products. They represent the typical purchaser as concluded from the author's findings.

Conclusions

Now that past literature has been reviewed, statistical data of the questionnaire presented, and profiles drawn, it is necessary to answer the research questions with which the study has been concerned.

Summing up, the answer to the research question--"Do interpersonal relations play a major role in a person's decision to buy the three consumer products designated by the researcher?"--is yes.

Interpersonal relations definitely play a major role in the purchase of the three products discussed in this study. Their role of influence is acknowledged by the consumer and is evident in the analysis of the findings.

The use of different types of products revealed the varying degrees of influence which personal relations contribute. Some types of products tended to be more susceptible to personal influence than other types.

The first of four questions in the objective asked: "Was the item an impulse purchase or had the customer made his decision before entering the store?" In most cases, the consumer had made his decision to purchase a particular brand of product before he entered the store. This brand preference was much stronger with Aqua Net and Winston consumers than with Fruit of the Loom respondents.

The second question asked: "How did the person initially learn about the product?" (Point-of-Purchase was the origin of awareness of a majority of respondents. Aqua Net and Fruit of the Loom consumers contended that their first awareness of the products was when they saw them on the shelf. With Winston consumers, however, other persons were the predominant origins of awareness. Other persons were also cited less frequently by Aqua Net and hosiery respondents as being initial informants.

Somewhat surprising, the mass media were not credited as being the origin of awareness, except by a small number of persons.

"If people who buy a certain product talk to other people about it before they purchase it, who were the people?", was the third

question. People did talk to other people about the product and in a majority of the cases, they talked to their friends. Winston and hosiery respondents talked with their friends, while Aqua Net consumers talked with relatives.

The fourth question was: "What did the respondent perceive to be the most important influence in his decision to buy the product?".

Very definitely, the respondents thought other persons were the most important influence in their purchase decision.

Readership and listenership surveys, which have been conducted with considerable frequency in the past, give a great deal of importance to the exposure a consumer receives from the various mass media. This exposure was also revealed in computing the index of effectiveness in this study. Regardless of all the discussion about exposure to mass media, when it comes down to what actually motivates a consumer to make a purchase, in a great majority of the cases it is another person. It has become apparent that exposure does not necessarily mean that it will cause a purchase decision to be made. In fact, most instances show that exposure alone does not precipitate a purchase.

Other Persons had an index of effectiveness of .65. This relationship of total exposure as compared to effective exposure shows that another person is a more effective medium of influence than the impersonal mass media. Only television, a more personal medium of communication than the printed media, has a substantial index of effectiveness.

Consequently, exposure alone to advertising media is not sufficient. This follows the findings of the United Nations study discussed

on page 8. It is suggested that researchers and marketers reconsider the tremendous expense which they incur in conducting media readership and listenership surveys. They should begin serious research of purchase motivation in personal influence. The "opinion leader" theory discussed by Katz and Lazarsfeld needs much more investigation. In the realm of interpersonal relations lie the answers to many marketing and merchandising questions of motivation.

If merchandisers are to continue speeding up the demand for products, they must take a second look at interpersonal relations. They are going to have to conduct new research aimed at finding out what types of persons are these friends and other influential people who have been cited as primary influences so many times by respondents in this research.

This study, the author feels, contributes substantially to exploratory research in the field of interpersonal relations, as determinants of purchases of small, staple consumer items. The findings generally agree with, and reinforce, many of the findings of the Decatur studies, reported by Katz and Lazarsfeld. They support the general consensus of literature on personal relations research.

The development of an advertising strategy for small, retail business--which is concerned with more economical use of budgeted funds--cannot go far beyond the formulation of profiles (page 89), using only the results of this particular study. However, it is suggested that another study be conducted to delve into the characteristics and identities of the friends, relatives, and other

persons who were perceived as being most influential in consumer purchase decisions.

The questionnaire for Aqua Net, Winstons, and Fruit of the Loom hosiery was only instrumental in establishing relationships between the purchaser and the most important medium of influence--which turned out to be Other Persons.

It would be beneficial for future work to investigate what social types these persons were, what their demographic likenesses were, whether they were influential in other aspects of decision-making, and a variety of other information which would better identify these "influentials" and their commonalities.

This further research should attempt to develop and expand the theory of opinion leaders. There is little doubt that these people exist, and, through relatively un-researched behavior, motivate decisions and change the opinions of potential consumers. For example, what are their behavioral patterns with regards to the various mass media? This type of research would be valuable to small business. Mailing lists could be established, for example, which would expose advertising messages to the most influential types of persons and provide relief in advertising expenditures, while, at the same time, would create a maximum impact.

Suggested Methodological Improvements ²⁵

A number of disadvantages and/or faults were evident in the questionnaire construction for this study. A questionnaire though widely used is not the most desirable means of sampling consumer

opinion. It is strongly recommended that the focused interview be used in further research of this type. This researcher feels that more precise answers would have been obtained if face-to-face communication had been possible.

Some of the items on the questionnaire may have been ambiguous to some respondents. For example, the question, "Did you learn about the product from any of the following media?", may have been interpreted to mean, "Did you first learn about the product from any of the following media?". In fact, the question was probing sources of information, and was not concerned with the origin of awareness. Such misinterpretation, if it occurred, fortunately, could not alter the over-all findings of the study.

Another fault of this particular questionnaire was the insertion of "other" as a checklist choice at the end of a question. After each series of specifically identified media, such as television, radio, and so on, "other" appeared as a "catch-all" answer. The "other" should have been omitted. Only forced answers would have been probable and the possibility of write-in answers would have been reduced. Write-in answers received in the "other" blank tended to complicate the study and add unwanted variables, not salient to this study.

The question, "How did you find out about this product?", should have had forced answers instead of requiring a write-in answer. A number of unwanted variables appeared in this question.

A re-evaluation of the questions seems necessary. Clarity of wording to insure more accurate answers is always an absolute necessity.

Another suggestion would be to approach the cover letter (in case a questionnaire were used) differently. The cover letter attached to this study's questionnaire explained that the survey was to improve the store's selection of products and customer service. Perhaps a more accurate explanation stating that the survey is research being conducted by a student for an advanced degree would produce a more desirable return.

Another recommendation to future researchers in a similar situation would be to conduct the research in more than one store. This researcher was in a unique situation as manager of the store in which the research was conducted. It would not have been appropriate to ask competing businesses to assist in research that would seemingly only aid their competition.

The idea of using a variety of products was good. Future investigation of this type would probably benefit by increasing the variety and number of types of products. For example, more costly and permanent products may provide additional influences to be considered in consumer decision-making.

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APPENDIX A

Dear Customer:

Would you please fill out and return the attached store improvement questionnaire in the stamped envelope provided?

You can benefit along with Shopper's Town by providing this information to us. It will help enable us to better serve you and the community by increasing the selection of quality products.

Thank you for your cooperation.

Cordially,



Jack D. Willis, mgr.
Shopper's Town

SHOPPER'S TOWN

Product Survey for the Improvement
of Selection and Service

Would you please answer the following questions about the product you have purchased and return them in the accompanying envelope? Product Name

Your Age? Sex? Marital Status? Race? Occupation?
Education?

Did you intend to purchase this product when you came into the store?
Yes No .

If no, what made you decide to buy it?

Have you ever used this product before? Yes No .

Do you have relatives, neighbors, or friends who use this product?
Yes No .

If yes, what relation are they to you? Mother Father Brother
Sister Other Family Member Neighbor Friend Fellow Worker
Other (specify) .

Before you started to use this product, were you satisfied or dissatisfied with any of the other brands you were using? Satisfied
Dissatisfied .

How did you find out about this product?

Did you hear someone talk about it? Yes No .

If yes, who (Relationship to you--no name required)?

Is this person a member of any club, church group, or organization to which you belong? Yes No .

If yes, which ones?

Does this person work with you? Yes No .

Did you learn about the product from any of the following media?
Radio TV Newspaper Magazine Other (specify) . If Radio or TV, which program? If Newspaper or Magazine, what is its name?

Summing it up, what do you think was the most influential factor in your choice of this product? Please circle the one from the list below:

- (1) TV (2) Radio (3) Other Persons (4) Magazine (5) Newspaper
- (6) Other (specify) .

VITA

Jack Delano Willis

Candidate for the Degree of

Master of Science

Thesis: A COMPARISON OF PERSONAL INFLUENCE AND MASS MEDIA ADVERTISING AS PERCEIVED DETERMINANTS OF DECISIONS TO PURCHASE THREE CONSUMER PRODUCTS

Major Field: Journalism

Biographical:

Personal Data: Born in Tahlequah, Oklahoma, October 8, 1940, the son of Mr. and Mrs. Sam F. Willis.

Education: Graduated from Tahlequah High School, Tahlequah, Oklahoma, in May, 1958; attended Northeastern State College in Tahlequah in 1958-59 and 1959-60; received the Bachelor of Science degree from Oklahoma State University in 1963, with a major in Advertising; received the Master of Science degree from Oklahoma State University in 1968, with a major in Journalism.

Professional Experience: Student Trainee, Oklahoma Press Association, 1962; Partner and Manager, Shopper's Town, Tahlequah, Oklahoma, 1964-68.