

Chapter Three

CONSUMER INVOLVEMENT PROFILES : AN INTERCLASS COMPARISON

3.1 Introduction.

A comprehensive discussion on different involvement scales, related methodological issues, estimates of reliability and validity and a profile of respondents considered for this study was presented in the last chapter. We shall now concentrate on another important issue of the present study, i.e. ,the measurement of consumer involvement profiles and investigating the relationship between different facets of involvement using mean scores in each product category separately for the two groups of consumers. The findings of the univariate and bivariate investigation will be reported in the present chapter and that of multivariate analyses in the following chapter.

This chapter will particularly try to show whether it is possible to distinguish between the involvement profiles of upper and lower social consumers on the basis of the average profiles of the product categories on the four facets identified in the preceding chapter. Moreover, the difference between the mean scores on other variables considered relevant for this study will also be presented along with the mean involvement scores to unfold perceptual differences between the two sets of consumers. For this purpose, both parametric and nonparametric statistical tests will be applied to test the nature and extent of variations between the average characteristics of the two groups of consumers.

3.2 Involvement profiles : A comparative assessment.

In this section different statistical tests have been used to compare involvement profiles and other related variables of consumers belonging to two different social classes. We have used various parametric tests in the first stages and to corroborate the findings of parametric tests, nonparametric tests have also been applied.

(a) Test of difference of means

The problem here is to examine if two sample means are equal or not. Under this test, it is hypothesised that there is no difference in the average scores of the characteristics of the two groups of consumers. We assume that in each situation, the probability distribution of the variables follow normal distribution. Before we apply various statistical tools to test whether the two samples have been drawn from the same population it would be worthwhile to

present the whole set of variables in order to facilitate our discussions in the subsequent stages. The list of variables used in this study is reproduced in the following table :

Table 3.1
Description of Variables and type of scale employed

<i>Variables</i>	<i>Number of Items</i>	<i>Scale type</i>
Risk probability(X1)	3	Semantic Differential
Pleasure Value(X2)	3	do
Risk Importance(X3)	3	do
Self-Expression Factor (X4)	3	do
Information Search(X5)	4	do
Choice Extensiveness(X6)	3	do
Brand Commitment(X7)	3	do
Advertising Involvement(X8)	3	do
Social Class(X9)	N.A.	Nominal
Involvement Indices(X10)	3	Likert
Perceived Differentiation(X11)	3	Semantic Differential
Price(X12)	N.A.	Ratio

The analyses provided in tables 3.2a to 3.3c help to identify the variables that can statistically show significant differences in various characteristics between the two groups of consumers. The results presented in tables are self explanatory. For most of the variables considered in our study significant differences have been observed. Another issue which draws our interest is that for almost all products considered, the scores of the lower social class consumers are higher for the Risk Probability variable than the corresponding mean-scores of the upper social class consumers.

A careful study of the productwise score also reveal some peculiar results. For example, for TV, significant differences have been observed for all the dimensions of the involvement facets. The mean are sufficiently large for both classes of consumers which is probably due to greater financial stake involved. The study revealed that most of the consumers belonging to the upper class own a colour TV (CTV). Marketers of CTV's are bombarding the audience with a feature based campaign while most consumers are generally ignorant about finer differences in technology which makes it very difficult to select the suitable brand from among a variety of alternatives. For this reason the risk probability and risk importance scores are higher. The lower class consumers because of low purchasing power consider purchase of TV as a very risky decision. The mean self-expression score of the upper class of consumers is also found to be significantly higher which is due to the fact that CTVs have emerged as a status symbols for this class. The perceived brand differentiation score for this group is also higher which is again probably due to the same reasons mentioned above. The marketers of CTVs are attracting consumers of the higher class with a host of features that make the brands extremely dissimilar (see exhibit III).

Similar analysis can be made for the other products based on the average score on various facets of involvement and other related variables. It is also interesting to note that for Suit Length significant differences have been observed for all the variables considered in our study. The upper class of consumers consider the purchase of Suit Length as a high-involvement decision which primarily stems from the risk importance and ego value associated with this product.

Table 3.2a
Product-wise Comparison of mean involvement facets and other related variables (Product T.V.)

<i>Variables</i>	<i>USC Consumers</i>		<i>LSC Consumers</i>		<i>Difference of mean</i>
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	
X1	10.09	2.40	11.62	2.49	-1.53 ^a
X2	10.95	2.02	12.29	1.95	-1.34 ^a
X3	10.13	2.06	11.22	2.60	-1.09 ^c
X4	9.92	1.96	6.37	1.93	3.55 ^a
X5	10.14	1.85	9.10	2.25	1.02 ^b
X6	10.68	1.65	9.03	1.92	1.64 ^a
X7	10.66	2.59	8.76	1.67	1.90 ^a
X8	8.22	2.10	7.15	1.65	1.07 ^b
X11	9.50	2.18	7.14	1.73	2.36 ^a

Note : a : $p < 0.001$; b : $p < 0.01$; c: $p < 0.05$

Table 3.2b
Product-wise Comparison of mean involvement facets and other related variables (Product Wristwatch)

<i>Variables</i>	<i>USC Consumers</i>		<i>LSC Consumers</i>		<i>Difference of mean</i>
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	
X1	7.67	2.51	9.07	2.90	-1.40 ^a
X2	8.69	2.07	10.42	2.20	-1.75 ^a
X3	9.13	1.95	10.12	1.89	-0.98 ^b
X4	7.74	2.21	6.31	1.84	1.42 ^a
X5	8.88	2.19	8.83	2.16	0.05
X6	8.62	2.39	9.15	2.20	-0.53
X7	9.76	2.07	9.41	2.04	0.35
X8	7.01	1.95	7.55	2.11	-0.54
X11	9.03	2.69	6.81	2.07	2.22 ^a

Note : a : $p < 0.001$; b : $p < 0.01$

Cigarette, being a frequently purchased convenience item, receives very low scores on three dimensions of involvement. The upper class of consumers' involvement in cigarette is found to be stemming exclusively from the self-expression facet. Similarly the purchase of toothpaste also exhibits a typical habitual buying pattern by the consumers of both the groups which is evident from the relatively low mean scores on various facets of involvement. However, mean scores on risk probability and self-expression variables are found to be significantly higher for the upper social class consumers.

Table 3.3a

Product-wise Comparison of mean involvement facets and other related variables (Product Cigarette)

<i>Variables</i>	<i>USC Consumers</i>		<i>LSC Consumers</i>		<i>Difference of mean</i>
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	
X1	4.07	1.22	4.18	1.51	-0.11
X2	5.43	1.59	6.77	2.42	-1.34 ^a
X3	4.20	1.28	4.56	1.48	-0.36
X4	7.15	2.77	4.41	1.59	2.74 ^a

Table 3.3b

Product-wise Comparison of mean involvement facets and other related variables (Product Toothpaste)

<i>Variables</i>	<i>USC Consumers</i>		<i>LSC Consumers</i>		<i>Difference of mean</i>
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	
X1	6.07	1.68	4.15	1.57	1.92 ^a
X2	4.35	1.64	4.26	1.13	0.09
X3	5.48	1.95	5.24	2.52	-0.24
X4	4.85	2.00	4.05	1.16	0.80 ^b

Table 3.3c

Product-wise Comparison of mean involvement facets and other related variables (Product Suit Length)

<i>Variables</i>	<i>USC Consumers</i>		<i>LSC Consumers</i>		<i>Difference of mean</i>
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	
X1	6.84	2.07	9.25	2.88	2.41 ^a
X2	7.87	2.20	9.79	2.34	-1.92 ^a
X3	9.89	2.35	7.26	1.82	2.63 ^a
X4	8.83	2.24	5.37	1.98	3.46 ^b

Note : a : $p < 0.001$; b : $p < 0.01$

It is quite clear from the above findings that the scores on involvement facets differ considerably for the five different products selected for this study. Similar findings have also been reported in literature (Kapferer and Laurent, 1985a). However, inferences can be drawn in a more logical manner if we relate other variables to predict effects of these variables on the behaviour of consumers. At this stage we like to employ a simple statistical analysis, commonly termed as 'Distance Analysis' in the following section. This analysis would help to identify variables that can discriminate between the two groups of consumers drawn from different strata of the society.

Moreover, to test scale sensitivity it is necessary to investigate the extent to which ratings provided by a scale are able to discriminate between respondents who differ with respect to the construct being measured. Since the sensitivity of a scale is tied to its reliability, and focuses specifically on its ability to detect subtle differences in attitudes being measured, a univariate distance analysis would be quite useful to examine whether differences in attitude in score reflect real differences and not random fluctuations.

b. Distance Analysis

In the last section we have seen that mean scores of antecedents of involvement differ for the two social groups for different product category considered in our study. It would be meaningful to investigate the extent of discrimination achieved by these variables. In other words, it is imperative to measure the degree of overlap between the two social classes with respect to different variables which have been considered to portray involvement profiles of consumers. For instance, if, on the basis of the observed values of one of these variables, we make an attempt to classify the entire sample of respondents into the a priori groups of upper and lower social class, the percentages of respondents misclassified as a result of this exercise would reveal the extent of discrimination between groups achieved by these variables. This would also serve as an index of the degree of overlap between them.

The probability of misclassification of object can be obtained simply by using the 'Mahalanobis Standardised Distance Analysis' [P.C. Mahalanobis, 1936] Model. In this method, the distance between the two groups is defined as being equal to $[d/s]$. Where 'd' is the difference between the means for certain variable of the two groups and 's' being an estimate of their common standard deviation. Now if the variables are normally distributed and have identical variances in both groups and the size of the two samples are equal, there exists a simple relationship between $[d/s]$ and the chances of misclassification. Some values of this probability of misclassification for definite values of $[d/s]$ are reproduced below:

Table 3.4**Standardised distance and corresponding probabilities**

[d/s]	Probability of misclassification (%)
0.00	50
0.25	45
0.50	40
0.77	35
1.05	30
1.35	25
1.68	20
2.07	15
2.56	10
3.29	5
4.65	1

Adapted from Ajit Singh 'Take Overs' Cambridge University Press, 1971, p.69.

The above figures show that the two groups are indistinguishable when [d/s] 0.000. Under this situation the probability of misclassification is maximum. The general relationship is that, if the difference between the means increases and the estimate of their common standard deviation decreases, the chance of misclassification also decreases. The above relationship holds only under the assumptions mentioned earlier, the statistic [d/s] can nevertheless be used as an index of the degree of overlap for the variables of the present study.

Tables 3.5a to 3.6c exhibit mean differences and distance between the two groups of consumers classified according to social status for the five products categories. The value of [d/s] presented in the above table clearly show that for a few products, the distance between the two groups is quite significant. Most of the variables have a [d/s] value greater than (0.50) indicating thereby nearly 40% chance of misclassification. In some cases, the [d/s] ratio is greater than one which implies that the chances of misclassification would be around 30%.

However, the discriminating power of same variables warrant a comment. Among various involvement facets, the self-expression variable, in most cases, is found to be very strong and consistent discriminator for the products since the average probability of misclassification ranges between 10% to 25%. For four out of the five products studied, almost all involvement facets possess a fairly good degree of discriminating power. In case of TV, the self-expression variable could well discriminate the two groups where the probability of misclassification is approximately 25% only.

Again, if we consider the other characteristics of these two groups of consumer, special mention may be made with regard to two variables viz. information search and extensiveness of the choice process. The productwise analysis reveal that these two variables have on an average a 30% to 40%

probability of misclassification for product TV. For wrist watch, information search (X_5) and choice extensiveness variables (X_6) can not discriminate the groups at all. Advertising involvement was also not found to be a good discriminator for product Wristwatch where chance of misclassification was very high. In fact variables X_7 and X_8 show wide fluctuations in their discriminating power and consistency is absent for these two variables. For variable X_{11} , we find that it can well discriminate the two groups and the probability of misclassification vary between 30% to 35%.

We have thus observed that for most of the products, the univariate distances between different variables for the two groups are quite significant. In general, it may be mentioned at this stage that the findings of the distance analysis and test of difference of means do not contradict each other. The involvement profiles of two groups of consumers along with other related perceptual variables do show significant variation. Another alternative to test whether consumers do really show significant variation with regard to various scores on different involvement facets, it would be useful to employ a few non-parametric tests which are frequently employed under similar circumstances.

Table : 3.5a
Standard Distance Between USC and LSC Consumers
Productwise Analysis (TV)

<i>Variables</i>	<i>Differences</i>	<i>Common SD</i>	<i>d/s</i>
X1	1.53	2.53	0.60
X2	1.34	2.09	0.64
X3	1.09	2.38	0.45
X4	3.55	2.63	1.35
X5	1.02	2.12	0.48
X6	1.64	1.96	0.84
X7	1.90	2.40	0.79
X8	1.07	1.98	0.54
X11	2.35	2.30	1.02

Table : 3.5b
Standard Distance Between USC and LSC Consumers
Productwise Analysis (Wristwatch)

<i>Variables</i>	<i>Differences</i>	<i>Common SD</i>	<i>d/s</i>
X1	1.39	2.79	0.49
X2	1.75	2.29	0.76
X3	0.99	1.98	0.50
X4	1.42	2.16	0.65
X5	0.05	2.17	0.02
X6	0.52	2.31	0.22
X7	0.35	2.06	0.17
X8	0.54	2.03	0.25
X11	2.22	2.66	0.83

Table : 3.6a
Standard Distance Between USC and LSC Consumers
Productwise Analysis (Cigarette)

<i>Variables</i>	<i>Differences</i>	<i>Common SD</i>	<i>d/s</i>
X1	0.11	1.36	0.08
X2	1.33	2.11	0.69
X3	0.36	1.38	0.26
X4	2.74	2.68	0.92

Table : 3.6b
Standard Distance Between USC and LSC Consumers
Productwise Analysis (Suit Length)

<i>Variables</i>	<i>Differences</i>	<i>Common SD</i>	<i>d/s</i>
X1	2.40	2.74	0.88
X2	1.91	2.45	0.78
X3	2.36	2.49	0.95
X4	3.46	2.59	1.33

Table : 3.6c
Standard Distance Between USC and LSC Consumers
Productwise Analysis (Toothpaste)

<i>Variables</i>	<i>Differences</i>	<i>Common SD</i>	<i>d/s</i>
X1	1.56	1.81	0.86
X2	0.09	1.42	0.67
X3	0.23	2.09	0.11
X4	0.80	1.87	0.42

3.3 Non-Parametric Statistical Analysis

The parametric tests are developed with an assumption that the form of the population distribution is known. The implicit assumption involved in the test that have been conducted so far may be summarised as follows:

- (a) populations have a normal distribution,
- (b) population must be homoscedastic, and,
- (c) variables must have been measured on, at least, an interval scale.

Strictly speaking, these conditions are not ordinarily tested and are generally considered to be hold good. The authenticity of the results of a parametric test depends to a considerable extent in the validity of these assumptions.

There are situations, particularly in psychological or in marketing research studies, where the basic assumptions underlying the parametric tests are not valid or one does not have the knowledge of the distribution of the population parameter being tested. The tests which handle problems of these types are known as non-parametric or distribution free tests. Obviously, there are a few assumptions of most non-

parametric statistical tests viz., the observations are independent and that the variables under study have underlying continuity. However, these assumptions are fewer and weaker than those associated with parametric tests. Another distinct advantage of the non-parametric test is their usefulness with small samples.

In our present study we have gathered data on several characteristics from two independent samples of more or less equal size. Several non-parametric tests are there to study whether two independent groups differ in central tendencies. In this study, we have applied two very popular non-parametric methods viz., the Mann-Whitney U test and the Median test to support our earlier findings which have been based on parametric test.

i. The Mean -Whitney U Test

The Mann-Whitney U test is a non-parametric substitute for the parametric 't' test. Needless to say, this test is used when the researcher is interested in testing the significance of difference between two independently drawn samples or groups. For application of the U test it is essential that the data have been obtained on ordinal measurement, that is, they must have been obtained in terms of ranks. Where the data have been obtained in terms of scores (as in our case), for application of the Mean-Whitney U test, it is essential that those scores be converted into ranks without much loss of information. In our study, we have samples drawn from two populations:

- (a) Consumers belonging to upper social class, and,
- (b) Consumers belong to lower social class

The findings of the Mean-Whitney 'U' test for the sample observations for five different products are presented in tables 3.7a to 3.8c. It is interesting to observe that the results of these tests have a close resemblance with the results of the parametric test carried out in the earlier sections.

However while converting scores on several variables into ranks a large number of ties were encountered in the sample observations. When tied scores occur, we gave each of the tied observations the average of the ranks that would have been assigned had no ties occurred. As such, before commenting specifically on whether the findings of the Maan-Whitney tests confirm the results of the parametric test it would be prudent to employ other non-parametric test like the Median test.

The primary benefit of employing the median test in our case is that we can avoid ties altogether. It should be mentioned here that one difficulty may still arise in the computation of the median test, several scores may fall right at the combined median. The researcher, under this situation, has two options :

- (a) The group may be dichotomised as those scores that exceed the median and those that do not
- (b) If n is large, and only a few cases may be dropped from the analysis According to Sigel and Castellan, Jr. (1988) the first alternative is preferable and we followed the first method while performing this test.

ii. The Median Test

The median test gives information as to whether it is likely that two independent groups, not necessarily of the same size have been drawn from populations with the same median. Like the Mann-Whitney U test, the median test also examines the null hypothesis that two independent samples are from identical populations against the alternative hypothesis that they have different location parameters- a non-directional hypothesis.

The results of median test is presented in tables 3.9a to 3.10c. The findings based on the value of computed χ^2 support, to a considerable extent, the findings of the parametric test as well as the outcome of the Mean-Whitney test carried out at earlier section. Significant differences have been observed between the median scores for the different facets of involvement and other perceptual variables for five different product categories.

Table : 3.7a
Mann-Whitney Statistic
Product TV

<i>Variables</i>	<i>U Statistic</i>	<i>Z Values</i>
X1	1074	-3.346 ^a
X2	1058	-3.347 ^a
X3	1138	-2.991 ^b
X4	326	-7.510 ^a
X5	1227	-2.503 ^b
X6	895	-4.380 ^a
X7	952	-4.029 ^a
X8	1112	-3.150 ^a
X11	678	-5.575 ^a

Table : 3.7b
Mann-Whitney Statistic
Product Wristwatch

<i>Variables</i>	<i>U Statistic</i>	<i>Z Values</i>
X1	1411	-2.535 ^b
X2	1060	-4.329 ^a
X3	1301	-3.123 ^a
X4	1144	-3.913 ^a
X5	2906	-0.055
X6	1626	-1.472
X7	1737	-.910
X8	1664	-1.281
X11	969	-4.787 ^a

Table : 3.8a
Mann-Whitney Statistic
Product Cigarette

<i>Variables</i>	<i>U Statistic</i>	<i>Z Values</i>
X1	1675	-1.187
X2	1155	-3.025 ^b
X3	1464	-1.322
X4	581	-6.232 ^a

Table : 3.8b
Mann-Whitney Statistic
Product Toothpaste

<i>Variables</i>	<i>U Statistic</i>	<i>Z Values</i>
X1	772	-5.187 ^a
X2	1665	0.175
X3	1529	0.930
X4	1244	-2.597 ^b

Table : 3.8c
Mann-Whitney Statistic
Product Suit Length

<i>Variables</i>	<i>U Statistic</i>	<i>Z Values</i>
X1	868	-4.570 ^a
X2	899	-4.400 ^a
X3	675	0.562
X4	548	-6.341 ^a

Note : a : $p < 0.001$; b : $p < 0.01$

Table : 3.9a
Median Test Results
Product TV

<i>Variables</i>	<i>Combined Median</i>	χ^2 <i>Statistic</i>
X1	11.00	7.54 ^b
X2	12.00	10.67 ^a
X3	11.00	7.24 ^b
X4	8.00	49.02 ^a
X5	10.00	2.60 ^d
X6	10.00	16.42 ^a
X7	9.50	18.32 ^a
X8	8.00	3.55 ^c
X11	8.00	26.31 ^a

Table : 3.9b
Median Test Results
Product Wristwatch

<i>Variables</i>	<i>Combined Median</i>	χ^2 <i>Statistic</i>
X1	8.00	7.56 ^a
X2	10.00	10.39 ^b
X3	10.00	7.46 ^a
X4	7.00	12.80 ^b
X	9.00	0.07 ^a
X6	9.00	0.00
X7	9.50	0.51
X8	7.00	0.15
X11	7.00	15.44 ^a

Note : a : $p < 0.001$; b : $p < 0.01$; c : $p < 0.05$; d : $p < 0.10$

Table : 3.10a
Median Test Results
Product Cigarette

<i>Variables</i>	<i>Combined Median</i>	χ^2 <i>Statistic</i>
X1	4.00	0.66
X2	6.00	3.74 ^d
X3	5.00	6.11 ^b
X4	6.00	68.78 ^a

Table : 3.10b
Median Test Results
Product Toothpaste

<i>Variables</i>	<i>Combined Median</i>	χ^2 <i>Statistic</i>
X1	6.00	14.04 ^a
X2	4.00	0.08
X3	6.00	0.25
X4	4.00	10.89 ^a

Table : 3.10c
Median Test Results
Product Suit Length

<i>Variables</i>	<i>Combined Median</i>	χ^2 <i>Statistic</i>
X1	7.00	17.13 ^a
X2	9.00	12.38 ^a
X3	8.00	15.38 ^a
X4	7.00	22.72 ^a

Note : a : $p < 0.001$; b : $p < 0.01$; d : $p < 0.10$

3.4 Mean Involvement Profiles:

Unlike a very crude single index of involvement, the involvement profiles exhibit a vivid picture of the degree as well as type of involvement in a product category. At the outset, we present in this section mean-involvement profiles of various products considered in our study for both the groups separately and in the following stages the relationship between various facets is illustrated.

a. Involvement Profiles

The mean involvement profiles of consumers for both the groups is presented in table 3.11a and 3.11b and in figure 3. The table describes the average profile of five product categories on the four facets or dimensions. Each value represents the mean computed across all respondents interviewed on that particular product category. To facilitate comparisons between different products, the raw scores have been normalized: 100 corresponds to the overall mean across all products; the standard deviation is 20. For each of the five products, one has to examine the level of all facets together to identify whether the product is moderately or extremely involving or not at all involving.

The normalised scores presented in tables reveal that there is a good correspondence between empirical findings and the priori judgments that guided us to the selection of the products relevant for this study. It is to be noted that the essential information lies precisely in the discrepancies between facets. Moreover, the involvement profiles of the two groups of consumers also vary significantly. We will present first the average profiles of USC consumers followed by a discussion of mean profiles of the consumers belonging to LSC.

The involvement profiles of products for the upper social class consumers disclose some interesting results. The involvement profile of TV revealed that it received high scores on all facets. However, a close scrutiny of the scores each facet show that TV derives its high involving nature mostly from pleasure and probability risk facet. The reason is that CTV is a once-in-a-lifetime purchase and as such the decision involves a fairly high degree of risk. In contrast, perceived risk associated with the purchase of Wrist watch relatively lower compared to TV.

The profiles of cigarette and toothpaste are very peculiar. They have low scores on almost all facets but for cigarette involvement is stemming exclusively from the self-expression facet. The product, being a frequently purchased low priced item, has extremely low perceived risk. Suit Length is considered by the respondent as moderately involving; the involvement is arising exclusively from the risk importance factor.

It is evident from the normalised values that for TV the self expression facet has received much higher score but for Wristwatch the corresponding value lies below the average value. These results also support the findings reported by an A & M - MODE survey (Shirali Aresh, 1994). The study revealed that colour TV's are considered by respondents a symbol of status whereas the Wristwatch did not receive high score on the 'Status Power' scale.

The involvement profiles for different categories of products for the lower class of consumers also reveal interesting results. For example, the purchase of a TV set is considered to be a very risky decision because of higher financial stake and a poor choice of the brand would be very disappointing. Both cigarette and toothpaste are perceived as low involving items where each dimensions received more or less identical score. For cigarette, involvement is stemming primarily from pleasure facet whereas suit length derives its high involving nature from the risk probability facet.

The scatter plots in figure 3 suggest the desirability of measuring the full involvement profile of a consumer in a product category because no single dimension alone summarises consumer's relationship to products. It is not possible to pick up a single index, for no single facet alone captures the richness of the relationship between a consumer and a product class. We have also observed that for a particular product, involvement stems particularly from one or two facets and as such, mean scores on different facets are likely to differ significantly. In the following section we present the findings of one-way ANOVA applied to test the inequality of means across product categories.

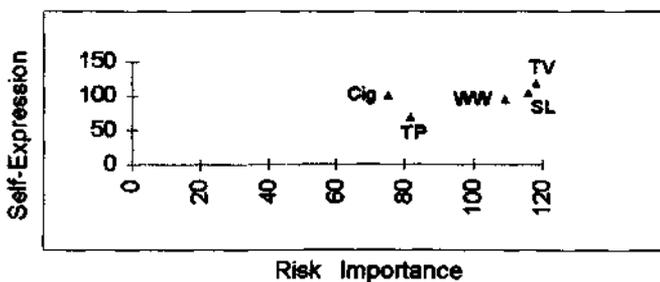
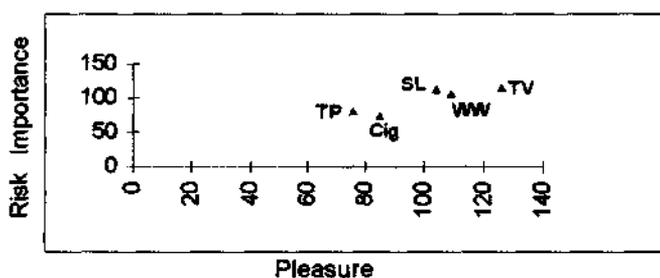
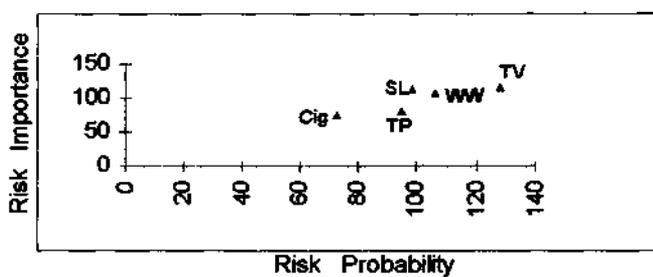
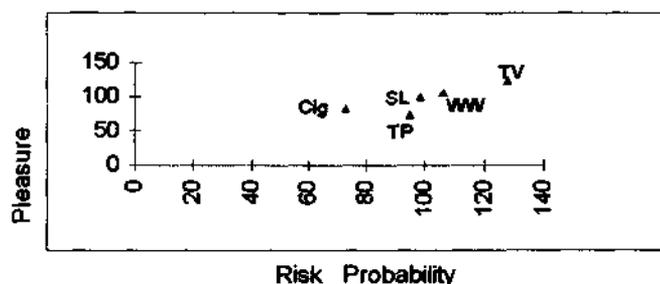
b. ANOVA Results

The results of ANOVA are presented in table 3.12 The analysis provided in the above tables clearly show that for nine out of ten cases studied mean scores differ significantly for both the groups taken together (at $\alpha = 0.01$). For only one product, the equality of mean is rejected at $\alpha = 0.05$. The results of one way analysis of variance clearly indicate that it is desirable to know the full involvement profile because all facets are not equally important across various product categories. Therefore, the involvement profile affords a better understanding of the dynamics of consumer involvement. Since mean scores for any particular product are different, looking at the facets, one can easily understand better the source from where involvement originates.

Table 3.11a
Mean Involvement Profiles
(Mean : 100, Standard Deviation : 20)
Upper Social Class Consumers

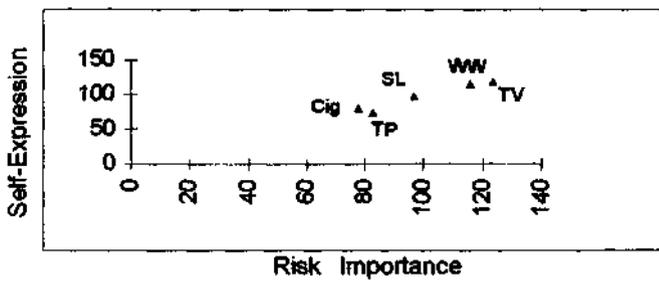
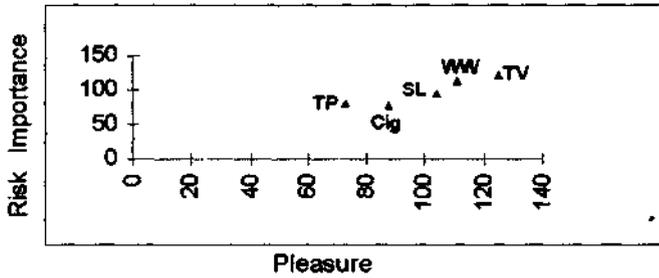
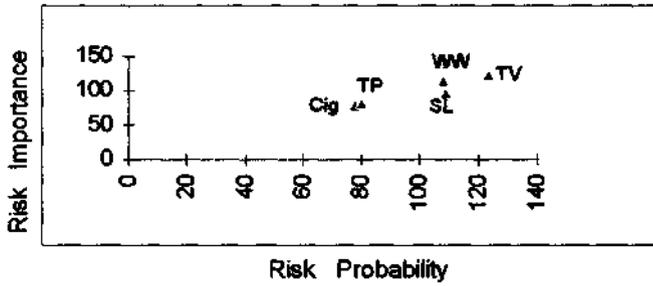
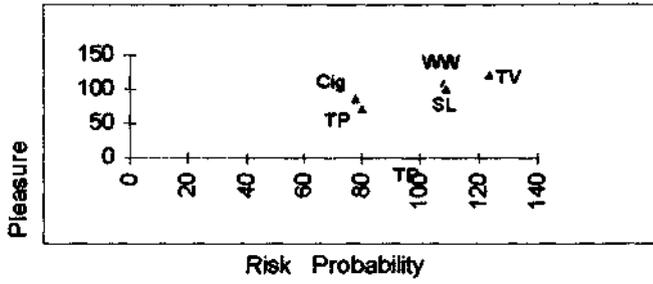
<i>Products</i>	<i>Risk Probability</i>	<i>Pleasure Value</i>	<i>Risk Importance</i>	<i>Self Expression</i>
TV	128	126	118	122
Wristwatch	106	109	109	97
Cigarette	73	85	75	104
Suit Length	98	104	116	105
Toothpaste	95	76	82	72

Figure 3
Mean-Involvement Profiles



Note : Cig : Cigarette
 SL : Suit Length
 TV : Television
 WW : Wristwatch
 TP : Tooth Paste

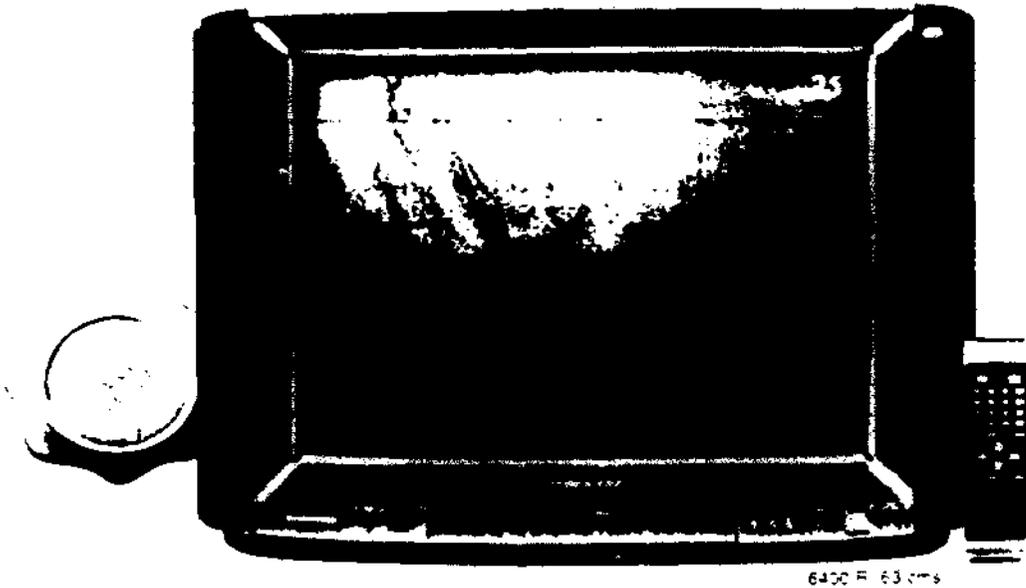
Figure 3
Mean-Involvement Profiles



Note : Cig : Cigarette
 SL : Suit Length
 TV : Television
 WW : Wristwatch
 TP : Tooth Paste

YOUR OLD COLOUR TV CAN GET YOU A BAZOOKA 25

FOR JUST Rs.17,990.



That's like getting a discount of upto Rs. 10,000 on the latest Colour TV in the market. With FAST Screen, 200 Watts of pulsating Woofer sound and 85 programmes memory. But it's available only in exchange for your old 20/21 (51/53 cms) Colour TV with remote. Unbelievable, isn't it? Well only a leader can make such an offer.

Features	Feature Comparison				
	Videocon BAZOOKA 25	SONY KV-T25AF1	ONIDA 25AV	PHILIPS 25GR18-B	
No. of Programmes (in memory)	85	70	100	70	
Sound Tuner	Hyper Band	Hyper Band	Hyper Band	Hyper Band	Hyper Band
Power (Watts)	200W	240W	10W / 100W	270W	32W
Auto Tuning	✓	✓	✓	✓	✓
Auto Memory	✓	✓	✓	✓	✓
Auto Playback	✓	✓	✓	✓	✓
Audio / Video In / Out	✓	✓	✓	✓	✓
Channel Scan	✓	✓	✓	✓	✓
Child Lock	✓	✓	✓	✓	✓
Tuning on Remote	✓	✓	✓	✓	✓
Personal Preference	✓	✓	✓	✓	✓
Settable Picture	✓(3 Modes)	✓	✓(3 Modes)	✓(3 Modes)	✓(4 Modes)
Warranty Period (Years)	3	1	1	1	1

Comparison based on product categories

THE VIDEOCON 25 BAZOOKA

* Offer valid only subject to inspection of old colour TV and remote at dealers' doorstep

* Offer open for limited period only

* Offer valid on cash purchases only

* Offer available at dealers mentioned below

* Rs. 17,990/- for a working set with remote

* Rs. 18,990/- for a working set without remote

* Rs. 20,990/- for a new working set.

VIDEOCON

BRING HOME THE LEADER

Table 3.11b
Mean Involvement Profiles
 (Mean : 100, Standard Deviation : 20)
 Upper Social Class Consumers

<i>Products</i>	<i>Risk Probability</i>	<i>Pleasure Value</i>	<i>Risk Importance</i>	<i>Self Expression</i>
TV	124	125	124	120
Wristwatch	108	111	116	119
Cigarette	78	88	78	83
Suit Length	109	104	97	101
Toothpaste	80	73	83	76

Table 3.12
Results of One-Way ANOVA
 F-Statistic

Products	USC Consumers	LSC Consumers
TV	2.93 ^b	73.91 ^a
Wristwatch	6.30 ^a	45.04 ^a
Cigarette	73.79 ^a	23.72 ^a
Suit Length	20.86 ^a	40.86 ^a
Toothpaste	14.44 ^a	4.98 ^a

Note : a : $p < 0.001$; b : $p < 0.01$

3.5 Conclusion:

The empirical exercise carried out in this chapter have primarily revolved round a particular issue: whether it is possible to discriminate between the two groups of consumers belonging to upper and lower social classes on the basis of involvement facets, information search, extensiveness of the choice process, perceived product differentiation, advertisement involvement and brand commitment measures.

It is quite evident from the average scores on different variables that these scores are higher in most occasions for the consumers of the higher social class than their counterpart who are in the lower social class. Consistent statistical differences have been observed for self-expression facet(X4). It is quite interesting to discern that the perceived product differentiation score is significantly higher for the consumers belonging to USC.

The univariate analysis employed in this chapter can only identify in a restricted sense the disparity between various antecedents of involvement and other perceptual variables of the two groups of consumers. Specific inferences regarding behavioural consequences of involvement can only be drawn when the effect of all interactive variables are considered simultaneously. A detailed discussion on the behavioural consequences of involvement, separately for the two groups of consumers, will be presented in the next chapter.

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