

The Effect of Identity Salience on Consumers' Purchase Intention

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THE EFFECT OF IDENTITY SALIENCE ON CONSUMERS' PURCHASE INTENTION

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OUTLINE

- Theoretical Background
 - Research Purpose
 - Research Problem
 - Hypotheses
 - Methods
 - Data analysis and interpretation
 - Conclusions and recommendations
- 

THEORETICAL BACKGROUND: IDENTITY SALIENCE

- **Definition:**
 - Identity salience is a temporary state during which the consumer's identity is activated and it will lead to differences in how consumers behave or respond to marketing stimuli. (Forehand, Deshpande, and Reed 2002)



THEORETICAL BACKGROUND: TWO SOURCES OF IDENTITY SALIENCE

- The notion that a consumer's sense of who he is should relate to his consumption and choice (Reed 2004)
- There are a number of potentially controllable environmental and situational stimuli that may evoke or instantiate a particular social identity (Reed and Forehand 2003)

RESEARCH PURPOSE

- Measure how identity salience influences purchase intention of a product
- Find if sales promotions addressing students generate a positive or a negative reaction
- To understand students reaction to sales promotion
- Wendy's the most recent fast food restaurant opened around 2018



RESEARCH PROBLEMS

- **Marketing Research Problem**
 - If Wendy's includes UNO students in an advertisement, will consumers' attitude towards advertisement become more positive?



HYPOTHESES DEVELOPMENT

H1: Addressing UNO students in Wendy's advertisement has a positive effect on the attitude towards the ad.

H2: The impact of addressing UNO students in their advertisement on the attitude toward the ad is dependent on consumers' fast food behavior (light vs. heavy consumers).

METHODS

- 80 students
- Experimental design
- Judgmental sampling
- Likert scale
- MECE (Mutually Exclusive and Collectively Exhaustive)
- Capture results to do 2-way ANOVA

STIMULI

Control Group
(Regular Advertisement)



Welcome

Purchase any combo and upgrade your fries to Biggie Fries!

Wendy's
OLD FASHIONED HAMBURGERS.

Wendy's advertisement for the Control Group. The image shows a Wendy's meal including a Biggie Fries container, a Wendy's Old Fashioned Hamburger, a side salad, a drink, and a side of chicken nuggets. The text 'Welcome' is at the top, and the promotional message 'Purchase any combo and upgrade your fries to Biggie Fries!' is at the bottom. The Wendy's logo and 'OLD FASHIONED HAMBURGERS.' are also visible.

Experimental Group
(Ad including UNO Students)



Welcome

UNO STUDENTS! Purchase any combo with UNO I.D. and upgrade your fries to Biggie Fries!

Wendy's
OLD FASHIONED HAMBURGERS.

Wendy's advertisement for the Experimental Group. The image shows the same Wendy's meal as the Control Group. The text 'Welcome' is at the top, and the promotional message 'UNO STUDENTS! Purchase any combo with UNO I.D. and upgrade your fries to Biggie Fries!' is at the bottom. The Wendy's logo and 'OLD FASHIONED HAMBURGERS.' are also visible.

click to enter our site
It's better here.™

click to enter our site
It's better here.™

DEPENDENT AND INDEPENDENT VARIABLES

The Independent Variable is question number 1 shown on the questionnaire stating:

1. How often do you purchase fast food per week?

_____ times per week

The Dependent Variable is question number 4 shown on the questionnaire stating:

4. The Wendy's advertisement shown is...

Not likeable	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5 Very likeable
Not appealing	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5 Very appealing
Unpleasant	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5 Very pleasant
Very exciting	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5 Boring
Very effective	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5 Not effective

RESULTS

Main effect: H1 → not supported

Interaction effect: H2 → supported



DATA ANALYSIS

Light users = 0-2
times/week

Heavy users = 3 or
more times/week

Descriptive Statistics

Dependent Variable:AVG_AD

Q1_H_L	cond	Mean	Std. Deviation	N
light users	UNO Students	2.8909	.59435	22
	NonUNO Students	3.0435	.87585	23
	Total	2.9689	.74706	45
heavy users	UNO Students	3.5889	.70785	18
	NonUNO Students	3.0125	.74285	16
	Total	3.3176	.77086	34
Total	UNO Students	3.2050	.72958	40
	NonUNO Students	3.0308	.81375	39
	Total	3.1190	.77229	79

Δ : -.1526

Δ : .5764

Δ : .1742

- Introducing a second IV = light vs. heavy consumers
- Running two-way ANOVA
- There is a significant difference on the DV among the heavy users

INTERPRETATION - 2-WAY ANOVA

Tests of Between-Subjects Effects

Dependent Variable:AVG_AD

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	5.432 ^a	3	1.811	3.305	.025
Intercept	759.201	1	759.201	1385.740	.000
Q1_H_L	2.149	1	2.149	3.923	.051
cond	.868	1	.868	1.584	.212
Q1_H_L * cond	2.567	1	2.567	4.688	.034
Error	41.090	75	.548		
Total	815.040	79			
Corrected Total	46.522	78			

< .05 = α

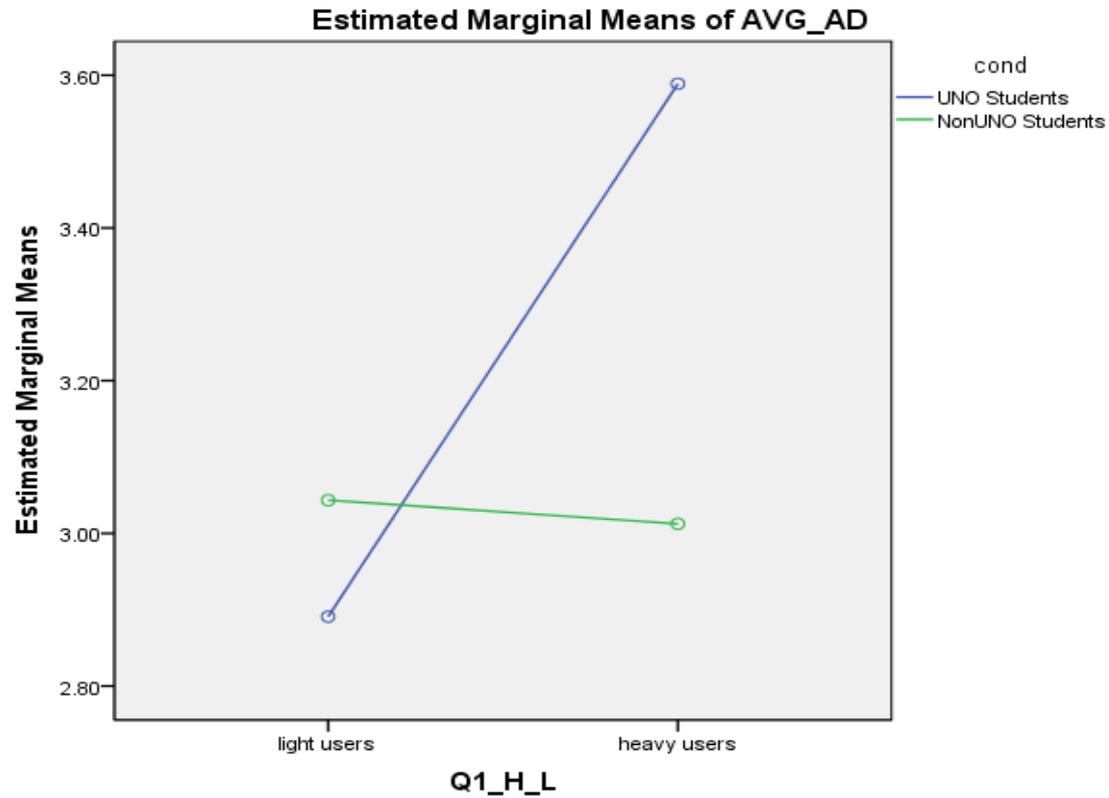
a. R Squared = .117 (Adjusted R Squared = .081)

This shows a significant impact of addressing UNO students in advertisement on their attitude toward the ad dependent on light vs. heavy consumers (p -value < α).

INTERPRETATION - PROFILE PLOTS

Light users = 0-2
times/week

Heavy users = 3 or
more times/week



LIMITATIONS



- Instead of judgmental sampling rather quota sampling: e.g. ask more students that live on campus
- Sampling errors

CONCLUSIONS

- Consumers were more likely to take advantage of the promotion only if they were addressed in the ad (UNO students) and if they were heavy fast food consumers.
- Other variables like gender, age, menu or French fries preference did not have a significance on the attitude towards the ad.

RECOMMENDATIONS

- Wendy's should address the ad toward students that live at the dorms or Privateer Place, therefore students will feel identified.
- People that live on campus might be more heavy consumers since they do not have many options close to UNO.



QUESTIONS?

