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THE INFLUENCE OF COGNITIVE DISSONANCE
AMONG VEGA AND PINTO OWNERS

By

James G. Stratton

B.A. University of Wisconsin, 1968

Presented in partial fulfillment of the requirements for the degree of

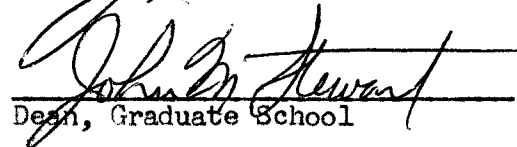
Master of Business Administration

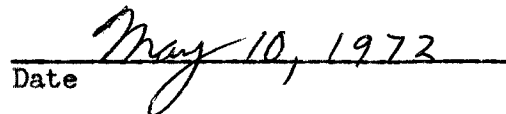
UNIVERSITY OF MONTANA

1972

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PREFACE

The purpose of this paper is to determine whether buyers of a major new product will show signs of cognitive dissonance, a state of psychological discomfort. A random sample of Pinto and Vega owners was drawn in the Great Falls, Montana area to test whether dissonance theory will function in marketing research.

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Chapter I

INTRODUCTION

Cognitive Dissonance Defined

The theory of cognitive dissonance is probably the most highly tested and influential theory in social psychology. It was first proposed by Leon Festinger in 1957.¹ Cognitive dissonance may be defined as "a state of psychological discomfort or tension which motivates efforts to achieve consonance."² Dissonance may be considered as a state of disequilibrium while consonance would be a state of equilibrium. Two cognitive elements would be dissonant if one is the negative of the other. Two cognitive elements would be consonant if one implies the same as the other. Two elements would be irrelevant if one has nothing to do with the other. Dissonance results in a state of imbalance while consonance results in a state of balance. Sadaomi Oshikawa defines it as follows:³

If one cognitive element of knowledge follows from another they are said to be consonant. If one does not follow from another they are said to be dissonant and arouse the uncomfortable state producing cognitive dissonance.

¹Roger Brown, Social Psychology (New York: The Free Press, 1965), p. 584.

²Ibid., p. 584.

³Sadaomi Oshikawa, "The Theory of Cognitive Dissonance and Experimental Research," Journal of Marketing Research, (November, 1968), p. 429.

Perhaps the best way to define the theory for the purpose of this study is through example. If a person has to choose between two equally desirable products, he would try to evaluate the selected product favorably while seeking unfavorable information about the rejected product in order to reduce the dissonance. On the other hand, if a person has a choice between two products one of which is favorable and the other unfavorable, he would not feel any need to reinforce his choice since cognitive dissonance would not be aroused.

A more specific example lies close to the type of case tested in this paper. If a person looks at two automobiles that are equal in value to him, and he chooses vehicle A over vehicle B; he will seek information such as articles and advertisements favoring vehicle A. At the same time, he should avoid information that does not agree with his decision; i.e., articles and advertisements that favor vehicle B in comparison to vehicle A.

Background Research

Festinger theorizes that dissonance results from the fact that the decision that was reached is counter to the beliefs that form the alternative. According to Festinger "once the decision is made, however, and dissonance-reduction processes begin, one should be able to observe that the differences in attractiveness between the alternatives change, increasing in favor of the chosen alternative."⁴ Deutsch and Krauss found that the magnitude of dissonance and the pressure to reduce the dissonance between alternatives increased as the importance value of the

⁴Morton Deutsch and Robert M. Krauss, Theories in Social Psychology. (New York: Basic Books, Inc., 1965), p. 71.

choices increased.⁵

A summary study of dissonance theory was done by Brehm and Cohen. They found that a choice between attractive alternatives created dissonance, greater dissonance was aroused in cases where the attractiveness of the rejected alternative was very strong, and dissonance was proportional to the importance of the two choices.⁶

One of the more recent studies done in marketing research revealed that deficiency of product importance resulted in an insignificant amount of cognitive dissonance in the selection of instant coffee brands by a sample of college students.⁷ However, much of the other research that was done in the mid 1960's by psychologists showed that the importance of the decision was not a significant effect on dissonance levels.⁸ Festinger replaced importance with commitment. He said that making a decision does not necessarily lead to dissonance, but a decision carrying commitment is necessary for the arousal of dissonance.⁹

An application of dissonance theory was made in 1967 by Kaish. He theorized that the great diversity of vehicle types and their components resulted in a reduction of dissonance.¹⁰ Therefore one could conclude

⁵Ibid., p. 68.

⁶Ibid., p. 72.

⁷Joel B. Cohen and Marvin E. Goldberg, "The Dissonance Model in Post-Decision Product Evaluation," Journal of Marketing Research, (August, 1970), 315-321.

⁸Robert James Connole, "An Exploratory Study of Cognitive Dissonance Among Innovators" (unpublished doctoral dissertation, University of Iowa, Iowa City, 1968), p. 28.

⁹Deutsch, p. 73.

¹⁰Connole, p. 28.

that automotive shoppers should have low dissonance levels.

The theory of cognitive dissonance has also been strongly attacked in recent times. Some believe that it is too cumbersome a model and should be simplified.¹¹ Even Festinger feels dissonance may have created more problems than it has solved.¹² The major benefit of the theory according to Deutsch and Krauss is the fact that it has ". . . stimulated research which suggests that there may be less objectivity and more partiality and bias in the way the person views and evaluates the alternatives after he makes his decision than before he makes it."¹³ Therefore dissonance theory may not be an exact tool but at present it is the best that has been offered.

One problem that is omnipresent in psychological research is the validity of the environment of the university laboratory with only students as subjects. Also the problem of commitment would seem to be a factor among students who do not have to live from day to day with their decision. Another recent study in marketing research did show that there was no significant difference between housewives and students in their response to a dissonance experiment.¹⁴ Therefore it may be a bit unfair to attack the student subject as being atypical in his responses. However, this experiment did not take into account the fact that anyone may respond the same in the laboratory environment. Also dissonance

¹¹S. Stanfield Sargent and Robert C. Williamson, Social Psychology. (3rd ed.; New York: The Ronald Press Company, 1966), p. 227.

¹²Deutsch, p. 73.

¹³Ibid., p. 74.

¹⁴Jagdish N. Sheth, "Are There Differences in Dissonance Reduction Behavior Between Students and Housewives?" Journal of Marketing Research, (November, 1960), 243-245.

arousal in this experiment again did not take into account the fact that the alternatives were not as lasting to both housewives and students as the major decisions the consumer must make in the "real" world.

Connole made a study using cognitive dissonance in the market place.¹⁵ He found that buyers of a new model car would seek consonant information but not necessarily reject dissonant information. Moreover, his study is one of the few to show what happens in an actual market place decision followed by the introduction of both favorable and unfavorable information.

The Equal Alternatives

The Vega and Pinto were introduced in September of 1970. As early as May of 1970, the Vega was introduced in Time as an innovation in the American automobile industry. At this time General Motors said the Vega would not look any different for at least four years.¹⁶ In the same article, it was reported that the Ford product was also believed to be following the same procedure. The Pinto was introduced as the "fix-it-yourself" car that could be easily adjusted by the average owner in Time in August of 1970. Advertisements about the Vega were also mentioned which stressed the same attractive features to the economy minded consumer.¹⁷ Both cars were priced within \$150 of each other.¹⁸ From these facts the Vega and Pinto would seem to be very attractive products to the consumer in the tight economy of 1970 and 1971. Also the advertising and comparable

¹⁵Connole, p. 56.

¹⁶"An End to Obsolescence?" Time, May 18, 1970, p. 83.

¹⁷"A Fix-It-Yourself Approach," Time, August 17, 1970, 57-58.

¹⁸"Debut for Subcompacts," Time, September 21, 1970, p. 92.

features of the two automobiles present a strong case for utilizing them experimentally as the two favorable and equal alternatives. Also the outlay of approximately \$2,000 for one or the other should involve strong commitment on the part of the automobile owner. These two vehicles apparently fulfill the criteria presented in the background research. The underlying assumption of the research is that the Pinto and Vega are equal alternatives.

Statement of the Problem

Will significant dissonance be aroused in the new car buyer by the presence of advertisements and magazine articles of an equal alternative to his decision?

Value of this Study

Considerable research in the past has shown that the word of mouth communication by car owners was a major factor in determining the prospective customer's decision. According to Connole, ". . . three-fourths of all new car buyers gave advice to a friend or neighbor on auto purchases during a twelve month period following their purchase."¹⁹ These results and others of the same nature have led such men as Dichter, President of the Institute for Motivational Research to consider word of mouth communication more effective than advertising in selling the product.²⁰ Cognitive dissonance is the only tool to use in testing whether the new car owner is dissonant. If he is, more adequate information should be given the new car buyer so that he might relate a favorable impression to future

¹⁹Connole, 6-7.

²⁰Ibid., p. 7.

buyers.

Hypotheses

Hypothesis 1

Vega and Pinto owners will seek consonant information.

Null Hypothesis

Vega and Pinto owners will not seek consonant information.

Hypothesis 2

Vega and Pinto owners will avoid dissonant information.

Null Hypothesis

Vega and Pinto owners will not avoid dissonant information.

Hypothesis 3

There will be a difference in the pursuit of consonant advertisements and articles by Vega and Pinto owners. (Vega owners will seek consonant information about Vegas; Pinto owners will seek consonant information about Pintos).

Null Hypothesis

There will be no difference in the pursuit of consonant advertisements and articles by Vega and Pinto owners.

Hypothesis 4

There will be a difference in the avoidance of dissonant advertisements and articles by Vega and Pinto owners. (Pinto owners will avoid dissonant advertisements about the Pinto while Vega owners will avoid dissonant articles about the Vega.)

Null Hypothesis

There will be no difference in the avoidance of dissonant advertisements and articles by Vega and Pinto owners.

Chapter II

DESIGN

Subject Approach

The most feasible approach to contacting and gaining results from the Vega and Pinto owners seemed to be through the personal interview method using a questionnaire. A random sample of both groups was selected, since the total population could not be determined. The names of the prospective subjects were drawn from the Chevrolet and Ford dealers in Great Falls, Montana. The Ford dealer was most cooperative in letting the interviewer have complete access to the file containing the Pinto owners who bought and/or serviced their automobiles there. A total of forty-one Pinto owners were in this file and a sample of sixteen was drawn using a random number table.²¹ The Chevrolet dealer furnished the interviewer with a list of eighteen Vega owners. Only eight Pinto and seven Vega owners were still living in Great Falls or would allow the interviewer to contact them. Therefore another sample of twelve Pinto and Vega owners were obtained. Of these owners, four of each group were contacted.

The owners were contacted by telephone using a prepared statement. In all cases the customer was led to believe that the interviewer was drawing a sample of random new automobile owners and not the specific brands that they owned.

²¹Ibid., p. 7.

Four articles were selected and put into envelopes with a brief summary on the cover. One article favored the Vega, one favored the Pinto, and two were of a neutral nature. In addition, four advertisements were selected from Life magazine. One advertisement displayed a Vega, another a Pinto, and the other two were neutral.

Interview Method

Following the initial telephone contact, the subjects were interviewed using a two page questionnaire. The interviewee was told that he would not be personally identified in the questionnaire so he was completely anonymous. The Vega owners were identified by numbers less than thirteen and the Pinto owners by the number fifty or greater.

After answering the first six general questions, the subject was asked to rate the articles and advertisements. The articles were identified by the letter A, B, C or D. The articles were randomly shuffled before each interview to counter any bias of ordering. First the subject was asked which he would be most interested in reading. Then he was asked which he would be least interested in reading. Finally he was asked which articles he would rank second and third. The letters of the choices made by the subjects were noted by the interviewer. The same procedure was followed for the advertisements.

After this information was collected, the subject was asked to answer a few more questions contained on the second page of the questionnaire. At this point it was determined whether or not the subject still owned a Pinto or Vega. In all cases this was true. In one case the subject had bought the car for his daughter, but he had made the buying decision entirely on his own part.

Means of Analysis

General information such as age and income were averaged. The fact that two of the Vega owners were eighty years old tended to make that age and income level above and below average respectively in comparison with the Pinto owners.

The chi square was determined to be the most appropriate statistical test for evaluating the level of dissonance. The chi square test is helpful in that nothing need be known about the distribution of the average population to use it.²²

$$\chi^2 = \frac{(F_o - F_e)^2}{F_e} \quad 23$$

Chi square tests the hypothesis that any association between samples is random.²⁴ For this reason the hypothesis is tested as a null hypothesis. Kerlinger says that chi square is not very useful in small samples.²⁵ However, Freeman uses a corrected formula for a two by two table that is useful with small samples.²⁶

$$\chi^2_y = \frac{N(|ad - bc| - \frac{N}{2})^2}{(a+b)(c+d)(a+c)(b+d)}$$

a, b, c, and d are defined by their appearance in a two by two table.

a	b	a+b
c	d	c+d
a+c	b+d	N

²²Fred N. Kerlinger, Foundations of Behavioral Research (New York: McGraw-Hill Book Company, 1960), p. 437.

²³Linton C. Freeman, Elementary Applied Statistics: For Students in Behavioral Science (New York: John Wiley & Sons, Inc., 1965), p. 218.

²⁴Ibid., p. 215.

²⁵Kerlinger, p. 260.

²⁶Freeman, p. 220.

There is one degree of freedom in the two by two table. This is true because once any one of the four letters is determined, the other three are also determined. The .05 level of significance was used as the cutoff point of acceptance of the null hypothesis. Any chi square greater than 3.84 using the one degree of freedom would result in the rejection of the null hypothesis.²⁷ This means that the null hypothesis could occur by chance only five out of a hundred times. Most researchers accept the .05 level as significant.²⁸

²⁷Blalock, p. 452.

²⁸Kerlinger, p. 154.

Chapter III

RESULTS

Subject Characteristics

The average age of the Pinto and Vega owners was thirty-two and forty years old respectively. The average income of Vega owners was \$9,100 while Pinto owners earned \$9,900. Fifty-seven per cent of each group owned their own home. The average of fourteen years of education was also equal among both groups.

Hypothesis 1

One method of measuring dissonance is to determine whether the new buyers will seek consonant information.

Null Hypothesis. Vega and Pinto owners will not seek consonant information.

Alternative Hypothesis. Vega and Pinto owners will seek consonant information.

TABLE 1

ARTICLE CHOICE

Automobile Owners	First Choice		Row Totals
	Pinto	Vega	
Pinto	10	1	11
Vega	3	8	11
Row Totals	13	9	N=22

$$\chi^2_y = \frac{N(|ad-bc| - \frac{N}{2})^2}{(a+b)(c+d)(a+c)(b+d)}$$

$$\chi^2_y = 6.77$$

3.81 is .05 level of significance

At one degree of freedom this value is considerably greater than the 3.81 cutoff point. Therefore the chances are less than five in a hundred that the buyers' choice selection could have happened by chance. The null hypothesis is rejected and the alternative hypothesis is accepted. The buyers do seek consonant articles.

TABLE 2

ADVERTISEMENT CHOICE

Automobile Owners	First Choice		Row Totals
	Pinto	Vega	
Pinto	8	3	11
Vega	1	7	8
Row Totals	9	10	N=19

$$\chi^2_y = \frac{N(|ad-bc| - \frac{N}{2})^2}{(a+b)(c+d)(a+c)(b+d)}$$

$$\chi^2_y = 4.6$$

At one degree of freedom, this chi square is also significant at the .05 level. Again the null hypothesis is rejected. With the results of Table 1 and 2, hypothesis 1 would be accepted.

Hypothesis 2

The other method of measuring dissonance is to determine whether or not dissonant information is avoided by the car owners.

Null Hypothesis. Vega and Pinto owners will not avoid dissonant information.

Alternative Hypothesis. Vega and Pinto owners will avoid dissonant information.

TABLE 3

ARTICLE AVOIDANCE

Automobile Owners ^a	Last Choice		Row Totals
	Other	Dissonant Last	
Pinto	6	4	10
Vega	5	3	8
Row Totals	11	7	N=18

^aAutomobile owners who picked their vehicle first

$$\chi^2_y = \frac{N(|ad-bc| - \frac{N}{2})^2}{(a+b)(c+d)(a+c)(b+d)}$$

$$\chi^2_y = .354$$

TABLE 4

ADVERTISEMENT AVOIDANCE

Automobile Owners ^a	Last Choice		Row Totals
	Other	Dissonant Last	
Pinto	5	3	8
Vega	5	2	7
Row Totals	10	5	N=15

^aAutomobile owners who picked their vehicle first

$$\chi_y^2 = \frac{N(|ad-bc| - \frac{N}{2})^2}{(a+b)(c+d)(a+c)(b+d)}$$

$$\chi_y^2 = .0375$$

In both table 3 and table 4, the chi squares are less than the 3.91 required for the .05 level of significance. Therefore the null hypothesis can not be rejected. Actually this result is consistent with prior research which also showed active seeking of consonance and an insignificant avoidance of dissonance.

In order for dissonance avoidance to be present, the dissonant article or advertisement must be chosen last, and the consonant article must be chosen first.

Hypothesis 3

Hypothesis 3 like hypothesis 1 measures the seeking of consonant information. However, hypothesis 3 is concerned with whether there is a significant difference in the seeking of articles as opposed to consonant advertisements.

Null Hypothesis. There will be no difference in the pursuit of consonant articles and advertisements by Vega and Pinto owners.

Alternative Hypothesis. There will be a difference in the pursuit of consonant advertisements and articles by Vega and Pinto owners.

TABLE 5

ARTICLE AND ADVERTISEMENT CHOICE			
Automobile Owners	First Choice		Row Totals
	Articles	Advertisements	
Pinto	10	8	18
Vega	8	7	15
Row Totals	18	15	N=33

$$\chi^2_y = \frac{N(|ad-bc| - \frac{N}{2})^2}{(a+b)(c+d)(a+c)(b+d)}$$

$$\chi^2_y = .050$$

$$\chi^2 \text{ at } .05 = 3.81$$

The chi square is considerably less than significant at the .05 level. Therefore the null hypothesis would be accepted. There is no difference between articles and advertisements in the seeking of consonance by Pinto and Vega owners.

Hypothesis 4

Consonant differences between articles and advertisements are ruled out by hypothesis 3. However, there may be a difference in the avoidance of the dissonant articles and advertisements.

Null Hypothesis. There will be no difference in the avoidance of dissonant articles and advertisements by Vega and Pinto owners.

Alternative Hypothesis. There will be a difference in the avoidance of dissonant articles and advertisements by Vega and Pinto owners.

TABLE 6

ARTICLE AND ADVERTISEMENT AVOIDANCE

Automobile Owners ^a	Last Choice		Row Totals
	Articles	Advertisements	
Pinto	3	5	8
Vega	5	3	8
Row Totals	8	8	N=16

^aAutomobile owners who picked their vehicle first

$$X_y^2 = \frac{N(|ad-bc| - \frac{N}{2})^2}{(a+b)(c+d)(a+c)(b+d)}$$

$$X_y^2 = .250$$

$$X^2 \text{ at } .05 = 3.81$$

Chi square again is not significant. The null hypothesis is accepted and hypothesis 4 is rejected.

From the results of hypothesis 3 and hypothesis 4, one observes that there is no significant difference in dissonance arousal between the magazine articles and advertisements. This is true because of the rejection of both hypotheses.

Two Possible Problem Areas

When one studies the raw data in the appendix, it is possible to detect two conceivable biases that may affect the results. First is the possible bias of choosing a small automobile over the larger. Eight Pinto owners did pick the pinto advertisement first, but three Pinto owners also picked the Vega first.

To test this possible bias, a chi square analysis was made of those owners who picked small automobiles first and second as opposed to those who did not respond in this way.

TABLE 7

SMALL VS. LARGE AUTOMOBILE PREFERENCE

Automobile Owners	Small Car Choice ^b	Other Response	Row Totals
Pinto	4	8	12
Vega	3	9	12
Row Totals	7	17	N=24

^bThose who picked small automobiles first and second

$$\chi^2_y = \frac{N(|ad-bc| - \frac{N}{2})^2}{(a+b)(c+d)(a+c)(b+d)}$$

$$\chi^2_y = 0$$

Null Hypothesis. Pinto and Vega owners do not have a bias for small cars.

Alternative Hypothesis. Pinto and Vega owners have a bias for small cars.

From the results of this analysis, one observes that the null hypothesis of no difference between large and small automobile bias would be accepted. The possible bias of small automobiles being chosen over large may be disregarded as an influence on the earlier hypothesis.

The second possible bias is the possibility that there is a bias for brand (i.e. Pinto owners choosing Fords). This problem was considered in light of question four on the second questionnaire. Table 8

shows the possible bias of previous ownership causing a bias in favor of that brand again.

Null Hypothesis. Pinto and Vega buyers who owned automobiles of the same company in the past do not present a bias in this study.

Alternative Hypothesis. Pinto and Vega buyers who owned automobiles of the same company in the past present a bias in the study.

TABLE 8

PRODUCT BIAS			
Automobile Owners	Previous Ownership ^c		Row Totals
	Same Brand	Other Brand	
Pinto	7	7	14
Vega	6	8	14
Row Totals	13	15	N=28

^cIncludes two subjects who owned both Ford and Chevrolet products in the past

$$\chi^2_y = \frac{N(|ad-bc| - \frac{N}{2})^2}{(a+b)(c+d)(a+c)(b+d)}$$

$$\chi^2_y = 0$$

$$\chi^2 \text{ at } .05 = 3.81$$

Again the null hypothesis is accepted and the hypothesis favoring the bias is rejected. Therefore the two possible problem areas mentioned above are not statistically significant.

Chapter III

CONCLUSION

Summary

The purpose of this study was to determine if cognitive dissonance is a significant factor in the post decision-making process of new automobile owners. Cognitive dissonance was measured by two methods. One was the seeking of consonant information and the other was the avoidance of dissonant information.

In Chapter I, cognitive dissonance was defined and background research was presented. The Vega and Pinto were chosen as equal alternatives and the problem and its significance were determined.

The project design was presented in Chapter II. The subject approach, the interview method, and the means of analysis were all analyzed in that chapter.

The results of the study revealed that the subjects showed a trend toward seeking consonance, but avoidance of dissonance was not statistically significant. Two of the problem areas of bias in favor of small cars and of product that the researcher observed in the preparation of the raw data were dismissed as statistically insignificant.

The results of the study led to the conclusion that more post decision influence may be valuable for the advertising departments of the automobile industry. Cognitive dissonance was present in the new car owners to the extent that they did seek consonant articles and

advertising. Perhaps a more extensive advertising campaign for people who already own the product would result in a stronger influence on word of mouth promotion of the product.

Limitations and Problems

The General Motors strike made it difficult to gain a large sample of Vega owners. Also the tightness of the economy compounded by a small automobile population made it difficult to acquire a larger sample. This study might well have been more convincing if a larger parameter could have been sampled.

Additional Research

The study might well have shown more value if the researcher had confronted the subjects with a different approach. To see if dissonance arousal is possible, future studies might contain three groups. One group would be a control group from the general automobile or other durable goods population. The second group would be aroused by citing dissonant advertising that the researcher who has established himself as an advertising expert considers as excellent. The researcher then would have the subjects rate consonant, neutral and dissonant magazine articles. The third group would be confronted with a dissonant article and then asked to rate consonant, neutral and dissonant magazine advertisements.

As mentioned in the previous section, a larger sample might also have provided more substantial data. A sample coming from various geographic areas may also produce more valid research.

APPENDIX I

Telephone Request

Mr, (Miss, or Mrs.) My name is Jim Stratton. I am a graduate student at the University of Montana working for my Master of Business Administration. I selected your name at random from a list of 1971 car owners given to me by the local dealers. I wonder if I might see you for five to ten minutes to have you answer a brief questionnaire that I have drawn up for my professional paper. Since the questionnaire includes some magazine advertisements and articles, I would like to make an appointment to see you. When would be convenient for you?

APPENDIX II

Magazine Articles

"Intermediate Cars" Consumer Reports (February, 1971), p. 86.

"Roadtest of the Plymouth Satellite, the Chevrolet Chevelle, Ford Torino show what intermediates can and can't do."

"The Invisible Cars" Motor Trend (June, 1971), p. 80.

Motor Trend road tests the 350 Chevelle, 351 Torino and 351 Satellite, but can not pick any as a definite winner.

"The Pinto and Vega: 10,000 Miles Later" Popular Science (January, 1971), p. 12.

The authors road test showed: "On the basis of the two cars we tested over 10,000 miles, our choice is the Pinto."

"Car of the Year Chevrolet Vega 2300" Motor Trend (February, 1971).

"The Chevrolet Vega 2300 is Motor Trend's 1971 car of the year by way of engineering excellence, packaging, styling, and timeliness."

APPENDIX III

Questionnaire Part I

1. Subject # _____
2. Sex _____
3. Age _____
4. Occupation _____
5. Years of education _____
6. Type of residence _____ (rented home, apartment,
owned home, other)
7. In these folders I have four magazine articles. By reading the brief summaries on the folders, which would you like to read most? ____ (1)
Which seems least interesting? ____ (4) In what order would you rank the other two? ____ (2) and ____ (3).

I have four advertisements from Life magazine. Which of the four would you be most likely to notice? ____ (1) Which would you be least likely to notice? ____ (4) In what order would you rank the other two? ____ (2) and ____ (3).

Questionnaire Part II

1. What years and models of cars do you own? _____
2. What other cars did you consider before buying your Vega/Pinto?

3. What was your second choice? _____
4. Have you owned a Ford or Chevrolet previously? _____
5. If yes, what year? _____
6. What magazines do you read regularly? _____
7. Do you recall reading any articles or advertisements about your car
after buying your car? _____
8. Do you recall reading any articles or advertisements about the Pinto/
Vega after buying your car? _____
9. How would you rate your car on a four point scale?

well pleased	pleased	not too pleased	not pleased
1.	2.	3.	4.
10. Whould you give me your combined family income per year? _____

APPENDIX IV

TABLE 9

RAW DATA

Favorable Decisions	Automobile Owners			
	Articles		Advertisements	
	Pinto	Vega	Pinto	Vega
Pinto 1	10	3	8	1
2	1	5	0	3
3	1	1	0	3
4	0	3	4	5
1	1	8	3	7
2	3	3	4	3
3	3	1	2	2
4	5	0	3	0

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