

Post Purchase Dissonance of Undergraduates towards Slow Moving Consumer Goods

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Introduction

Consumer Behaviour is one of the major areas of marketing hence determining the behavior of consumers is very difficult. Post-purchase dissonance has become as a problematic condition to cause dissatisfaction after the purchase made. Post-purchase dissonance might be experienced when there is a gap between customers' positive expectations and negative results. Post-purchase dissonance is widely encountered where consumers have two conflicting thoughts simultaneously by considering the pros and cons of the purchased products. Through the previous researches, it is confirmed that post-purchase dissonance mostly occurs with high involved Slow Moving Consumer Goods (Kaish, 1967; Oshikawa, 1969; Selvarajan, 2016). In the case of Slow Moving Consumer Goods where consumers pay much attention in respect to durability and high price, Post-purchase dissonance arises eventually. Post-purchase dissonance might result in stop using the products, increased complaints, brand switching, negative word of mouth and increased number of dissatisfied customers. As post-purchase dissonance is contributed as a major problem in the post-purchase evaluation, it is critical to identify the major determinants of post-purchase dissonance and ensure customer satisfaction towards their purchase. In support of previous findings, this present study attempts to examine post-purchase dissonance of laptop computers among undergraduates in Vavuniya Campus of the University of Jaffna, Sri Lanka as undergraduates noticeably experience a higher level of post-purchase dissonance due to numerous factors. The researchers have derived following objectives,

- To examine the impact and the relationship of the major determinants on post-purchase dissonance of laptop computers among the undergraduates.
- To recommend the remedial actions to reduce post-purchase dissonance by Slow Moving Consumer Goods.

Literature Review

According to Kassarijian and Cohen (1965), Post-purchase dissonance occurs when the consumers start to doubt their wisdom about the rightness about the purchased product along with the negative attributes on it. People usually experience dissonance only with the purchase of high involvement products as luxury goods and expensive goods (Knicki and Williams, 2003; Hasan and Nasreen, 2012). Further, Kulkarani (2013) claimed when the students go for purchasing laptops; they give the highest priority to brand image followed by experience and word of mouth as they usually shop with their shopping companions, especially friends and family.

Sweeney *et al.*, (2000) proposed 22- item scale for assessing dissonance including three dimensions which are emotion, the wisdom of purchase and concern over the deal. Selvarajan (2016) identified beliefs, customs, family background, emotional reaction, personal performance, culture, religious value, and peer group influence ought to be the significant determinants of post-purchase dissonance, and among them, word of mouth communication has become as the significant predictor in creating post-purchase dissonance in Sri Lanka. Along with these studies, Safna and Selvarajan (2018) suggested emotional discomfort, the wisdom of purchase, concern over the deal, product alternatives and opinion leadership are contributed to being the significant antecedents to create post-purchase dissonance with the purchase of Slow Moving Consumer Goods. Emotional discomfort is a person's psychological discomfort occurs when consumers feel about the adverse outcomes of the purchased items. The wisdom of purchase is treated as a rational component when consumers doubts about the rightness about the product. Concern over the deal is a matter when there are high interventions made by salespeople. Product alternatives create post-purchase dissonance where there is complexity among the similarity between alternatives when the brand is a critical aspect in high involvement products like laptops. Opinion leadership grows importance where consumers go for the acceptance and opinions of others to justify their purchased products and go for satisfied customers (Sweeney *et al.*, 2000; Safna and Selvarajan, 2018).

Based on the review of the related studies, the hypotheses and the conceptual framework were developed to conduct present study.

H₁: There is a significant impact of emotional discomfort on post-purchase dissonance of laptop computers among undergraduates.

H₂: There is a significant impact of the wisdom of purchase on post-purchase dissonance of laptop computers among undergraduates.

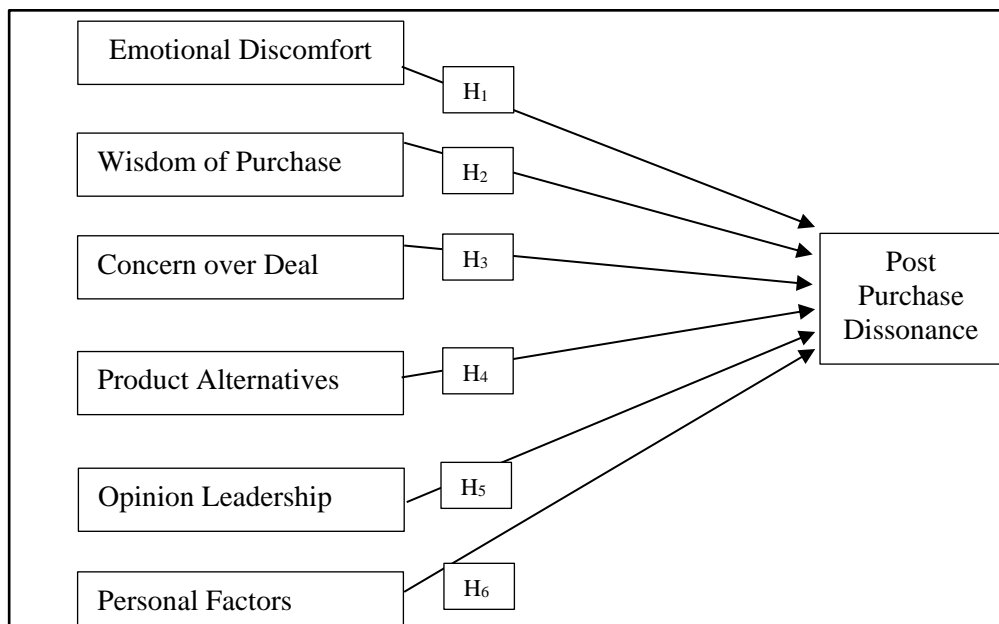
H₃: There is a significant impact of concern over a deal on post-purchase dissonance of laptop computers among undergraduates.

H₄: There is a significant impact of product alternatives on post-purchase dissonance of laptop computers among undergraduates.

H₅: There is a significant impact of opinion leadership on post-purchase dissonance of laptop computers among undergraduates.

H₆: There is a significant impact of personal factors on post-purchase dissonance of laptop computers among undergraduates.

Figure 1. Conceptual Model



Source: Sweeney *et al.*, 2000; Safna and Selvarajan, 2018

Methodology

In order to conduct the research, the researchers resorted to the method of primary data collection of data, a sample size of 100 undergraduates from the total population (860) within undergraduates of Vavuniya Campus of the University of Jaffna, Sri Lanka have been selected through using stratified random sampling method. Sample size has been selected after reviewing sufficient literature and study conducted on the similar field (Bose and Sarker, 2012).

The questionnaire was developed based on the 22-item measure scale of dissonance proposed by Sweeney *et al.*, (2000) consists of questions measured by

a five-point Likert scale method. In order to ensure that the results obtained from the research are accurate and reliable, SPSS 20.0 (Statistical Package for Social Sciences) was used to derive the primary values from accepting or rejecting the formed hypotheses. The Cronbach's alpha ranging from 0.709 to 0.856, hence indicating acceptable reliability for all measured constructs.

Results and Discussions

The information which was gathered from the survey represents the gender distribution 42% male and 58% female. The highest proportion of the family income of the respondents (45%) falls to the income level of Rs.20000 to 60000 followed by the 60000 to 100000 income level. The majority of respondents were age group of 24-26.

Testing of Hypotheses- Regression and Correlation Analysis

In this study, the researchers have used Simple linear regression and Pearson correlation analysis to determine the impact and the relationship of the factors on post-purchase dissonance in case of Slow Moving Consumer Goods in order to test the hypotheses.

Table 1. Model summary of correlations of the factors and Post purchase dissonance

	Independent Variables	Hypotheses	Pearson Correlation (R)/Beta Value	R Square	Ad. R Square	Sig. Value	Result
Dependent Variable - Post purchase dissonance	Emotional discomfort	H ₁	.534	.285	.278	.000	Supported
	Wisdom of purchase	H ₂	.407	.166	.157	.000	Supported
	Concern over deal	H ₃	.459	.210	.202	.000	Supported
	Product alternatives	H ₄	.623	.388	.382	.000	Supported
	Opinion leadership	H ₅	.692	.117	.108	.000	Supported
	Personal factors	H ₆	.342	.107	.099	.000	Supported

In the above table represents the significant values of factors creating post-purchase dissonance (emotional discomfort, the wisdom of purchase, concern over the deal, product alternatives, opinion leadership, and personal factors) and post-purchase dissonance. If these variables are less than 0.01, the researcher can identify a relationship between the factors and post-purchase dissonance. According to the details in the above table, the significant value is 0.000 for all six factors. Therefore, there is a relationship between the factors and post-purchase dissonance towards the purchase of laptops among undergraduates. If the Pearson correlation value is plus value ($p=0.000$), there is a positive relationship and significant impact between the variables. By identifying the Pearson correlation values (which is equal to R and Beta values), researchers could identify there are a positive relationship and significant impact between all six factors and post-purchase dissonance. Emotional discomfort and post-purchase dissonance have a positive correlation and significant impact ($r=0.534$). In the case of emotional discomfort, the adjusted R square is 0.278 which means emotional discomfort was able to explain 27.8% of the variance in post-purchase dissonance. The wisdom of purchase and post-purchase dissonance have a positive correlation and significant impact ($r=0.407$). In the case of the wisdom of purchase, the adjusted R square is 0.157 which means wisdom of purchase was able to explain 15.7% of the variance in post-purchase dissonance. Concern over deal and post-purchase dissonance have a positive correlation and significant impact ($r=0.459$). In the case of concern over the deal, the adjusted R square is 0.202 which means concern over the deal was able to explain 20.2% of the variance in post-purchase dissonance. Product alternatives and post-purchase dissonance have strong positive correlation and significant impact ($r=0.623$). In the case of product alternatives, the adjusted R square is 0.382 which means product alternatives were able to explain 38.2% of the variance in post-purchase dissonance. Opinion leadership and post-purchase dissonance have strong positive correlation and significant impact ($r=0.692$). In the case of opinion leadership, the adjusted R square is 0.108 which means opinion leadership was able to explain 10.8% of the variance in post-purchase dissonance. Personal factors and post-purchase dissonance have a positive correlation and significant impact ($r=0.342$). In the case of personal factors, the adjusted R square is 0.099 which means personal factors were able to explain 9.9% of the variance in post-purchase dissonance.

As per this, emotional discomfort, the wisdom of purchase, concern over the deal, product alternatives, opinion leadership (Sweeney *et al.*, 2000; Czinkota *et al.*, 2001; Safna and Selvaraj, 2018) and personal factors have a positive relationship and significant impact on post-purchase dissonance. Therefore, all the alternative hypotheses from H_1 to H_6 are supported and accepted by indicating that emotional discomfort, the wisdom of purchase, concern over the deal, product alternatives and personal factors are contributed to being the major determinants to create post-

purchase dissonance in Slow-Moving Consumer Goods in light of previous literature.

Conclusions and Recommendations

The primary objective of conducting this research was exploring the relationship and the impact of significant determinants which create post-purchase dissonance in Slow-Moving Consumer Goods. With the acceptance of all the hypotheses in the research model statistically confirmed that these factors emotional discomfort, the wisdom of purchase, concern over the deal, product alternatives, opinion leadership, and personal factors have strong positive relationship significant impact on post-purchase dissonance towards the purchase of laptops. The researchers suggested that these factors might create post-purchase dissonance with other durable and high involved technological based product like smartphones and other electronic equipment. As per the previous studies, this present study also proved that opinion leadership has the highest influence in creating post-purchase dissonance when it comes to Slow Moving Consumer Goods. This study addressed and supported to the previous study conducted by Safna and Selvarjan (2018) by identifying an additional factor as personal factors determining post-purchase dissonance which might include age, gender, and income levels. Also, the researchers could identify that middle-income people feel a high degree of dissonance where money is considered as an important factor in purchasing Slow Moving Consumer Goods like laptops.

This study might be an eye-opener for marketers to take remedial actions to weaken the factors that create post-purchase dissonance in the marketplace of Slow Moving Consumer Goods. By providing sufficient information through enhancing customer reinforcement, customer relationship and customer complaint handling mechanism might weaken opinion leadership, emotional discomfort, and personal factors. By establishing brand awareness, differentiation and innovation could build brand image against attracting towards product alternatives. Ensuring the high involvement of consumers and better decision on the purchase might weaken the factors concern over deal and wisdom of purchase. These research findings might be useful to market key players in Slow-Moving Consumer Good industries in Sri Lanka as well as Multi-National Companies to implement better strategies to reduce post-purchase dissonance and remain their customers as long time happy and satisfied customers for the overall sustainability of the organizations.

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