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Post Purchase Dissonance among Car Owners in Aizawl City- A Case Study of Hyundai Motors

[1] Lalchhantluangi Pachuau, [2]dr. Laldinliana
[1] Research Scholar, Department of Commerce, Mizoram University, Aizawl, 796004
[2] Assistant Professor& Supervisor, Department of Commerce, Mizoram University, Aizawl, 796004
Corresponding Author: Lalchhantluangi Pachuau

ABSTRACT: *This paper is an attempt to understand and study the post purchase behaviour of Hyundai car owners taking into consideration the dissonance of such consumers in relation with their demographic profile. The paper uses Pearson's correlation which is a non-parametric test to determine whether post purchase dissonance is related to the Demographic Profile. Demographic profile included for the study are-gender, age, education, marital status, number of family members and level of income.This study will help understand a consumers' perception towards automobiles as well as for the manufacturers and dealers to understand buyer behaviour and may develop certain marketing strategies through the findings of the research.The study validates the inter relationship between demography and the existence or non-existence of post purchase dissonance.*

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I. INTRODUCTION

Behavioral studies help in revealing how the consumers purchase the goods and services, why did they purchase it, do they experience any regret or frequently assess their decision to purchase such goods and services. All consumers in their way of consumption are unique in themselves with varied needs and wants and have different opinions, patterns and behaviour of consuming things. Behavioral studies attempt to identify and explain factors that affect the allocation of consumers' limited funds among the varied goods and services depending on their needs and wants.

Consumer behaviour refer to acts of individuals directly involved in obtaining and using economic goods and services, including the decision processes that precede and determine these acts (Engel. et al, 2009). The focus of this paper is to provide a framework to study the post purchase dissonance of Hyundai car owners in Aizawl City. The automobile industry in Mizoram has increased within the last few years which is evident from the existence of 10 dealers in passenger cars with a whopping fleet of 3.6 lakh automobiles for a population of around 11 lakhs.

The need for the study is identified due to the fact that purchase of cars is becoming part of a trend for most households and is necessary to identify and understand the post purchase behaviour as well as feedback and review of such consumers.

The paper aims to study whether or not there exist a relationship between the demographic profile and dissonance. Post purchase dissonance is a common consumer reaction after making a difficult, relatively permanent decision especially on the purchase of durables. Doubt and anxiety of this type is called post purchase dissonance (Festinger, 1985). The probability of a consumer experiencing post purchase dissonance as well as the magnitude of such dissonance is a function of:

a) The degree of commitment or irrevocability of the decision
b) The importance of the decision to the consumer
c) The difficulty of choosing among the alternatives
d) The individual's tendency to experience anxiety

When purchase transaction is completed, the consumer starts assessing the pros and cons of the purchase. Such assessment can many times fill him with anxiety. A consumer is bound to be dissonant if there is a discrepancy between the satisfaction levels he had expected from a product and between the satisfaction he actually receive from the product. It has been argued that post purchase dissonance not only comprises of cognitive elements but emotional elements as well (Sweeny, Hauskencht and Soutar, 2000). The consumers can find themselves to be emotionally dissonant as well if they are emotionally connected to the product.

Many researchers have argued that post purchase dissonance is mainly experienced through psychological discomfort (Elliot and Devine, 1994). After the purchase gets completed, the consumer might feel that he didn't require the product in the first stage and could have done without purchasing it (Sweeny, Hauskencht and Soutar, 2000). This thought arises when the consumer starts questioning his own wisdom that whether or not he made the right decision by purchasing the product. The entire process will end up with the consumer feeling dissonant over the purchase. However, it has also been noted in past researches that when the purchase gets completed and the consumer starts assessing the negative attributes he purchased along with buying the product and the positive attributes which he forgo of the products he didn't purchase create dissonance in his mind. Many consumers are also supposed to be susceptible to the feelings of post purchase dissonance if they feel that their purchase decisions have been influenced by the arguments given by the salespersons which made them buy the product (Cummings and Venkatesan, 1976).

II. OBJECTIVE OF THE STUDY

To identify the relationship between the demographic profile and post purchase dissonance

III. RESEARCH METHODOLOGY

Data collection: For the study, primary data is collected through a structured questionnaire to identify the post purchase opinion of Hyundai cars as well as the level of dissonance that may exist within the sample and secondary data is collected from books, journals, articles and published and unpublished documents of the Government of Mizoram.

Sampling: The sample size consists of 170 respondents residing in Aizawl city having purchased their Hyundai cars before 31st March 2016.

The sample is collected based on 4 zonal regions of the city- Aizawl East, Aizawl West, Aizawl North and Aizawl South based on purposive sampling method.

IV. ANALYSIS

Analysis of Demographic Profile of Respondents

The table presented gives an overview of the demographic profile of 170 respondents under study. The demographic variables include gender of the respondents and their age, their educational qualification, the marital status of the respondents, the no of family members of each respondent and the level of income of the respondents per month.

Table 1: Demographic Profile of Respondents

Demographic Variables		No of Respondents	Percentage
Gender	Male	139	82%
	Female	31	18%
Age	18-22	2	1%
	23-27	23	13%
	28-32	25	15%
	33-37	29	17%
	38-42	22	13%
	43-47	29	17%
	48-52	14	8%
	53 and above	26	16%
Education Qualification	Class 12 and below	20	11%
	Under Graduate	74	44%
	Post Graduate and above	76	45%
Marital Status	Single	43	25%
	Married	113	66%
	Divorced	8	5%
	Widowed	6	4%
No of Family Members	Less Than 5	70	40%
	More Than 5	100	60%
Income (per month)	Below 20,000	17	10%
	20,000-50,000	63	37%
	50,000-80,000	56	33%
	80,000 and above	34	20%

Gender: From the above table, the respondents comprises of 82% men and 18% women.

It is clear that majority of Hyundai Car owners for the study are male. Out of 170 respondents, only 31 of the respondents are female

Age: The table shows that 17% of the respondents i.e between ages of 33-37 and 43-47 contribute to the majority of age group of Hyundai Car owners. They are followed by ages 53 and above contributing to 16% of the respondents. This age group is followed by the age group of 23-27 years of age. The forth majority contribution is between the ages of 23-27 years of age followed by people within the age group 48-52. The least no of respondents with 1 % belong to the age group of 18-22.

Educational Qualification: The table shows that majority of the respondents are post graduates and undergraduates contributing to 45% and 44% respectively. Only 11% of the respondents belong to the category of passing class 12.

Marital Status: From the table it is observed that majority of the respondents are married i.e 66% followed by 25% of single respondents. 5% of the respondents are divorced and 4% are widowed.

No of Family Members: The table shows that majority of the respondents' i.e 60% of the respondents belong to a family of more than 5 members. 40% of the respondents belong to a family of less than 5 members.

Income Level: The table reveals that majority of Hyundai car owners have an income of Rs 20,000-50,000 i.e 37% followed by the income group of Rs. 50,000-80,000. The third income group of Hyundai car owners belong to Rs. 80,000 and above. The last income group belongs to Rs.20,000 and below.

Analysis of Post Purchase Dissonance among Respondents

The tables presented show whether or not the respondents' experience dissonance after purchase. Their opinion on whether they have experienced a feeling of uncertainty and discomfort as well as regret of purchase and frequency of assessment of purchase is taken into consideration.

Table 2: Respondents' experience of uncertainty and discomfort after usage of Hyundai Car

Feeling of Dissonance	No of Respondents	Percentage
Always	10	6%
Often	23	13%
Sometimes	41	24%
Rarely	58	34%
Never	38	23%
Total	170	100

The above table shows that when it comes to feeling of dissonance of purchase, 34% of the respondents rarely have the feeling, while 24% of the respondents sometimes feel uncertain about the purchase. 23% of the respondents never experience discomfort while 13% of the respondents often feel uncertain and 6% of the respondents always have a feeling of uncertainty and regret.

The analysis shows that there is a mix of all responses among the respondents. However, it can be inferred that majority of the respondents' experiences a feeling of uncertainty and discomfort after purchase. This feeling may be due to the fact that the cars require huge investment in terms of money as well as maintenance.

Table 3 : Frequency of Assessment of Purchase(Is the purchase worth the money spent)

Frequency of Assessment	No of Respondents	Percentage
Always	5	3%
Often	23	13%
Sometimes	45	26%
Rarely	47	27%
Never	50	31%
Total	170	100

The above table show that 31% of the respondents never assess their purchase, followed by 27% of the respondents rarely assessing their purchase.26% of the respondents sometimes assess their purchase while 13% of the respondents often assess their purchase and lastly a mere 3% always assess their purchase.

From the analysis, it can be seen that there is a diverse response. However, it can be inferred that half of the respondents frequently assess whether their purchase is worth the money and the other 50% rarely assess their purchase. This implies that some consumers do face dissonance after purchase in terms of the money they spent.

Table 4: Regret of Purchase of Hyundai Car

Frequency of Regret	No of Respondents	Percentage
Always	6	3%
Often	23	13%
Sometimes	27	16%
Rarely	43	25%
Never	71	43%
Total	170	100

The above table shows that 43% of the respondents have never regretted their purchase followed by 25% who rarely regret their purchase.16% of the respondent sometimes have regret about their purchase, 13% often do regret their purchase and 3% of them felt that they always regret their purchase.
The analysis presents whether the respondents regret their purchase of Hyundai car or not. The majority of the respondents rarely regret their purchase. However, some of the respondents regret their purchase which implies that while some are satisfied with their purchase of Hyundai car, there are some people who are not satisfied with it too.

Analysis of Relationship between Demographic Profile and Post Purchase Dissonance

The tables below provide the relationship between post purchase dissonance and the demography of respondents' viz. gender, age, education level, marital status, number of family members and income level. The analysis tries to find whether or not the aforesaid affects post purchase dissonance and whether there is significant difference using the sig. level $p<0.05$ using Pearson's Correlation.

Table 5: Correlation between Gender and Post Purchase Dissonance

Correlation	Post Purchase Dissonance	Gender
Pearson's Correlation	1	0.130
Sig. (2-tailed)		0.090
N	170	

The above table shows that there is no significant correlation between the post purchase dissonance and gender of the respondents since $p>0.05$ implying that gender does not contribute to the post purchase dissonance of the respondents.

Table 6: Correlation between Age and Post Purchase Dissonance

Correlation:	Post Purchase Dissonance	Age
Pearson's Correlation	1	-0.170*
Sig. (2-tailed)		0.026
N	170	

*. Correlation is significant at the 0.05 level (2-tailed)

The table shows that there is negative and significant correlation ($p<0.05$) by Pearson's rank i.e $r = -0.170$ which implies that post purchase dissonance gradually decreases as the age of the respondents increases. It also infers that dissonance is more in the lower age groups as compared to the higher age groups.

Table 7: Correlation between Education and Post Purchase Dissonance

Correlation: PPD and	Post Purchase Dissonance	Education
Pearson's Correlation	1	0.101
Sig. (2-tailed)		0.190
N	170	

The table shows that there is no significant correlation between the education level and the level of post purchase dissonance since there is no significant difference $p>0.05$. This implies that the level of educational qualification does not have an impact on dissonance after purchase.

Table 8: Correlation between Marital Status and Post Purchase Dissonance

Correlation: PPD and	Post Purchase Dissonance	Marital Status
Pearson's Correlation	1	0.048
Sig. (2-tailed)		0.534
N	170	

The table shows that $p = 0.534$ which is greater than 0.05 implying that there is no significant difference between post purchase dissonance and marital status of the respondents. This infers that whether the respondents are married does not contribute to the existence of dissonance after purchase.

Table 9: Correlation between Number of Family Members and Post Purchase Dissonance

Correlation: PPD and	Post Purchase Dissonance	No. of Family Members
Pearson's Correlation	1	-0.44
Sig. (2-tailed)		.565
N	170	

The table shows the correlation between the number of family members and post purchase dissonance. It can be seen that the significance level is greater than 0.05 i.e p= 0.565 implying that the number of family members be it less or more does not contribute to the post purchase dissonance.

Table 10: Correlation between Income Level and Post Purchase Dissonance

Correlation: PPD and	Post Purchase Dissonance	Income
Pearson's Correlation	1	-0.254**
Sig. (2-tailed)		0.01
N	170	

**. Correlation is significant at the 0.01 level (2-tailed)

The table shows that there exists correlation between the level of income of the respondents and post purchase dissonance. There is significant difference between them i.e P<0.01 implying that the level of post purchase behaviour changes as the income level changes. There is a negative correlation of -0.254 implying that as the income level increases, the level of post purchase dissonance decreases. It can also be inferred that the more the income, the more stable the respondents, the lesser the dissonance after purchase.

V. FINDINGS

- There is insignificant correlation between post purchase dissonance and gender of the respondents since p>0.05 implying that gender does not contribute to the post purchase dissonance of the respondents.
- There exist negative and significant correlation (p<0.05) correlation by Pearson's rank i.e -0.170 which implies that post purchase dissonance gradually decreases as the age of the respondents increases. It also infers that dissonance is more in the lower age groups as compared to the higher age groups.
- No significant correlation is found between the education level and the level of post purchase dissonance since there is no significant difference p>0.05. This implies that the level of educational qualification does not have an impact on dissonance after purchase.
- P= 0.534 which is greater than 0.05 implying that there is no significant difference between post purchase dissonance and marital status of the respondents. This infers that whether the respondents are married or not does not play a part in the existence of dissonance after purchase.
- The correlation between the number of family members and post purchase dissonance is absent since the significance level is greater than 0.05 i.e p= 0.565 implying that the number of family members be it less or more does not contribute to the post purchase dissonance.
- There is correlation between the level of income of the respondents and post purchase dissonance. There is significant difference between them i.e p = 0.001 implying that the level of post purchase behaviour changes as the income level changes. There is a negative correlation of -0.254 implying that as the income level increases, the level of post purchase dissonance decreases. It can also be inferred that the more the income, the more stable the respondents, the lesser the dissonance after purchase.

VI. SUGGESTIONS

From the findings and observations of the study, the following are put forward to the manufacturers and dealers of Hyundai cars with specific focus on dealers residing in Aizawl:

1. Manufactures and dealers should frequently conduct systematic market research to assess the dynamics in the market, the changes in behaviour of buyers and existing users and should try to know their existing customers' opinion of the product as well as their preferences in order to build brand loyalty so that when new models are launched, the customers can be informed where in, if the new models have the features that they desire it can lead to repeat purchase.
2. Dealers should target higher income groups and older age groups since there is minimal dissonance among these groups
3. Reduction of price of automobile as well as attractive offers should be given to reduce dissonance among different demographic categories.

VII.CONCLUSION

While seeking for brand success in the hypercompetitive market, it is important to understand consumers' point of view because after all 'Consumer is King'. Hyundai Motors Ltd being one of the forerunner in the automobile segment in India and also in the small state of Mizoram, this paper gives detailed study of the consumers of Hyundai cars and their ratings after purchase.

Based on the study, it cannot be implied that there is dissatisfaction towards the Hyundai cars since only a fragment of the population of the study revealed to have regret of purchase and there exist significant relation between dissonance and age of Hyundai car owners and income of Hyundai car owners.

Hyundai Motors have paved the way of creating of an elite brand throughout the world and has also made a huge impact in the small North-Eastern state of Mizoram with the number of sales increasing year after year and has the potential to be the forerunner in the automobile sector in the future years.

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