

Role of Venturesome Consumption on Post Purchase Dissonance

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ABSTRACT

Satisfaction predicts and drives the consumer behavior, among them post purchase dissonance is a key demine which predicts the post purchase behavior of the consumers. Once the product brought doesn't fulfills their satisfaction level than expected will create a sense of dissonance among them and surely it will affect the repurchase decisions. We all have a tendency to purchase or try something new out of our regular list .Sometimes trying something new will give an immense pleasure or else it will results in regret or dissonance. It may vary across individuals as it's a psychological phenomenon. Hence this study focuses on the role of venturesome consumption on post purchase dissonance.

1. Introduction

Many of us enjoy shopping. We love the hustle of going to the shopping malls, high streets , looking at the displays, talking to the shop assistants, examining various goods , comparing the prices, trying clothes and on , finally , a few hours later returning home exhausted , carrying bags full of brand new things. Up to an extent everyone possess venturesome consumption tendencies while we went out for shopping. At least at once we love to try anything new or unfamiliar rather than sticking to the same product or brand which we usually buys. Attractive displays, special offers, unmatched price discounts, innovative product features compels the consumers to purchase the products unfamiliar. Does the consumes are satisfied after making such a difficult purchase decision? It is undoubtedly debatable situation whether the consumes are satisfied or not.

Reviewing the merits and demerits of a product once it's bought is a natural phenomenon of human buying behavior. Hence, once a product transaction is completed , consumers evaluates the pros and cons of that product and if they don't adhere to the expected satisfaction level would create a contradictory thought in their mind leading to dissonance. Post Purchase Dissonance or Cognitive Dissonance defined as "any contradictory thought in mind which arises out of the discrepancy between what consumer believes and any info which contradicts that belief" (Festinger, 1957). The concept of cognitive dissonance was 1st introduced by Leon Festinger in 1957. The dissonance theory becomes and remains as a hot topic and it has been widely discussed in the area of consumer behavior. Sweeny et al. (2000) noted that dissonance include both cognitive elements and emotional elements as well. Their 22 item scale includes an emotional dimension and 2 cognitive dimensions consist of wisdom of purchase and concern over the deal. The emotional dimension defined as a person's psychological discomfort subsequent to the purchase decision. Consumers may experience dissonance if they are emotionally attached/connected to that particular product (Sweeny, 2000). Wisdom of purchase dimension is defined as "a person's

recognition after the purchase have been made that they may not have needed the product or may not have selected the appropriate one. Concern over the deal, the third dimension identified by Sweeny, Hausknecht and Soutar, reflects a person's recognition after purchase has been made, that they may have been influenced against their own beliefs by sales staff. Finally, all these entire process will leads and ends up with consumers Post Purchase Dissonance.

2. Review of Literature

Dissonance theory is one of a hot topic in sociology and psychology (Aronson, 1992) as the dissonance id mainly experienced through psychological discomfort (Elliot, 1990).

R Nasreeen et al. (2012) in their study found different variables which are responsible for affecting the cognitive dissonance in consumer behavior. The major finding of their study was, more the influence of family and friends in the decision making process, more degree of dissonance will be felt by the consumer. The personality of the shopper will also affect the level of dissonance. The confident shopper will experience lower level of dissonance whereas confused shopper will experience a higher level of dissonance. Cognitive dissonance also related with the purpose for which the product has been bought. If the product is being bought for some special reasons, then the consumer may feel higher level of dissonance.

Hasan U et al. (2014) in their study found that there is no significant association between the income of the consumers and post purchased dissonance. Besides the personality of consumer has a bearing on the dissonance including ability of the consumer. It's also found that impulse purchase were found to create more dissonance than planned purchase. Because impulse purchase are the results of the spot decision usually leaves the consumer more anxious about the performance of the product after it has been purchased. Since the consumer spend more time on planned purchases, they tends to be more

confident about their purchase thus tends to feel less dissonance.

Many researchers have also claimed the presence of the cognitive dissonance not only in the post purchase stage but in the pre purchase stage as well where the myriad of product options which are provided to the customer through the various advertising tools and promotional strategies instill confusion in him regarding which product to purchase and which not to purchase (Koller and Salzberger, 2007).

3. Statement of the Problem

Post Purchase Dissonance, doubt or anxiety experienced by consumers after making a difficult purchase decision. Basically consumers may feel dissonance when the product he bought doesn't meet the level what he actually expects. Attractiveness of the foregone product, negative reaction from friends and family, lower product quality are some of the reasons which causes post purchase dissonance among the consumers. It is found that sometimes people may repeatedly purchase the same product in order to avoid regret than becoming venturesome consumers. Thus study focuses on the role of venturesome consumption on post purchase dissonance and the reasons which causes dissonance among the consumers.

4. Objectives of the study

- To examine the most dissonance or regret experienced after making the purchase decision and the reasons behind it.
- To find the level of venturesome consumption and its association between socio economic variables.
- To find the level of post purchase dissonance and its association with socio economic variables.
- To find the association between level of venturesome consumption and post purchase dissonance.

7. Results

Table 1 Demographic profile of the respondents

Variable	Category	Count	%
Gender	Male	42	38
	Female	68	62
	Total	110	100
Age	Below 20	29	26
	20-30	55	50
	30-40	26	24
	Total	110	100
Highest Educational Qualification	Up to SSLC	1	1
	+2/Diploma	11	10
	Graduation	41	37
	Post-Graduation	57	52
	Total	110	100
Occupation	Salaried - Govt or Public Sector	3	3
	Salaried - Private Sector	40	36
	Self Employed	7	6
	Students	60	55
	Total	110	100
Region of Residence	Rural	30	27
	Semi-Urban	13	12
	Urban	67	61

5. Research Hypotheses

H1: There is no significant difference in the level of venturesome consumption tendencies among the consumers.

H2: There is no significant difference in the level of post purchase dissonance experienced by consumers.

H3: There is no significant difference in the products experienced by post purchase dissonance.

H4: There is no significant difference in the reason causes post purchase dissonance.

H5: There is no significant association between venturesome consumption and post purchase dissonance.

H6: There is no significant association between venturesome consumption and post purchase dissonance with socio economic variables.

6. Methodology

Source of data: The study is descriptive and empirical in nature. Both primary and secondary data were used. Primary data collected from 65 respondents using a structured questionnaire. Secondary data was collected from various published materials like journals, reports, magazines.

Instrument: For the present study, structured questionnaire were used. Venturesome Consumption was assessed by adapting the scale developed by Raju (1980), Harris (2008). For measuring the level of post purchase dissonance scale developed by Sweeny (2002) were used which includes 22 scale items falls under 3 dimensions such as emotional aspects, wisdom of purchase and concern over the deal.

Analysis: Both descriptive and inferential statistics have been applied to arrive at the conclusion based on the study

	Total	110	100
Marital Status	Single	75	68
	Married	35	32
	Total	110	100
Religion	Hindu	58	53
	Christian	22	20
	Islam	30	27
	Total	110	100
Monthly Income	Below Rs 25,000	59	54
	Rs 25,000 to Rs 50,000	29	26
	Rs 50,000to Rs 1,00,000	13	12
	Above Rs 1,00,000	9	8
	Total	110	100
Type of Family	Joint	9	92
	Nuclear	101	8
	Total	110	100
Monthly family spending	Below 5000	10	9
	5000-10,000	47	43
	10,000 -25,000	41	37
	Above 25,000	12	11
	Total	110	100

Source: Survey data

Table 2
Venturesome consumption – one sample sign test

Venturesome consumption	N	Mean	P Value
	91	3.4992	< 0.001**

Source: survey data

** Significant @ 1% Level of Significance

One Sample Sign Test

Inference: One sample sign test affirms that there is a highly significant difference in the venturesome consumption tendency among the public as it shows a p value of less than

0.05. the mean score lying above the assumed mean of 3 shows a relatively moderate venturesome consumption.

Table 3
Level of venturesome consumption

	Frequency	Percentage	P value
Low	27	24	<0.001**
Moderate	82	75	
High	1	1	
Total	110	100	

Source: survey data

Chi-Square Test

**Significant @ 1% level of significance

H1: Table 3 shows that the majority of the respondents exhibit a moderate level of venturesome consumption tendencies and

is found to be highly significantly different. Hence the null hypothesis is rejected.

Table 4
Response to the statement has you ever felt regret after purchasing any product

Regret Felt	Count	%
Yes	91	83
No	19	17
Total	110	100

Source: survey data

Inference: it is found that almost majority of the respondents (83%) felt regret or guilty at least once after

purchasing a product. Around 17% of the respondents revealed that they doesn't felt regret before.

Table 5
Level of post purchase dissonance

	Frequency	%	P value
Low	31	34	<0.001**
Moderate	59	65	

High	1	1	
Total	91	100	

Source: survey data

Chi-Square Test

**Significant @ 1% level of significance

H2: Table 5 shows that the respondents exhibit a moderate level of post purchase dissonance and it is found to be significantly different. Hence the null hypothesis is rejected.

Table 6
Post Purchase Dissonance – one sample sign test

Post Purchase Dissonance	N	Mean	P Value
	91	3.3700	< 0.001**

Source: survey data

** Significant @ 1% Level of Significance

One Sample Sign Test

Table 6 shows that there is a significant difference in the post purchase dissonance or regret experienced by the consumers.

Table 7
Categories experienced by Post purchase dissonance

Category	Response		Percentage of cases
	N	%	
Jewelry	15	7	17%
Food items	61	30	67%
Designer clothes	32	16	35%
Mobile phones & Gadgets	30	14	33%
Electronics & Home appliances	24	12	26%
Cosmetics	37	18	41%
Automobiles	3	1	3%
Antiques	5	2	5%
Total	207	100	227%

Source: Survey Data

Table 8
Most dissonance/regret felt product post purchase

Product classification	Count	%	P value
Jewelry	3	3	<0.001**
Food items	23	25	
Designer clothes	14	15	
Mobile phones & Gadgets	16	18	
Electronics & Home appliances	11	12	
Cosmetics	22	24	
Automobiles	2	2	
Total	91	100	

Source: Survey Data

Chi-Square Test

** Significant @ 1% level of significance

H3: Table 7 and table 8 shows different categories of products where the respondents felt dissonance post purchase and the most regret felt product among them. It is evident from the above table that food item (25%) were most of the

respondents felt regret after purchasing followed by cosmetics (24%). And it is found to be significantly different, hence the null hypothesis is rejected.

Table 9
Reasons causes Post Purchase Dissonance

Reasons	Mean Rank	P Value
Attractiveness of the foregone product	3.71	<0.001**
Lower satisfaction received than expected	3.84	
Negative reaction from friends and family	4.65	
Higher price paid	4.19	
Unfamiliarity with the product	4.28	
Lower product quality	2.13	
Non availability of returning option	5.19	

Source: Compiled from Primary Data

Friedman Test

**Significant @ 1% level of significance

H4: The mean rank of all the reasons which created a sense of dissonance after purchase were calculated by using Friedman test is presented in the Table 9. Among them lower product quality possess first rank (2.13), were its considered as the main reason for creating post purchase dissonance among consumers followed by attractiveness of the foregone product

(3.71) and lower satisfaction received from the product than expected. It also shows that there is a significant difference in the reasons which create the sense of dissonance or regret among consumer post purchase. Hence the null hypothesis is rejected.

Table 10
Association between Venturesome Consumption and Post Purchase Dissonance

		Level of Post Purchase Dissonance			Total	P value
		Low	Moderate	High		
Level of venturesome consumption	Low	7	13	0	20	.687 (Not Significant)
	Moderate	23	46	1	70	
	High	1	0	10	1	
Total	31	59	1	91		

Source: Survey data

Chi-Square Test

H5: the above table shows that there is no significant difference between the level of venturesome consumption and

level of post purchase dissonance. Thus null hypothesis is not rejected.

Table 11
Association between venturesome consumption/PPD and socio economic variables

Variables	Venturesome Consumption P value	Inference @ 5% level of significance	Post Purchase Dissonance P Value	Inference @ 5% level of significance
Gender	.562	Not Significant	.968	Not Significant
Age	.040	Significant	.914	Not Significant
Education	.789	Not Significant	.874	Not Significant
Occupation	.175	Not Significant	.910	Not Significant
Region of residence	.012*	Significant	.719	Not Significant
Religion	.045*	Significant	.962	Not Significant
Marital status	.877	Not Significant	.393	Not Significant
Type of family	.196	Not Significant	.387	Not Significant
Monthly income	.852	Not Significant	.129	Not Significant
Monthly Spending	.917	Not Significant	.095	Not Significant

Source: Survey Data

#Mann-Whitney U Test / Kruskal-Wallis Test

H6: table 11 shows that there is a significant difference in the case of age, region of residence, and religion with

venturesome consumption. Since most of the variables are found to be not significant, the null hypothesis is not rejected.

Table 12
Repurchase decision

Repurchase decision	Count	%
Yes	0	0
Never	49	54
May be	42	46
Total	91	100

Source: survey data

The above table shows that respondents on average reveals that they will never purchase the product were they experienced dissonance before.

8. Discussion

Post purchase dissonance is a psychological discomfort the consumer may experience after making a difficult purchase decision. It is clearly evident from this study that a significant

number of consumers has experienced some form of dissonance at least at once. Post purchase dissonance have proved to be a major obstacle for the marketers all over the world which restricts the consumption of the product which caused dissonance among the consumers. Hence it's to be seriously addressed by the marketers to retain their customers from switching the product.

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