Post Purchase Dissonance of Smart Phone Users In Coimbatore City

D.Arthi, K.Malar Mathi,

PhD Research scholar,Bharathiar School of Management and Entrepreneur Development (BSMED),Bharathiar University, Coimbatore-641046
Professor,Bharathiar School of Management and Entrepreneur Development (BSMED),Bharathiar University, Coimbatore-641046

I.   Introduction

The utilitarian function of a product allows its buyer to control the physical context and to gain practical benefits which is of a functional intention usually referred as a Role Relaxed Behavior. The symbolic function represents self-expressive motivation and helps the buyer to achieve the desired self-image, or ideal self which is of a non functional intention which is referred as a Status Seeking Behavior. (Ennis and Zanna, 2000), verified that a product elicits beliefs and feelings that are related to instrumental and symbolic needs. Role-Relaxed Consumers decide how to act and what to buy while remaining intentionally oblivious to social demands (Kahle, 1995). Role-Relaxed Consumers will assign a low level of importance to the prestige of the producer, whether asked about their purchase behavior in general or about their brand choice within a specific category. Veblen (1994 [1899]) suggests those individuals who outwardly display wealth are rewarded with preferential treatment by social contacts. Hedonic shopping reflects the value received from the multisensory, fantasy and emotive aspects of the shopping experience, while utilitarian shopping value reflects the acquisition of products and/or information in an efficient manner and can be viewed as reflecting a more task-oriented, cognitive, and non-emotional outcome of shopping (Babin et al., 1994 and Holbrook and Hirschman, 1982). All these three factors that is role relaxed, status seeking and hedonic factors play a vital role in a consumer's behavior.

1.1 Need for the study:
 Smart phone being, a commonly used good these days the users, varieties, brand, technologies, innovations in it keep on increasing day by day which means there is a great need for the manufacturers and marketers of the mobile devices to know the consumer's intention and the role played by the consumers, thereby they can keep on performing consistently in the market. Learning the Role relaxed, status seeking and hedonic consumption perspectives along with the post purchase dissonance experienced out these consumption perspectives will help in learning a lot from the consumers.

1.2 Statement of the problem:
The level or difference in consumer behaviour is related to the importance of the different values for the consumer. A study is conducted in Coimbatore, India to explore the profile of consumers and the Role relaxed, status seeking and hedonic consumption perspectives along with the post purchase dissonance experienced

1.3 Objectives of the Study:
* To analyze the Role relaxed consumption perspective of smart phone consumers.
* To analyze the Status seeking consumption perspective of smart phone consumers.
* To analyze the hedonic consumption perspective of smart phone consumers.
* To analyze the post purchase dissonance experienced by the smart phone users due to role relaxed status seeking and hedonic consumption perspectives.

1.4 Hypothesis:
* H_{O1} - Role relaxed consumption perspective does not have any impact on post purchase dissonance
* H_{O2} – Status seeking consumption perspective does not have any impact on post purchase dissonance
* $_{HO3}$ – Hedonic consumption perspective does not have any impact on post purchase dissonance
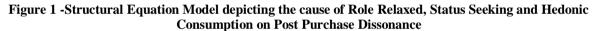
II. Review of literature:

David Lois and Mercedes López-Sáez (2009) analyzed the influence of symbolic, affective, and instrumental motivations on the frequency of car use. The instrumental advantages associated with cars and thinking that it expresses one's status predict the affective link the car. The frequency of car use was assessed for four common activities: shopping, visiting friends or relatives, going to work or to the study center, and visiting a leisure area. They found the affective motivation to be the most influencing factor than the symbolic and instrumental.
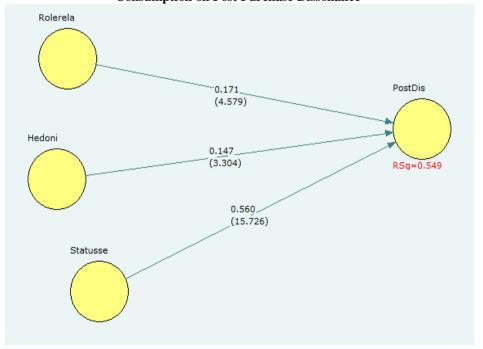
Figen Ebren (2009) compared and contrasted status seeking and role relaxed consumers and concluded that role relaxed consumers have great concern for self respect, economic value and quality whereas they give low importance to social comparision values and very less concern for style, beauty and fashion.

Michael A. Jones and et all (2006) investigated the complex interrelationships between satisfaction with the retailer, hedonic and utilitarian shopping value, and important retail outcomes. Both hedonic and utilitarian shopping values are found to influence key retail outcomes. Hedonic and utilitarian shopping values are also found to moderate a number of relationships between satisfaction and retail outcomes.

III. Research Methodology

The research is based on the primary data through a well designed questionnaire and was administered to 250 respondents. Out of the 250 questionnaires, 172 questionnaires were completely responded. The area of the study is in Coimbatore city, India and the salaried people of both the government and private sector were chosen for the study. Five point likert scale was used to measure the items and the questionnaire is divided into three parts, first for knowing the role relaxed consumption perspective present in consumers and next to know the status seeking consumption perspective present in consumers and the third to know the hedonic consumption perspective present in the consumers who uses the mobile phone. Eight items were taken into consideration to measure the role relaxed consumption perspective, (with the reliability of .921) twelve items to measure the status seeking consumption perspective, (with the reliability of .822) and eight items to measure the hedonic consumption perspective (with the reliability of .784). Simple random sampling technique was used for collecting the data. SEM is used to analyze the data to find some meaningful answers to the stated hypothesis.

Figure 1 -Structural Equation Model depicting the cause of Role Relaxed, Status Seeking and Hedonic Consumption on Post Purchase Dissonance

Abbreviations for the Figure 1
Rolerela - Role Relaxed
Hedoni - Hedonic
Statusse – Status Seeking
PostDis - Post Purchase Dissonance
The above Figure - 1 explains the casual relationship between the independent and the dependent variables. All the three independent variables Role Relaxed, Hedonic and Status Seeking Consumption causes 54.9 % of influence on the dependent variable Post Purchase Dissonance, The R Square Value in the above figure 0.549 substantiate it.

Table - 1: Structural Model Boot strap among Independent and Dependent variables

Structural Model—BootStrap				
	Entire Sample estimate	Mean of Subsamples	Standard error	T-Statistic
Rolerela->PostDis	0.1710	0.1773	0.0373	4.5791
Hedoni->PostDis	0.1470	0.1543	0.0445	3.3036
Statusse->PostDis	0.5600	0.5558	0.0356	15.7262

The above table 1 indicates the entire sample estimate the mean of subsamples the standard error and finally the t value of the variables, the mean value for status seeking consumption → post purchase dissonance is higher. The highest mean value of 0.5558 for this subsample proves it. Following is the mean value of Role Relaxed Consumption → Post Purchase Dissonance with the sub sample mean value of 0.1773 and the variable that lastly influences the post purchase dissonance is the Hedonic factor. That is the Hedonic consumption → Post Purchase Dissonance mean value is 0.1543, which is a comparatively lower mean value than the other two variables mean value.

The T value in the above table indicates that there is a significant difference among all the three independent variables that is the Status seeking, Role Relaxed and

Hedonic consumption on the dependent variable that is the post purchase dissonance. Amongst all the three independent variables the Status seeking consumption is the factor that causes highest influence on Post Purchase Dissonance, the highest t value of 15.7262 substantiates it, Following is the Role Relaxed Consumption factor where the t value is 4.5791. The least influenced factor is the Hedonic Consumption and its t value is 3.3036.

Table - 2: Measurement Model (Loading)—BootStrap for Role Relaxed consumption

Main Factor	Sub Factors	Entire Sample estimate	Mean of Subsamples	Standard error	T-Statistic
Role Relaxed Consumption	Salient Product Features	0.4979	0.4945	0.0742	6.7061
	Comfort	0.6716	0.6558	0.0554	12.1215
	Quality	0.4874	0.4709	0.0742	6.5676
	Fashion Aversion	0.2264	0.2154	0.0971	2.3309
	Durable	0.4672	0.4552	0.0733	6.3702
	Expansiveness	0.7097	0.7057	0.0404	17.5834
	Worthy	0.7495	0.7492	0.0373	20.0708

The above table 2 represents the t value and the mean for the sub factors of the role relaxed factor, There are seven sub factors that is taken in to consideration to measure the role relaxed consumption intention present in a consumer, they are Salient product features, comfort, quality, fashion aversion, durable, expansiveness and worthy.

Out of all these factors the factor which plays a vital role in role relaxed consumption is Worthy, it means that if a consumer is going to be more role relaxed they care more for the worthiness of a product, the highest mean score of 0.7492 explains it and relatively, the t value for this factor "worthy" is also higher which is 20.0708,

After that the respondents give more importance to the "Expansiveness" factor, the t value for the factor is 17.5834 with the mean value of 0.7057 which is comparatively a higher value. The next factor that is highly influencing role relaxed consumption is the "comfort" factor with the mean value of 0.6558 and t value of 12.1215 which is also a higher value.

"Salient Product features", "Quality" and "Durable" are the three factors which averagely influences Role Relaxed Consumption, The mean values are 0.4945, 0.4709 and 0.4552 respectively. The t values of all the three factors are 6.7061, 6.5676 and 6.3702 respectively for "Salient Product features", "Quality" and "Durable" which indicates average values compared to "Worthy", "Expansiveness" and "Comfort" factors. The factor that lastly influence the Role Relaxed Consumption is "Fashion Aversion" with a mean value of 0.2154 and a t value of 2.3309

Table - 3: Measurement Model (Loading)—BootStrap for Hedonic consumption

Main Factor	Sub Factors	Entire Sample estimate	Mean of Subsamples	Standard error	T-Statistic
Hedonic Consumption	Happiness	0.7517	0.7514	0.0269	27.9877
	Fantasy	0.5955	0.5960	0.0448	13.2904
	Thrill	0.5265	0.5299	0.0556	9.4698
	Pleasing	0.4922	0.4866	0.0558	8.8167
	Impulsiveness	0.7290	0.7260	0.0309	23.5685
	Explore	0.7463	0.7486	0.0229	32.5436
	Entertainment	0.6829	0.6789	0.0374	18.2574

The above table 3 represents the t value and the mean for the sub factors of the Hedonic consumption factor, There are seven sub factors that is taken in to consideration to measure the hedonic consumption intention present in a consumer, they are "Happy", "Fantasy", "Thrill", "Pleasing", "Impulsiveness", "Explore" and "Entertainment".

Out of all these factors the factor which plays a vital role in Hedonic consumption is "Explore", it means that exploration is very important for the consumers who care more for hedonic issues in a product, the mean score of 0.7486 explains it and relatively the t value for this factor "Explore" is the highest which is 32.5436,

After that the respondents give more importance to the "Happiness" factor, the t value for the factor is 27.9877 with the mean value of 0.7514 which is comparatively a higher value. The next factor that is highly influencing Hedonic consumption is the "Impulsiveness" factor with the mean value of 0.7260 and with a t value of 23.5685 which is also a higher value.

"Entertainment", and "Fantasy" are the two factors which averagely influences Hedonic Consumption, The mean values are 0.6789 and 0.5960 respectively. The t values for these factors are 18.2574 and 13.2904 respectively.

"Thrill", and "Pleasing" are the two factors which lastly influence the Hedonic Consumption, The mean values are 0.5299 and 0.4866 respectively. The t values for these factors are 9.4698 and 8.8167 respectively.

Table – 4: Measurement Model (Loading)—BootStrap for Status Seeking Consumption

Main Factor	Sub Factors	Entire Sample estimate	Mean of Subsamples	Standard error	T-Statistic
Status Seeking Consumption	Impressiveness	0.4077	0.4078	0.0580	7.0272
	Attractiveness	0.6893	0.6864	0.0433	15.9083
	Marketing Influence	0.6969	0.6938	0.0329	21.2093
	Social Influence	0.6406	0.6402	0.0394	16.2394
	Comparison	0.4798	0.4871	0.0502	9.5535
	Bagging	0.5965	0.5930	0.0389	15.3468
	Trendy	0.8060	0.8083	0.0218	36.9396

The above table 4 represents the t value and the mean for the sub factors of the Status Seeking Consumption factor, There are seven sub factors that is taken in to consideration to measure the Status Seeking intention present in a consumer, they are "Impressiveness", "Attractiveness", "Marketing Influence", "Social Influence", "Comparison", "Bagging" and "Trendy".

Out of all these factors the factor which plays a vital role in Status Seeking consumption is "Trendy", it means that choosing the latest trend is very important for the consumers who care more for the Status seeking issues in a product, the mean score of 0.8083 explains it and relatively the t value for this factor "Trendy" is the highest which is 36.9396.

After that the respondents give more importance to the "Marketing" factor, the t value for the factor is 21.2093 with the mean value of 0.6938 which is comparatively a higher value. The next factor that is highly influencing the status seeking consumption is the "Social" factor with the mean value of 0.6402 and with a t value of 16.2394 which is also a higher value.

The next factor that is influencing the status seeking consumption is "Attractiveness" and "Bragging" with the mean value of 0.6864 and 0.5930 respectively and with a t value of 15.9083 and 15.3468 respectively.

"Comparison", and "Impressiveness" are the two factors which lastly influences Status Seeking Consumption, The mean values are 0.4871 and 0.4078 respectively. The t values for these factors are 9.5535 and 7.0272 respectively.

Table – 5: Measurement Model (Loading)—Bootstrap for Post Purchase Dissonance

Main Factor	Sub Factors	Entire Sample estimate	Mean of Subsamples	Standard error	T-Statistic
Post Purchase Dissonance	Doubt of Wisdom	0.6137	0.6118	0.0601	10.2099
	Emotional Disturbance	0.5019	0.4991	0.0767	6.5435
	Worry Regarding Deal	0.8284	0.8275	0.0364	22.7295

The above table 5 represents the t value and the mean for the sub factors of the Post Purchase Dissonance factor, There are three sub factors that is taken in to consideration to measure the Post Purchase Dissonance intention present in a consumer, they are "Doubt of Wisdom", "Emotional Disturbance" and "Worry Regarding Deal".

Out of all these three factors the factor which plays a vital role in Post Purchase Dissonance is "Worry Regarding Deal", it means that the respondents are very much worried about the deal that

they made with the sales person, they are worried if they are fooled out of the deal, and also they worry that, if there is anything wrong with the deal, the highest mean score of 0.8275 explains it and relatively the t value for this factor "Worry Regarding Deal" is the highest which is 22.7295.

After that, the Post purchase Dissonance factor which is bothering the respondents is the "Doubt of Wisdom" factor, the t value for the factor is 10.2099 with the mean value of 0.6118 which is comparatively an average value.

The factor that lastly influences the Post Purchase Dissonance is the "Emotional Disturbance" with the mean value of 0.4991 and with a t value of 6.5435.

IV.   Conclusion

Promotional decision can be made in a much healthier method if the purchaser conduct is learnt in a correct sense. Knowing the situation of the superior usage and demand for the mobiles the research is undergone to explore the functional, non functional and emotional attitudes so it can give a better knowledge in understanding the consumer behavior. Hence in this digital world it is much apt to study the mobile consumer's behavior, the growth in the population of India and the increasing number of middle class consumers has attracted the attention of mobile phone manufacturers and marketers. Only the manufacturers and marketers who study the behavior of consumers in-depth and cater to their needs will be successful for a longer period of time.

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