

## POST PURCHASE EVALUATION ON IMPULSE BUYING

**M. Shahitha Banu<sup>1</sup> & Dr. K. Pongiannan<sup>2</sup>**

<sup>1</sup>Research Scholar, Department of Commerce, Chikkanna Government Arts College, Tirupur – 641 602, Tamil Nadu.

<sup>2</sup>Assistant Professor, Department of Commerce, Government Arts and Science College, Sathyamangalam- 638 401, Erode District, Tamil Nadu.

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### ABSTRACT

*Consumer is the king of modern market, consumer satisfaction is a central concept in modern marketing thought and practices. It emphasis on delivering satisfaction to the consumer and in return lead a market or to survive in a competitive market. Consumer satisfaction is not only the means of measuring loyalty intentions, other more complex, issues need to be investigated as well. Thus marketers must monitor post-purchase satisfaction and post purchase actions to retain the existing customer and to earn a new customer. This paper addresses some of the post purchase experience evaluations on impulse buying. Based on the study there is no significant relationship between gender, frequency of shopping, time spent in store on like or dislike on impulse buying and gender, frequency of shopping, time spent in store, frequency of impulse buying have no significant relationship on experience on return of product on impulse buying. We believe that marketers, academic and consumers could benefit from our research.*

**Keywords:** Impulse buying, post purchase, consumer behavior, purchase factor.

### Introduction

Impulse buying is an unplanned buying since it is an unplanned buying consumers tends to judge their experience on product or store than planned buying. If they are satisfied they can become an loyal customer but they are dissatisfied they can easily blame the marketers. Satisfying each and every needs of the consumer is not possible for every marketers because all consumers are not same they differ from their buying behavior .Thus marketers should know some of the factors that meet their customer satisfaction. The degree of customer satisfaction is directly related to the marketers profitability and development of the business. So every business must know their customers satisfaction level by post purchase evaluation, the outcome of their post purchase actions and behavior is crucial for the marketers to know about the customer involvement on their product or business activities. Loyal customers are important because it is believed that they have less intention to seek an alternative even in the absence of average satisfaction.

### Research Methodology

A well structured 250 questioner was used to collect the primary data under purposive sampling techniques in Coimbatore City. The data used for the purpose of this study were collected for the period of 3 months from 1<sup>st</sup> January to 31<sup>st</sup> march 2018.The objective of the study is to find out the satisfaction level of consumers by post purchase evaluation. The techniques used for the analysis are chi-square test and regression analysis.

### Review of Literature

Consumers who have confident personalities and are always positive about their decisions do not succumb to any kind of negativity whatsoever being associated with a product whereas confused and negative shoppers often find themselves in dilemma when it comes to experiencing feelings of post purchase dissonance (Uzma hasan and Dr.Reshma nasreen).

Customers high in self-confidence are difficult to influence because they have had much experience in making acceptable decision and consequently have faith in their own judgement. Individuals low in self-confidence are difficult to influence because their precariously-held self-esteem causes them to react defensively against influence attempts. Those with moderate self confidence are neither secure with their own judgment nor highly defensive. Consequently they are the most persuasible (Gerald D.Bell)

(Manoj kumar sharma) recommended some of the strategies such as focus more on encouraging beliefs that offset the dissonant belief or behavior, Reduce the importance of the contradictory belief and so on for the marketers to reduce cognitive dissonance.

Successfully tapping into the emotional chords of customers is always rewarding, but challenging marketing endeavour. So the quality of product and its importance does not matter much when it is

compared to the extent of emotions created in the minds of customers of purchasing it by touching the right emotional chords, the marketers can reduce the level of dissonance in the form of post purchase behavior (Mohit jamwal and vishal soodan).

Product disappointment was indicated by a number of participants as a negative consequence of their impulse buying including poor quality and not liking or not being able to use the product (Mai Thi Tuyet Nguyen, Jerman Rose).Product involvement is a relation between consumer and product that theoretically operates as a contingency or necessary condition, governing the relevancy of pertinence in an ad's appeal to the consumer(Lawrence Browen, Steven H,Chaffee).

**Results and Discussion**

**Hypothesis:** There is no significant relationship between gender and like or dislike of impulse buying.

**Table 1: Chi-Square test of gender and like or dislike of impulse buying**

		Do you like or dislike impulse buying				Total	
		Like		Neutral		No.	%
		No.	%	No.	%		
Gender	Male	73	78.5	20	21.5	93	100.0
	Female	120	76.4	37	23.6	157	100.0
<b>Total</b>		<b>193</b>	<b>77.2</b>	<b>57</b>	<b>22.8</b>	<b>250</b>	<b>100.0</b>

**Chi-Square Test**

	Value	df	Sig.
Chi-Square	0.048	1	Ns

**Result:** Chi square test was applied to find whether there is significant relationship between Gender and Like or Dislike of Impulse buying. The calculated value of chi square is 0.048 which is less than the table value 3.841 at 5% level of significance. Since the calculated value is less than the table value it is inferred that there is no significant relationship between gender and like or dislike of impulse buying. hence the hypothesis is accepted.

**Hypothesis:** There is no significant relationship between Frequency of shopping and like or dislike of impulse buying.

**Table 2: Chi-Square test of Frequency of shopping and like or dislike of impulse buying**

		Do you like or dislike impulse buying				total	
		Like		Neutral		No.	%
		No.	%	No.	%		
Frequency of shopping	Every day	15	71.4	6	28.6	21	100.0
	At least once in a week	38	73.1	14	26.9	52	100.0
	Once in a month	126	81.3	29	18.7	155	100.0
	More than once in a month	14	63.6	8	36.4	22	100.0
<b>Total</b>		<b>193</b>	<b>77.2</b>	<b>57</b>	<b>22.8</b>	<b>250</b>	<b>100.0</b>

**Chi-Square Test**

	Value	df	Sig.
Chi-Square	4.672	3	Ns

**Result:** Chi square test was applied to find whether there is significant relationship between frequency of shopping and Like or Dislike of Impulse buying. The calculated value of chi square is 4.672 which is less than the table value 7.815 at 5% level of significance. Since the calculated value is less than the table value it is inferred that there is no significant relationship between frequency of shopping and like or dislike of impulse buying. Hence the hypothesis is accepted.

**Hypothesis:** There is no significant relationship between Time spent in store and like or dislike of impulse buying.

**Table 3: Chi-Square test of Time spent in store and like or dislike of impulse buying**

		Do you like or dislike impulse buying				total	
		Like		Neutral		No.	%
		No.	%	No.	%		
Time spent in store	Less than 1 hr	70	79.5	18	20.5	88	100.0
	1-2 hrs	38	79.2	10	20.8	48	100.0
	half a day	55	78.6	15	21.4	70	100.0
	Depends on work	30	68.2	14	31.8	44	100.0
<b>Total</b>		<b>193</b>	<b>77.2</b>	<b>57</b>	<b>22.8</b>	<b>250</b>	<b>100.0</b>

**Chi-Square Test**

	Value	df	Sig.
Chi-Square	2.488	3	Ns

**Result:** Chi square test was applied to find whether there is significant relationship between time spent in store and Like or Dislike of Impulse buying. The calculated value of chi square is 2.488 which is less than the table value 7.815 at 5% level of significance. Since the calculated value is less than the table value it is inferred that there is no significant relationship between time spent in store and like or dislike of impulse buying. Hence the hypothesis is accepted.

**Hypothesis:** There is no significant relationship between frequency of impulse buying and like or dislike of Impulse buying.

**Table 4: Chi-Square test of Frequency of impulse buying and like or dislike of impulse buying**

		Do you like or dislike impulse buying				total	
		Like		Neutral		No.	%
		No.	%	No.	%		
How often do you engage in impulse buying	Always	51	81.0	12	19.0	63	100.0
	Often	74	77.9	21	22.1	95	100.0
	Sometimes	64	82.1	14	17.9	78	100.0
	Rarely	4	28.6	10	71.4	14	100.0
<b>Total</b>		<b>193</b>	<b>77.2</b>	<b>57</b>	<b>22.8</b>	<b>250</b>	<b>100.0</b>

**Chi-Square Test**

	Value	df	Sig.
Chi-Square	20.382	3	**

**Result:** Chi square test was applied to find whether there is significant relationship between frequency of impulse buying and Like or Dislike of Impulse buying. The calculated value of chi square is 20.382 which is higher than the table value 11.345 at 1% level of significance. Since the calculated value is higher than the table value it is inferred that there is significant relationship between frequency of impulse buying and like or dislike of impulse buying. Hence the hypothesis is rejected.

**Hypothesis:** There is no significant relationship between Gender and experience on return of product on impulse buying.

**Table 5: Chi-Square test of Gender and experience on return of product on impulse buying**

		Experience on return of product which impulse-bought				total	
		Yes		No		No.	%
		No.	%	No.	%		
Gender	Male	35	37.6	58	62.4	93	100.0
	Female	47	29.9	110	70.1	157	100.0
<b>Total</b>		<b>82</b>	<b>32.8</b>	<b>168</b>	<b>67.2</b>	<b>250</b>	<b>100.0</b>

**Chi-Square Test**

	Value	df	Sig.
Chi-Square	1.240	1	Ns

**Result:** Chi square test was applied to find whether there is significant relationship between Gender and experience on return of product on impulse buying. The calculated value of chi square is 1.240 which is less than the table value 3.841 at 5% level of significance. Since the calculated value is less than the table value it is inferred that there is no significant relationship between Gender and experience on return of product on impulse buying. Hence the hypothesis is accepted.

**Hypothesis:** There is no significant relationship between Frequency of shopping and experience on return of product on impulse buying.

**Table 6: Chi-square test of Frequency of shopping and experience on return of product on impulse buying**

		Experience on return of product which impulse-bought				total	
		Yes		No		No.	%
		No.	%	No.	%		
Frequency of shopping	Every day	9	42.9	12	57.1	21	100.0
	At least once in a week	23	44.2	29	55.8	52	100.0
	Once in a month	41	26.5	114	73.5	155	100.0
	More than once in a month	9	40.9	13	59.1	22	100.0
<b>Total</b>		<b>82</b>	<b>32.8</b>	<b>168</b>	<b>67.2</b>	<b>250</b>	<b>100.0</b>

**Chi-Square Test**

	Value	df	Sig.
Chi-Square	7.537	3	Ns

**Result:** Chi square test was applied to find whether there is significant relationship between Frequency of shopping and experience on return of product on impulse buying. The calculated value of chi square is 7.537 which is less than the table value 7.815 at 5% level of significance. Since the calculated value is less than the table value it is inferred that there is no significant relationship between frequency of shopping and experience on return of product on impulse buying. Hence the hypothesis is accepted.

**Hypothesis:** There is no significant relationship between Time spent in store and experience on return of product on impulse buying.

**Table 7: Chi-Square test of Time spent in store and experience on return of product on impulse buying**

		Experience on return of product which impulse-bought				total	
		Yes		No		No.	%
		No.	%	No.	%		
Time spent in store	Less than 1 hr	30	34.1	58	65.9	88	100.0
	1-2 hrs	20	41.7	28	58.3	48	100.0
	half a day	18	25.7	52	74.3	70	100.0
	Depends on work	14	31.8	30	68.2	44	100.0
<b>Total</b>		<b>82</b>	<b>32.8</b>	<b>168</b>	<b>67.2</b>	<b>250</b>	<b>100.0</b>

**Chi-Square Test**

	Value	df	Sig.
Chi-Square	3.392	3	Ns

**Result:** Chi square test was applied to find whether there is significant relationship between time spent in store and experience on return of product on impulse buying. The calculated value of chi square is 3.392 which is less than the table value 7.815 at 5% level of significance. Since the calculated value is less than the table value it is inferred that there is no significant relationship between time spent in store and experience

on return of product on impulse buying. Hence the hypothesis is accepted.

**Hypothesis:** There is no significant relationship between frequency of impulse buying and experience on return of product on impulse buying.

**Table 8: Chi-Square test of frequency of impulse buying and experience on return of product on impulse buying**

		Experience on return of product which impulse-bought				total	
		Yes		No		No.	%
		No.	%	No.	%		
How often do you engage in impulse buying	Always	18	28.6	45	71.4	63	100.0
	Often	28	29.5	67	70.5	95	100.0
	Sometimes	29	37.2	49	62.8	78	100.0
	Rarely	7	50.0	7	50.0	14	100.0
<b>Total</b>		<b>82</b>	<b>32.8</b>	<b>168</b>	<b>67.2</b>	<b>250</b>	<b>100.0</b>

**Chi-Square Test**

	Value	df	Sig.
Chi-Square	3.546	3	Ns

**Result:** Chi square test was applied to find whether there is significant relationship between Frequency of impulse buying and experience on return of product on impulse buying. The calculated value of chi square is 3.546 which is less than the table value 7.815 at 5% level of significance. Since the calculated value is less than the table value it is inferred that there is no significant relationship between frequency of impulse buying and experience on return of product on impulse buying. Hence the hypothesis is accepted.

**Regression analysis**

Regression analysis was applied to find the effect of several personal and purchase related variables on post purchase impulse buying evaluation score. The regression analysis results are given below.

Factors on post purchase evaluation score	
1. I feel confident about my purchase	
2. I refer the store to all my friends/relatives	
3. Product satisfaction creates an image of the store	
4. Product satisfaction of one purchase tempts to purchase other	
5. Most product I buy are over priced	
6. Too many of the products I buy are defective	
7. I feel like I could make better choice	
8. I perceive the product is not as useful as it was advertised	
9. The product I did impulse buying is not useful	
10. I could choose something else to buy if I go back in time	
11. I share my experience in impulse buying of the product	
12. Whenever I make a choice I try to get alternative product information's.	

**Table 9: Dependent Variable: Post Purchase Impulse Buying Evaluation Score**

	Regression Coefficients (B)	Std. Error	Beta	t	Sig.
(Constant)	42.276	5.043			
Gender	1.597	.639	.159	2.498	*
Age	.003	.047	.005	.063	Ns
Educational Qualification	.208	.300	.047	.693	Ns
Marital Status	2.242	.817	.230	2.746	**
Family size	-.314	.451	-.065	-.696	Ns
Type of family	-1.505	1.255	-.101	-1.199	Ns
Monthly family income	-.591	.301	-.154	-1.960	*
No. of earning members	.114	.556	.016	.206	Ns

Frequency of shopping	.038	.433	.006	.088	Ns
Time spent in store	.002	.286	.000	.007	Ns
How often do you engage in impulse buying	-.097	.348	-.017	-.278	Ns
Do you like or dislike impulse buying	.785	.731	.068	1.073	Ns
Experience on return of product which impulse-bought	-1.828	.684	-.177	-2.671	**

R	R Square	F	Sig.
0.414	.171	3.754	**

The regression table shows that education, age, number of earning members, frequency of shopping, time spent in store, like or dislike of impulse buying have positive effect on the dependent variable, for example higher education qualification have higher post purchase evaluation score. Family size, monthly family income, frequency of impulse buying, experience on return of product on impulse buying have negative effect on post purchase evaluation score.

Gender, marital status and type of family are dummy variables. Gender (0-male, 1-female) may be interpreted as female have more post purchase evaluation score than male. since the regression coefficient is positive. Marital status(0-married,1-unmarried) may be interpreted as unmarried have more evaluation score than married. Since the regression coefficient is positive. Type of family(0-joint,1-nuclear) may be interpreted as joint family have more post purchase evaluation score than nuclear family. Since the coefficient regression is negative.

The t-test result shows that gender, marital status, monthly family income, experience on return of product on impulse buying have significant effect on post purchase evaluation score.

Multiple correlation coefficient shows the degree of relationship between the dependent variable and the set of all independent variables taken together. The multiple correlation is 0.414 that there is a moderate relationship between dependent and set of all independent variable. F-value is 3.754 which shows that the correlation is significant at 1% level.

## Conclusion

During and after use, the purchase process and the product are evaluated by the customer. If after the purchase, the consumer perceives the product's performance as matching their expectations, or exceeding them they will be satisfied. Level of satisfaction turns to a loyal committed customer, willing to repurchase and creates a image of the store. If their perception of the product's performance is less than their expectation, then the consumer will feel dissatisfied. Thus marketers must know the customer satisfaction level of their customers to create a consumers comfort level on shopping that motivate them to buy impulsively.

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