



Cognitive Dissonance: A Study of Post Purchase Behaviour of Consumers in the Context of Premium Price Products

Dr. Sheetal K. Umbarkar, Assistant Professor, Dr. D. Y. Patil Institute of Management and Research,
Pune. skumbarkar9@gmail.com

5257

Mr. Sudarshan Babar, Assistant Professor, Lotus Business School, Pune.
sudarshanbabar04@gmail.com

Prof. Gaurav Gawade, Asst. Professor, Modern Institute of Business Management, Pune.
prof.gaurav.gawade@gmail.com

Abstract

Cognitive consonance occurs when a person has conviction because they share a single opinion or their opinions align. A satisfied customer who is confident in their choice to buy a product would exhibit this, which is the reverse of cognitive dissonance. Marketers can target the micro-influencers that may assist reduce the tension and change the consumer's belief toward a feeling of contentment with the purchase and possibly even advocacy by identifying cognitive dissonance in existing customers. The researchers have collected the data from 200 respondents using survey method with the help of well-structured questionnaire. The researcher identified that descriptive research design and Non probability convenience sampling method is suitable for the research study. The findings of this study will be useful to many companies to sustain in the competitive world.

Keywords: Cognitive Dissonance, Post Purchase Behaviour, Premium Price Products etc.

DOI Number: 10.14704/NQ.2022.20.15.NQ88528

NeuroQuantology2022;20(15): 5257-5267

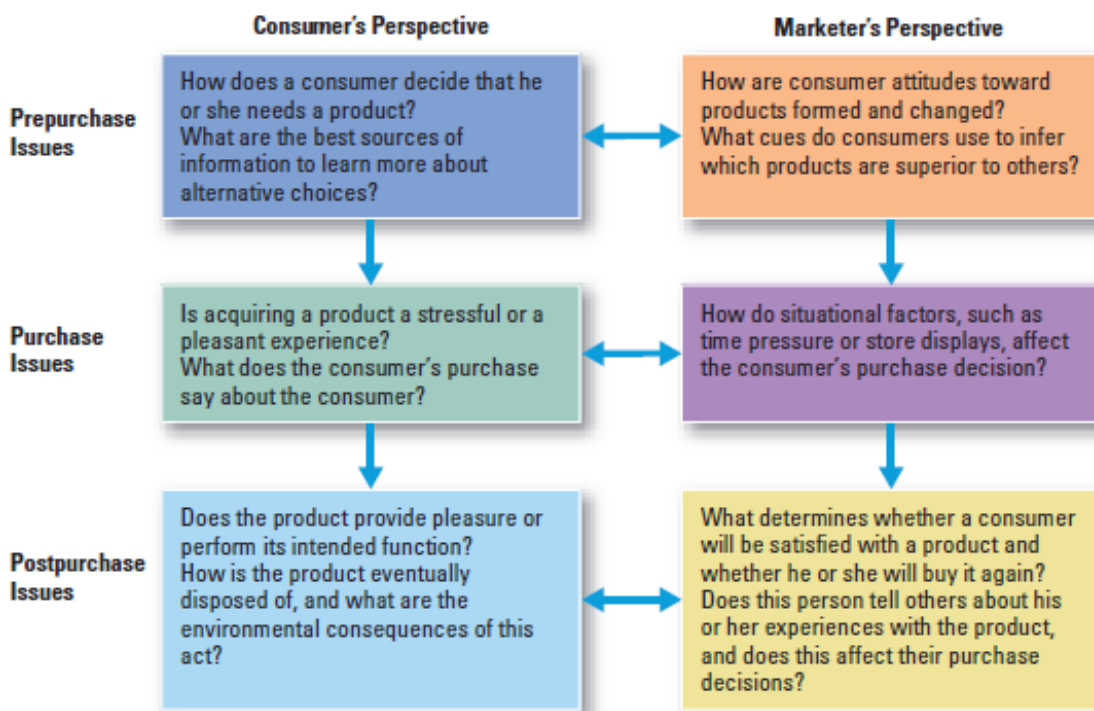
Introduction

A marketer can uncover and comprehend a wide range of factors that may explain consumer behaviour with the aid of consumer behaviour models. These models aid in the understanding and forecasting of consumer behaviour as well as the development of more effective marketing plans and tactics. The paradigms surrounding purchases have also evolved. There are now three: the habit paradigm, where buying is seen as a pre-established routine pattern of

behaviour, the reinforcement paradigm, where buying is seen as a learned behaviour, and the cognitive paradigm, where buying is seen as an outcome of problem-solving.

What does "post-purchase behaviour" entail? Post-purchase behaviour refers to how a client feels, thinks, and behaves after making a purchase. A consumer will evaluate their satisfaction with their purchase at this time. Depending on how they feel, they might or might not buy more products from your company.





Source - teamstudy.com

The term "cognitive dissonance" was first used by Festinger in 1957, who defined it as a psychologically uneasy condition that results from the existence of antagonistic (dissonant, non-fitting) relationships among cognitive elements. Holding at least two logically or psychologically incompatible thoughts or beliefs is another definition of cognitive dissonance.

Cognitive dissonance can in the present lead to discomfort, tension, and anxiety. And the severity of these consequences frequently depends on the degree of divergence between the opposing views, how important those beliefs are to that individual, and how successfully that person manages self-contradiction.

Premium pricing is the practise of maintaining a product or service's price artificially high in order to promote positive buyer perceptions that are solely based on price. Manufacturer brands are under more strain as a result of rising centralization, internationalisation, and retailer premium brand presence. Manufacturers have a strategy to counter retailer brands that is

centred on improving quality and setting their products apart from the retailer's brands in terms of both price and quality. However, there is also a definite tendency away from premium brands, which are products with high prices, and toward retailer brands, which are the products with low pricing. Despite the fact that there are only a few businesses providing premium goods in the twenty-first century, premium consumption has become very common (Kapferer, 2012).

Literature Review

In their study on cognitive consistency in purchasing behaviour, Awa and Nwuche (2010) discovered that people presumably and objectively gather and assess knowledge about accessible options in order to make well-informed or inconsistent-free selections. The cognitive process includes this precondition exercise, so once a choice is made, the psychological environment alters significantly, either negatively or positively.



In their empirical study on consumer behaviour, attitude, and cognitive dissonance towards MWO, Kumar and Joseph (2013) discovered that in today's knowledge-enabled society, the information communication revolution has altered consumers' priorities. High-tech products also make decision-making easier through online transactions and e-commerce. Even in the present era, despite the sophistication and volatility of the global consumer market and the shift in customer attitudes toward purchasing behaviour, a brief insight into the consumer attitude that is fundamental in driving consumer behaviour remains pertinent.

According to Miller's (1972) examination of consumer expectations, product performance, and perceived product quality, exaggerating a complicated, multifaceted product's quality seems to lead to a more favourable review while understating it leads to a less favourable evaluation.

Gupta & Verma (2000) investigated how husband, wife, and children interacted with one another and affected the decision to buy. The study also examined the effects of socioeconomic factors on choice dimensions, such as age, education, income, and employment, and discovered that the main determinants of family decision-making are women's employment and income. Wives tend to focus on relatively minor aesthetic product features like colour, whereas husbands tend to be more concerned with more significant and utilitarian product attributes like pricing. He added that household decisions are influenced by the financial resources that the husband or wife contribute to the home.

There is an interaction between consumer goals and salesperson behaviour that results in specific hypothesised cognitive and emotional outcomes, according to Mallalieu and Nakamoto's (2008) study on the role of consumer motivation and salesperson

behaviour in inducing positive cognitive and emotional responses during a sales encounter. It follows that salespeople should abandon formula-based tactics and concentrate on comprehending customer motivation.

In his study on an experimental study of cognitive dissonance, product involvement, expectations, performance, and consumer judgments of product performance, Kargaonkar (1982) noted that exaggerating a product's quality increases its likelihood of receiving favourable reviews while understating it increases its likelihood of receiving unfavourable reviews.

In his research on cognitive dissonance and how it affects consumers' purchasing decisions, Hassan (2012) discovered that individuals are more satisfied with their own purchase decisions than those made after consulting with others.

According to a study by Bose & Sarkar (2012), some factors, such as norms, religious values, cultures, and conventions, among others, might cause buyers to experience cognitive dissonance when making purchasing decisions. They advised putting more emphasis on beliefs that were supportive of behaviour in order to counteract discordant beliefs or actions. They also suggested trying to downplay the significance of contradictory beliefs and modifying those that were incongruent so that they were supportive of other beliefs or actions.

In his study on consumer behaviour in the durables and non-durables markets, Rao (2005) noted that the study of consumer behaviour is a fast expanding area of study that has significant benefits for marketing managers and other people who work in the field of buying behaviour. He also discovered that metropolitan consumers, who tend to be from higher socioeconomic groups and are more educated, comprehensible, and organised, want actual value for their



money. They want their interests to be protected and they want quality assurance. Socioeconomic and psychological elements are involved with and have an impact on consumer behaviour.

According to (Nancy & AARON, 1998), luxury is a brand of products or services with exclusive distribution that typically has a price that is greater than the typical price of goods or services in the same category. Possess a stronger appeal to the desires and goals of their potential customers while typically being of greater quality and design. Another group argues that expensive things are often always good and reliable. Even if the quality of premium goods can occasionally be subpar, people nevertheless choose to buy them because they represent their aspirations.

According to (Sethuraman, 2009), it is generally believed that people with high levels of consumer ethnocentrism would have more favourable sentiments toward goods from comparable cultural locations than goods from other cultural locations. This supports your claim that the customer ethnocentrism idea is crucial for studying consumer mindset when it comes to purchased goods. Because this particular study is the investigation of obtaining global Premium vogue brand names that are you're brought in goods, it is important to generate understanding utilising ethnocentrism.

Research Methodology

Objectives of the study

- To study the concept of cognitive dissonance.
- To study the post purchase behaviour of customers with respect to premium price products.
- To study the factors influencing cognitive dissonance with respect to premium price products.

Hypothesis of the Study

H₁: Emotional discomfort has positive impact

on post purchase dissonance of premium price products.

H₂: Wisdom of purchase has positive impact on post purchase dissonance of premium price products.

H₃: Concern over deal has positive impact on post purchase dissonance of premium price products. 5260

H₄: Product alternatives has positive impact on post purchase dissonance of premium price products.

H₅: Opinion leadership has positive impact on post purchase dissonance of premium price products.

Scope of the study

- The study is conducted across Pune City.
- The study is related to only premium price products.
- Electronic products, Automobile products, Apparels, and FMCG products in the premium price category are studied in the present research study.
- Factors influencing cognitive dissonance - Emotional discomfort, Wisdom of purchase, Concern over deal, Product alternatives and Opinion leadership.

Following methodology was designed for the study to collect primary data.

- a. Identify a sample of 200 customers from Pune City, using convenience sampling.
- b. Design and validate questionnaire
- c. Seek responses on a 5-point frequency scale.
- d. Conduct the survey
- e. Summarize the responses
- f. Analyze the results

Scheme formed for testing of hypotheses

- a. Responses were collected under 2 sections



- b. For each of the sections an average was calculated.
- c. Percentages to questions under a particular section of the questionnaire were

- averaged to get a single score for that section,
- d. P-values were calculated, and the null hypotheses was checked for rejection or non-rejection.

Reliability and Validity

The researcher has carried out reliability test using SPSS. The Cronbach’s Alpha identified is 0.765, and it is more than 0.700, that’s

why the Questionnaire is measured to be reliable. The researcher has used face validity and content validity and confirmed that this research tool is valid for the study. 5261

Research design

Type of Research Design	Descriptive Research Design
Sampling Technique	Non-Probability Convenience Sampling
Sampling Area	Pune City
Sample Size	200
Primary Data	Well-structured questionnaire
Secondary Data	Research papers, Articles, Books, Journals etc.
Data Analysis tools	IBM SPSS-20 and Ms Excel-2010

Data Analysis

Age	Frequency	Percentage
21 to 30	60	30
31 to 40	60	30
41 to 50	40	20
51 & above	40	20
Total	200	100

Gender	Frequency	Percentage
Male	120	60
Female	80	40
Total	200	100



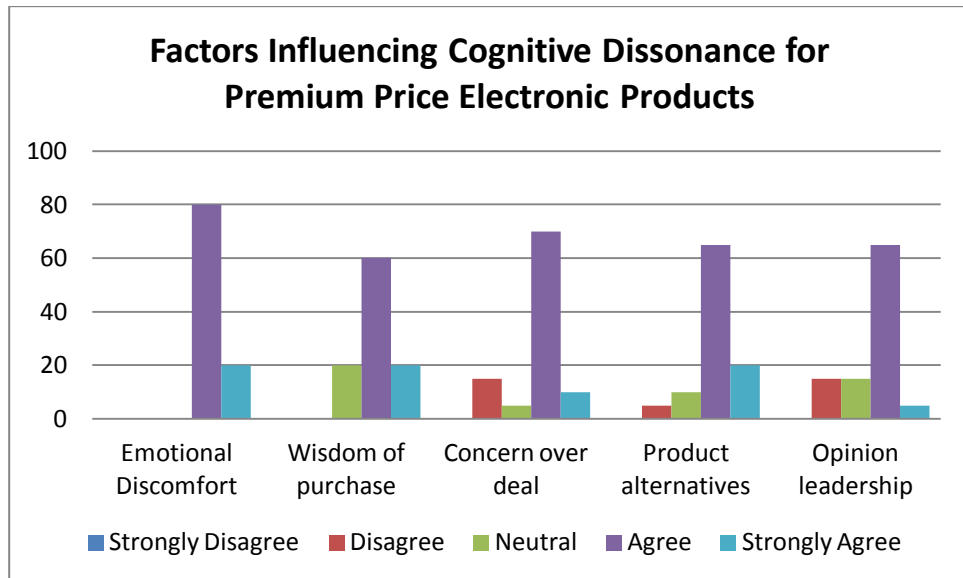
FAMILY INCOME	Frequency	Percentage
Below Rs. 3,00,000	20	10
Rs. 3,00,000 to Rs. 6,00,000	50	25
Rs. 6,00,000 to Rs. 9,00,000	100	50
Above Rs.9,00,000	30	15
Total	200	100

Profession	Frequency	Percentage
Service	130	65
Business	40	20
Professional	20	10
Other Please Specify	10	5
Total	200	100

Factors Influencing Cognitive Dissonance for Premium Price Electronic Products

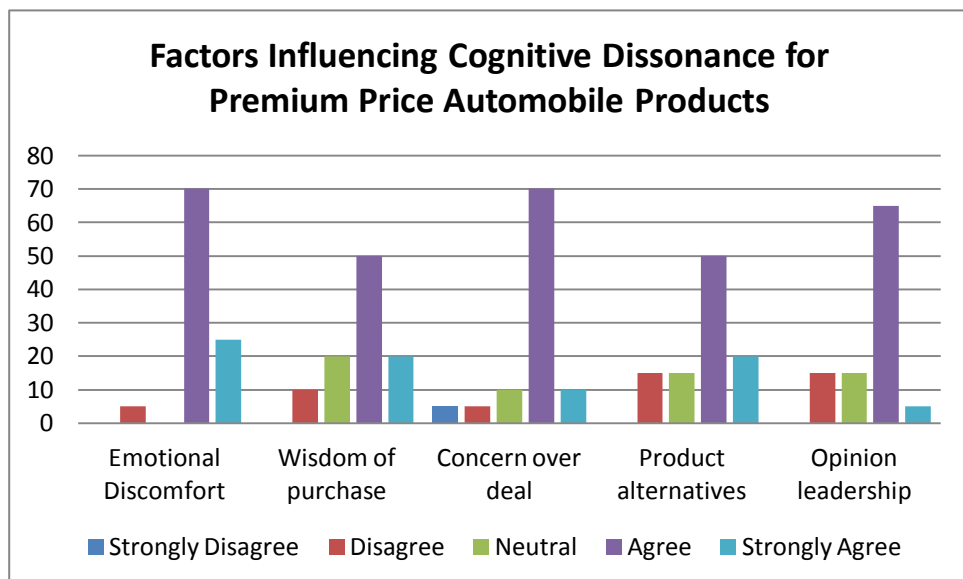
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Emotional Discomfort	0	0	0	80	20
Wisdom of purchase	0	0	20	60	20
Concern over deal	0	15	5	70	10
Product alternatives	0	5	10	65	20
Opinion leadership	0	15	15	65	5





Factors Influencing Cognitive Dissonance for Premium Price Automobile Products

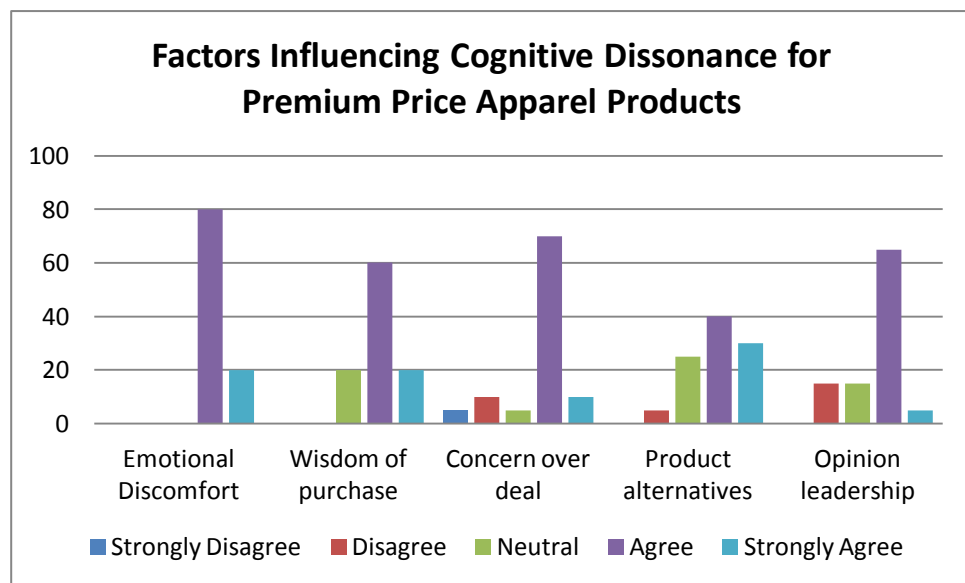
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Emotional Discomfort	0	5	0	70	25
Wisdom of purchase	0	10	20	50	20
Concern over deal	5	5	10	70	10
Product alternatives	0	15	15	50	20
Opinion leadership	0	15	15	65	5



Factors Influencing Cognitive Dissonance for Premium Price Apparel Products

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Emotional Discomfort	0	0	0	80	20
Wisdom of purchase	0	0	20	60	20
Concern over deal	5	10	5	70	10
Product alternatives	0	5	25	40	30
Opinion leadership	0	15	15	65	5

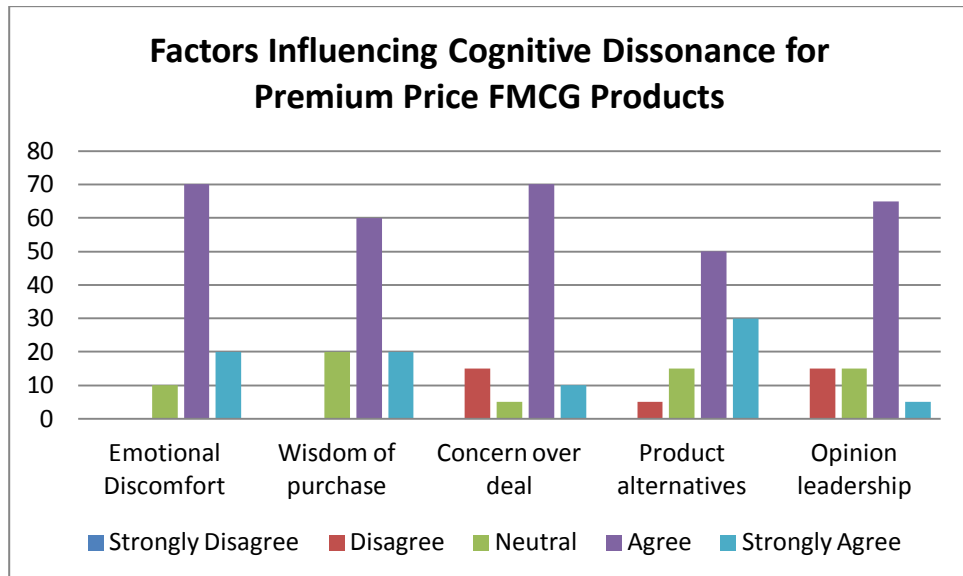
5264



Factors Influencing Cognitive Dissonance for Premium Price FMCG Products

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Emotional Discomfort	0	0	10	70	20
Wisdom of purchase	0	0	20	60	20
Concern over deal	0	15	5	70	10
Product alternatives	0	5	15	50	30
Opinion leadership	0	15	15	65	5





Regression Analysis for independent variables on Post Purchase Dissonance

Dependent Variable	Independent Variable	R	R	Ad.	Beta Value	F Value	Sig.
			Square	R Square			
Post Purchase behaviour	(Constant) Factors	0.746 ^a	0.542	0.58	0.74	138	0

The above table shows that R value is 0.746 which indicates a high degree of correlation. The adjusted R square is 0.542 which means the factors identified by the researchers was able to explain 58% of variance in post purchase dissonance. A significant simple linear regression Equation was found $F=138$,

$P < 0.05$. So, the factors including (emotional discomfort, wisdom of purchase, concern over deal, product alternatives and opinion leadership) are significantly positive impact on post purchase dissonance by 74.6% ($B=0.746$, $P < 0.05$).

Hypothesis Testing

Hypotheses	Beta	Ad. R ²	Sig.	Result
H ₁ : Emotional discomfort has positive impact on post purchase dissonance of premium price products.	0.514	0.274	0	Accepted
H ₂ : Wisdom of purchase has positive impact on post purchase dissonance of premium price	0.415	0.165	0	Accepted



products.				
H3: Concern over deal has positive impact on post purchase dissonance of premium price products.	0.528	0.28	0	Accepted
H4: Product alternatives has positive impact on post purchase dissonance of premium price products.	0.54	0.346	0	Accepted
H5: Opinion leadership has positive impact on post purchase dissonance of premium price products.	0.662	0.44	0	Accepted

Conclusion

From the present research study it is observed that there is a significant impact of various factors at cognitive dissonance stage while purchasing premium price products. In these factors emotional discomfort is the most important factor having influence on cognitive dissonance followed by concern over deal, opinion leadership, wisdom of purchase and product alternatives. On all type of premium price products considered for the study; premium price electronics products, premium price automobile products, premium price apparel products and premium price FMCG products cognitive dissonance is significant. Cognitive dissonance understanding is very crucial for companies to study consumer behavior. This research will be beneficial to academicians, students and industries. Organizations can design new strategies related to consumer behaviour for premium price products with the help of this research study. There is also scope for further research in this study related to post purchase behavior and cognitive dissonance etc.

Bibliography

- Gupta, S.P. & Gupta, M.P. (2005). Business Statistics. Fourteenth Edition, Sultan Chand & Sons, New Delhi, .
- Gupta, S.S. & Verma, D.P.S. (2000). We not me who will buy. Indian Management, 39, 61-65.
- Ha, H.-Y. (2002). The effects of consumer risk perception on pre-purchase information in online auctions. Journal of Computer-Mediated Communication, 8: 0.doi: 10.1111/j.1083- 6101.2002.tb00160.
- Menéndez, M.C. (2010). Online marketing stimuli and consumer affective response: An empirical study. A Master Thesis, Department of Social Sciences. Mid Sweden University.
- Miller, R.W. (1972). Consumer expectations, product performance, and perceived product quality. Journal of Marketing Research, 9(1), February, 19-21.
- Rao, S. P. (2005). Consumer behavior in durables and non-durables markets. Ph.D. Thesis Report. Dept. of Commerce and Management Studies, Andhra University, Visakhapatnam, India.
- Rao, T.R. (1969). Consumer's purchase decision process: Stochastic models. Journal of Marketing Research, 6(3), August, 321-329.
- Suma Devi and Sathiyapriya Eswaran (2010), "Consumer preference and Satisfaction towards Health Drinks", Indian Journal of Marketing, Volume. No. 26, Issue. No.3, PP. 52-54.
- Sekar .P and Thangavel .S (2016), "A study on consumers perception & buying pattern towards health drinks



with special reference to rural areas of Coimbatore district”, International Journal of Applied Research, Volume. No. 2, Issue. No. 4, ISSN: 2394-7500, PP.187-191

10. Tamilselvi J and Kirubaharan .M (2011), “A Study on Consumer preference towards Health Food Drinks”, Cauvery Research Journal, Volume. No. 4, Issue. No. 1&2, PP. 6-13, July
11. Shilpa Sarvani Ravi and Shikha Bhagat (2018), “Analysis of Health Drinks: What is Satisfying Consumer's Thirst?”, Indian Journal of Marketing, Volume.No.48, Issue. No.9, September
12. Sethuraman, R. (2009). Assessing the external validity of analytical results from national brand and store brand competition models. Marketing Science, 28(4), 759-781
13. Nancy, Y. W., & AARON, C. A. (1998). Personal taste and family face: Luxury consumption in Confucian and Western societies. Psychology & Marketing, 15(5), 423-441.
14. Mercedes-Benz (2017). C-Klasse Limousine. Daimler AG, MBD/VPP 0101. 0317/73, Ausgabe 1. Gedruckt in der Bundesrepublik Deutschland. Found under: Mercedes-benz.de
15. Harkison T, Hemmington N, Hyde K F (2017) Luxury accommodation - significantly different or just more expensive. Journal of Revenue and Pricing Management 17(4): 231-243.

