

Post Purchase Evaluation: A Behavioral Study

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Abstract--- *The research aims to investigate the different purchase approach of consumers and relate it to their post-purchase behavior. And also, to take into consideration what is the variation in post-purchase satisfaction levels. The study uses questionnaire-based investigation using regression analysis through Microsoft excel. Total number of participating respondents are 170 and they are from various geographical, educational and professional backgrounds, having bought a wide range of products from mobile phones to real-estate, with some of the products bought as recent as 3 months to the products over a year. The findings of the study suggest that emotional dissonance ranks the highest among the post purchase behavior of the consumer. There is higher emotional dissonance even with decision-making styles that are considered to be using a methodical approach. It has relevant, practical implications in understanding what kind of post purchase dissonance is present among the consumers and the approach to address it. The empirical evidences add to the novelty of the paper suggesting that there is presence of consumer dissonance irrespective of the approach of purchase process which is embedded in their emotional style of buying.*

Keywords--- *Post Purchase Behavior, Consumer Dissonance, General Decision-making Style (GDMS), Impulse Buying Behavior, Consumer Satisfaction.*

I. INTRODUCTION

The interaction between market and its consumers has always fascinated the researchers to understand how the flow of goods went from the production line on to the shelves of the consumer. Baggozi et al. (1986), brought it to notice that firms till then were giving little importance to marketing and sophisticated or purposeful marketing practices only came recently in use. Ever since the production era, when the marketeers believed that whatever is produced will be consumed, failed to deliver in the 1950s, it was brought to the notice of the scholars that just mere production cannot lead to the purchase of a product.

There had to be a demand among the consumers for the product and to know what the consumer demanded was the first stage of developing a model where the goods were produced keeping the wants and needs of the consumer in mind. With the rise and fall of different eras of marketing such as the product era which gave priority to attributes of the product failed to deliver on the account of cost efficient model.

Followed by it was the selling era that was all about aggressive marketing of the product that was produced rather than producing was demanded by the market and then came the marketing era that was aimed at producing what the market wanted, it was slowly brought to light that it was not just the study of purchase style that was important but also the recognition of the post purchase behavior that brought into practice the idea of holistic marketing in practice.

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Post-Purchase Behavior is the stage of the buyer decision process where a consumer takes additional decision, based on his level of satisfaction or dissatisfaction upon purchasing a product. This level of satisfaction or dissatisfaction entirely depends upon the relationship between the pre-purchase decision of the consumer and how he perceives the actual performance of the product post purchase.

Kanuk et al. (2008), find that consumers can either conceptualize the decision to be wise or they can adhere to the help of advertisements for making a choice or appear as satisfied owners for reassurance. If the consumer finds a consensus between his expectation of pre-purchase and that of post-purchase he will exhibit a satisfied perception. But if the perception of the product's performance does not match his expectations, one will exhibit dissonance. This case arises because almost all the purchases have some level of compromise big or small. Since the consumer forms a belief or attitude early in the Buyer Decision Process it is inevitable for the consumer to counter negative experience.

Festinger et al. (1957), described cognitive dissonance as psychological discomfort or imbalance produced when several cognitions about a thing exhibits inconsistency with each other. Cognitive dissonance is buyer's discomfort, caused by post-purchase conflict between expectation and result, irrespective of the purchase there is always some level of expectation of the consumer that is not met. The issue of cognitive dissonance raises the important question as to why the consumer cannot be satisfied and this paper aims to study the various approach the consumer takes while coming to a purchase decision, relate it to the post purchase behavior and find out when and how the levels of satisfaction and dissonance are varying with the purchases.

From the company's perspective answer lies in the basic definition of marketing that is 'managing profitable customer relationship'. Wiedman et al. (2007), recognizes the role of department store sales assistance to be helpful from the point of view of the company. Wiedman et al. (2007), further adds that though this approach is helpful, but if the sales approach is too pushy it can be counterproductive for the company as well. The goal is not only to attract new customers, but also to sustain the old ones by delivering superior customer satisfaction because a loyal customer will not only buy again, but will also act as an influencer in his social circle and pay less attention to the competitions.

On the contrary, dissatisfaction will breed a consumer that will perceive the product poorly, not will erode consumer equity, but also would not be a value addition to the company. They will act as negative influencers and will drive away the consumers to the competing brand. One other factor that plays an important role regarding decision making is the age of the respondents. Adolescence is the age when people start taking the decision on their own and face relevant consequences associated with it (Groothoff, Tuinstra, Sonderen, Heuvel & Post, 2000). Although this is the phase that lures the individual to take unprecedented risk on his own individual judgement and experience (Johnson, Bailie, Lovato & Kalaw, 2005; Alessio, Laghi & Baiocco, 2006), but relatively less studies have been done in this developmental phase (Vendel, Molen, & Crone, 2003; Tuinstra et al., 2000).

Hence, a marketer's job is not done once the product is bought because once the consumer buys a product he will enter into some degree of post-purchase behavior. These behaviors will build the consumer equity based on the level of their satisfaction or dissatisfaction, for a satisfied consumer will improve customer equity and a dissatisfied

one will erode it. The decision-making process of a consumer is a complex process which involves five different stages starting from problem recognition to post purchase behavior depending upon the needs.

The consumer buying process has been given profound importance among the most studied aspect of consumer behavior. It deals with several aspects of the buying process of the customer of how consumers interact with product in the marketing space. But there is also an aspect of consumer buying behavior which is referred as post purchase behavior that has reshaped the way markets have performed in the previous years. The post purchase behavior of customers determine that how long will the product go in winning their loyalty towards the brand since the focus of companies these days is more on retaining customers rather than winning new ones.

Solomon et al. (2006), recognized human needs and bifurcated it into two parts. They could as well be psychological and functional needs or physical needs. Previous studies have taken into account the fact that purchases are preceded by a need and a decision process. This decision process is in turn affected by several elements such as the buyers owns prerogative, his culture, experience of people who can affect decision making. According to Ha et al. (2010), it sometimes could be difficult for consumers to assess the alternatives because finding a product or the service that meets all the emotional and financial requirements of the consumer was quite hard.

II. LITERATURE REVIEW

Consumer buying behavior is the study of how individuals make purchase decisions and spend their dividends on consuming goods that will earn them a level of satisfaction in what they buy, why they buy and when they buy it, how often they use it, their evaluation of the product post purchase and how these evaluations affects post purchase or repeat purchases, and lastly how they dispose it.

Puto et al. (1987), Finds that the buying decision process has been a widely studied topic of consumer behavior. Recent findings in the study of decision making under uncertain conditions represent that there are available opportunities to increase the knowledge of this important and complex facet of consumer behavior. There is always a clash of perspectives when it comes to the interests of the buyer and the seller. At a point where a seller is stretching himself by giving the buyer a 10% discount the buyer might feel disappointed from the offer since he was expecting something 20% odd values in his shopping list.

Almost all the texts on consumer behavior include a verbal or flow chart model of the consumers' decision process. Blackwell et al. (1978), used a five-stage model of problem recognition, searching alternative, evaluating, choosing, and approaching an outcome that was suggested 70 years ago by John Dewey. Since that time there has been a huge change in the buying behavior of consumers as well as the marketing strategy of companies.

Granbois Donald & Olshavsky Richard et al. (1978), found that purchase decisions can either be undertaken out of necessity or it can be derived from a culturally driven lifestyle. From purchases that are dependent or interlocked or they can even be made based on recommendations from peers or colleagues or independent resources. They concluded that such decisions are set to be biased and will lack an independent judgement of the buyers. According to Wolfgang et al. (1985), impulsive consumer behavior is a result stimulus-controlled reaction and therefore reactive

behavior. Accordingly, the consumer is basically reacting to a stimulus in the buying situation". An impulsive buyer is one who assesses himself as more emotionalized than non-buyers.

A buyer of this category can be easily motivated to buy a product, but in contrast to that he may soon gain dissatisfaction for the product or may judge it as superfluous. The study aimed to understand the influence of impulse buying and its effect on pre-purchase mood. The study also takes into consideration the effects of impulse buying on post purchase mood. This research investigates how pre-purchase mood affects the post-purchase attitude of customer satisfaction acting as a mediating variable. The results reveal that the impulsive buying behavior of consumer and pre-purchase mood encourage impulse buying positively. Further, the results concluded that found that impulse buying did not influence the post purchase mood of the consumer.

Tse et al. (1988), investigated that there have been recent attempts to understand and model consumer satisfaction. They further say that it is generally agreed that post purchase, consumer satisfaction/dissatisfaction can be attributed to how far the consumer's pre-purchase expectations are met by post purchase performance of the product.

Scott et. al (1995), identified two different approaches to decision making style. First, was the habitual pattern that the consumers followed while making the decision and second, was through their individual characteristics, of how they perceived and responded to the decision-making tasks. Decision-making was identified not as a personality trait, but a habit-based preference of reacting to a certain decision-making situation and came up with five different decision-making styles.

The consumer forms several assumptions before buying the product and a study on how much consumer's expectation varies from his actual experience in terms of satisfaction level is the gap of the research to be looked upon. Of how the consumer perceives the first interaction with the product and how he compares the product in his successive experience has not yet been clarified.

Starting from spontaneous style, this style shows and immediacy in its approach and the desire to get past the decision-making process as fast as possible. The Spontaneous style advocates a decision-making process where the decision is taken quickly. On the contrary Rational Style has a more investigative approach and a logical evaluation of the facts and figures.

It always takes an exhaustive approach and diligent assessment of the possible alternatives before coming to a purchase decision. The consumer purchases a product by testing, comparing and observing the product keenly in terms of price, quality, convenience, profitability and durability. Most of the modern theories are created and used under the assumption that all individuals taking part in a purchase decision are behaving rationally.

The Intuitive style takes hunches and gut feelings into consideration while making sales purchases. The style takes into consideration the fact that the buyer has an independent style of thinking and makes purchases based on his own conscience. Whereas the Dependent Style emphasizes on advices and guidance from others. This style is quite different from Intuitive Style since it focuses more on the inputs from the outside environment and is closely related to rational style since it also takes inputs and assesses them before coming to a decision.

The fifth style of decision making is the Avoidant Style, where the consumer prefers to not-taking any decision as long as possible and the aim is to postpone the decision making. This style is most different from the rest since the aim of the consumer is to avoid taking a decision as long as possible.

Since the paper aims to study not only the decision-making style, but also the post purchase behavior hence, the paper, in addition to the decision-making style, identifies three different post purchase behaviors such as Emotional Dissonance that talks about a person's psychological discomfort or rejection after making a purchase. Wisdom of purchase considers the fact many a times, consumers make a purchase and later realize that they may not have needed the product or they have chosen a wrong one. Finally, there is a Concern Over Deal which talks about the consumer recognition of the deal as to have been under the influence of the sales staff which sometimes can as well be against his beliefs and likeness.

Singh et. al (2014), drew upon a conclusion that understanding the consumer buying behavior by studying and identifying their needs can offer long-term benefits to the businesses. Irrespective of several efforts that was put into learning and understanding the behavioral patterns of consumers, it was not conclusively identified as to why consumers sometimes make purchases out of emotional beliefs which they are not familiar.

Research Objectives

1. To analyze the changes in the customer satisfaction level.
2. To compare the difference between pre-purchase and post-purchase behavior.
3. To compare the expectancy level in pre-purchase phase.

Hypothesis

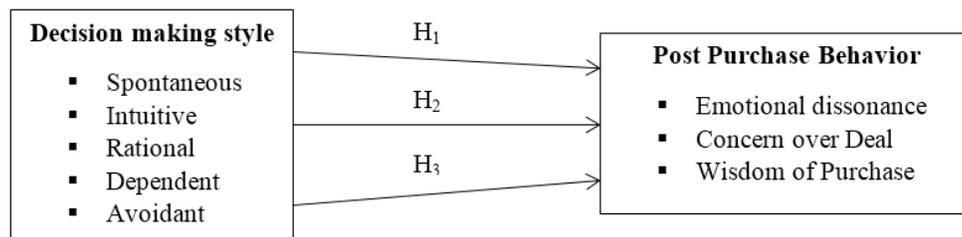


Figure 1: The Hypothesized Model

The consumer adheres to several decision-making styles, these decisions lead to a certain level psychological discomfort in his post purchase behavior. Through past researches it has been known that there is some level of dissatisfaction associated with every purchase irrespective of the path of decision making the consumer takes.

H₁: There is always some level of emotional dissonance associated with all purchase styles.

Whenever a purchase is made, the usual concern that the consumer comes across is that whether or not he needed to buy the product, he also doubts his purchase decision. The structure of his coming to the purchase decision may be structured and exhaustive or quick and impulsive, in either case he has some doubt over the purchase he made as to whether it was necessary or avoidable.

H₂: The decision-making style has a significant impact on Concern over Deal.

There is always a concern in consumer whether or not one should have made the purchase. After the purchase of the product consumers, many a times feel if they actually bought the product that they set out for or if what they have bought is in consensus with their purchase beliefs. The consumer tends to doubt his wisdom that whether what he bought was out of his own likeness or affection towards the commodity or was he convinced by the sales person to believe the otherwise.

H₃: There is a positive correlation between the decision-making style and Wisdom of Purchase.

III.METHODOLOGY

Consumer purchase decision has been the concern of the marketeers ever since the market realized that how studying the buying behavior of the consumer can bring about a huge change in how their products perform in the market, the consumers they target and the repurchase the customer makes from the same brand. With the passage of time the consumer's expectations and reaction to the purchase made has changed. Study of the decision-making style of consumers and their post purchase behavior can never yield an end result and it shall forever be an ongoing process. With every new generation of marketeers and consumers coming into the market, the companies have to reposition themselves and re-align their priorities to suit the new generation. With the same scale of measurements for the consumer there can be different answers to how satisfied, one feels subsequent to his purchase decision, or how the market has affected his decision-making style.

For this paper, primary data collection was done through survey. The structured questionnaire was designed in Likert Scale which help us understand and analyze the attitude and response of every individual. Through the questionnaire, the data collected indicates as to how the consumers react towards the purchases he makes. The questionnaire was divided into two parts. The aim was to first bifurcate the consumers based on their purchase behavior and investigate that if and how difference in decision making styles are related to post purchase satisfaction. The first part categorized the decision-making style of the consumer that was first perceived by Scott and Bruce et al. (1995), as general decision-making style (GDMS) and second part relates these decision-making styles with level of satisfaction or dissonance that different types of purchase decision garnered these consumers.

The research population for this study included five categories of buyers that have been actively participating in purchase decisions. The first were the Spontaneous buyers for whom immediacy and going through all the stages of purchase decision as soon as possible was the requirement. The second were the intuitive buyers who bought more out of hunches and gut feeling about what felt like a good purchase. The third were the dependent kind who relied more on advice and guidance from others to come to a purchase decision. Then comes the rational decision makers who delve into thorough search for and logical evaluation of alternatives. This kind of decision making is sought to consider the available options and come to a judgement that is well evaluated and assessed. Lastly, there is an avoidant kind of decision maker who prefer to postpone the decision making if possible. Such consumers often tend to delay the process of coming to a decision.

The sample size of the study was decided upon to be 170 as the aim was to find more relevant answers to the questionnaire and eliminate chances of bogus replies. Regression has been used to establish and understand the relation among the various variables of the collected data for this paper. The impact of the related variables was

analyzed and studied using Microsoft Excel to further comment on the post purchase decision making of the consumer.

IV. DATA ANALYSIS AND INTERPRETATION

Data was collected through questionnaire from 170 respondents. The data was run through regression using Microsoft excel for analysis and was put into tabular form for comparative study.

Table 1: Item Codes and Related Questions

Q1	My style is more spontaneous action than cool deliberation.
Q2	I like to make decisions quickly and instinctively.
Q3	Before buying an expensive item, I do exhaustive research.
Q4	I like working with tried and tested experiences.
Q5	Very often my purchase decisions are instantaneous.
Q6	I like buying more out of my personal likeness and gut feeling rather than careful analysis
Q7	When undertaking a decision my style is to take highly structured approach.
Q8	I always devote a lot of time in evaluating options fully before coming to important decisions.
Q9	I like to take my time over most of the decisions.
Q10	I postpone decision making whenever possible.
Q11	I don't make purchase decisions unless I really have to.
Q12	I have faith in my decisions.
Q13	I need assistance of other people when making purchase decisions.
Q14	When I make decisions, I need assistance of my family and friends.
Q15	I make decisions quickly.

The following pie charts are brought up by grouping different decision-making styles and post purchase behavior. The charts give us insight into the comparison between how different styles of decision making fair against each other and among the post purchase behaviors which is the ore dominant one.

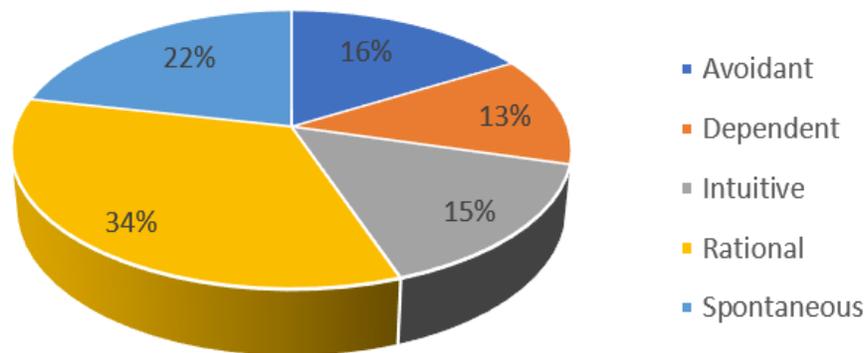


Figure 2: Decision Making Style

From Figure 2, it can be deduced that from among the five different types of decision making styles, Rational Style is the most prevalent among all with 34% of the research population adhering to it, this indicates that most people usually follow a very structured approach while making purchase decisions. Consumers often tend to go with the style that has more logic and calculative approach. In our survey, it was found that after Rational Style of decision making Spontaneous style with 22% of responses was next most prevalent among the sample that was surveyed. Dependent Style had the least number of respondents with only 13% of people using it which points out

that consumers usually don't refer to this style citing higher levels of discomfort since every consumer has his or her own expectations and levels of satisfaction from the same product.

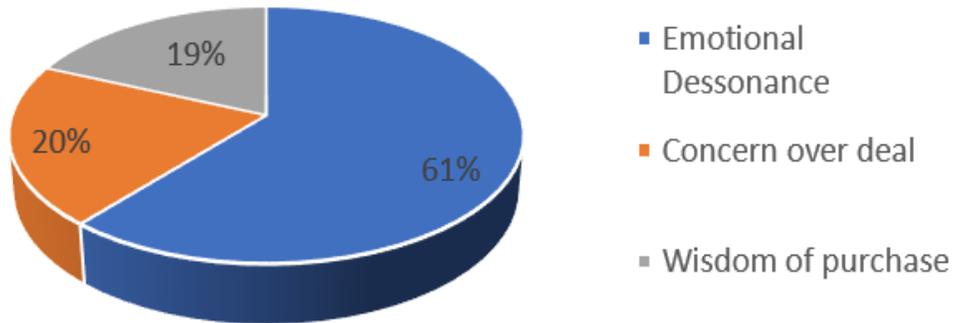


Figure 3: Post Purchase Behavior

Figure 3 talks about the post purchase behavior of the respondents from among three different types of responses or post purchase experiences among which emotional dissonance ranks the highest with over 61% of the population showing emotional discomfort in their post purchase phase.

It indicates that the percentage of consumers are far less concerned over the deal that is found to be 20% through our research, talks about whether they should have bought it or not and lastly, it is wisdom of purchase with 19% of the research population falling into this category, where the consumers doubt as to whether they were made to purchase against their belief or external influence.

Table 2: Comparison between Decision Making Styles and Post Purchase Behavior

	<i>Avoidant</i>	<i>Dependent</i>	<i>Intuitive</i>	<i>Rational</i>	<i>Spontaneous</i>
Emotional Dissonance	17	13	12	35	19
COD	0	1	6	11	9
WOP	5	6	6	6	6

With reference to the following data mentioned above, the data was put across in table-3 to check how the number of respondents based on their decision-making style fared against the post purchase behavior of the consumers. It is amazing to notice that from the above data it is clear that the highest number of consumers, a total of 35 with emotional dissonance belonged to the Rational Style of decision making pointing to the fact that there was higher levels of emotional dissonance with this purchase style which accordingly to general belief should not have been. Followed by rational style is spontaneous, where 19 respondents showed emotional discomfort post their decision process. The lowest notable value was for the avoidant style consumers with their concern over deal. Reflecting that avoidant purchases, do not exhibit the tendency of having doubt of whether or not the purchase should have been made.

Table 3: Regression Analysis

<i>Output</i>	<i>R-square</i>
Emotional Dissonance	0.138327
Concern Over Deal	0.405985
Wisdom of Purchase	0.346008

Table 4: Regression table

<i>Emotional Disonance</i>			<i>Concern over Deal</i>			<i>Wisdom of Purchase</i>			
	<i>Coe-fficient</i>	<i>P-value</i>	<i>Remarks</i>	<i>Coe-fficient</i>	<i>P-value</i>	<i>Remarks</i>	<i>Coe-fficient</i>	<i>P-value</i>	<i>Remark</i>
Q1	-0.02589	0.62928	Non-contributing	-0.13213	0.085262	Non-contributing	-0.09604	0.233161	Non-contributing
Q2	0.032763	0.562982	Non-contributing	0.105489	0.192142	Non-contributing	0.152563	0.073746	Contributing
Q3	-0.06496	0.288848	Non-contributing	-0.11441	0.190137	Non-contributing	-0.12188	0.184661	Non-contributing
Q4	0.001127	0.985084	Non-contributing	-0.16091	0.062563	Contributing	-0.05165	0.567741	Non-contributing
Q5	0.053833	0.352018	Non-contributing	0.169261	0.041123	Contributing	0.110481	0.203083	Non-contributing
Q6	0.079213	0.146038	Non-contributing	0.262349	0.00088	Contributing	0.233391	0.00468	Contributing
Q7	0.187688	0.005304	Contributing	0.289012	0.002638	Contributing	0.189845	0.057991	Contributing
Q8	-0.05298	0.437419	Non-contributing	0.170533	0.080582	Non-contributing	0.141316	0.167863	Non-contributing
Q9	0.048819	0.475998	Non-contributing	0.015639	0.87254	Non-contributing	0.100729	0.326815	Non-contributing
Q10	0.070445	0.176977	Non-contributing	0.150371	0.043884	Contributing	0.219591	0.005452	Contributing
Q11	-0.0456	0.397896	Non-contributing	0.075475	0.326161	Non-contributing	0.063138	0.434679	Non-contributing
Q12	0.031529	0.646704	Non-contributing	-0.42636	2.48E-05	Non-contributing	-0.35678	0.000694	Contributing
Q13	0.012294	0.841953	Non-contributing	0.171338	0.052622	Contributing	0.059539	0.519632	NoN-contributing
Q14	0.01219	0.834403	Non-contributing	-0.06846	0.410326	Non-contributing	0.027449	0.753455	Non-contributing
Q15	0.052437	0.351192	Non-contributing	0.118016	0.141654	Non-contributing	0.108743	0.197641	Non-contributing

Table starts with Regression analysis where R Square is defined as the quality of the input that can define the output by a given percentage, so if the R Square value is 0.346 that means that the input can describe the output by 34.6%. Such data means that there is high relation of the output with input and that input affect the output to a great extent. Regression analysis has been used to dependent variable to explore the form of relationships these variables have among themselves.

Significance of the input questions are measured by the P-values and the paper has considered the maximum allowable error of 10% in our overall research. A small **p-value** (typically ≤ 0.05) indicates strong evidence against the null hypothesis, so you reject the null hypothesis.

From the results it can be inferred that the first set of inputs have not much relevance with the results apart from just one input showing significance which talks about ‘a person’s psychological discomfort subsequent to purchase decision’. The P-value is 0.005304 and the coefficient is 0.187. It shows that the P-value is directly related to the coefficient which means that if one of the values increase the other will increase with it.

From the regression data of the second output which talks about a person's recognition of purchase that they may not have made the purchase or have needed the product, under the dependent variable ‘Wisdom of Purchase’, the research infers that six questions have relevance to it. Question nos. 5,6,7,10,13 & 14 with P-values 0.041123,

0.00088, 0.002638, 0.043884 and 0.052622 respectively are the questions that have been identified to have relevance with the output out of which question no.4 with P-value of 0.062563 has an inverse relation with the output due to the negative co-efficient value added to it.

At the end the third output talks about how a person sometimes feels when he is influenced to buy a product by the sales person as opposed to his own beliefs under the item 'concern over deal'. It has been found that five questions have relevance to it. Questions nos. 2,6,7,10 and 12 with P-values 0.073746, 0.00468, 0.057991 and 0.005452 respectively are the questions that have been identified to have relevance with the output of which question no. 12 which has P-value 0.000694 has an inverse relation with the output.

V. DISCUSSION

Driver et al. (1990), found through his research that consumers have one of the decision-making styles as their dominant styles irrespective of what combinations of different styles they may adhere to. From our research that measured the decision-making style of the consumers against their post purchase behavior some important inferences were deduced. One of the important results that came across was, that most of the consumers adhered to the Rational Style of decision making for their purchases which shows that usually most of the consumers use a structured approach while coming to a decision relating to their purchase matters. Further it was found that among the types of post purchase behaviors, Emotional Dissonance ranked the highest among others and most of the consumers felt that they were not satisfied with the purchases they made. Lastly, through cross analysis of the data for decision-making and post purchase behavior it was found that there is very high level of emotional dissonance associated with rational style of decision making. Among all the styles of decision making that was studied and assessed in the paper, it is very important to note that the Rational Style used the highly structured approach and conscientiousness level of assessment hence, it is presumed that any decision that was made using reasonable logic was meant to deliver the highest level of emotional satisfaction. But contrary to this belief, it is found that more the consumers are rational, the higher is their level of dissatisfaction. This can as well be justified from the fact that since not all sorts of purchases inhibit the same levels of involvement and expectations from the consumers hence an approach that is rational may yield higher levels of dissonance for the consumer that was highly exhaustive over a period of time and could not match the levels of expectations or the ones that did not usually require an exhaustive method of assessment before the purchase and yet the style undertaken by the consumer was elaborate which led to a psychological discomfort on the part of the consumer owing to its exhaustive nature.

Based on our data analysis, not all the hypothesis received significant support. For the first set of output that measured the psychological discomfort subsequent to purchase decision, only one input, when undertaking a decision my style is to take highly structured approach, had relevance to it. The correlation is found to be positive, hence, it can be deduced that there is higher emotional discomfort with such a decision-making style. Such an approach may be highly rational but the outcome of such a rational approach may not be in consensus with personal favourites.

Through the research it can be brought to notice the fact that one could not find any difference in the decision making based on the gender of our respondents. And this finding is actually consistent with the existing data on

decision making style (Baiocco et al., 2007; Loo, 2000; Spicer & Smith, 2005). For the second set of output that talks about a person's recognition of purchase as to whether he made the right purchase decision or if he needed to make a purchase at all, it was found that six hypotheses received significant support, out of which five had positive and one had a negative correlation. This study confirms that there is some level of doubt seeded in the mind of the buyer, irrespective of his purchase style, as to whether or not he should have made the purchase decision. In addition to the following findings, the results also revealed a negative correlation between the use of tried and tested methods that is associated with the doubt over the purchase decision. This tells us that the consumer is more confident of his purchase decision when he uses the same method of purchase time and again.

Further, this research correlates the aspect of purchase decisions with the fact as to how often do people think that they were influenced by the sales staff and made a purchase as opposed their beliefs. The findings yield the result that irrespective of the fact as to whether the customer's approach was rational, intuitive or avoidant they often feel that they would have made a different decision if they were not influenced by the sales staff. The findings of the paper confirm that consumers are influenced by a sales staff notwithstanding their perused methods and approach to the purchase decision.

VI. CONCLUSION

This study investigated various decision-making styles and linked them to the post purchase behavior associated with it. More specifically, it tries to identify the associated consumer satisfaction or dissonance that comes with every purchase decision. In our overall finding it has been noted that irrespective of the style of the consumer with respect to his style of decision making there is associated level of emotional discomfort to it. In addition to this it has been found out that though the approach for the decision making may be highly conscientious but the consumer can still believe that he had made the purchase against his belief or under an external influence. Though the paper has tried to cover and analyze the data from all walks of life, but it is not free from limitations. One of the limitations of the paper is that it assesses the decision-making style of the consumer from a certain geographical area. The other shortcoming as understood by the researchers is that the paper talks about the post purchase level of satisfaction at a certain point of time. Since the products have their own life with the consumer it may be noted that the satisfaction level of the consumer may not be same through-out the entire period of time of possessing the product. Lastly, this paper talks about the post purchase analysis of just the products bought by consumers, but in today's world where services are a major player of the market, it could have been a part of the investigation.

Since marketing is no more just limited to the purchase, in fact post purchase services play the most important role in customer acquisition hence it would be recommended for future researchers to include services as a product for scope of investigation. Since service is not a tangible commodity hence its analysis would be purely based on the emotional satisfaction of the customer subsequent to purchase decision.

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