



A STUDY ON PRE-PURCHASE AND POST PURCHASE OF CONSUMER BEHAVIOUR

N.HANSIKA, IVTH YEAR B.B.A.,L.L.B(HONS), SAVEETHA SCHOOL OF LAW, SAVEETHA INSTITUTE OF MEDICAL AND TECHNICAL SCIENCES (SIMATS), SAVEETHA UNIVERSITY, CHENNAI-600 077

Dr. MURUGAN RAMU, ASSOCIATE PROFESSOR, DEPARTMENT OF MANAGEMENT STUDIES, SAVEETHA SCHOOL OF LAW, SAVEETHA INSTITUTE OF MEDICAL AND TECHNICAL SCIENCES (SIMATS)

ABSTRACT: This research paper mainly focuses on investigation about the Consumer purchasing behaviour of people, gatherings, or associations and every one of the exercises related to the buy, use and transfer of merchandise and enterprises including the consumer's enthusiastic, mental and social reactions that go before or pursue these activities. India is the second biggest consumer showcase on the planet. The Indian consumer profile has been created and changed as far as training, salary, occupation, and reference gathering and media propensities. Post purchase behavior indicates whether or not or not repeat purchases are going to be created. whether or not the client can suggest the merchandise to others or not. It indicates whether or not long profits will or can't be expected. All this may have gotten wind by the post-purchase behavior of the purchasers. Post purchase is the last introduction to the decision-making method. when getting a product, a client is either glad or discontented and his satisfaction or discontentment depends on his expectation and also the distinction between the performance. Expectations provide the degree of customer's satisfaction/dissatisfaction with the product... The research paper deals with the study on pre and post purchase behavior of consumer. The study found out that Descriptive research on post purchase and per purchase of consumer behaviour. Convenient Sampling method is used in this study to collect the sample. 1178 sample are recorded. The independent variables used are post purchase and pre purchase. The Statistics used is chi-square.

Key words: pre purchase, post purchase, consumers, behaviour, economic

I. INTRODUCTION:

Consumer basic leadership includes a consistent progression of connections between natural elements and conduct actions. The procedure of consumer basic leadership includes pre-purchase data and post-purchase results. The investigation of consumer conduct is worried about all parts of acquiring conduct – from pre-purchase exercises through to post-purchase utilization, assessment and transfer exercises. It is likewise worried about all people included, either straightforwardly or in a roundabout way, in acquiring choices and utilization exercises including brand-influencers and feeling leaders-purchase is to completely pay for a decent or administration preceding that great being conveyed or administration being performed. "Prepaid" used to satisfy this use; nonetheless, the meaning of the word has begun to move to show a purchaser that isn't creditworthy. Post Purchase conduct alludes to the conduct of a consumer after his promise to an item has been made. It starts out of consumer experience with respect to the utilization of the item and is shown as far as fulfillment. When clients or prospects are persuaded to fulfill their needs and needs, the buy procedure starts. In light of specific guidelines, they have built up as far as they could tell, they assess different elective items or administrations. On the off chance that none of the options meets their assessment criteria, they may encounter subjective cacophony as postpurchase uncertainty and concern or nervousness about the astuteness of the buy. This is known as postpurchase discord/psychological disharmony. It is well on the way to happen among people with an inclination to encounter tension, after a permanent buy, when the buy was imperative to the shopper, and when it included a troublesome decision between at least two choices. This conduct is reflected in rehash purchases or restraint from further purchase. The aim of the study is to know about pre purchase and post purchase of consumer behaviour.

OBJECTIVES:

- To understand the pre purchase and post purchase of the consumer behaviour
- To analyze whether there is a significant association between gender and per purchase of consumer behaviour
- To know there is a significant association between gender and post purchase evaluation process of consumer behaviour
- To find out the public opinion regarding post purchase and per purchase of consumer behaviour

II. REVIEW OF LITERATURE:

James U. Mcneal, Chyon-Yeh, (2003) have searched that examining "Tolerance for Unethical Consumer Behaviour Provides a Key Insight to how People Behave as Consumers Worldwide". In this study, consumer reactions to unethical consumer behaviour scenarios are investigated using sample data from Austria, Brunei, France, Hong Kong, the UK, and the USA. Nationality is found to be a significant predictor of how consumers view various questionable behaviours. Gender is not a significant predictor, while age and religious affiliation are found to be significant predictors of consumer ethical perceptions. **Krishna Mohan Y. and Naidu, (2004)** have identified "An Evaluation of Consumer Awareness in Rural Markets". This paper deals with the extent of awareness in rural markets of India. It presents the "Gold" available in this steadily growing market which has been going great guns since the 1980's and now bigger than the urban market for both FMCG and durables, the former with 53 per cent share and the latter with 59 per cent of total market. **Paul Harrison and Robin Shaw, (2004)** have contributed "Consumer Satisfaction and Post-Purchase Intentions". An Exploratory Study of Museum Visitors" This paper examines the relationship between consumer satisfaction and subsequent intentions in the museum context as well as the moderating influence of demographic characteristics such as gender, age and education in that relationship. The relationship between satisfaction and a range of service elements, overall satisfaction with the experience and intentions was investigated. Museum marketers can profit by examining the 'Value chain' of museum experience outlined in the model presented, especially the greater likelihood of consumers recommending the experience to others than making a repeat visit themselves, and by investigating segment differences beyond those reported here. **Sudarshan R. and Sridhar, (2004)** have conducted "Impact of Consumer Involvement of Buying Decision - A Conceptual Frame-Work". Consumer involvement refers to the intensity of interest with which consumers approach the market place. It is related to the consumers' values and self-concept which influence the degree of personal importance ascribed to a product or situation consumer involvement varies Krishna across different individuals, product, brands and situations. **Alet C. Erasmus, Meriam M. (2005)** has concentrated on "The Paradox of Progress: Inexperienced Consumers' Choice of Major Household Appliances". The outcomes upheld the underlying idea that constrained consumer socialization may result in, and even require unpracticed consumers' dependence on surrogate markers of value, for example, value, brand name and store picture, as remuneration for absence of proper item information shockingly the utilization of surrogate pointers of value does not really infer educated, capable purchaser conduct. **Christopher P. Blocker, Daniel J. Flint, (2007)** has broken down, "The Relationship between Satisfaction, Loyalty and Buying Intention Perceived by Spanish Consumers". Scale advancement depended on the survey of the most applicable writing with respect to sustenance advertising and agribusiness. Information were gathered through an organized survey. A basic conditions model was connected to investigate the connections among consumer fulfillment, devotion and purchasing goal. The outcomes demonstrate that a higher fulfillment prompts more noteworthy degrees of reliability and purchasing expectations of the consumers.

III. MATERIALS AND METHODS:

The current study is based on empirical research. It is consisting of the scientific frame of research. It began with the finding of research problems based on the review of literature. The major contribution of the study is to collect the legal facts of a particular area and to test the hypothesis of a cause-effect relationship between variables. The research design is exploratory and experimental. It explored the problem tested with hypotheses and provided the solution from the analysis. Convenience sampling method is used (Non probability in) The sample size is 1500 The data is refined finally reported as 1178. Data is collected through the primary and secondary sources. Questionnaire is used as the primary data collection and the article, journals, reports, newsletter are considered as the secondary sources. The analysis is done by using the SPSS 21 version. the analysis is carried out for demographic statistics (Gender, age, educational qualification, income and Occupation) and hypothesis testing frequency table and cross tabulation is used.

IV. ANALYSIS AND INTERPRETATION:

HYPOTHESIS 1

Null hypothesis (Ho): There is no significant association between gender and per purchase of consumer behaviour

Alternative hypothesis (Ha): There is a significant association between gender and per purchase of consumer behaviour

TABLE 1

Crosstab					
Count					
		9.Are you aware about per purchase of consumer behaviour			Total
		Yes	no	maybe	
2. Gender	male	156	511	67	734
	female	170	142	87	399
	not prefer to say	16	7	22	45
Total		342	660	176	1178

TABLE 2

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	172.278 ^a	4	.000
Likelihood Ratio	166.667	4	.000
Linear-by-Linear Association	.028	1	.868
N of Valid Cases	1178		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.60.

INTERPRETATION:

Using Chi square test, it was found that p value is less than 0 .05, which shows that the null hypothesis is rejected. Therefore, there is a significant association between gender and per purchase of consumer behaviour

HYPOTHESIS 2

Null hypothesis (Ho): There is no significant association between gender and post purchase evaluation process of consumer behaviour

Alternative hypothesis (Ha): There is a significant association between gender and post purchase evaluation process of consumer behaviour

TABLE 3

Crosstab					
Count					
		10.Are you aware about post purchase evaluation process			Total
		yes	no	maybe	
2. Gender	male	240	337	157	734
	female	157	192	50	399
	not prefer to say	9	18	18	45
Total		406	547	225	1178

TssABLE 4

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	172.278 ^a	4	.000
Likelihood Ratio	166.667	4	.000
Linear-by-Linear Association	.028	1	.868
N of Valid Cases	1178		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.60.

INTERPRETATION:

Using Chi square test, it was found that p value is less than 0 .05, which shows that the null hypothesis is rejected. Therefore, there is a significant association between gender and post purchase evaluation process of consumer behaviour

V. DISCUSSION:

Post-purchase conduct is the response of the consumer, it gives a thought of his preferences, preferences and mentalities and fulfillment towards the item. It shows whether the purchase thought processes have been achieved. Purchase is the methods, and post purchase is the end. Post purchase conduct demonstrates whether rehash purchases will be made. Regardless of whether the client will prescribe the item to other people or not. It shows whether long haul benefits can or can't be normal. This can be discovered by the post-purchase conduct of the customers. After acquiring an item, a client is either fulfilled or disappointed and his fulfillment or disappointment relies upon his desire and the contrast between the presentation. Desires gives the level of consumer. It might be seen that consumers' solid merchandise is extremely significant items however accessible for all. In the present investigation due significance has been connected to the components like forcefulness, level of desire and level of fulfillment, etc. This investigation has an uncommon element that the degree of desire for the different angles which describe the quality and standard of the item are separately taken up. This examination additionally shows the degree of significance appended to the different quality attributes of the item by the various sections of consumers, who vary in financial, instructive, enthusiastic and different attributes. The statistic factors of the consumers are not profoundly related to their trait of attention to the item. Brand dependability isn't adequately found among the consumers' tough products. They expect great fulfillment from the brand they purchase.

VI. CONCLUSION:

This research concludes that pre purchase and post purchase creating good intention to again and again purchasing particular product or item. Consumer have a tendency to change brands to gain more advantages from the item. It is presently understood that one of the means for giving powerful and responsive government is to guarantee more noteworthy accomplishment in organization and data to general society. Such a methodology would make the examination progressively specialized and modern. This sort of a methodology will control the reception of new kinds of advertising techniques just as item refinement, so the piece of the pie can be improved and that was the very reason for the investigation.

REFERENCES:

1. Bae, Su Yun, and Ruoh-Nah (terry) Yan. 2013. "Purchase and Post-Purchase Intentions of Ethical Consumer Behavior." https://doi.org/10.31274/itaa_proceedings-180814-821.
2. Chae, Myung-Hee, Catherine Black, and Jeanne Heitmeyer. 2006. "Pre-Purchase and Post-Purchase Satisfaction and Fashion Involvement of Female Tennis Wear Consumers." *International Journal of Consumer Studies*. <https://doi.org/10.1111/j.1470-6431.2005.00434.x>.
3. Ekasasi, Sri Rejeki, and Ayu Hema Ajeng Diwasasri. 2014. "Peran Product Cues and Risk Aversion Pada Purchase Intention Dan Post Purchase Feelings." *Jurnal Siasat Bisnis*. <https://doi.org/10.20885/jsb.vol17.iss2.art10>.

4. Euna, Lee, Lee, Euna, and Jinsook Hwang. 2017. "The Effect of Omni-Channel Consumers' Pre-Purchase Searching Behavior on Post-Purchase Satisfaction and Word-of-Mouth." *Journal of Korea Design Forum*. <https://doi.org/10.21326/ksdt.2017..55.006>.
5. Gómez, Mar, David Martín-Consuegra, and Arturo Molina. 2015. "The Importance of Packaging in Purchase and Usage Behaviour." *International Journal of Consumer Studies*. <https://doi.org/10.1111/ijcs.12168>.
6. Huo, Yue, and H. U. O. Yue. n.d. "Susceptibility to Global Consumer Culture : Scale Development and Purchase Behaviour of Shanghai Consumers." https://doi.org/10.14793/mkt_etd.7.
7. Jain, Kokil, Shalini Gautam, and Diksha Pasricha. 2018. "The Pleasure and the Guilt - Impulse Purchase and Post Purchase Regret : A Study of Young Indian Consumers." *Indian Journal of Marketing*. <https://doi.org/10.17010/ijom/2018/v48/i3/121984>.
8. Kaufmann, Hans Ruediger. n.d. "Post-Purchase Behaviour: Differentiation as to B2B and B2C and Market Power." *International Consumer Behaviour: A Mosaic of Eclectic Perspectives*. <https://doi.org/10.5848/apbj.0106.00004>.
9. Khan, M. 2007. *Consumer Behaviour*. New Age International.
10. Kivioja, Kaisa. 2017. "Impact of Point-of-Purchase Olfactory Cues on Purchase Behavior." *Journal of Consumer Marketing*. <https://doi.org/10.1108/jcm-08-2015-1506>.
11. Krishna Naik, C. N., and L. Venugopal Reddy. 1999. *Consumer Behaviour*. Discovery Publishing House.
12. Long, Wang. 2010. "Study on the Influence of Commitment on Customer Behavior in the Stage of Pre-Purchase and Post-Purchase." *2010 International Conference on Management of E-Commerce and E-Government*. <https://doi.org/10.1109/icmecg.2010.47>.
13. Marciniak, Ruth, and Marwa Gad Mohsen. 2016. "Post-Purchase Consumer Behaviour, Sustainability and Its Influence on Fashion Identity." *Fashion: Tyranny and Revelation*. https://doi.org/10.1163/9781848884830_018.
14. Mehdi, Mokhalles M. 2015. "Pre-Purchase and Post-Purchase Behaviour of Two Wheeler Motorcycle Consumers in Jorhat." *Review of Professional Management- A Journal of New Delhi Institute of Management*. <https://doi.org/10.20968/rpm/2015/v13/i2/88689>.
15. Munjal, Sourabh. n.d. "Scale Validation of Consumer Purchase Decision Behaviour for Green Products." *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3379089>.
16. Nancarrow, Clive, Julie Tinson, and Ian Brace. 2011. "Profiling Key Purchase Influencers: Those Perceived as Consumer Savvy." *Journal of Consumer Behaviour*. <https://doi.org/10.1002/cb.353>.
17. Rezaei, Sajad, Rona Chandran, and Yoke Moi Oh. n.d. "Pre-Purchase User Perceptions of Attributes and Post-Purchase Attitudes in Building Successful Online Retail Promotional Strategies." *Digital Marketing and Consumer Engagement*. <https://doi.org/10.4018/978-1-5225-5187-4.ch019>.
18. Sabri, Ehap H., Arun P. Gupta, and Michael A. Beitler. 2006. *Purchase Order Management Best Practices: Process, Technology, and Change Management*. J. Ross Publishing.
19. Solomon, Michael, Rebekah Russell-Bennett, and Josephine Previte. 2012. *Consumer Behaviour*. Pearson Higher Education AU.
20. Sullivan, S. J., P. Handcock, and D. S. Jackson. 2019. "Does the Purchase of a Mobility Scooter Alter Physical Activity Levels in Older Adults?" .