

Issues relating to purchase and post purchase behaviour

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ABSTRACT: Consumer is the king and it is the consumer who determines what a business is. The wealth of products and services produced in a country make our economy strong. Almost all the products have a number of alternative supplies and the consumer should make a decision to buy products of a particular brand. Consumers make two types of purchases. Trial purchase and repeat purchases. If a consumer is induced to purchase for the first time, a smaller quantity than usual and with certain degree of hesitancy, it is termed as a product trial. In any event, the trial is the base of purchase behavior where intention is to evaluate a product through trial. On the other hand repeat purchase indicates the commitment on the part of the consumer towards the product, company and others. The purchase process marks the recognition of actual purchasing environment and its effect on the process. This is the stage where mental evaluation is translated into purchase activity at the point of purchase. The act of purchase can be affected by many factors. Time, mood, shopping experience, sales persons effectiveness, etc. But the consumer satisfaction is determined by the person's overall feeling toward the product after purchase. Satisfaction is often determined by the degree to which a product's performance is consistent with the consumer's prior expectations of how well it will function. Product may be introduced by consumers into secondary markets during a process of lateral cycling. The purchase and post purchase are the last two stages of consumer decision making. While the purchase stage is more crucial from the manufacturers or marketer's perspective, the post purchase behavior indicates the ultimate satisfaction perceived by consumers and has implications for marketers as a determinant of future purchase decisions

Keywords: Purchase process; Post-purchase process; Purchase environment;

1. INTRODUCTION

Consumer is the king and it is the consumer who determines what a business is. The wealth of products and services produced in a country make our economy strong. Almost all the products have a number of alternative supplies and the consumer should make a decision to buy products of a particular brand.

2. AN OVERVIEW OF PURCHASE PROCESS:

2.1 Consumers make two types of purchases. Trial purchase and repeat purchases. If a consumer is induced to purchase for the first time, a smaller quantity than usual and with certain degree of hesitancy, it is termed as a product trial. In any event, the trial is the base of purchase behavior where intention is to evaluate a product through trial. On the other hand repeat purchase indicates the commitment on the part of the consumer towards the product, company and others. The purchase process marks the recognition of actual purchasing environment and its effect on the process. This is the stage where mental evaluation is translated into purchase activity at the point of purchase.

2.2. From marketer's perspective, purchase process is linked to marketing mix. If customer purchases the evaluated item, it confirms the marketing mix employed. On the other hand, non-selection indicates the need of a change in marketing mix. From customer's perspective purchase action marks the end of their efforts. It also means that they must depend on it alone for expected benefits and satisfaction, at least until next purchase occasion.

3. ISSUES RELATED TO PURCHASE AND POST PURCHASE ACTIVITIES

3.1 ANTECEDENT STATES:

1. Situational factor: Situational effect can be behavioral (entertaining friends) or perceptual (being depressed(1981).Common sense tells that people tailor their purchases to specific occasions. One reason for this variability is that the role of a person plays at any time is partly determined by his situational self image.

2. Usage contexts: Market segmentation strategies can be developed to position products by identifying important usage situations. Consumer's physical and social environment makes a big difference in motives of product usage. In some cases the sheer presence or absence of co-consumers in a setting can be a determinant attribute. Their presence increases their arousal levels which may be positive or negative. In addition, the type of consumers who patronize a store or service can serve as a store attribute.

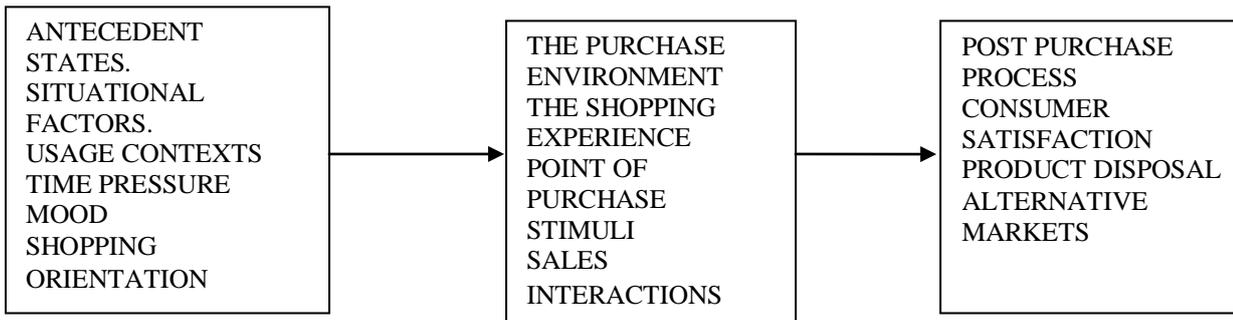
3. Temporal factors: Time is one of the consumer's most limiting resources. Their perspectives on time can affect many stages of decision making and consumption. Consumers try to maximize satisfaction by allocating time to the appropriate combinations of tasks. Of course individual's priorities determine his time style. The psychological dimension of time is an important factor in queuing theory. Consumer's perception of waiting can influence his perception of service quality. Some products and services are believed to

be appropriate for certain times and not for others. The consumer's arousal levels are in the morning than in the evening, which effect their style and quality of information processing.(1988)

4. **Mood:** A consumer's mood can have a big impact on purchase decisions. Consumers like things better when they are in good mood. When they have positive mood , they pay less attention to the message and rely on heuristic processing. Moods can be effected by store design, the weather or other factors. When consumers are happy, they have more positive reactions.

5. **Shopping motives:** Shopping is a way to acquire needed products and services, but social motives for shopping are important. Many people go for shopping to spend their leisure time. The shopping malls have become a central hangout for teenagers. Some people pride themselves on their knowledge of the market place.

FIGURE:3.1 - ISSUES RELATED TO PURCHASE AND POST PURCHASE ACTIVITIES



3.2 . THE PURCHASE ENVIRONMENT

1. **The shopping experience:** Store loyal consumers are prized by retailers. They will routinely visit a small set of stores without considering others. Shopping malls have tried to gain the loyalty of shoppers by appealing to their social motives as well as providing access to desired goods. The mall is often a focal point in a community. Both shopping malls and individual stores must create environments that stimulate people and allow them to shop and be simultaneously entertained.(1987)

2. **Point of purchase stimuli:** A point of purchase stimuli can be an elaborate product display or demonstration, a coupon – dispensing machine, or even someone giving out free samples of a new cookie in the grocery sale. Now – a- days retailers are beginning to pay more attention to the amount of information in their stores, as well as the way it is presented.

3. **Sales interactions:** The sales person attempts to influence the buying behavior of the customer, This influence can be understood in terms of exchange theory, which stresses that every interaction involves an exchange of value. Each participant gives something to the other and hopes to receive something in return.(1975). Buyer and seller situation is like a relationship where some agreement must be reached about the roles of each participant. In addition, more effective salespersons usually know their customers' traits and preferences.

3.3. POST PURCHASE PROCESSES.

1. **Consumer satisfaction:** It is determined by the overall feelings or attitude, a person has about a product after it has been purchased. Consumers are engaged in a constant process of evaluating the things they buy as these products are integrated into their daily consumption activities.(1990) They want quality and value. Satisfaction or dissatisfaction is more than a reaction to the actual performance quality of a product or service. If it fails to live to expectations, negative effect may result. And, if performance happens to exceed their expectations, they are pleased and satisfied.

2. **Product disposal:** Because consumers often do form strong attachments to products, the decision to dispose of something may be painful one. Consumers often dispose of things either because they have fulfilled their designated functions, or possibly because they no longer fit with consumers' view of themselves. When the product is no longer of use the person can either keep them, temporarily dispose of it or permanently dispose of it.

3. **Alternative markets.** Interesting consumer process occurs during lateral cycling where already purchased products are sold to others or exchanged for other things. Many purchases are made second hand rather than new. Classified advertisements, garage sales, back market, students market for used computers, text books represent important alternative marketing systems.

4. CONCLUSION;

It can be said that the act of purchase can be effected by many factors. Time , mood, shopping experience, sales persons effectiveness, etc. But the consumer satisfaction is determined by the person's overall feeling toward the product after purchase. Satisfaction is often determined by the degree to which a product's performance is consistent with the consumer's prior expectations of how well it will function. Product may be introduced by consumers into secondary markets during a process of lateral cycling. The purchase and post purchase are the last two stages of consumer decision making. While the purchase stage is more crucial from the manufacturers or marketer's perspective, the post purchase behavior indicates the ultimate satisfaction perceived by consumers and has implications for marketers as a determinant of future purchase decisions

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