

Module 5 Lecture Notes Part V

Overview

In this section we will focus on stage 5 of the consumer decision process of the post purchase decision. The effects of consumption lead to feelings other than satisfaction. Some emotions, like as anger, are unpleasant and significantly more powerful in driving conduct after the purchase. Others, like warmth, are commanding and can promote interpersonal ties. Even though satisfaction is given a lot of attention, a wider spectrum of emotions is necessary to properly explain purchase outcomes.

Consumer Dissonance

Some purchases cause consumers to have second thoughts or worry about their decision. Post purchase Dissonance is what this is called. It is more likely to happen (1) in those who are prone to worry, (2) following an irrevocable purchase, (3) when the transaction was significant to the customer, and (4) when it included making a challenging decision between two or more options.

Most consumer purchases are followed by product use, dissonance, or no dissonance. The buyer or another customer of the purchasing unit may use this. Monitoring product usage can reveal potential uses for already existing products, necessary product modifications, suitable advertising topics, and new product opportunities. Marketing managers now have a greater responsibility to be aware of all potential uses for their products due to product liability rules.

The video helps explain cognitive dissonance.



According to the expectancy disconfirmation paradigm, consumers should utilize expectations as a yardstick for evaluating performance views. Positive disconfirmation is considered to happen when performance perceptions are more favorable than what was anticipated. Negative disconfirmation takes place when views of performance fall short of expectations. The predominant theory of understanding satisfaction processes in use today is the expectancy disconfirmation method. According to equity theory, consumers should evaluate the fairness of transactions by contrasting their own outputs and inputs with those of other participants in the transaction. Satisfaction is likely to happen if the ratio of inputs to outputs for each party is roughly equal or works in the consumer's advantage. According to the

attribution theory, when evaluating a product's satisfaction, customers should take the events' causes into account. When consumers make external attributions, they tend to be more dissatisfied with unpleasant experiences than when they make internal attributions. Taken together, disconfirmation, attributions, and equity judgments make up the primary cognitive bases for consumer satisfaction/dissatisfaction.

Satisfaction Surveys

Satisfaction surveys is one way to access consumer dissonance. However, marketers frequently complain that satisfaction surveys do not always provide the information or diagnostics they were hoping for. One issue is that because consumers largely indicate satisfaction, traditional measurement methods like a four-item check box wind up offering very little information. As a result, the data is left-skewed, which in this case means that most consumers reported being satisfied or extremely satisfied. Asking the question in numerous distinct ways, at least some of which offer a wider variety of potential answers, is a better method of gauging satisfaction.

Nonuse Products

Another issue markers must be aware of is product nonuse. When customers purchase things, they do not utilize or use less than they meant to, both marketers and customers lose out. As a result, marketers frequently try to persuade consumers to utilize a product in addition to buying it.