



A STUDY ON POST PURCHASE CUSTOMER DISSONANCE TOWARDS PUMPSETS IN COIMBATORE

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Abstract

Customer Dissonance research provides an opportunity to the company to compare the differences in perceptions among customers and company executives. It reveals the gap between the company's perceptions of customer expectations and their actual experience. The customer dissonance study is conducted mainly to determine the critical performance of the company in comparison to its major competitor's to establish priorities, and to take corrective action accordingly. The study helps the company to know about the level of awareness of consumer towards the pump sets. The study helps the company to increase sales and helps to gain information about the customers.

Introduction

The Indian Pumps Industries has its growth and has contributed enormously to the economic development of the county. The first electric motor in India was manufactured in Coimbatore in 1930 and thereafter the motor pump industry expanded rapidly there. Today 60% of India's requirements of domestic and agricultural pump sets are made in Coimbatore. The southern India Engineering Manufactures Association (SIEMA) (established in 1952) has 215 members, most of whom manufacture motors and pumps of various types.

Indian pumps are made according to the specifications of the Bureau of Indian Standards (BIS). Coimbatore (with 1.2 million populations) is also famous for Textile machinery manufacture and is rated sixth in the World. It is called the "Manchester" of south India due to the presence of hundreds of spinning mills, cloth and garment manufacturing units in and around Coimbatore. Besides Coimbatore, Ahmedabad, Baroda, Calcutta and Dewas are the other places where agricultural pump industries are situated. Similarly Rajkot, Agra and Kolhapur are famous for oil engines and Rajkot alone accounts for 50 percent of engine production.

Product Quality and Performance

The BIS (bureau of Industry) assists exporters and industry to meet international standards and quality specifications for global acceptance through its standards for mulation, certification, technical and other related activities. BIS is actively involved in the international Organization for Standardization (ISO) and International Electro- Technical Commission (IEC) and also participates in various technical committees of ISO and IEC. Product quality begins from the selection of raw materials. The BIS has defined materials specifications for each component of pumps and motors and has specified time schedules for calibration of gauges, meters and other tools used in regular testing of pumps. All industries are required to keep calibration records of their equipment and meters.

It is mandatory that qualified and properly trained technicians and inspectors are appointed to conduct testing. Most industries have their own quality control systems which are used during the manufacturing stages of each component. A few SIEMA member units are beginning to obtain ISO 9001 and ISO 9002 system certification. Medium and large scale industries use the latest model CNC machine and fully computerized testing facilities to achieve the desired quality.

About the Study

The post-purchase stage is considered the most critical, since it is within this stage that the consumer realizes true cognitive dissonance. Cognitive dissonance is the perception of incompatibility between two cognitions, which can be defined as any element of knowledge, including attitude, emotion, belief, or behavior, in other words, it is the uncomfortable tension that comes from holding two conflicting thoughts at the same time. The theory of cognitive dissonance states that contradicting cognitions serve as a driving force that compels the mind to acquire or invent new thoughts or beliefs, or to modify existing belief so as to reduce the amount of dissonance (conflict) between cognitions. Experiments have attempted to quantify this hypothetical drive.

The buying process starts with need recognition. At this stage, the buyer recognizes a problem or need. An "around" customer then needs to decide how much information is required. If the need is strong and there is a product or service that meets the need close to hand, then a purchase decision is likely to be made there and then. If not, then the process of information search begins.

Customers can obtain information from several sources:

- Personal sources: family, friends, neighbors etc.



- Commercial sources: advertising, salespeople, retailers, dealers, packaging, point of sale displays.
- Public Sources: newspapers, radio, television, consumer organizations, specialist magazines.
- Experiential sources: handling, examining using the product.

Objectives

- To study the customer dissonance factors like quality, price, durability, after sale service and availability among Ellen pump set customers.
- To study the effectiveness of advertisement of Ellen pump set.

Research Methodology

Research in common terms refers to search for knowledge. Research can also be defined as a scientific and systematic search for pertinent information on a specific topic. Research Methodology involves various steps that are generally adopted by researcher in studying the research problem along with the logic behind them. It may be understood as a science of studying how research is done scientifically.

Data Collection Method

Data collection is an elaborate process in which the researcher makes a planned search for all relevant data. Data can be classified in to two types.

Primary Data

The researcher has collected primary data from the consumers through questionnaires consisting of 25 questions for the customers of Ellen Industries. The interview sessions were prepared in such a way that they are made in simple and understandable manner. Hence the respondents are able to express their view freely and frankly.

Survey method was adopted for this study. Survey is one of the most common and widely used primary data collection methods. Survey research is the systematic gathering of data from respondents through questionnaire.

Secondary Data

The researcher has collected secondary data with the help of various journals and websites, which are helpful to enhance the performance. The secondary research includes data collection from the company, magazines and internet. This was used to identify target groups, which formed the first objective of the study.

Analysis

Analysis means the critical examination of the assembled and grouped data for studying the characteristic of the object under the study and for determining the patterns of relationship among the variables relating to it.

The analysis of data requires a number of closely related operations such as establishment of categories, the application of these categories to raw data through coding tabulation and drawing statistical inferences.

The researcher has analyzed the data collected from the consumers by applying suitable statistical tools. The statistical tools used are percentage analysis and Chi-square analysis.

Table1. Classification of respondents on the basis of occupational status

Category	Occupational	No.of respondents	Percentage
1	Agriculturist	76	47
2	Business	36	22
3	Employed	18	12
4	professionals	30	19
Total		160	100

It is observed that, among the 160 respondents, 47 percentage of the respondents are agriculturists, 22 percentage of the respondents are businessmen, 12 percentage of the respondents are employed and 19 percentage of the respondents are professionals. As majority of the respondents are agriculturists, so, the company should focus on employed and professionals in order to sustain in the market and to increase the sales by satisfying the customer. Since the company specialized in agricultural pumps, they are the fast moving pumps among the given category.

Relation between Occupation and Price of the Pump Sets

The relation between occupation and price is considered as the expenditure level differs between people based on their occupation. The level may vary as the income level and capability of people varies. The table below shows the relation between occupation and price of the respondents.

Ho: There is no significant relation between occupation and the expectation towards the price of Ellen pump sets.

H1: There is a significant relation between occupation and the expectation towards the price of Ellen pump sets.

Occupations	Very high	Medium	Reasonable	Cheap	Total
Agriculturist	13	21	31	11	76
Business	6	5	9	16	36
Employed	3	4	11	0	18
professionals	7	11	5	7	30
Total	29	41	56	34	160

Value of chi-square is 18.54

Level of significance is 0.05

Tabulated value is 16.919

Chi-square test done to estimate the dependence/independence of occupation and the expected price of the respondents shows that the value of chi-square 18.54 at 5% level of significance is lesser than the tabulated value of 16.919. Ho null hypothesis has to be accepted and H1 is rejected. So it shows that there is no significant relation between occupation and price of the product.

Conclusion

The customer dissonance study determines the critical performance of the company in comparison to its major competitors to establish priorities and to take corrective action accordingly. Here, the post purchase stage was examined by looking at various factors like price, quality, after sale service, durability, purchasing experience, in an attempt to control and alleviate cognitive dissonance.

This research helps to know about the level of awareness of consumers towards the pump sets thereby, increase the sale and provides information about the customers. The organization must continue to alter, adopt and develop products to keep pace with customer's changing desires and preferences. In order to maintain its leadership position in the market, it has to take up strategies to satisfy its customers and out beat its competitors.

References

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