



ISSN Print: 2394-7500  
ISSN Online: 2394-5869  
Impact Factor: 5.2  
IJAR 2016; 2(11): 113-119  
www.allresearchjournal.com  
Received: 20-09-2016  
Accepted: 21-10-2016

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## **Influence of consumption perspective on post purchase dissonance**

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### **Abstract**

The study entitled "Influence of Consumption Perspective on Post Purchase Dissonance" is undertaken with the objective to check the impact of the Role Relaxed, Status seeking and Hedonic consumption perspectives on post purchase dissonance experienced by the consumers. Role Relaxed is functional in perspective, Hedonic consumption is an emotional perspective and Status seeking is a consumption perspective which is symbolic in nature. Post purchase is the sense of regret a consumer experiences after having made a purchase. Working women in organized sector of Tamil Nadu were taken into consideration for the study. Descriptive research design is applied. Questionnaire is framed for all the three consumption perspectives and post purchase dissonance based on the review of literature. The sample size for the study is 425 with the stratified sampling technique. A model is constructed with the help of Structural Equation Modeling. The results indicate that, Hedonic consumption perspective is the perspective which causes higher dissonance among the consumers, the more they are emotional more dissonance they face. Status seeking consumption perspective too causes post purchase dissonance. But findings indicate that the Role Relaxed consumption perspective does not have any impact on post purchase dissonance.

**Keywords:** Consumption, post purchase dissonance, working women

### **1. Introduction**

As such how consumers see their clothes and apparel provides a deeper understanding of the dynamics of consumer behaviour and the nature and role of fashion clothing in society. (Aron O, Cass, 2006). Likewise while choosing an outfit if the person gives importance to durability, the person is functional. If the person is looking for designs in the outfit the person is emotional or hedonic in perspective, if the person is looking for the stylish aspect present in the outfit, the person is symbolic in nature. Hence difference in consumption happens all over for all the products. Whatever be the consumption perspective the consumer may face some kind of dissonance after the purchase, yet there will be the difference in the degree. Following are the discussions regarding few consumption perspectives related to this research work.

Post Purchase Dissonance is the state of unease which exists in the customer's mind after buying a product or service, if the apparel which looked great in the boutique doesn't look right for the consumer in the party or function, the consumer is said to be experiencing post purchase dissonance. Role Relaxed Consumption is a kind of consumption where the consumers are less attentive to societal norms by giving preference to salient product attributes rather than stylistic product attributes (Kahle, 1995) [5]. Status seeking consumption is a kind of consumption if the consumption of goods mainly happens for the purpose of status, neither quality is checked nor the emotional aspects involved around the product is taken care. Hedonic consumption is the countless ways in which consumers search for contentment and pleasure out of a consumption. A contemporary hedonist Michel Onfray (2014) defines hedonism "as an introspective attitude to life based on taking pleasure yourself and pleasuring others, without harming yourself or anyone else.

### **2. Objectives**

- To check the impact of Role Relaxed consumption perspective on Post Purchase Dissonance

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- To check the impact of Status seeking consumption perspective on Post Purchase Dissonance
- To check the impact of Hedonic consumption perspective on Post Purchase Dissonance

### 3. Review of Literature

Victor Ringhard Pattipeilohy, Rofiaty (2013) examined the effect of money and time availability, fashion involvement, hedonic consumption tendency, and positive emotions towards impulse buying behavior of apparel fashion products in Indonesia. They collected by distributing questionnaires to 200 fashion consumers and analyzed using SEM Analysis. The results indicate that money and time availability has no direct influence on impulsive buying behavior. Different finding was fashion involvement by consumers, especially women directly affects impulse buying due to the habit of dressing neatly, fashionable, and collecting the latest fashions. Interestingly, money and time availability as well as fashion involvement also affect hedonic consumption tendency and positive emotions which could act as mediators which influence impulse buying behavior.

Megan Cleaver, Myung-Soo Jo, Thomas E. Muller (2015) compared the shopping patterns of two types of consumers within Australian population, one type of consumers are those who are conditioned by collectivist societies (Asian-born) and other type of consumers are those who are conditioned by an individualist society (Australian-born). They hypothesized that consumers from collectivist societies are more prone to express their individuality and identity through the material acquisition of prestige goods than consumers from an individualist society. Data from the Roy Morgan Research syndicated survey of consumers were examined for three types of consumer behaviour: stores patronized for clothing purchases, stores used for the purchase of furnishings, and type of car currently owned. The findings indicate that Australian consumers originating from collectivist cultures have a stronger tendency to patronize prestige stores and drive upscale types of cars than Australian consumers who were born in their individualist nation. This pattern of consumer association with more prestigious stores is quite apparent even when income effects are held constant

Mandhachitara, Rujirutana; Pwas Iamphongsan, (2011) Examined women's fashion clothing preference and variety-seeking behavior in dressing styles among female professionals working in New York City and London. They examined the impact of self construal, attention to social comparison information and conformity motivation on professional career womens variety seeking in fashion clothing choices, the extension of the focus on the relationship between attention to social comparison information and motivation to conform is did. A sample of 207 professional women aged 21-50 living in London and

New York city were surveyed by online questionnaire. A partial least square path analysis found that interdependent self-construal had a strong and positive relationship with attention to social comparison information, which was positively related with motivation to conform, independent self-construal was negatively related to conformity motivation, which in turn, was negatively related to variety seeking in women's clothing choice behavior

Ranjbarian Bahram *et al.*, (2011) analyzed the relationship between the Iranian University Students ethnocentrism with five consumption variables as need for uniqueness, consumer susceptibility to interpersonal influence, Role relaxed consumption, attention to social comparison information and status consumption from 723 students of university of Isfahan and the results indicated that consumer need for uniqueness, role relaxed consumption, status consumption, attention to social comparison information are all negatively related to ethnocentrism but consumer susceptibility is positively related to ethnocentrism. They have also found out that the Iranian consumers, especially the young ones, dramatically tend to use the foreign products for the sake of prestige/status and they confirmed that status consumption is negatively related to consumer ethnocentrism

Srinivasan R *et.al*, (2014) researched about the influence of age on the frequency of buying luxury products, influence to buy luxury products and intention to purchase the same brand that they have previously purchased. They also studied the different luxury value dimensions like financial value, functional value, individual value and social value and how these are influenced by age of the consumer. Data was collected from 1200 respondents who belonged to different age category in Mumbai. It was found that there is a relation between age and kind of luxury product that consumers intend to buy and the place from which they buy luxury brands. There is also a relation between age and influence to buy luxury products and intention to repurchase the brand. People up to 40 years showed a higher rating towards financial value, materialistic value and self-identity value as compared to older people. People up to 50 years showed a higher rating towards uniqueness value and snob value as compared to older people. There is a significant difference in perception of usability value among people of different age groups. People in the age group of 36-40 years showed a higher rating towards prestige value as compared to other age groups.

Figen Ebrin (2009) <sup>[1]</sup> compared and contrasted status seeking and role relaxed attitude present among young adults with a sample size of 600 in Turkey and concluded that role relaxed consumers have great concern for self respect, economic value and quality whereas they give low importance to social comparison values and very less concern for style, beauty and fashion.

4. Research Framework

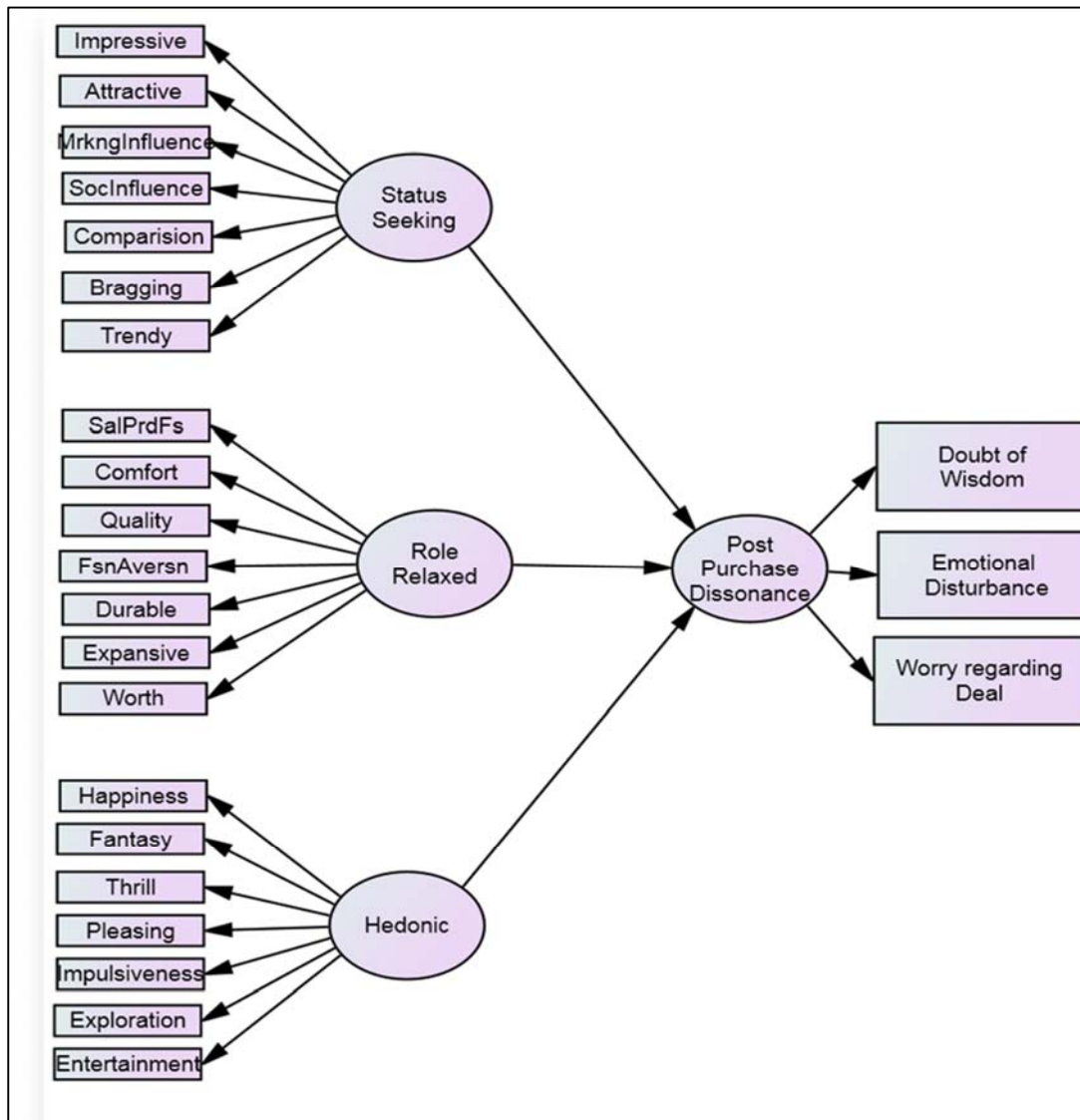


Fig 1: Model of the Research

Figure 1 depicts the model of this research. The research involved in checking three different kinds of consumption perspectives and tested it with the Post Purchase Dissonance experienced by the professional women. The Three different consumption perspectives as stated earlier are Status Seeking, Role Relaxed and Hedonic Consumption Perspectives.

The Research is carried out with the intention to check out how much is the Status seeking, Role Relaxed or Hedonic consumption perspective is present in a customer and how much is the Post Purchase Dissonance present due to a particular kind of consumption perspective, and which is the consumption perspective that dominantly leads to Post Purchase Dissonance.

To check the Status Seeking Consumption perspective present in a respondent seven factors are taken into consideration. They are “Impressiveness”, “Attractiveness”, “Marketing Influence”, “Social Influence”, “Comparison”, “Bragging” and “Trendy”.

To check the Role Relaxed Consumption perspective present in a respondent seven factors are taken into

consideration. They are “Salient Product Features”, “Comfort”, “Quality”, and “Fashion Aversion”, “Durable”, “Expansiveness and Worth”.

To check the Hedonic Consumption perspective present in a customer seven factors are selected, they are “Happiness”, “Fantasy”, “Thrill”, “Pleasing”, “Impulsive”, “Explore”, and “Entertainment”.

Post Purchase Dissonance is a kind of regret the consumers experience because of the purchase they have made, Regret can be in several form as “Doubt of Wisdom”, “Emotional Disturbance” and “Worry Regarding Deal”.

5. Analysis

The Structural Equation Model deals with statistical validation of an empirical model to make a causal inference of role relaxed, status seeking and hedonic consumption on post purchase dissonance, a thorough analysis of the post purchase dissonance effect on consumers, caused due to role relaxed, status seeking and hedonic consumption factors are done.

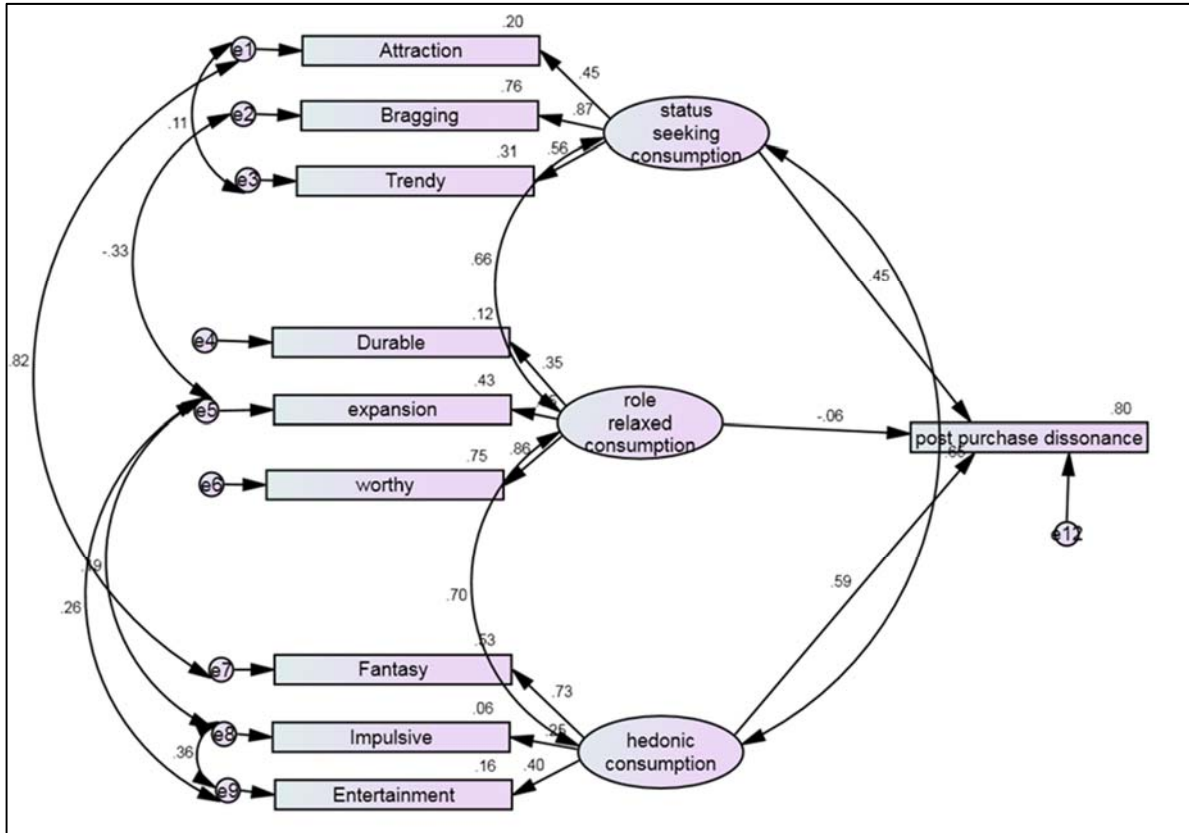


Fig 2: Structural Equation Modeling using AMOS

The Figure 2 represents the cause of Status Seeking consumption perspective, Role Relaxed consumption perspective and hedonic consumption perspective on post

Purchase Dissonance. The Standardized regression weights table displayed below explains how much each variable affects its dependent variable.

Table 5.1: Regression Weights: (Group number 1 - Default model)

			Estimate	T-Value	P- Value
Post Purchase Dissonance	<---	Role_Relaxed_Consumption	-.1	-7	.5
Post Purchase Dissonance	<---	Status_Seeking_Consumption	1.2	7.2	.0001
Post Purchase Dissonance	<---	Hedonic_Consumption	2.2	5.3	.0001
Attraction	<---	Status_Seeking_Consumption	.8	8.2	.
Trendy	<---	Status_Seeking_Consumption	1.2	9.5	.0001
Bragging	<---	Status_Seeking_Consumption	1.5	11.0	.0001
Worthy	<---	Role_Relaxed_Consumption	2.9	6.5	.0001
Durable	<---	Role_Relaxed_Consumption	.4	6.5	.0001
Expansion	<---	Role_Relaxed_Consumption	.7	11.3	.0001
Fantasy	<---	Hedonic_Consumption	1.8	7.4	.0001
Entertainment	<---	Hedonic_Consumption	.6	7.4	.0001
Impulsive	<---	Hedonic_Consumption	.6	5.1	.0001

Table 5.1 represents the regression weights, t value and p value for all the factors, all loadings are highly significant. The first 3 rows indicate the main research hypothesis of the study. The two hypothesized paths post purchase dissonance <--- status seeking consumption and post purchase dissonance <--- Hedonic consumption are significant based on a two-tailed test. The t-values of 7.2 and 5.3 as well as

the significant p values of .0001 substantiate it. But the hypothesized path post purchase dissonance <--- role relaxed consumption is insignificant based on a two tailed test. The negative t-value of -7 and insignificant p-value of .5 substantiates it,

**Table 5.2:** Null Hypothesis test result of the Model

Null Hypothesis	Hypothesis Test Result
H0 <sub>1</sub> – Status Seeking Consumption perspective does not have any impact on Post purchase Dissonance	Rejected
H0 <sub>2</sub> – Role Relaxed Consumption perspective does not have any impact on post purchase Dissonance.	Accepted
H0 <sub>3</sub> – Hedonic Consumption perspective does not have any impact on Post purchase Dissonance	Rejected
H0 <sub>4</sub> - Impressiveness is not influencing status seeking consumption perspective.	Accepted
H0 <sub>5</sub> – Attractiveness is not influencing status seeking consumption perspective	Rejected
H0 <sub>6</sub> – Marketing factors is not influencing status seeking consumption perspective.	Accepted
H0 <sub>7</sub> – Social factors is not influencing status seeking consumption perspective..	Accepted
H0 <sub>8</sub> – Comparison is not influencing status seeking consumption perspective.	Accepted
H0 <sub>9</sub> – Bragging is not influencing status seeking consumption perspective.	Rejected
H0 <sub>10</sub> – Trendy is not influencing status seeking consumption perspective.	Rejected
H0 <sub>11</sub> - Salient Product Features is not an influencing factor of Role Relaxed Consumption perspective.	Accepted
H0 <sub>12</sub> – Comfort is not influencing Role Relaxed Consumption perspective.	Accepted
H0 <sub>13</sub> – Quality is not influencing Role Relaxed Consumption perspective.	Accepted
H0 <sub>14</sub> – Fashion Aversion is influencing Role Relaxed Consumption perspective.	Accepted
H0 <sub>15</sub> – Durability is not influencing Role Relaxed Consumption perspective.	Rejected
H0 <sub>16</sub> – Expansiveness does not influence Role Relaxed Consumption perspective.	Rejected
H0 <sub>17</sub> – Worthiness is not influencing Role Relaxed Consumption perspective.	Rejected
H0 <sub>18</sub> - Happiness does not influence Hedonic Consumption perspective.	Accepted
H0 <sub>19</sub> – Fantasy does not influence Hedonic Consumption perspective.	Rejected
H0 <sub>20</sub> – Thrill does not influence Hedonic Consumption perspective.	Accepted
H0 <sub>21</sub> – Pleasing does not influence Hedonic Consumption perspective.	Accepted
H0 <sub>22</sub> – Impulsiveness is not influencing Hedonic Consumption perspective.	Rejected
H0 <sub>23</sub> – Exploration is not influencing Hedonic Consumption perspective.	Accepted
H0 <sub>24</sub> – Entertainment is not influencing Hedonic Consumption perspective.	Rejected
H0 <sub>25</sub> - Doubt of Wisdom is not influencing post purchase dissonance.	Rejected
H0 <sub>26</sub> – Emotional Disturbance is not influencing purchase dissonance	Accepted
H0 <sub>27</sub> – Worry Regarding Deal is not influencing post purchase dissonance	Accepted

Table 5.2 indicates the hypotheses for the model and the test results. Hypothesis test results were got based on t value and p value. Hence the Null Hypothesis H0<sub>1</sub> (Status Seeking Consumption perspective does not have any impact on Post purchase Dissonance) and Null Hypothesis H0<sub>3</sub> (Hedonic Consumption perspective does not have any impact on Post purchase Dissonance) are rejected and Null Hypothesis H0<sub>2</sub> (Role Relaxed Consumption perspective does not have any impact on post purchase Dissonance) is accepted.

Regarding Status seeking consumption perspective sub factors the statistical significant p value is less than.05 for Attractiveness, Bragging and Trendy factor, hence the Null hypothesis H0<sub>5</sub> (Attractiveness is not influencing status seeking consumption perspective), H0<sub>9</sub> (Bragging is not influencing status seeking consumption perspective), H0<sub>10</sub> (Trendy is not influencing status seeking consumption perspective) are all rejected.

The significant p value is greater than.05 for Impressiveness, Marketing Influence, Social Influence and Comparison factors, Hence the Null hypothesis H0<sub>4</sub> (Impressiveness is not influencing status seeking consumption perspective), H0<sub>6</sub> (Marketing factors is not influencing status seeking consumption perspective), H0<sub>7</sub> (Social factors is not influencing status seeking consumption perspective) and H0<sub>8</sub> (Comparison is not influencing status seeking consumption perspective) are all accepted.

Regarding Role Relaxed consumption perspective sub factors the statistical significant p value is less than.05 for Durability, Expansiveness and worthiness factor, hence the Null hypothesis H0<sub>15</sub> (Durability is not influencing Role Relaxed Consumption perspective), H0<sub>16</sub> (Expansiveness does not influence Role Relaxed Consumption perspective), and H0<sub>17</sub> (Worthiness is not influencing Role Relaxed Consumption perspective) are all rejected.

The significant p value is greater than.05 for Salient product features, Comfort, Quality and Fashion Aversion factors,

Hence the Null hypothesis H0<sub>11</sub> (Salient Product Features is not an influencing factor of Role Relaxed Consumption perspective), H0<sub>12</sub> (Comfort is not influencing Role Relaxed Consumption perspective), H0<sub>13</sub> (Quality is not influencing Role Relaxed Consumption perspective) and H0<sub>14</sub> (Fashion Aversion is influencing Role Relaxed Consumption perspective) are all accepted.

Regarding Hedonic consumption perspective sub factors the statistical significant p value is less than.05 for Fantasy, Impulsiveness and Entertainment factor, hence the Null hypothesis H0<sub>19</sub> (Fantasy does not influence Hedonic Consumption perspective), H0<sub>22</sub> (Impulsiveness is not influencing Hedonic Consumption perspective) and H0<sub>24</sub> (Entertainment is not influencing Hedonic Consumption perspective) are all rejected.

The significant p value is greater than.05 for Happiness, Thrill, Pleasing and Exploration factors, Hence the Null hypothesis H0<sub>18</sub> (Happiness does not influence Hedonic Consumption perspective), H0<sub>20</sub> (Thrill does not influence Hedonic Consumption perspective), H0<sub>21</sub> (Pleasing does not influence Hedonic Consumption perspective) and H0<sub>23</sub> (Exploration is not influencing Hedonic Consumption perspective) are all accepted.

Regarding Post purchase dissonance sub factors the statistical significant p value is less than.05 for Doubt of Wisdom factor, hence the Null hypothesis H0<sub>25</sub> (Doubt of Wisdom is not influencing post purchase dissonance) is rejected.

The significant p value is greater than.05 for Emotional Disturbance and Worry Regarding Deal factors, Hence the Null hypothesis H0<sub>26</sub> (Emotional Disturbance is not influencing purchase dissonance) and H0<sub>27</sub> (Worry Regarding Deal is not influencing post purchase dissonance) are accepted.

**Table 5.3:** Standardized Regression Weights for Post Purchase Dissonance: (Group number 1 - Default model)

			Estimate
Post Purchase Dissonance	<---	Role relaxed consumption	-.1
Post Purchase Dissonance	<---	Status seeking consumption	.4
Post Purchase Dissonance	<---	Hedonic consumption	.6

Table 5.3 represents the standardised regression weights or the factor loadings of role relaxed consumption perspective, status seeking consumption perspective and Hedonic consumption perspective on Post Purchase Dissonance. Hedonic Consumption perspective is the highly loaded factor on post purchase dissonance. The highest standardised regression weight estimate of.6 explains and substantiates it. When hedonic consumption goes up by 1 standard deviation, post purchase dissonance goes up by 0.6 standard deviations. The next independent variable that makes the next higher loading on the post purchase dissonance is the status seeking consumption perspective. The standardised regression weight estimate of.4 explains it. It means that when status seeking consumption goes up by 1 standard deviation, post purchase dissonance goes up by 0.4 standard deviations. While checking the standardised regression weight of Role relaxed consumption perspective and its loading on Post purchase dissonance is negative with a value of -.1 can be observed. It means that when role relaxed consumption goes up by 1 standard deviation; Post Purchase Dissonance goes down by 0.1 standard deviations.

**Table 5.4:** Standardized Regression Weights for Status seeking consumption perspective (Group number 1 - Default model)

			Estimate
Attraction	<---	Status seeking consumption	.5
Trendy	<---	Status seeking consumption	.6
Bragging	<---	Status seeking consumption	.9

Table 5.4 represents the standardised regression weights or the factor loadings of Attraction, Trendy and Bragging on Status seeking consumption perspective. Bragging is the highly loaded factor on Status seeking consumption perspective. The highest standardised regression weight estimate of.9 explains and substantiates it. When status seeking consumption goes up by 1 standard deviation, Bragging goes up by 0.9 standard deviations. The variable that makes the next higher loading on status seeking consumption perspective is Trendiness factor. The standardised regression weight estimate of.6 explains it. It means that when status seeking consumption goes up by 1 standard deviation, Trendiness goes up by 0.6 standard deviations. While checking the standardised regression weight of Attraction factor its loading on status seeking consumption is.5 which means that when status seeking consumption goes up by 1 standard deviation, Trendiness goes up by 0.5 standard deviations.

**Table 5.5:** Standardized Regression Weights for Role relaxed consumption perspective: (Group number 1 - Default model)

			Estimate
Worthy	<---	Role relaxed consumption	.9
Durable	<---	Role relaxed consumption	.3
Expansion	<---	Role relaxed consumption	.7

Table 5.5 represents the standardised regression weights or the factor loadings of Worthy, Durable and Expansion on Role Relaxed consumption perspective. Worthy is the highly loaded factor on Role Relaxed consumption perspective. The highest standardised regression weight estimate of.9 explains and substantiates it. When role relaxed consumption goes up by 1 standard deviation, Worthy factor goes up by 0.9 standard deviations. The variable that makes the next higher loading on Role Relaxed consumption perspective is Expansive factor. The standardised regression weight estimate of.7 explains it. It means that when role relaxed consumption goes up by 1 standard deviation; Trendiness goes up by 0.7 standard deviations. While checking the standardised regression weight of Durable factor it's loading on role relaxed consumption is.3 which means that when role relaxed consumption goes up by 1 standard deviation, Durable factor goes up by 0.3 standard deviations.

**Table 5.6:** Standardized Regression Weights for Hedonic consumption perspective: (Group number 1 - Default model)

			Estimate
Fantasy	<---	Hedonic consumption	.7
Entertainment	<---	Hedonic consumption	.4
Impulsive	<---	Hedonic consumption	.2

Table 5.6 represents the standardised regression weights or the factor loadings of Fantasy, Entertainment and Impulsive factor on Hedonic consumption perspective. Fantasy is the highly loaded factor on Hedonic consumption perspective. The highest standardised regression weight estimate of.7 explains and substantiates it. When Hedonic consumption goes up by 1 standard deviation, Fantasy factor goes up by 0.7 standard deviations. The variable that makes the next higher loading on Hedonic consumption perspective is the Entertainment factor. The standardised regression weight estimate of.4 explains it. It means that when Hedonic consumption goes up by 1 standard deviation, Entertainment goes up by 0.4 standard deviations. While checking the standardised regression weight of Impulsive factor its loading on Hedonic consumption is.2 which means that when Hedonic consumption goes up by 1 standard deviation, Impulsive factor goes up by 0.2 standard deviations.

**Table 5.7:** Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
Post Purchase Dissonance	.8
Impulsive	.1
Entertainment	.2
Fantasy	.5
Expansion	.4
Durable	.1
Worthy	.7
Bragging	.8
Trendy	.3
Attraction	.2

The Squared Multiple Correlations are also referred to as the squared loadings, i.e., they are calculated by squaring the standardized regression weights (loadings). The squared loadings were used in calculating the average variance extracted (AVE) for each construct. Squared multiple

correlation can be interpreted like the  $R^2$  in multiple regression.

Table 5.7 interprets the estimates of Squared Multiple Correlation. It is estimated that the predictors of Post

purchase dissonance (constructs Status seeking consumption perspective, Role Relaxed consumption perspective and Hedonic consumption perspective) explain 80 percent of its variance (i.e., 20 % of variance is unexplained).

**Table 5.8:** Model fit values, Results of Structural Equation modelling using AMOS

Goodness of fit Criteria	Observed Values	Acceptable Values	Recommended Values
Chi-square( $X^2$ )	22.1		Greater than 0.05
Chi-square/df ( $X^2/df$ )	4.4	Less than 5.0	Less than 3.0
Goodness-of-fit (GFI)	1.0	0 = not fit 1 = perfect fit	Greater than or equal to 0.90
Comparative Fit Index (CFI)	.95	0 = not fit 1 = perfect fit	Greater than or equal to 0.90
Tucker-Lewis Index (TLI)	.95	0 = not fit 1 = perfect fit	Greater than or equal to 0.90
(RMSEA) Root Mean Square Error of Approximation	.08	0 to.10	Less than 0.08

Table 5.8 indicates the model fit criteria values. Each and every criteria regarding, Chi-square( $X^2$ ), Chi-square/df ( $X^2/df$ ), Goodness-of-fit (GFI), Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean- Square Error of Approximation, (RMSEA) satisfy the model fit conditions for the research study, All the observed variables displayed in the above table substantiates it. Hence it can be concluded that the model is of a good fit.

## 6. Conclusion

Role relaxed consumption perspective doesn't have any impact on post purchase dissonance while hedonic and status seeking consumption perspectives highly influence post purchase dissonance. The reason behind the consumption perspectives causing dissonance is that the consumers are not understood properly either by the producers, marketers or the consumers they themselves. If the consumers are not learnt properly about their need, want and which group of consumers have what kind of consumption perspective; it will lead to conflict and dissonance, so this research have filled this gap by making a way to understand the consumers rightly and providing them with exactly what they want so that the post purchase dissonance arising in a consumer can be reduced. If the problems faced by the consumers are addressed and solutions are framed with the help of researches like this, it will ultimately reduce dissonance leading to satisfaction and loyalty. Instead of checking the factors that cause satisfaction, if the dissatisfaction or the dissonance causing factors are studied the root cause of the problem can be identified, understood and eradicated, the marketers may get to know the factors that lead to dissonance, hence they become alert and never try to adapt unfavorable feature while designing, developing or marketing the product, thus the consumers can be offered with what they want exactly.

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