CONSUMER SATISFACTION/DISSATISFACTION AND POST PURCHASE BEHAVIOR: AN EMPIRICAL STUDY ON TWO WHEELERS (SCOOTERS) IN DEHRADUN

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Abstract

The main objective of this study is to find out the performance of different attributes in two wheelers (scooters) in giving satisfaction to the consumers by comparing the same performance with the performance of the product attributes when it was a brand new and how these attributes performance satisfaction affecting consumers' future purchase decision. Consumer satisfaction is a central concept in modern marketing thought and practice. The marketing concept emphasizes delivering satisfaction to consumers and obtaining profits in return. As a result, overall quality of life is expected to be enhanced. Thus, consumer satisfaction is important to meeting various needs of consumers, business, and society. Data were collected from the respondents in Dehradun city of Uttarakhand. Who are actually using the scooters and having valid driving license. Consumers' satisfaction for these attributes (maintenance cost, fuel efficiency, easy to drive, brake safety, vibration, pollution/emission, engine sound, liquid cooling, battery performance, horn, tire performance, pickup and light) are measured by using seven point interval scale. The product attributes used to measure satisfaction have shown a little variation in their performance when the consumers' compare the same performance with the two wheelers when it was brand new. Out of total thirteen attributes consumers are highly satisfied with the performance of attributes like liquid cooling, vibration, tire performance and pickup. It indicates that performance of these attributes has not been changed with time. It has been observed that product performance significantly influencing the consumers' future purchase decision. The product attributes such as pollution, liquid cooling, battery performance and pickup are highly influencing the consumers' future purchase decision.

Keywords: Attributes, Consumer Satisfaction, Product Performance

INTRODUCTION

India is the second largest manufacture of two wheelers in the world. It stands next only to Japan and China in terms of the two wheelers produced and domestic sales respectively. This distinction was achieved due to the various reasons like restrictive policy followed by government of India towards the passenger car industry, rising demand for personal transport, inefficiency in the public transportation system etc. in 1948 Bajaj auto began trading in imported vespa scooters and three wheelers.in the initial stage two wheelers segment was dominated by API. It was later dominated by Bajaj auto. Although various government and private enterprises entered the fray for scooters. The only new player that lasted till today was LML. Under the regulated regime foreign companies were not allowed to operate in India. The two wheeler market was opened to foreign companies in the mid 80s. During its early stages the auto industry was over looked by the then Government and the policies were also not favourable. The liberalization policy and various tax reliefs by the Government of India in recent years have made remarkable impacts on Indian Automobile Industry. India might be a rapidly growing economy, but it is the small car that is going to dominate the Indian roads, generate volumes and strengthen manufacturers' bottom lines in future. Considering few market realties; many more people are buying cars now than even few years ago and this number is growing exponentially. The two wheelers industry in India is the second largest in the world with an annual production of approximately 1.99cr.the two wheeler industries in India has to a great extent been shaped by the evolution of industrial policy in India. Regulatory policy such as FERA and MRTP caused the growth of some segment in industry such as two wheeler segment.

LITRATURE REVIEW

Interest is rapidly growing in the assessment of consumer satisfaction. In the early stages academic study focused on the way expectation influenced satisfaction (Howard & Sheth,1969). From the business point of view interest in satisfaction began with the creation of macroeconomics indexes (Pfaff,1962). Now a day's however research into both the origin and consequences of satisfaction is a constant feature in different area of marketing.(Matzler, Bailom , Renzl, & Pichler,2004).in spite of the emerging interest in consumer satisfaction there is no generally accepted definition of consumer satisfaction. According to the theory satisfaction is determined by the positive and negative evaluations consumers make after a consumption experience. In general satisfaction is taken to be bipolar variable falling between two extreme of satisfaction and dissatisfaction (Mittal, Kumar, Tsiros,1999). In this approach both evaluations are measured on a continuum ranging from totally satisfied to totally dissatisfy. Most of the current marketing literature in the area of consumer dissatisfaction in one way or another, asserts that dissatisfaction is the difference between consumer expectation and product performance. Basically first definitional formulation of dissatisfaction is usually attributed to Howard & Sheth (1969), Theories on how satisfaction is formed and empirical research results can also help to explain both types of evaluation (Jun, Hyun ,Gentry & Song 2001). However despite spectacular growth in dissatisfaction research in the 1980s

(Singh, 1988), the literature on satisfaction as a positive judgment is more extensive. Consumer satisfaction and dissatisfaction are widely inclusive concepts not only do they subsume the full extent of an individual's product and service purchase but they also include markedly different aspects of consumer behavior namely product acquisition consumption and disposition. In short for any given purchase consumer may be satisfied or dissatisfied to varying degrees in connection to the level of benefits driven by consuming product. A word said by noah & Webster can help resolve this dilemma concerning satisfaction and dissatisfaction. Both concepts are evolved from the verb to satisfy. Webster (1971).define satisfaction as to make happy: please to conform to (accepted criteria or requirements): fulfill, meet." Following such definition, it seems that dissatisfaction can mean not only general displeasure but also failure to meet expectations, not only disutility but also disappointment. Awareness of such a distinction in meaning allows resolution of past posed dilemma, for presumably, the strictest marketing semanticist would agree that consumer can simultaneously feel more satisfied with but also disappointed with a product. Here we can say that dissatisfaction involves a negative change on satisfaction scale due to unfulfilled expectations. Zeelenberg & Pieters, 2004 emphasizes that the consumer's emotions is directly related to how they will react when dissatisfied. This means that consumers get more dissatisfied when their emotions are negative and are satisfied when their emotions are positive. Few studies consider that satisfaction or dissatisfaction arises during the pre purchase period of consumer behavior i.e. when consumer is actively participated in decision.

Czepiel, Solomon suprenant and gutman(1985) suggest that there are basically two independent elements contribute to consumer satisfaction/dissatisfaction. In which one is the functional element which is product itself where as another one element is the service provided by the retailer .four factors(i.e. navigation and website design, ordering and delivery process, customer service, merchandising and product information) influencing consumer expectation and consumer satisfaction/ dissatisfaction were reviewed by Ho& Wu, (1999). Many researchers have noticed that delivery time is an important factor and fast delivery can indirectly affect consumer satisfaction. Park & kim(2007), Examined the effect of delivery time related information on perceived consumption delay, perceived time risk, attitude towards the website and online purchase intention. They found that participant who had been informed of in stock information perceived significantly less consumption delay than those who had already informed about back order information. Customer service is also important factor that influence consumer satisfaction/ dissatisfaction. Yang, Peterson & Huang (2001) found customer service was an important related to consumer satisfaction/ dissatisfaction. When it comes to satisfaction/ dissatisfaction components Giese &cate (2000) define that there are three main components of consumer satisfaction/dissatisfaction response, focus and time. Basically consumer satisfaction/ dissatisfaction are a cognitive or affective response that relate to a specific focus (i.e. product, brand and experience) and occurs at a certain time (i.e.pre purchase stage, purchase stage and post purchase stage).

OBJECTIVES OF THE STUDY AND HYPOTHESIS

The main objective of the present study is to evaluate the consumers' satisfaction over a period of time in using their durable products (two wheelers) and the relationship between the satisfaction in post purchase product performance and consumer's future purchase decision. The study emphasize on the following objectives;

- The consumers' satisfaction and product performance by using multiple attributes of home appliances and consumption experience of users.
- To examine the relationship between the consumer satisfaction and the impact on future purchase decision. The following hypotheses are developed.

H_0 Performance of different attributes of a product significantly influences the consumer's future purchase decision.

H_1 Performance of different attributes in a product is not significantly influencing the consumer's future purchase decision

METHODOLOGY AND DATA COLLECTION

In order to analyze the research objectives and measure the consumer satisfaction the descriptive research design is best suited for this research. To measure the consumer satisfaction with respect to durable goods (two wheelers) questionnaire was designed to collect primary data. The product attributes which are selected for study were selected from the product literature but to know the important attributes for satisfaction measurement the questionnaire were circulated to few respondents. The initial data collected through pilot study was encouraging and helped the researcher to include some more important attributes which were missing in the questionnaire. The final draft of the questionnaire was prepared after thorough deliberation and correction. In the final draft of the questionnaire it was decided that the consumer's satisfaction will be measured for product attributes such as Maintenance cost, power saver efficiency, easy to drive, Brake safety, Vibration, Pollution/Emission, Engine sound, liquid cooling, Battery performance, Horn, tire performance, Pickup and Light and their impact on post-purchase evaluation. For data collection it was decided to use judgmental sampling and the respondents were selected on the basis of judgments. Since the consumers who are really using the scooter and have the driving experience were asked to fill the questionnaire; therefore other sampling technique was not considered for this study. The data set comprises two wheeler owners having consumption experience from one year to more than five years. The respondents were asked to rate their satisfaction level for these product attributes Maintenance cost, Fuel efficiency, easy to drive, Brake safety, Vibration, Pollution/Emission, Engine sound, liquid cooling, Battery performance, Horn, tire performance, Pickup and Light in a seven point interval scale from Low to High, Excellent to Poor, Highly comfortable to Highly uncomfortable, Nonpolluting to High pollution, Very quick to very slow and Very bright to Very dim. Data were collected from 150 respondents in Dehradun city of India whose population is seven lakhs approximately and those who are using Honda scooters "Honda activa 4g ", "Honda Grazia", "Honda dio", and "Honda activa 125",few models of scooters of

other companies   Suzuki access 125, hero Xoom 110 and tvs NTORQ 125 also included for research. Data were collected from both male (63%) and female (37%). The respondents age distribution were 27% in the age group of 26-30, 30% in the age group of 31- 35, 20% in the age group of 36-40, 13% in the age group of 41-45 and 10 % were above 45 years. The monthly house hold income of the respondents were 23% in between Rs.11000- 20000, 37% in 21000-30000, 7% in 31000-40000, 13% in 41000-50000 income bracket and 20% respondents were having monthly household income more than Rs.51000. The qualification and occupation profile of the respondents were 7% 12th pass, 20% graduate, 30% postgraduate and 43% were having professional degree but their occupation profile 33% were self employed, 40% professional and 27% were service class. The details of the respondents are described in sample characteristics Table 1.

Table 1: Sample Characteristics

Gender	Age	Household Income (PM) (In Rs.)	Qualification	Occupation
Female: 37%	26-30: 27%	11,000-20,000:23%	12th Pass: 7%	Self Employed: 33%
Male: 63%	31-35: 30%	21,000-30,000:37%	Graduate:20%	Professional: 40%
	36-40: 20%	31,000-40,000:7%	Post Graduate:30%	Service Class: 27%
	41-45: 13%	41,000-50,000:13%	Professional Degree Holder:43%	
	>45 yrs: 10%	>51,000:20%		

ANALYSIS AND DISCUSSION

Consumer satisfaction data for thirteen attributes collected from the respondents who are using the two wheelers (scooter) from one year to more than four years. The respondents were asked to rate these attributes in seven point interval scale and give the satisfaction experience about the performance of these attributes. The performance is measured with respect to the performance of brand new scooter. In this seven point scale one was given to highest satisfaction and seven was given to lowest satisfaction. Respondents were rated the performance in this way. The descriptive statistics and the reliability analysis for Cronbach's alpha are given in Table 2 and Table 3 respectively. The Cronbach alpha is .9969 and it indicates that it has high correlation. Reliability is measured to find out the consistency of data. The reason of finding the correlation of all the items is to find out the consistency because internal consistency method used for reliability test. The reliability output is shown as it is shown by Burn (2000). The mean and standard deviation figure of these attributes indicates that the scooter owners are highly satisfied with the performance of liquid cooling (mean: 3.10; SD: 1.80), vibration (mean: 3.20; SD: 1.56), Tire performance (mean:

3.30; SD: 1.79) and pickup (mean: 3.30; SD: 1.85) when compared with the performance of these attributes when the car was brand new. The mean and standard deviation figure of these attributes indicates that the performance has not changed with the time but in other attributes it seems that there is decrease in performance as per the consumers' opinion. The mean and standard deviation figure of other attributes indicates that have given less satisfaction to the consumers than what it gave when the scooter was brand new. Consumers' use the attribute based approach to do the post purchase evaluation for product performance satisfaction. In multi attributes evaluation process and different attributes have different satisfaction relevance. Mittal, Katrichis, Forkin and Konkel (1994) one can easily conceive of situations where "unimportant" attributes become salient through use of a product and therefore relevant in satisfaction evaluation. The other attribute which used for measurement of satisfaction are maintenance cost (mean: 3.60; SD: 1.82), fuel efficiency (mean: 3.33; SD: 1.81), easy to drive (mean: 3.36; SD: 1.66), brake safety (mean: 3.43; SD: 1.67), pollution/emission (mean: 3.93; SD: 1.73), engine sound (mean: 3.46; SD: 1.89), battery performance (mean: 4.16; SD: 1.77), horn sound (mean: 3.43; SD: 1.93) and light (mean: 3.56; SD: 1.73). The mean and standard deviation figure of these attributes indicates that the scooter owners perceived that the performance of these attributes made them slightly unhappy.

Table 2: Descriptive Statistics

Attributes	(Mean)	(Standard Deviation)
Maintenance Cost	3.60	1.82
Fuel Efficiency	3.33	1.81
Easy to drive	3.36	1.66
Vibration	3.20	1.56
Brake Safety	3.43	1.67
Pollution/Emission	3.93	1.73
Engine Sound	3.46	1.89
Liquid cooling	3.10	1.80
Battery Performance	4.16	1.77
Horn	3.43	1.93
Light	3.56	1.73
Tire performance	3.30	1.79
Pickup	3.30	1.85

Impact may vary in different consumers. Repurchase behaviour relatively invariant to changes in satisfaction rating among women compared to men. Mittal and Kamakara (2001) changes in satisfaction are less likely to affect customer retention when the customer is older. Slotegraaf and Inman (2004) attribute satisfaction continues to play a significant role on satisfaction with

product quality and the satisfaction with the two wheelers purchase experience have a positive effect on satisfaction with scooter quality. The previous study findings based on the analysis of consumer satisfaction on similar attributes shown that overall attribute satisfaction on assessment of product quality over time is positive and significant for power and pick up. Ross and Baldasare (1998) in another study overall satisfaction and repurchase intention regression result show power and pickup is significant and p-value= .001. In our analysis some of these attributes are significant and highly influencing the consumer's future purchase decision and these findings are corroborating with previous study. Overall satisfaction and repurchase intentions are affected by attribute-level performance and disconfirmation. Ross and Baldasare (1998) the negative performance/disconfirmation on an attribute has a greater impact than positive performance/disconfirmation. Satisfaction at each point in time is important and has strategic implication for managers.Satisfaction rating after disposal of the vehicle. Product performance and its influence on consumers' future purchase decision are basically measured with the help of multiple regression method (for multiple regression output see Table 4). Future purchase decision of the consumers is influenced by the consumer's satisfaction on performance of its two wheelers measured with thirteen attributes. Certain attributes or the performance of these attributes influence the consumers' future purchase decision. The regression analysis has shown that R^2 = .976, F= 423.974 and p-value=. 001. It further explains that R^2 = .976 which states in this case that there 97.6 percent variance. It has been observed that satisfaction on product performance influence the future purchase decision. Pollution factor (p-value= .001), engine (p-value= 001), liquid cooling (p-value= .001), battery performance (p-value= .001) and pickup (p-value= .001) are highly influencing the consumers' purchase decision. Consumer satisfaction rating measurement and the regression analysis result gives an indication that product performances of these attributes influence the consumers' future purchase decision. Satisfaction and post purchase may be very salient and relevant to the next purchase decision. Mittal, Katrichis, Forkin and Konkel (1994) the satisfaction after six month is crucial because it may will be the summary judgment about a product that is spread via word-of-mouth (WOM).

Table 3: Reliability Analysis of Data

Variables	Scale means(if item deleted)	Scale variance (if item deleted)	Corrected item- total correlation	Alpha(if Item Deleted)
Maintenance Cost	41.6000	436.8859	.9848	.9966
Fuel Efficiency	41.8667	436.8949	.9876	.9966
Easy to drive	41.8333	443.6298	.9805	.9967
Vibration	42.0000	448.0537	.9798	.9968
Brake Safety	41.7667	444.0056	.9722	.9968

Pollution/Emission	41.2667	440.9351	.9787	.9967
Engine Sound	41.7333	434.0224	.9820	.9967
Liquid cooling	41.1000	438.2785	.9785	.9967
Battery Performance	41.0333	439.4955	.9751	.9968
Horn	41.7667	432.9318	.9778	.9968
Light	41.6333	441.1063	.9791	.9967
Tire performance	41.9000	438.0101	.9846	.9966
Pickup	41.9000	435.4597	.9885	.9966

Reliability Coefficients:

Number of cases= 5

Number of items= 13 Alpha= .9969

Table 4: Multiple Regressions (Results for Consumer Future Purchase Decision)

Independent Variables	β Coefficients	t-Value	Significance
Maintenance Cost	.254	2.641	.009
Fuel efficiency	-.002	-.013	.990
Easy to drive	-.043	-.430	.668
Brake safety	-.120	-1.497	.137
Vibration	.130	1.523	.130
Pollution	.312	3.244	.001
Engine sound	.326	3.260	.001
Liquid cooling	.481	5.551	.000
Battery performance	-.674	-8.117	.000
Horn	.122	1.130	.261
Light	-.201	-2.292	.023
Tire performance	-.154	-1.413	.160
Pickup	.543	3.891	.000

Sample R^2 = .976

Adjusted R^2 = .974

Overall Degree of Freedom = 136

F = 423.974

Number of Cases = 150

CONCLUSION

Consumer satisfaction is important because of its role in creating competitive advantage and it has received significant attention in marketing. Highly satisfied customer will be brand loyal, remain customer longer, provide favorable word-of-mouth advertising, increase purchasing of offerings and enhance sales. On the other hand dissatisfied customers are likely to stop purchasing the offerings to provide unfavorable word-of-mouth advertising and to complain, return and boycott the product class, the brand and the seller or retailer. Ignition, pickup and wiper are giving high satisfaction than other attributes. Pollution, engine quietness, liquid cooling, battery performance and pickup will significantly influence the consumers' future purchase decision and consumers will give more importance to these attributes than other attributes in future. For strategic point of view and future purchase the company marketing manager need to focus on these issues. Consumers' reaction to the performance of different attributes of the product may vary in the degree of satisfaction or dissatisfaction, resulting in conflicting of the overall product. Consumer purchase or repurchase a products underlies consumer behavior and consumer psychology. Therefore managers of two wheelers companies should give more emphasis on consumer satisfaction on various product attributes. Since two wheelers (scooters) are growing in Indian market and attracting more and more new players the marketing managers should more concern about it. When scooter gets older the performance of these attributes decreases and give less satisfaction to consumers and consumers gets dissatisfied with these attributes. The regression analysis has further shown that the pollution aspect, engine quietness, liquid cooling, battery performance and pickup are influencing the consumers' future purchase decision. In two wheelers (scooters) these attributes are very important therefore automobile engineers and designers need to give more importance to these issues.

FUTURE SCOPE OF RESEARCH AND LIMITATIONS

In this paper consumer's satisfaction are measured by taking major product attributes and examine the satisfaction impact on consumer's post-purchase evaluation decision. Though this paper tried to analyze the product attributes performance but still there is lot of scope exist for future research in this area. In two wheeler segments consumer's satisfaction can be measured by taking attributes such as mobile charger ,effectiveness, height adjustable seat, gear operation, safety of the passenger/owner, external fuel filling etc. The satisfaction of the product can be measured in pre-warranty and post-warranty period and the availability of scooter component in the market and their compliance to the product. In this study two wheeler running mileage is not considered which another research issue is because it is not the question of how old is the car but how many kilometers the scooter has run is important. Sometimes scooter may be old but running mileage is low which is not consider in this paper for study so this may be a limitation in this paper. Another limitation of the present paper is only some selected attributes are taken into consideration but there are many other product attributes which were ignored and these attributes may be giving high impact on consumers post-purchase decision. So more multi attributes study in two wheelers industry will give a good framework for examining the consumers satisfaction and post-purchase decision. The work done in this paper is a small step

in the area of consumer satisfaction but it encourages further research to understand the complexity of consumer satisfaction. The one of the limitation of this present paper is that 40% of the samples were using "Activa 4g model therefore more samples may be consider for study from other new models whose popularity are increasing in Indian market and among Indian consumers.. Therefore new model should be included to conduct an in depth study on consumer satisfaction and their post-purchase behavior towards new models of two wheelers in India.

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