

The Identification of the Post-purchase Behavior of Consumer

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ABSTRACT

The present study was aimed to identify the post-purchase behavior of consumer. It was a scientific-review design. Consumer behavior was defined as the study of purchase units and exchange processes including acquisition, consumption and putting aside the goods, services, experiences and ideas. The consumer behavior is a challenging issue including the people, what they purchase the reason and method of purchase, marketing and marketing mix and market. In post-purchase behavior of consumers, the purchased trade mark is compared with other trademarks not being purchased. In order to reduce the cognitive dissonance of post-purchase behavior of consumers, marketers applied different methods. One of the methods is to show the customers consuming the goods and be satisfied with them. The present study reviewed the consumption and behavior of consumer. Then, the attitude of consumer and systematic approach of consumer behavior analysis is investigated. The effective factors on purchase decisions of consumers and current and future customers are explained. Finally, the purchase behavior of the consumer is presented and the discussions are concluded finally.

Key words: Purchase decision, Re-purchase, Purchase behavior, Consumer behavior.

Introduction

All of us are consumers because we receive and consume food, clothes, housing, education, services, ideas, etc based on special order. The decisions taken about consumption, raw materials demand, transportation, technical services or establishment of resources, lead into the success of some of the industries and failure of others. Thus, consumer behavior is an important factor in prosperity or stagnation of trading activities. The consumer behavior is the "physical and mental activities done by the people during the

selection, purchase, using and throwing away the goods and services to meet their demands". In another definition, the consumer behavior is explained as: "The set of the activities done directly to acquire, consume and throw away the goods and services. These activities include the decisions process being done before and after these measures". The key points of consumer behavior: Consumer behavior is motivated: In other words, consumer behavior is aligned with achieving special aim. If the purchase of goods requires deep

thinking, or the purchase goods are costly and the consumers are in doubt after purchase, this doubt is called Post Purchase Cognitive Dissonance. To reduce the stress and concern, the consumers try to confirm their purchase after the purchase and this is done by viewing the advertisement or the confirmations presented by the seller. The advertisement designers and marketers should apply different methods to reduce the post purchase cognitive dissonance. One of these methods is showing the customers consuming the goods and be satisfied with them. The second method is using comparative advertisement in which the trade mark advantages compared to other trade mark are shown. The communication between the sellers and after sale services staffs and talking with the customer reduce the stress of the customer and increase their satisfaction of purchase. The present study reviewed the consumption and consumer behavior, and then the attitude of the consumer and systematic approach of consumer behavior analysis are considered. Later, the effective factors on purchase decisions of current and future consumers and customers are explained. Finally, the purchase behavior of consumer is presented and then the conclusion.

Consumption and consumer

Today, consumption is one of the main concepts of the modern society as it is as considered social phenomenon meeting the multiple demands of people. The organizations without being aware of the behavior of the consumer and correct understanding of it cannot take the required measurements to meet the demands of the consumer. The terms consumption and consumer are

originated from economy knowledge and they are considered legal terms. To determine the executional field of the texts that are formulated for the benefit of the consumers and to understand the philosophy of consumption law, these terms should be defined. The consumers are legal or real entities using the properties and services for non-professional use (Karimi, 1994). In traditional attitude of the consumer behavior, the emphasis is on the purchaser, immediate grounds and the results of goods purchase process. In the new attitude, it went too extreme and investigated the indirect effects of recognizing the consumer behavior on consumption process and other consequences including more than the purchaser and seller. The consumer behavior studied all the selection processes, application, putting aside the products and services, experiences or ideas by people, groups and organizations to meet the demands and investigation of the effect of these processes on customer and society (Simon *et al.*, 2002). In other words, the consumer behavior is including the set of psychological and physical processes beginning before the purchase and continues after the consumption (Hamidizade, 2000). The consumer behavior means the study of the fact that how people purchase, what do they buy and why they purchase? (Qadak, 2001). According to Mac Daniel, the consumer behavior explains the decision making of the purchase of the consumers and the method to use the purchased goods or service (Ranjbarian, 1999).

Consumer attitude

Attitude is one of the applied concepts in social psychology since 1950s. We have special views to the things, people and thoughts arising from our information to them, our feeling to them and our inclination to practice them. These views determine our attitude to the things, people or thoughts. The combination of the recognitions, feelings and preparation for acting to a definite thing is the attitude of a person to that thing. Attitude is a permanent system consisting of a cognitive, feeling elements and inclination to do something. The cognitive element is consisting of the beliefs of a person about a thought or thing. The emotional element is the one in which the type of emotional feeling is related to our beliefs and inclination to act is for preparation to respond the special methods (Salar, 2006).

The consumer behavior is consisting of the behaviors of the consumer before purchase, during the purchase and after purchase of a product or service. One important factor in prediction and continuance of consumer behavior is the attitude of consumer about the goods or services with purchase aim and the attitude of passiveness or opposite and consistent feelings to a stimulator. The stimulators are emotional feeling of people about the phenomena (Bast Rojer *et al.*, 2006).

Park suggests four criteria for an attitude

1. It must have definite orientation in the world of objects (or values), and in this respect differ from simple and conditioned reflexes.
2. It must not be an altogether automatic and routine type of conduct, but must

display some tension even when latent.

3. It varies in intensity, sometimes being predominant, sometimes relatively ineffective.

4. It is rooted in experience, and therefore is not simply a social instinct.

People attitude is an important factor in their behavior and in the behavior of the consumer for changing the behavior, at first the attitude of people is changed via some cases as advertisement and promotion of sale, etc toward the aim (e.g. increasing the sale) and it can be said that the change in attitude is not permanent (Khajenasiri, 2008).

Systematic approach of analysis of the consumer behavior

The designers of the products by considering the behavioral models of the consumers can be aware of the different aspects of expectations and satisfaction of people by modeling. One of the ways to recognize the consumer is using the systematic approach to determine the behavior of the people and organizations. The consumer is a complex system of the motivations, inclinations, behaviors, performance and reactions. The consumer is affected by the relation with big social, cultural and political systems. The systematic approach is a method to study the consuming aims of the purchasers and it includes the analysis of the continuous components of behavioral systems, sub-systems and organizations with the external environment. In this approach, the consumer is considered an undivided whole. Thus, systematic thinking instead of mere thinking of thinking components put the aims of consumers on priority. In this approach, thinking to behavioral systems of the consumers and the constituents are considered to achieve the desirability of

purchasing the goods and services (Alodari, 2008).

The effective factors on purchase decisions of the consumers

The purchase decision making process with the influence of two factors: controllable and uncontrollable and the most important types are cultural, social and group factors, mental, personal, situational factors and the factors of marketing mix. Situational effects are important on stability of behavioral attitude and formation of people. The successful marketers try to identify the relation between their products and life style of the groups. It can be said that the people with no difference in terms of culture, social status, job and financial status show different consuming behaviors. Indeed, life style of people is more than personality or social class of a person and is dedicated to a person world view (Fleur *et al.*, 2005).

In the present world, development of the market and absorbing the new customers and keeping the existing customers is the main concern of the companies. Due to the serious competitive pressures, the companies and organizations used various methods of sale promotion and marketing to convince the consumers or oblige them to purchase the goods among the various brands. These companies used different methods based on the type of their activity such as the best quality, good price, good services, good communication with the customer and etc to attract the satisfaction of the customers (Kim *et al.*, 2002).

Current and future customers

What is considered as the most challenging issues for most of the managers for the small and big business are answering this question that whether the current customers will remain as their future customers? The analysis of the consumer behavior, before the purchase, during the purchase and after the purchase is one of the main issues of the studies inside and outside the organization or the company. Responding the varied needs of the customers by providing the suitable goods and services is one of the permanent challenges of marketing in competitive markets. The consumers don't choose a trade mark and goods only for the reason that it has suitable application or do the duties accurately, thus, the selection of the trade mark of the goods and services is due to their ability in justification and personality expression of the consumers and their social status or meeting their psychological needs as the need to change the emotional aims (Astous *et al.*, 2008). The personal values of people are recognized as the most fundamental factors of the attitudes and consumers behavior. As the consumer values affect the attitudes to the goods and purchase behavior, it can be effective on the prioritization of the needs via purchasing the special goods. As most of the situations of consumer behavior is including special degree of risk, the consumers applied the risk reduction strategies such as purchasing the recognized trade mark or being loyal to the goods and brands accepting them with satisfaction in the past (Bigne *et al.*, 2001).

One of the problems of the companies and organizations against the customers is attracting their trust and by the

policies of various sections, this problem should be eliminated. For example, the policies of retailers for satisfaction of post-purchase of the customers such as returning the money, replacing the goods can have important role in reducing the customers' distrust. The post-purchase guarantee policies of retailers are based on four aspects:

- 1-The time considered for returning the goods.
- 2-The money paid after returning the goods (totally, a part of the costs or agreement with the retailer)
- 3-The policy of returning money or changing with other goods.
- 4-The extra limitations (deliver the goods in the main box)

Theoretical literature of marketing showed the direct relation of re-purchase behavior and satisfaction. Some of the researchers didn't consider satisfaction adequate for re-purchase decisions and they considered other factors (Lucero, 2008). Cutler, Bowen and Mikens (1996) emphasized the following sequence:

Subjectivity ➡ image ➡ quality ➡ satisfaction ➡ post-purchase behavior

The important point is that a dissatisfied customer in case of the lack of expectation of the best services or goods, continues his relation with the current company or enterprise. On the other hand, satisfied customers by the hope of receiving the best goods or services from the competitors go to them. Post-purchase behavior is conceptualized based on different kinds of behaviors structures in purchase process. Specifically, we imagined post-purchase behavior in three dimensions:

When the purchase is repeated without any adjustment, when the purchase is

repeated by some adjustments and when there is no new purchase. Each of the three behaviors in any company or organization can be occurred. What is considered as a principle is that if the provider requires the repetition of the purchase from the purchaser, the attempt to understand the needs of the customer should be made (Lee *et al.*, 2006). Another concept that the companies apply in using their strategies to affect the post-purchase behavior of the customers is the concept of trade mark participation. This concept is defined as most of the trade mark in technology development; marketing or production collaborates with each other while keeping their autonomy, identity, mental imagination as separate business (Mugge *et al.*, 2010). In recent years, service industries as restaurants and hotels perceived the success of the strategies of the participation of trade mark. For example, it can be referred to the wide collaboration of Mc Donald and Walmart. In addition, another concept that is used as a scale for post-purchase behavior of customer is loyalty. The primary view of the loyalty concept is focused on re-purchase behavior. The studies in loyalty and trade mark divided the customers into four groups:

- 1-Undivided loyalty: The families who purchase from the same trade mark with the small purchases from other brands.
- 2-Divided loyalty: The families purchasing from the same similar brands but they changed the sequence of their purchase.
- 3-Varied loyalty: The families who purchase from two or more brands with the small purchases from other brands.
- 4-No loyalty: The families who selected the brands for purchase randomly.

Purchase behavior of the consumer

In the current competitive world, the companies should consider their customers and meet their demands to achieve the competitive advantage. The customers have different inclinations in purchasing the products and they should consider them in regulating the marketing strategies. The products should be in accordance with the expected advantages of the customer. The price should be in accordance with the capability of the purchaser and the product should be available to the customer to be comfortable in purchase and the required promotions should be done that the potential consumers are aware of such products. In current marketing world, achieving fame is very difficult and losing it is very easy. The internal-based companies don't have the required knowledge of the rapid changes of the market, competitors, distribution system, mass media and new technologies, customers' interests and their expectations of the products of the company. On the other hand, external-based companies provide the satisfaction of the customers and consumers. The real mission of the marketing units is understanding the needs of the customers and presenting the solutions to produce the products in accordance with the needs. The purchase behavior of the consumer is always an important issue in marketing. The consumer behavior is based on the following five stages: 1- The identification of the problem, 2- Information searching, 3-Choices evaluation, 4-Purchase decision, and 5- Post-purchase behavior. The customers need choice freedom. The selection ability is ignored by goods and services' manufacturers and marketers. Selection is the right of any customer and the

necessary factor in effective marketing. Most of the consumers have some restrictions in their choice. The selection is guaranteed not only by presenting the product variety but also by price variety, payment and delivery methods, after sale services variety, insurance, guarantee, etc. (Paul *et al.*, 1999).

Discussion and conclusion

The present study aimed to deal with the concepts of consumption and consumer behavior, consumer attitude, systematic approach of consumption behavior analysis, effective factors on purchase decisions of the consumers and the purchase behavior of the consumer were considered. The consumption experience in consumer can be defined as the experience identification and feelings by a person during the use of goods or services. From management view, keeping the customer satisfied is of great importance. Most of the authorities of advertisement and marketing look for effective and efficient planning to advertise their goods and services. They considered the methods to convince their customers for purchase but these methods were continued to make the customer inclined to purchase and they it is stopped. The marketers know that sale is not the end of the relation with the customer and it is the start of a long-term relation with him to encourage the next purchases and development of trade mark among other consumers via recommending the required product to them. Thus, the evaluation of the consumer of the purchased goods (post-purchase behavior) from the view of the marketers is very important. The final stage in consumer purchase process is post-purchase behavior. Here the

consumer evaluates the purchase. This evaluation is the comparison of what the consumer expects and what he really received. If the goods and services don't meet the demands of the consumer, he will be satisfied of the purchase but if the expectations are not met, he will be dissatisfied with the purchase.

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