

Chapter VI

CHAPTER VI

ANALYSIS OF PRE-PURCHASE BRAND DOMINANCE AND POST PURCHASE SATISFACTION

Pre-Purchase Brand Dominance

When a consumer realizes the needs, they go for an information search to buy any product. So that they can make the right decision. They gather the information about the Brands, Product Variations, Product Quality, and Product Alternatives. The consumer can gather information about a product depending on the age, gender, education and product's price, risk and acceptance. Even they decide to buy any durable goods they choose the brand and considering various factors before they purchase the branded products. Hence it's very important to know the pre-purchase brand dominance factors while influence the consumers.

Post Purchase Satisfaction

All the activities and experiences that follow purchase are included in the post purchase behaviour. Usually, after making a purchase, consumers experience post-purchase conflict. They sometimes regret their decisions made. It mainly occurs due to a large number of alternatives available, good performance of alternatives or attractiveness of alternatives, etc. The marketers sometimes need to assure the consumer that the choice made by them is the right one. The seller can mention or even highlight the important features or attributes and benefits of the product to address and solve their concerns if any. A high level of post-purchase difference is negatively related to the level of satisfaction which the consumer draws out of product usage. To reduce post-purchase difference, consumers may sometimes even return or exchange the product.

This part of the study analyses the Pre-purchase brand dominance factors in the brand selection and the level of post purchase satisfaction of the consumers.

Objectives - III: To Study the Pre-Purchase Brand Dominance Factors in the Brand Selection and the Level of Post Purchase Satisfaction of the Consumers.

Descriptive Statistics - Pre-Purchase Brand Dominance

Consumers' desire to make a quality purchase decision is their main motivation for information search. Pre-purchase brand dominance information seeking is one of the key

motivation for consumers to choose the correct brand. Pre-purchase search is information seeking and processing activities in which consumers engage to simplify their purchase decisions. Consumers read, watch or observe product related information on different media to produce a well-considered purchase decision. Pre-purchase brand dominance gathering helps consumers in reducing the perceived risk involved in a purchase. It also helps them in making a sensible brand choice

The respondents were asked to express their opinion on a five point rating scale regarding the Pre-purchase brand dominance factors in the brand selection. The scale consisted of several statements with options ranging from Very Important to Least Important. The ratings were assigned as 5- Very Important, 4- Important, 3- Neither/Nor Important, 2- Less Important, 1- Least Important, The ratings were assigned so that the higher level agreement gets higher ratings. The average ratings were found out for each statement with respect to all the Pre-purchase brand dominance factors. The results are presented in the following tables.

Table 6.1
Descriptive Statistics - Pre-Purchase Brand Dominance Factors in the Brand Selection

	N	Minimum	Maximum	Mean	S.D
Advertisement & Promotions	500	1.00	5.00	4.2120	1.21078
Availability of variety of products under one roof	500	1.00	5.00	3.7780	1.10052
Location of brand dealer	500	1.00	5.00	3.5860	1.13719
Information provided by salesperson	500	1.00	5.00	3.3940	1.25934
Information provided by branded products related magazines	500	1.00	5.00	3.3420	1.39461
Style and model	500	1.00	5.00	3.5540	1.27685
Safety	500	1.00	5.00	3.6380	1.27993
User-friendly	500	1.00	5.00	3.5720	1.26492
Technology	500	1.00	5.00	3.8240	1.27918
Cost of the product	500	1.00	5.00	3.6420	1.38769

Source: Primary Data

The table shows the average rating for each statement. The ratings varied between a minimum of 1 to a maximum of 5. The highest mean rating is 4.2120 for the statement ‘Advertisement & Promotions’. The lowest mean rating is 3.3420 for the statement ‘Information provided by branded products related magazines’. All the items have average rating above 3. That is on average, the ratings of the respondents vary between 3 (Neither/Nor Important) and 4 (Important). The result reveals the consumers will consider the various factors such as, variety, style, safety, technology, user friendly, price in the selection of brands before consumer purchase the durable goods.

ANOVA-Pre-Purchase Brand Dominance

ANOVA and t Test has been applied to find the significant difference between Pre-purchase brand dominance and various personal factors. The overall score Pre-purchase brand dominance was found out by adding the ratings of the 10 statements for each respondent. Higher the score more will be their level of acceptance towards Pre-purchase brand dominance.

These scores were further analyzed by comparing among the groups of selected personal variables. The personal factor includes Age, Gender, Education, Marital Status, Occupation, Family Status, Monthly Income, and Family Size.

Pre-Purchase Brand Dominance Vs Age

The mean scores of Pre-purchase brand dominance were found out for each Age group of respondents separately which are given below.

Table 6.2
Pre-Purchase Brand Dominance Vs Age

Age group	Pre-purchase brand dominance factors		
	Mean	S.D	No.
<25 years	39.82	6.51	161
26-35years	34.42	7.20	180
36- 45years	35.37	8.19	124
46 years & above	36.51	7.20	35
Total	36.54	7.59	500

Source: Primary Data

It is seen from the above table that the mean score for the respondents in the age group of less than 25 years of is 39.82 which is higher than other age category respondents. The lowest mean score is 34.42 found for age group between 26-35 years respondents followed by 35.37 for age group between 36- 45 years respondents, 36.51 for age group between 46 years & above respondents. That is less than 25 years age group of respondents are comparatively different on their Pre-purchase brand dominance factors than other age groups of respondents.

The following hypothesis was framed to test whether the Pre-purchase brand dominance scores differed significantly based on age group.

Ho: The scores of Pre-purchase brand dominance do not differ significantly among age groups of respondents.

Table 6.2(i)

ANOVA for Pre-Purchase Brand Dominance Factors

	Sum of Squares	df	Mean Square	F	Sig.-
Between Groups	2708.752	3	902.917	17.186	**
Within Groups	26059.366	496	52.539		
Total	28768.118	499			

The calculated F-value is 17.186. Which is greater than the table value of 3.821 at 1 per cent level and hence, it is inferred that there is a significant difference in the mean Pre-purchase brand dominance factors scores among different age groups of respondents. Hence, the hypothesis is not accepted with respect to Pre-purchase brand dominance factors scores among different groups of among age groups of respondents. The result shows that the respondents in the age group of less than 25 years are comparatively different when compare to other age groups. This reveals that respondents in the young age group give more important for pre-purchase factors

Pre-Purchase Brand Dominance Vs Gender

The mean scores of Pre-purchase brand dominance were found out for each gender group separately which are given below.

Table 6.3

Pre-Purchase Brand Dominance Factors Vs Gender

Gender	Pre-purchase brand dominance factors		
	Mean	S.D	No.
Male	34.54	7.22	274
Female	38.97	7.34	226
Total	36.54	7.59	500

The mean Pre-purchase brand dominance factors score for female respondents is 38.97 which is higher than the scores of male respondents is 34.54.

The difference between the Pre-purchase brand dominance factors scores of male and female respondents was statistically tested using the following hypothesis and the results are given below.

H₀: The mean Pre-purchase brand dominance factors scores do not differ significantly between male and female respondents.

Table 6.3 (i)

t-test for Equality of Means

t	df	Sig.
6.791	498	**

The t-test for equality of means was conducted to test the hypothesis and the results are given above. The calculated t-value is 6.791 which are higher than the critical value of 2.586 at 1 per cent level and hence, it is inferred that there is significant difference in the mean scores of Pre-purchase brand dominance factors between male and female respondents. Since the t-Test result is found to be 'significant' the hypothesis is not

accepted with respect to Pre-purchase brand dominance factors between male and female respondents. The result clears that the female respondents are more influenced by pre purchase dominance factors when compare to male respondents

Pre-Purchase Brand Dominance Vs Education

The mean scores of Pre-purchase brand dominance were found out for each education group of respondents separately and the results are given below.

Table: - 64

Pre-Purchase Brand Dominance Vs Education

Education	Pre-purchase brand dominance factors		
	Mean	S.D	No.
School Level	36.80	7.79	100
Undergraduate	37.19	7.60	225
Graduate	33.96	7.55	82
Post Graduate & Professional	36.98	7.03	93
Total	36.54	7.59	500

Source: Primary Data

It is seen from the above table that the mean score for Under Graduate respondents is 37.19 which is higher than other education category of the respondents. The lowest mean score is 33.96 for the graduate respondents followed by 36.80 for the respondents who have School Level education, the score of 36.98 is found for the Post Graduate & Professional qualified respondents. The result shows Under Graduate respondents agree more on their influence of Pre-purchase factors than other education groups' of respondents.

The following hypothesis was framed to test whether the influence of Pre-purchase factors scores differed significantly based on Education level.

H₀: The scores of Pre-purchase brand dominance factors do not differ significantly among education level of respondents.

Table 6.4 (i)

ANOVA for Pre-Purchase Brand Dominance Factors

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	663.111	3	221.037	3.901	**
Within Groups	28105.007	496	56.663		
Total	28768.118	499			

The ANOVA test was applied and the calculated F-value is 3.901. which is greater than the critical value of 3.821 at 1 per cent level and hence, it is inferred that there is a significant difference in the mean Pre-purchase brand dominance factors scores among different groups of education level of respondents. Hence, the hypothesis is not accepted with respect to Pre-purchase brand dominance factors scores among different groups of education level of respondents. The respondents who have undergraduate education have significantly differed from other respondents. They are more influenced by pre purchase factors.

Pre-Purchase Brand Dominance Vs Martial Status

The mean influence of Pre-purchase factors scores are found for married and unmarried respondents separately and the results are given below

Table6.5

Pre-Purchase Brand Dominance Factors Vs Martial Status

Marital Status	Pre-purchase brand dominance factors		
	Mean	S.D	No.
Married	35.38	7.62	283
Unmarried	38.06	7.30	217
Total	36.54	7.59	500

Source: Primary Data

The mean Pre-purchase brand dominance factors score for married respondents is 35.38 which is lesser than the scores of Unmarried respondents 38.06. The difference between the Influence of Pre-purchase factors scores of married and unmarried was statistically tested using the following hypothesis and the results are given below.

Ho: The mean Pre-purchase brand dominance factors scores do not differ significantly between married and unmarried respondents.

Table 6.5 (i)

t-test for Equality of Means

t	df	Sig.
3.972	498	**

The t-test for equality of means was conducted to test the hypothesis and the results are given above. The calculated t-value is 3.972 which is higher than the table value of 2.586 at 1 per cent level and hence, it is inferred that there is a significant difference in the mean scores of Pre-purchase brand dominance factors between married and unmarried respondents. Since the t-test result is found to be ‘significant’, hence, the hypothesis rejected .The result reveals that unmarried respondents are significantly differed and they are influenced by pre-purchase brand dominance of durable goods.

Pre-Purchase Brand Dominance Vs Occupation

The mean scores of Pre-purchase brand dominance factors were found out for each group of occupation level of respondents separately which are given below.

Table 6.6

Pre-Purchase Brand Dominance Factors Vs Occupation

Occupation	Pre-purchase brand dominance factors		
	Mean	S.D	No.
Business	34.84	7.26	57
Professional	32.89	7.35	80
Private Employee	36.06	7.78	125
Govt. employee	35.45	6.57	42
Student	39.79	6.60	150
Housewife	36.72	7.99	46
Total	36.54	7.59	500

Source: Primary Data

It is seen from the above table that the average score for student's respondents is 39.79 which is higher than other respondents. The mean score is 32.89 for the professional respondents followed by 34.84 for the respondents doing business, 35.45 for the respondents working in Govt. sector, 36.06 for the respondents working in Private sector, 36.72 for the housewives that are student's respondents agree more on their Pre-purchase brand dominance factors than other occupation of respondents.

The following hypothesis was framed to test whether the Pre-purchase brand dominance factors scores differed significantly based on occupation of the respondents.

Ho: The scores of Pre-purchase brand dominance factors do not differ significantly among occupation of respondents.

Table 6.6 (i)

ANOVA for Pre-Purchase Brand Dominance Factors

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2899.619	5	579.924	11.075	**
Within Groups	25868.499	494	52.365		
Total	28768.118	499			

The ANOVA test was applied to verify the hypothesis and the results show the calculated F-value is 11.075 which is greater than the table value of 3.054 at 1 per cent level and hence, it is inferred that there is a significant difference in the mean Pre-purchase brand dominance factors scores among occupation of the respondents. Hence, the hypothesis is not accepted. The result shows that with respect to Pre-purchase brand dominance factors housewives are more influenced when compare to other respondents.

Pre-Purchase Brand Dominance Vs Family Status

The mean scores of Pre-purchase brand dominance factors were found out for family status of the respondents separately and the results are shown below.

Table 6.7**Pre-Purchase Brand Dominance Factors Vs Family Status**

Family status	Pre-purchase brand dominance factors		
	Mean	S.D	No.
Chief Wage-earner(CWE)	35.75	6.98	183
Spouse of CWE	37.16	7.14	67
Member	36.96	8.10	250
Total	36.54	7.59	500

Source: Primary Data

It is seen from the above table that the average score for spouse of chief wage earner respondents is 37.16 which is higher than other chief wage earner and Member of the respondents. The lowest mean score is 35.75 for the chief wage earner respondents. That is spouse of chief wage earner respondents agree more on their Pre-purchase brand dominance factors than other respondents.

The following hypothesis was framed to test whether the influence of Pre-purchase factors scores differed significantly based on family status of the respondents.

H₀: The scores of Pre-purchase brand dominance factors do not differ significantly among family status of the respondents.

Table 6.7 (i)**ANOVA for Pre-Purchase Brand Dominance Factors**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	183.971	2	91.985	1.599	Ns
Within Groups	28584.147	497	57.513		
Total	28768.118	499			

The ANOVA test was applied to verify the hypothesis and the results are given. The calculated F-value is 1.599 which is less than the table value of 3.014 at 5 per cent level and hence, it is inferred that there is no significant difference in the mean Pre-purchase brand dominance factors scores among family status of the respondents. Hence, the hypothesis is accepted.

Pre-Purchase Brand Dominance Vs Monthly Family Income

The mean scores on influence of Pre-purchase factors were found out for each group of monthly family income of respondents separately and the result is as follows.

Table 6.8

Pre-Purchase Brand Dominance Factors Vs Monthly Family Income

Monthly Family income	Pre-purchase brand dominance factors		
	Mean	S.D	No.
Rs. <30,000	40.55	6.15	129
Rs. 30,001- Rs. 50,000	34.99	7.21	175
Rs. 50,001- Rs. 70,000	34.89	8.06	136
Rs. 70,001- Rs. 90,000	35.88	7.69	42
Rs. >90,001	36.94	6.84	18
Total	36.54	7.59	500

Source: Primary Data

It is seen from the above table that the mean score for the respondents belonging to monthly family income of less than Rs.30, 000 is 40.55 which is higher than the mean scores of other income groups and the least mean score is 34.89 for respondents belongs to the income group of Rs.50,001 - Rs. 70,000 followed by 36.94 for respondents belongs to the income group of Rs. >90,001, the score 35.88 for respondents belongs to the income group of Rs. 70,001 - Rs. 90,000, 34.99 for respondents belongs to the income group of Rs. 30,001- Rs. 50,000. That is respondents from lower income group agree more on their Pre-purchase brand dominance factors than other respondents from higher income groups.

The following hypothesis was framed to test whether the Pre-purchase brand dominance factors scores differed significantly based on monthly family income

H₀: The scores of Pre-purchase brand dominance factors do not differ significantly among different groups of monthly family income.

Table 6.8 (i)

ANOVA for Pre-Purchase Brand Dominance Factors

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2887.524	4	721.881	13.807	**
Within Groups	25880.594	495	52.284		
Total	28768.118	499			

The ANOVA test was applied to verify the hypothesis and the results are given above. The calculated F-value is 13.807 which is greater than the critical value of 3.357 at 1per cent level and hence, it is inferred that there is a significant difference in the mean Pre-purchase brand dominance factors scores among different groups of monthly family income. Hence, the hypothesis is rejected. The result show that the respondents who have an income of Rs.30,000 are comparatively different and influence by Pre-purchase brand dominance factors when compare to other income group.

Pre-Purchase Brand Dominance Vs Family Size

The mean scores of Pre-purchase brand dominance factors were found out for each group based on family size of respondents separately which is given below.

Table 6.9

Pre-Purchase Brand Dominance Factors Vs Family Size

Family size	Pre-purchase brand dominance factors		
	Mean	S.D	No.
1-3 members	36.19	7.42	172
4-6 members	37.16	7.73	279
Above 6	34.24	7.01	49
Total	36.54	7.59	500

Source: Primary Data

It is seen from the above table that the mean score for the respondents belonging to a family size. The high mean score of 37.16 has been found for the family who have 4-6 members. The mean scores of 36.19 for respondents who have 1-3 members in their family, followed by 34.24 for respondents who have more than 6 members in their family. That is respondents from family size of 4-6 members agree more on their Pre-purchase brand dominance factors than other groups of respondents.

The following hypothesis was framed to test whether the Pre-purchase brand dominance factors scores differed significantly based on family size.

H₀. The scores of Pre-purchase brand dominance factors do not differ significantly among respondents classified based on family size.

Table 6.9 (i)

ANOVA for Pre-Purchase Brand Dominance Factors

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	388.594	2	194.297	3.403	*
Within Groups	28379.524	497	57.102		
Total	28768.118	499			

The ANOVA test was applied to verify the hypothesis and the results are given above. The calculated F-value is 3.403 which is greater than the critical value of 3.014 at 5 per cent level and hence it is inferred that there is significant difference in the mean Pre-purchase brand dominance factors scores among different groups of family size. Hence, the hypothesis is rejected. The family size 4-6 members in the family have significantly different and they influence by Pre-purchase brand dominance factors when compare to other family group.

Regression Analysis of Pre-Purchase Brand Dominance

The perception of the respondents on pre-purchase brand dominance on the variables which influence their level of perception on pre-purchase brand dominance is studied using Regression Analysis. Regression analysis was applied to find the effect of

socio demographic variable and brand equity related variables on the overall perception on pre-purchase brand dominance. The following independent variables were identified to be included in the model. Stepwise multiple regression analysis was used to find the appropriate variables to be included in the model.

Similar to Perception on consumer buying behaviour, the stepwise regression analysis was applied for overall Perception on pre-purchase brand dominance also. The results are given below.

Table 6.10
Dependent Variable: Pre-Purchase Brand Dominance

	Regression Coefficients(B)	Std. Error	Beta	t	Sig.
(Constant)	5.325	2.027			
Brand Awareness	.315	.046	.311	6.783	**
Brand Association	.345	.071	.219	4.849	**
Gender	2.429	.545	.159	4.455	**
Perceived Quality	.194	.062	.141	3.133	**
Monthly Family income	-.568	.256	-.079	-2.224	*

Source: Primary Data

Table 6.10 (i)

R	R Square	F	Sig.
0.645	0.416	70.245	**

** -Significant at 1 % level* -Significant at 5 % level

The regression table shown above gives the results of stepwise regression analysis, giving details of Multiple R, R², and step wise inclusion of variables in the regression equation. It is seen from the regression results that all the variables identified for the analysis have not been included in the equation. Out of Ten variables considered for the

regression analysis only five variables were included in the equation. The variables which have not met the selection criteria (the variable whose F-value is 3.84 and the associated probability for F-test is less than or equal to 0.05 is considered for inclusion in the equation. Similarly once the variable entered, removal criterion is F-value less than 2.71 associated with a probability of 0.10 or more) have been kept out of the equation.

The multiple correlation value (R) shows that there is a good correlation (0.645) between the dependent variable (pre-purchase brand dominance) and the set of independent variables. The R square value (0.416) is the square of the multiple correlation value, a measure of goodness of fit the model, explains that 41.6 percent of the variation in the pre-purchase brand dominance score is due to the five independent variables finally included in the equation. The F-statistic value ($F=70.245$), which is found to be significant at 1 per cent level, indicates that multiple correlation (R) value is significant. That is there is a significant correlation between the dependent and the set of independent variables at 1 percent level.

The regression table shows that, among the six socio-demographic variables included initially, Gender and Monthly Family income are finally included in the equation. As explained earlier, Monthly Family income was assigned graded values based on the level of income, like lowest income group was assigned 1 and highest income group was assigned as 5.

The regression coefficient of Gender is positive (2.429) and it explains that the female respondents on average, have higher scores (more positive perception on Pre-purchase Brand Dominance) than male respondents.

The negative regression coefficient of Monthly Family Income (-0.568) indicates that, on average increase in income results in less pre-purchase brand dominance scores.

Among the four brand equity dimension variables, only the factors included in the equation namely, Brand Awareness, Brand Association and Perceived Quality as significantly affecting Pre-purchase Brand Dominance. These three variables have positive effects on overall pre-purchase brand dominance score as the respective regression coefficients are all positive. That is, as the level of agreement of the respondents increase on these three variables (in terms of scores measured) the pre-purchase brand dominance on respondents will also increase.

The t-test statistic calculated for the regression coefficients show that all the variables which were included in the model significantly influence the pre-purchase brand dominance score of the respondents at either 5percent or at 1 percent level.

Standardized regression coefficients (Beta) were found out for the respective regression coefficients since they are independent of units of measurements and hence, they are comparable. The relative contribution of each variable to the dependent variable, overall pre-purchase brand dominance score can be found out from these values. It is seen from the regression table that 'Brand Awareness' has the highest beta value of 0.311 (absolute value is considered), which contributes more towards pre-purchase brand dominance score. The next more contributing variable is Brand Association with a beta value of 0.219. 'Monthly Family Income' is the least contributing variable to pre-purchase brand dominance score of the respondents.

Descriptive statistics – Post Purchase Satisfaction

Post-purchase behaviour is the reaction of the consumer, it gives an idea of his likes and dislikes, preferences and attitudes and satisfaction towards the product. It indicates whether the purchase motives have been achieved or not. Purchase is the means, and post purchase is the end. Post purchase behaviour indicates whether or not repeat purchases will be made. Whether the customer will recommend the product to others or not. It indicates whether long-term profits can or cannot be expected. All this can be found out by the post-purchase behaviour of the customers.

The respondents were asked to express their opinion on a five point rating scale regarding the Post Purchase Satisfaction. The scale consisted of several statements with options ranging from Highly Satisfied to Highly Dissatisfied. The ratings were assigned as HSD-Highly Satisfied / SD-Satisfied / MSD-Moderately Satisfied / DSD-Dissatisfied / HDSD-Highly Dissatisfied. The ratings were assigned so that the higher level agreement gets higher ratings. The average ratings were found out for each statement with respect to all the Post Purchase Satisfaction. The results are presented in the following tables.

Table 6.11**Descriptive Statistics- Post Purchase Satisfaction**

	N	Minimum	Maximum	Mean	S.D
After sales services provided by brand	500	1.00	5.00	4.3440	.95682
Insurance/Claim facility	500	1.00	5.00	3.8000	.93260
Accessories of products	500	1.00	5.00	3.7780	1.03676
Easy availability of spare parts.	500	1.00	5.00	3.6720	1.12914
Availability of service station	500	1.00	5.00	3.6100	1.27638
Price spare parts	500	1.00	5.00	3.6540	1.12464
Service expenses/Charges	500	1.00	5.00	3.6800	1.04104
Durability	500	1.00	5.00	3.6120	1.09721
Service Track	500	1.00	5.00	3.6380	1.19407
Resale Value	500	1.00	5.00	3.5260	1.20841
Quality & Performance of brand	500	1.00	5.00	3.7440	1.11936
Value for money of particular brand	500	1.00	5.00	3.6500	1.16886
User friendly of brand	500	1.00	5.00	3.5820	1.26747
Feel prestigious by using the brand	500	1.00	5.00	3.4980	1.26380

Source: Primary Data

The table shows the average rating for each statement. The ratings varied between a minimum of 1 to a maximum of 5. The highest mean rating is 4.3440 for the statement ‘After sales services provided by brand’. The lowest mean rating is 3.5260 for the statement ‘Resale Value’. All the items have average rating above 3. That is on average, the ratings of the respondents vary between 3(Neither agree nor disagree) and 4 (Agree.). The result reveals the consumers are more satisfied with their used brands. They are satisfied with durability, resale value, price, after sales service, performance of the product, user friendly and feeling prestigious about their brands.

ANOVA-Post-Purchase Satisfaction

ANOVA and t Test has been applied to find the significant difference between Post-purchase satisfaction and various personal factors. The overall score Post-purchase satisfaction was found out by adding the ratings of the 14 statements for each respondent. Higher the score more will be their level of acceptance towards Pre-purchase brand dominance.

These scores were further analyzed by comparing among the groups of selected personal variables. The personal factor includes Age, Gender, Education, Marital Status, Occupation, Family Status, Monthly Income, and Family Size.

Post-Purchase Satisfaction Vs Age

The mean scores of Post-purchase satisfaction were found out for Age group of respondents separately which are given below.

Table 6.12

Post-Purchase Satisfaction Scores Vs Age Group

Age group	Post-purchase satisfaction		
	Mean	S.D	No.
<25 years	54.08	8.09	161
26-35 years	50.09	8.41	180
36- 45 years	50.73	8.55	124
46 years & above	53.74	9.18	35
Total	51.79	8.57	500

Source: Primary Data

It is seen from the above table that the mean score of respondents in the age group of less than 25 years is 54.08 which is higher than other age category respondents. The lowest mean score is 50.09 for age group between 26-35 years respondents followed by 53.74 for age group between 46 years & above respondents, 50.73 for age group between 36- 45 years respondents., The respondents in the age group of < 25 years are comparatively different in their Post-purchase satisfaction than other age groups of respondents.

The following hypothesis was framed to test whether the Post-purchase satisfaction scores differed significantly based on age group.

H₀: The scores of Post-purchase satisfaction do not differ significantly among age groups of respondents.

Table 6.12 (i)

ANOVA for Post-Purchase Satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1639.637	3	546.546	7.750	**
Within Groups	34977.891	496	70.520		
Total	36617.528	499			

The ANOVA test was applied to verify the hypothesis and the results are given above. The calculated F-value is 7.750 which are greater than the critical value of 3.821 at 1per cent level and hence, it is inferred that there is a significant difference in the mean Post-purchase satisfaction scores among different groups of among age groups of respondents. The respondents who are in the age group of less than 25 years are satisfied more when compare to other respondents.

Post-Purchase Satisfaction Vs Gender

The mean Post-purchase satisfaction scores are found for each gender of respondents separately and the results are given below

Table 6.13

Post-Purchase Satisfaction Scores Vs Gender

Gender	Post-purchase satisfaction		
	Mean	S.D	No.
Male	50.18	8.44	274
Female	53.74	8.32	226
Total	51.79	8.57	500

Source: Primary Data

The mean Post-purchase satisfaction score for female respondents is 53.74 which are higher than the scores of male respondents 50.18. That is female respondents level of agreement regarding Post-purchase satisfaction is more when compared to male respondents.

The difference between the Post-purchase satisfaction scores of male and female respondents was statistically tested using the following hypothesis and the results are given below.

Ho. The mean Post-purchase satisfaction scores do not differ significantly between male and female respondents.

Table 6.13 (i)

t-test for Equality of Means

t	df	Sig.
4.734	498	**

The t-test for equality of means was conducted to test the stated hypothesis and the results are given above. The calculated t-value is 6.791 which is higher than the critical value of 2.586 at 1 per cent level and hence, it is inferred that there is a significant difference in the mean scores of Post-purchase satisfaction between male and female respondents. Since the t-test result is found to be ‘significant’ the hypothesis is rejected. With respect to post purchase satisfaction the female respondents are comparatively satisfied when compare to male respondents.

Post-Purchase Satisfaction Vs Education

The mean scores of Post-purchase satisfaction were found out for education level of the respondents separately and results are given below.

Table 6.14

Post-Purchase Satisfaction Scores Vs Education

Education	Post-purchase satisfaction		
	Mean	S.D	No.
School Level	52.99	8.71	100
Under Graduate	51.98	8.49	225
Graduate	49.49	8.20	82
Post Graduate & Professional	52.06	8.68	93
Total	51.79	8.57	500

Source: Primary Data

It is seen from the above table that the mean score for the respondents who have school level is 52.99 which is higher than other education category of the respondents. The lowest mean score is 49.49 for the graduate respondents, followed by 51.98 for the under graduate respondents, 52.06 for the Post Graduate & Professional respondents. That is, the respondents who have School level education agree more on their Post-purchase satisfaction than other education groups.

The following hypothesis was framed to test whether the Post-purchase satisfaction scores differed significantly based on Education level.

H₀: The scores of Post-purchase satisfaction do not differ significantly among the respondents classified based on education level

Table 6.14 (i)

ANOVA for Post-Purchase Satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	593.548	3	197.849	2.724	*
Within Groups	36023.980	496	72.629		
Total	36617.528	499			

The ANOVA test was applied to verify the hypothesis and the results are given. The calculated F-value is 2.724 which are greater than the critical value of 2.623 at 5 per cent level and hence, it is inferred that there is a significant difference in the mean Post-purchase satisfaction scores among education level of respondents. The F-test value is found to be significant and hence, the hypothesis is not accepted with respect to Post-purchase satisfaction scores among education level of respondents. Interestingly the respondents who have school education are satisfied when compare to educated people.

Post-Purchase Satisfaction Vs Marital Status

The mean Post-purchase satisfaction scores are found for married and unmarried respondents separately and the results are shown below.

Table 6.15

Post-Purchase Satisfaction Vs Marital Status

Marital Status	Post-purchase satisfaction		
	Mean	S.D	No.
Married	50.88	8.87	283
Unmarried	52.98	8.02	217
Total	51.79	8.57	500

Source: Primary Data

The mean Post-purchase satisfaction score for unmarried respondents is 52.98 which is lesser than the scores of married respondents 50.88.

The difference between the Post-purchase satisfaction scores of married and unmarried was statistically tested using the following hypothesis and the results are given below.

H₀: The mean Post-purchase satisfaction scores do not differ significantly between married and unmarried respondents.

Table 6.15 (i)

t-test for Equality of Means

t	df	Sig.
2.735	498	**

The t-test for equality of means was conducted to test the stated hypothesis and the results show that the calculated t-value is 2.735 which is higher than the critical value of 2.586 at 1 per cent level and hence, it is inferred that there is a significant difference in the mean scores of Post-purchase satisfaction between married and unmarried respondents. Since the t-test result is found to be ‘significant’ hence, the hypothesis is rejected with respect to Post-purchase satisfaction between married and unmarried respondents.

Post-Purchase Satisfaction Vs Occupation

The mean scores of Post-purchase satisfaction were found out for each group of occupation level of respondents separately which are given below.

Table 6.16

Post-Purchase Satisfaction Vs Occupation

Occupation	Post-purchase satisfaction		
	Mean	S.D	No.
Business	51.67	8.82	57
Professional	48.44	7.80	80
Private Employee	51.22	8.92	125
Govt. employee	50.71	8.18	42
Student	54.17	7.85	150
Housewife	52.52	9.19	46
Total	51.79	8.57	500

Source: Primary Data

It is seen from the above table that the average score for student's respondents is 54.17 which is higher than other occupation of the respondents. The mean score is 48.44 for the professional respondents, followed by 50.71 for the respondents working in Govt. sector, 51.22 for the respondents working in Private Sector, 51.67 for the respondents doing Business, 52.52 for housewives. That is student's respondents agree more on their Post-purchase satisfaction than other occupation of respondents.

The following hypothesis was framed to test whether the Post-purchase satisfaction scores differed significantly based on occupation of the respondents.

H₀: The scores of Post-purchase satisfaction factors do not differ significantly among occupation of the respondents.

Table 6.16 (i)

ANOVA for Post-Purchase Satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1866.463	5	373.293	5.306	**
Within Groups	34751.065	494	70.346		
Total	36617.528	499			

The ANOVA test was applied to verify the hypothesis and the results are given. The calculated F-value is 5.306 which is greater than the critical value of 3.054 at 1 per cent level and hence, it is inferred that there is significant difference in the mean Post-purchase satisfaction scores among different groups of occupation of respondents. Hence, the hypothesis is rejected with respect to Post-purchase satisfaction scores among different groups of occupation of the respondents.

Post-Purchase Satisfaction Vs Family Status

The mean scores of Post-purchase satisfaction were found out for each group of family status of respondents separately which is revealed in the following table.

Table 6.17**Post-Purchase Satisfaction Vs Family Status**

Family status	Post-purchase satisfaction		
	Mean	S.D	No.
Chief Wage Earner (CWE)	50.94	8.02	183
Spouse of CWE	51.25	9.38	67
Member	52.55	8.69	250
Total	51.79	8.57	500

Source: Primary Data

It is seen from the above table that the average score for Member of the respondents is 52.55 which is higher than other chief wage earner and Spouse of chief wage earner of the respondents. The lowest mean score is 50.94 for the chief wage earner respondents. That is Member of the respondents agree more on their Post-purchase satisfaction than other chief wage earner and Spouse of CWE of respondents.

The following hypothesis was framed to test whether the Post-purchase satisfaction factors scores differed significantly based on family status of the respondents.

Ho.: The scores of Post-purchase satisfaction do not differ significantly among family status of respondents.

Table 6.17 (i)**ANOVA for Post-Purchase Satisfaction**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	296.679	2	148.339	2.030	Ns
Within Groups	36320.849	497	73.080		
Total	36617.528	499			

The ANOVA test was applied to verify the hypothesis and the results are given above. The calculated F-value is 2.030 which is less than the critical value of 3.014 at

5 per cent level and hence, it is inferred that there is no significant difference in the mean Post-purchase satisfaction scores among family status of respondents. The F-test value is found to be not significant and hence, the hypothesis is accepted.

Post-Purchase Satisfaction Vs Monthly Family Income

The mean scores of Post-purchase satisfaction were found out for each group of monthly family income of respondents separately calculated which are given below.

Table 6.18

Post-Purchase Satisfaction Vs Monthly Family Income

Monthly Family income	Post-purchase satisfaction		
	Mean	S.D	No.
Rs. < 30,000	55.44	8.27	129
Rs. 30,001- Rs. 50,000	50.58	8.17	175
Rs. 50,001 - Rs. 70,000	50.42	8.39	136
Rs. 70,001 - Rs. 90,000	50.05	8.95	42
Rs. < 90,001	51.78	8.03	18
Total	51.79	8.57	500

Source: Primary Data

It is seen from the above table that the mean score for the respondents belonging to monthly family income of Rs.30000 or below is 55.44 which is higher than the mean scores of other income groups and the least mean score is 50.05 for respondents belonging the income group of Rs.70, 001 - Rs. 90, 000, followed by 51.78 for respondents belongs to the income group of Rs.90, 001 & above., 50.58 for respondents belongs to the income group of Rs.30, 001- Rs. 50,000, 50.42 for respondents belongs to the income group of Rs.50, 001 - Rs. 70,000. The result reveals that the respondents from lower income group agree more on their Post-purchase satisfaction than other respondents from higher income groups.

The following hypothesis was framed to test whether the Post-purchase satisfaction scores differed significantly based on monthly family income

Ho. The scores of Post-purchase satisfaction do not differ significantly among different groups of monthly family income.

Table 6.18 (i)

ANOVA for Post-Purchase Satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2360.879	4	590.220	8.529	**
Within Groups	34256.649	495	69.205		
Total	36617.528	499			

The ANOVA test shows the calculated F-value is 8.529 which is greater than the critical value of 3.357 at 1 per cent level and hence, it is inferred that there is a significant difference in the mean of Post-purchase satisfaction among different groups of monthly family income. The hypothesis is rejected. The result shows that the respondents who have an income of Rs. 30,000 are comparatively different in their Post-purchase satisfaction and they are satisfy with respect to their brands when compare to other income group of the respondents.

Post-Purchase Satisfaction Vs Family Size

The mean scores of Post-purchase satisfaction were found out for each group of family size of respondents separately and the results are shown as below.

Table 6.19

Post-Purchase Satisfaction Vs Family Size

Family size	Post-purchase satisfaction		
	Mean	S.D	No.
1- 3 members	51.20	8.75	172
4-6 members	52.53	8.51	279
Above 6	49.63	7.84	49
Total	51.79	8.57	500

Source: Primary Data

It is seen from the above table that the mean score for the respondents belonging to a family size. The high mean score of 52.53 has been found for the family who have 4-6 members in their family. The mean score is 49.63 for respondents who have more than 6 members in their family, followed by 51.20 for respondents who have 1-3 members in their family., That is respondents from family size of 4-6 members agree more on their Post-purchase satisfaction than other groups of respondents.

The following hypothesis was framed to test whether the Post-purchase satisfaction scores differed significantly based on family size.

Ho: The scores of Post-purchase satisfaction do not differ significantly among different groups of size of family.

Table 6.19 (i)

ANOVA for Post-Purchase Satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	439.714	2	219.357	3.020	*
Within Groups	36177.81	497	72.794		
Total	36617.528	499			

Source: Primary Data

The ANOVA test was applied to verify the hypothesis and the results shows the calculated F-value is 3.020 which is greater than the critical value of 3.014 at 5 per cent level and hence, it is inferred that there is significant difference in the mean influence of Post-purchase satisfaction among different groups of family size. The F-test value is found to be significant and hence the hypothesis is rejected. The family size 4-6 members in the family have different Post-purchase satisfaction when compare to other family group

Regression Analysis of Influence of Post-Purchase Satisfaction

The perception of the respondents on Post-purchase satisfaction on the variables which influence their level of perception on Post-purchase satisfaction is studied using Regression Analysis. Regression analysis was applied to find the effect of socio

demographic variable and brand equity related variables on the overall perception on Post-purchase satisfaction. The following independent variables were identified to be included in the model. Stepwise multiple regression analysis was used to find the appropriate variables to be included in the model.

The scores of Post-purchase satisfaction were added to form the overall score on Post-purchase satisfaction of the respondents. The scores of brand equity variables which are already analyzed were also included in this analysis.

Similar to Perception on consumer buying behaviour, the stepwise regression analysis was applied for overall core on Post-purchase satisfaction also. The results are given below.

Table 6.20

Dependent Variable: Post-Purchase Satisfaction

	Regression Coefficients (B)	Std. Error	Beta	t	Sig.
(Constant)	19.346	2.282			
Pre-purchase brand dominance	.495	.049	.439	10.156	**
Consumer Buying Behaviour	.201	.058	.149	3.464	**
Brand Association	.214	.080	.121	2.689	**

Source: Primary Data

Table 6.20 (i)

R	Square	F	Sig.
.601	.361	93.394	**

** -Significant at 1 % level*-Significant at 5% level

The regression table shown above gives the results of stepwise regression analysis, giving details of Multiple R, R², and step wise inclusion of variables in the regression equation. It is seen from the regression results that all the variables identified for the

analysis have not been included in the equation. Out of 10 variables considered for the regression analysis only three variables were included in the equation. The variables which have not met the selection criteria (the variable whose F-value is 3.84 and the associated probability for F-test is less than or equal to 0.05 is considered for inclusion in the equation. Similarly once the variable entered, removal criterion is F-value less than 2.71 associated with a probability of 0.10 or more) have been kept out of the equation.

The multiple correlation value (R) shows that there is a good correlation (0.601) between the dependent variable (Post-purchase satisfaction) and the set of independent variables. The R square value (0.361) is the square of the multiple correlation value, a measure of goodness of fit the model, explains that 36.1 per cent of the variation in the Post-purchase satisfaction score is due to the three independent variables finally included in the equation. The F-statistic value (F=93.394), which is found to be significant at 1 % level, indicates that multiple correlation (R) value is significant. That is there is a significant correlation between the dependent and the set of independent variables at 1 percent level.

The regression table shows that, none of the socio-demographic variables have been included as significant predictors. Only three variables are finally included in the equation as the significant predictors of post-purchase satisfaction.

The factors namely, Pre-purchase brand dominance and consumer buying behaviour have positive regression coefficients. That is increase in the scores of Pre-purchase brand dominance and consumer buying behaviour will also increase the scores of post-purchase satisfaction. The regression result shows increased pre-purchase brand dominance also increases post-purchase satisfaction.

Among four brand equity dimension variables only Brand Association have been included in the equation as the significant predictor. The regression coefficient of Brand Association being positive, have more positive effect on overall Post-purchase satisfaction. That is, as the level of post-purchase satisfaction of the respondents increases as the perception on Brand Association also increases.

The t-test statistic calculated for the regression coefficients show that all the variables which were included in the model significantly influence the Post-purchase satisfaction score of the respondents at either 5 % or at 1 % level.

Standardized regression coefficients (Beta) were found out for the respective regression coefficients since they are independent of units of measurements and hence they are comparable. The relative contribution of each variable to the dependent variable, Overall Post-purchase satisfaction score can be found out from these values. It is seen from the regression table that 'Pre-purchase brand dominance' has the highest beta value of 0.439 which contributes more towards Post-purchase satisfaction score. The next more contributing variable is Consumer Buying Behaviour with a beta value of 0.149. Brand Association' dimension is the least contributing variable to Post-purchase satisfaction of the respondents.