

Consumers Behavior: A Comparative Study of Pre Purchase and Post Purchased opinion of Hyundai Motors

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1.1 Introduction

Consumer Behavioral studies attempt to identify and explain factors that affect the allocation of consumers' limited funds amongst the varied goods and services depending on their needs as well as wants (Kotler, 2012). The study of consumer behavior focus on how individuals make decisions to spend the available resources-time, money and effort on consumption related goods and service. It takes into consideration the decision making to buy goods and services, however, consumer behavior research goes beyond these facets (Lauden, 1999).

Consumers make three types of purchase: trial purchase, repeat purchase and long-term commitment purchase. As consumers use a product, particularly during a trial purchase, they evaluate the performance in the light of their own expectations. There are three possible outcomes of these evaluations:

- i. Actual performance matches expectations, leading to neutral feeling;
- ii. Performance exceeds expectations causing positive disconfirmation which leads to satisfaction and
- iii. Performance is below expectations causing negative disconfirmation leading to dissatisfaction.

(Engel, Kollat and Blackwell, 2009)

Confirmation and disconfirmation are the parameters of satisfaction/dissatisfaction. They are the result of a person's comparison between initial product expectations and actual product performance (Olsen and Dover, 1999). An individual's expectations are confirmed when product performance meets expectations and disconfirmed when discrepancies between expectations and performance occur. Positive disconfirmation results when product performance exceeds prior expectations. Confirmation and positive disconfirmation may lead to satisfaction, while negative disconfirmation results when product performance falls below expectation, negative disconfirmation may lead to dissatisfaction (Dikshit, 2001). It is also said that customer satisfaction leads to brand loyalty. This is an assumption made very often in marketing theory as well as practice. Based on this

assumption, every producer of any good or service should attach utmost importance to creating consumer satisfaction (Arun, 2011).

Since performance expectations and actual performance are major factors in the evaluation process, there is a need for understanding the product and its dimensions. Some of the major determinants of satisfaction and dissatisfaction include

- i. Core Service Failures- mistakes, billing errors and service catastrophes
- ii. Service Encounter Failures- Service employees were uncaring, impolite, unresponsive or unknowledgeable
- iii. Pricing- High prices, price hike, unfair pricing practices and deceptive pricing
- iv. Inconvenience- Inconvenient location, hours of operation, waiting time for service or appointments
- v. Responses to service failures- Reluctant responses, failure to respond and negative responses
- vi. Ethical problems- Dishonest behavior, intimidating behavior, unsafe or unhealthy practices or conflicts of interest
- vii. Involuntary switching- Service provider or customer moves, or a third party payer such as an insurance company requires change (Kassarjan,2011).

There is a possibility of two options for dissatisfied consumer's i.e taking action or no action at all. By taking no action, the consumer decides to live with the situation (Jain and Bhatt, 2004). On the other hand, consumers who take necessary action in response to dissatisfaction generally pursue one or more of the four alternatives. The most favorable of these alternatives is to make complaint to the manufacturers which give companies the chance to reduce the dissatisfaction. Product non-use or stopping all connections and ties with the brand is another action taken by dissatisfied customers. Brand switching, negative word of mouth as well as taking legal actions are other alternatives of actions taken by dissatisfied consumers (Hawkins, et al. 2010)

1.2 Objective

The present study has the following objectives

1. To highlight the consumers behavior among the buyers of vehicles in the selected area.
2. To identify the differences of opinion of attributes before and after purchase of Hyundai cars.
3. To give some suggestion for the customers and the dealer for their future decision making.

1.3 Research Methodology

The present study is based on both primary and secondary data. Primary data is collected through a scheduled questionnaire method comprising of demography, pre purchase opinion and post purchase opinion of Hyundai Cars. Secondary data is collected from statistics of Govt. of Mizoram, records of Hyundai dealers in Aizawl, journals, books and newspapers.

The selected respondents were collected through simple random sampling method. The Sample consists of 170 respondents residing in Aizawl City having purchased their Hyundai cars before 31st March 2018. The sample is collected based on 4 zonal areas of the city: Aizawl East, Aizawl West, Aizawl South and Aizawl North based on purposive sampling method.

1.4 Comparative Analysis of Pre-Purchase Opinion of Attributes of Cars and Actual Opinion after Purchase

The tables under this analysis present whether or not there exists significant differences between the opinion of attributes before and after purchase in an attempt to find whether expectations meet the actual performance of Hyundai cars. Non-parametric test is used for the study since the pre-purchase opinion and post purchase opinion is taken from the same sample i.e the 170 respondents. The Wilcoxon Signed Ranks Test is used to conduct the non-parametric test on the dependent variables/attribute of cars. The test uses standard normal distributed Z-value to test significance, where in if $Z \geq 1.96$ (ignoring the signs) and $p \leq 0.05$, there is significant difference between the two variables compared under the study.

Table 1: Comparison of Pre-Purchase Opinion of Brand Popularity and observed Brand Popularity

Hyundai Brand Popularity - Brand Popularity	N	Mean Rank	Sum of Ranks
Negative Ranks	62 ^a	48.29	2994.00
Positive Ranks	40 ^b	56.48	2259.00
Ties	68 ^c		
Total	170		
Z -1.342 ^d			
Asymp Sig (2-tailed) .180			

a.Hyundai brand popularity < Brand popularity

b.Hyundai brand popularity > Brand popularity

c.Hyundai brand popularity = Brand popularity

d. Based on positive ranks

The table presents that $Z=1.342$ with $p = 0.180$, it can be seen that though the Z score is less than 1.96, the significance is greater than 0.05 which implies that there is no significant difference in the Pre-Purchase opinion of a cars' brand popularity and Hyundai cars' brand popularity. Z score is based on positive ranks showing that the negative ranks are more than the positive ranks. However, taking into consideration the sum of the ranks, it can be said that the pre and post purchase opinion is more or less the same.

Table 2: Comparison of Pre-Purchase Opinion of Car Durability and Observed Durability

Hyundai Durability- Durability	N	Mean Rank	Sum of Ranks
Negative Ranks	56 ^a	44.33	2482.50
Positive Ranks	40 ^b	54.34	2173.50
Ties	74 ^c		
Total	170		
Z -.591 ^d			
Asymp Sig (2-tailed) .555			

a. Hyundai durability < Durability

b. Hyundai durability > Durability

c. Hyundai durability = Durability

d. Based on Positive ranks

The above table shows that $Z=0.591$ with $p = 0.555$, it can be seen that the Z score is less than 1.96 and significance < 0.05 which implies that there is no significant difference between the opinion of car durability and Hyundai car durability after purchase and usage. The table also presents that the difference between the sum of ranks of pre and post purchase opinion is very less suggesting that the opinion of durability before purchase is at the same level as the durability of Hyundai car after usage.

Table 3: Comparison of Pre-Purchase Opinion Fuel Efficiency of Car and Observed Fuel Efficiency

Hyundai Fuel Efficiency- Fuel Efficiency	N	Mean Rank	Sum of Ranks
Negative Ranks	82 ^a	58.90	4829.50
Positive Ranks	36 ^b	60.88	2191.50
Ties	52 ^c		
Total	170		
Z -3.687 ^d			
Asymp Sig (2-tailed) .000			

a. Hyundai fuel efficiency < Fuel efficiency

b. Hyundai fuel efficiency > Fuel efficiency

c. Hyundai fuel efficiency = Fuel efficiency

d. Based on Positive ranks

The table shows that $Z=3.687$ with $p = 0.000$ which implies that there is significant difference in the opinion of a cars' fuel efficiency and the actual fuel efficiency of Hyundai cars ($p< 0.05$). Based on the number of positive ranks and negative ranks and ties it can be said that the opinion of a car's fuel efficiency is significantly lower than the actual fuel efficiency after purchase.

Table 4: Comparison of Pre-Purchase Opinion of Height of Car and Observed Height

Hyundai Height – Height	N	Mean Rank	Sum of Ranks
Negative Ranks	44 ^a	45.57	2005.00
Positive Ranks	47 ^b	46.40	2181.00
Ties	79 ^c		
Total	170		
Z -.379 ^d			
Asymp Sig (2-tailed) .705			

a. Hyundai height < Height

b. Hyundai height > Height

c. Hyundai height = Height

d. Based on Negative ranks

The above table shows that $Z=0.379$ with $p = 0.705$, where in the Z score is less than 1.96. Also $p>0.05$, implying that there is no significant difference in the opinion of a cars' height before purchase when compared with Hyundai car height after purchase and usage. The Z score is based on negative ranks which mean that the positive ranks outnumber the negative ranks. Thus, it can be said that the opinion before and after purchase is the same when it comes to Height of the car.

Table 5: Comparison of Pre-Purchase Opinion of Load Capacity of Car and Observed Load Capacity

Hyundai Load Capacity – Load Capacity	N	Mean Rank	Sum of Ranks
Negative Ranks	56 ^a	48.18	2698.00
Positive Ranks	41 ^b	50.12	2055.00
Ties	73 ^c		
Total	170		
Z -1.230 ^d			
Asymp Sig (2-tailed) .219			

a. Hyundai load capacity < Load capacity

b. Hyundai load capacity > Load capacity

c. Hyundai load capacity = Load capacity

d. Based on Based on Positive ranks

The table shows that $Z=1.230$ with $p = 0.219$, where in the Z score is less than 1.96 and $p> 0.05$ implying that there is significant difference in the opinion of the importance of a cars' load capacity before purchase and the actual load capacity of Hyundai cars. The Z score is based on positive ranks suggesting that the negative ranks out-weight the positive ranks which imply that the opinion before purchase is higher than after actual purchase when it comes to load capacity. However, the difference of ranks is relatively low.

Table 6: Comparison of Pre-Purchase Opinion of Maintenance Expenses of Car and Observed Maintenance Expenses

Hyundai Maintenance Expenses – Maintenance Expenses	N	Mean Rank	Sum of Ranks
Negative Ranks	70 ^a	49.00	3430.00
Positive Ranks	21 ^b	36.00	756.00
Ties	79 ^c		
Total	170		
Z -5.638 ^d			
Asymp Sig (2-tailed) .000			

a. Hyundai Maintenance expenses < Maintenance expenses

b. Hyundai Maintenance expenses > Maintenance expenses

c. Hyundai Maintenance expenses = Maintenance expenses

d. Based on Positive ranks

The table above shows Z=5.638 with p = 0.000 which implies that there is significant difference in the opinion of maintenance expenses of a car before purchase and of the maintenance expenses of Hyundai cars (p<0.05). Z score is based on positive ranks implying that the negative ranks are significantly more than the positive rank which is also observed from the sum of ranks. This shows that opinion before Pre-Purchase is significantly higher than the actual rating after purchase.

Table 7: Comparison of Pre-Purchase Opinion of Overall Functioning of Car and Observed Overall Functioning

Hyundai Overall Functioning – Overall Functioning	N	Mean Rank	Sum of Ranks
Negative Ranks	98 ^a	60.20	5899.50
Positive Ranks	17 ^b	45.32	770.50
Ties	55 ^c		
Total	170		
Z -7.532 ^d			
Asymp Sig (2-tailed) .000			

a. Hyundai overall functioning < Overall functioning

b. Hyundai overall functioning > Overall functioning

c. Hyundai overall functioning = Overall functioning

d. Based on Positive ranks

The table shows that Z=7.532 with p = 0.000 implying that there is significant difference in the opinion of importance of the overall functioning of a car before purchase and the overall functioning of Hyundai cars after purchase (p<0.05). It can also be seen that the Z score is based on positive ranks inferring that the positive ranks are lesser than the negative ranks. Thus, the opinion before purchase is significantly higher than the actual post purchase opinion of Hyundai car.

Table 8: Comparison of Pre-Purchase Opinion of Price of Car and Observed Price

Hyundai Car Price - Price	N	Mean Rank	Sum of Ranks
Negative Ranks	78 ^a	56.95	4442.00
Positive Ranks	30 ^b	48.13	1444.00
Ties	62 ^c		
Total	170		
Z -4.863 ^d			
Asymp Sig (2-tailed) .000			

a. Hyundai price < Price

b. Hyundai price > Price

c. Hyundai price = Price

d. Based on Positive ranks

The above table shows that Z=4.863 with p = 0.000 implying that there is significant difference in the opinion of the importance of Price of a car before making a purchase decision and the price of Hyundai cars (p<0.05). Also, taking into consideration the z score and the mean ranks, it can be said that the opinion before purchase is significantly higher than the opinion after purchase of Hyundai.

Table 9: Comparison of Pre-Purchase Opinion of Resale Value and Observed Resale Value

Hyundai Resale Value – Resale Value	N	Mean Rank	Sum of Ranks
Negative Ranks	65 ^a	59.69	3880.00
Positive Ranks	50 ^b	55.80	2790.00
Ties	54 ^c		
Total	170		
Z -1.587 ^d			
Asymp Sig (2-tailed) .113			

a. Hyundai resale value < Resale value

b. Hyundai resale value > Resale value

c. Hyundai resale value = Resale value

d. Based on Positive ranks

The above table shows that Z=1.587 with p = 0.113, where in the Z score is less than 1.96 and p> 0.05, so this infers that there is no significant difference in the opinion of the importance of resale value before purchase and the resale value of Hyundai cars. From the table, although the Z score is based on positive ranks, taking into consideration the level of significance and mean ranks, it can be said that the opinion before and after purchase are more or less the same.

Table 10: Comparison of Pre-Purchase Opinion of Riding Comfort of Car and Observed Riding Comfort

Hyundai Riding Comfort - Riding Comfort	N	Mean Rank	Sum of Ranks
Negative Ranks	79 ^a	66.46	5250.50
Positive Ranks	44 ^b	53.99	2375.50
Ties	47 ^c		
Total	170		
Z -3.847 ^d			
Asymp Sig (2-tailed) .000			

a. Hyundai riding comfort < Riding comfort

b. Hyundai riding comfort > Riding comfort

c. Hyundai riding comfort = Riding comfort

d. Based on Positive ranks

The above table shows that Z=3.847 with p = 0.000, which implies that there is significant difference in the opinion of importance of riding comfort before purchase and the riding comfort of Hyundai cars after purchase and usage ($p<0.05$). The Z score is based on positive ranks implying that the negative ranks outnumber the positive ranks. It can be said that the opinion before purchase is relatively higher as compared to the opinion of the attribute after purchase.

Table 11: Comparison of Pre-Purchase Opinion of Travel Comfort of Car and Observed Travel Comfort

Hyundai Travel Comfort – Travel Comfort	N	Mean Rank	Sum of Ranks
Negative Ranks	92 ^a	58.76	5405.50
Positive Ranks	25 ^b	59.90	1497.50
Ties	53 ^c		
Total	170		
Z -5.623 ^d			
Asymp Sig (2-tailed) .000			

a. Hyundai travel comfort < Travel comfort

b. Hyundai travel comfort > Travel comfort

c. Hyundai travel comfort = Travel comfort

d. Based on Positive ranks

The above table shows that Z=5.623 with p = 0.000 which infers that there is significant difference in the opinion of importance of travel comfort of cars before purchase and the travel comfort of Hyundai cars ($p<0.05$). Z score is based on positive ranks and also from the mean ranks where positive ranks < negative ranks, it can be said that the opinion before purchase is significantly higher than the post purchase opinion.

1.5 Suggestions

From the findings and observations of the study, the following are put forward to the manufacturers and dealers of Hyundai Cars with specific focus on dealers residing in Aizawl.

- a. Manufacturers should look into and upgrade attributes such as body design, durability, horse power, footbrake life, gear, price, ease of maintenance and riding comfort so as to achieve higher satisfaction level among its existing customers and also for gaining potential customers.
- b. Marketing strategies should give focus and importance on factors such as performance, accessibility, value, technology, safety and security, quality, aesthetics and availability of choice.
- c. Manufacturers should frequently conduct systematic market research to assess the dynamics in the market, the changes in behavior of buyers and existing users so that they can increase the sales in the years to come.
- d. Dealers should try to know their existing customers' opinion of the product as well as their preferences in order to build brand loyalty so that when new models are launched, the customers can be informed where in, if the new models have the features that they desire it can lead to repeat purchase.

1.6 Conclusion

The study reveals that there exist significant differences towards how the customers view a cars' attributes and after the purchase of Hyundai car wherein the differences of opinion reveal to advance towards the expectations not meeting the actual performance on certain aspects of Hyundai car. However, it cannot be implied that there is dissatisfaction towards the Hyundai cars since only a fragment of the population of the study revealed to have regret of purchase and also due to the fact that there is no correlation between dissonance and the number of years for which the cars have been owned. Hyundai Motors have created a strong community of customers who focus on the performance factors like durability, headlight, footbrake etc. followed by the accessibility factors like travel comfort and riding comfort, easy availability of spare parts etc. Other such factors include value, technology, safety, security, aesthetics and choice which also in a way reveal the type of customers the company is having.

Hyundai Motors have paved the way of creating of an elite brand throughout the world and has also made a huge impact in the small North-Eastern state of Mizoram with the number of sales increasing year after year and has the potential to be the forerunner in the automobile sector in the future years.

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