

## INTERACTION EFFECT OF AGE AND TYPE OF FAMILY ON APPAREL'S POST PURCHASE DISSONANCE OF WORKING WOMEN

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### ABSTRACT

Working women will be very choosy about their apparels, they like it purchase it and later they may dislike it due to various factors, which is called as post purchase dissonance. Post purchase dissonance is a state of mind which exists when consumers who have made recent purchases have doubts about the insight of their choice. Post Purchase Dissonance or Buyer's Remorse is the sense of regret a consumer experiences after having made a purchase. The theory of cognitive dissonance (Festinger 1957) states that inconsistency between beliefs or behaviours creates an aversive motivational state akin to hunger or thirst. This tension is typically reduced by changing one of the dissonant elements, or adding new ones, until mental consonance is achieved.

**KEYWORDS:** Working Women, Post Purchase Dissonance or Buyer's Remorse, Cognitive Dissonance

### INTRODUCTION

#### Review of Literature

Cesare Amatulli, Gianluigi Guido (2015) Research dealt with the luxury purchasing among older consumers while relating it to their cognitive age (i.e., the age they feel) and the study reported the effects of the underlying luxury motives on cognitive age. Results show that older consumers who relate luxury goods purchasing mainly to status reasons tend to feel younger than those who consider luxury goods purchasing primarily as a means to express their individual style. Furthermore, the study finds that, in order to meet their needs and wants, older consumers with a lower cognitive age rely more on brands than specific products; so their luxury goods purchasing intention is influenced more by brand images than product characteristics. Navninderjit Singh (2013) examined the impacts of advertisements of different media in preventing cognitive dissonance on purchase behavior of consumers and also examined the effect of advertisement on cognitive state of people by covering the Food Products and Apparels. The results show that when consumer is exposed to advertisements of similar type of health foods, they easily switch from one brand to another. So the advertisements can easily change the purchasing decision of the consumer if the products are of almost same quality.

When a promotion is over consumers go back to regular brand. So, when consumers change the products due to any promotional offer, they go to the brand they generally use. Thus dissonance may be formed due to any promotional offer but dissonance for such product is not permanent. The advertisements influence the purchase decision of consumers who enjoy trying something different; even if they like their brand, by watching advertisements they switch to other brands. In case of almost similar products, advertisements play significant role in forming cognitive dissonance.

Promotional offers may also contribute in forming cognitive dissonance. Advertisements work for such segment of consumers also, who enjoy trying something new. **Chia-Chi Chang and Ai-Hua Tseng (2014)** focused on the determinants of perceived persuasion of the post-purchase arguments and impulsive buyer e-satisfaction. They investigated the persuasion of post-purchase arguments on online impulsive buyer satisfaction. A 2(number of arguments)  $\times$  2(argument strength) experimental design was employed in order to examine whether the persuasion of arguments, like, the number and strength of arguments varies upon consumers' tendency to regret. The results indicates that an increased number of arguments provided after the purchase had a stronger positive effect on e-satisfaction when arguments were strong than when the weaker arguments. It was also discussed that such an impact would be less pronounced for low tendency-to-regret consumers than for high tendency-to-regret consumers. **Manoj Kumar Sharma (2014)** explored the factors that create cognitive dissonance in consumer buying decision making particularly among the consumer goods purchasers in the city area by considering some of the demographic factors like family status, religious value, customs, belief etc. the study also revealed the problems and identified probable solutions to overcome these problems. The article explores the implications of cognitive dissonance on varied aspects of consumer buying behaviour. Some of the factors leading to post purchase dissonance.

### Research Methodology

The post purchase behaviour of the consumers are different ranging from consumer satisfaction to consumer loyalty, complaint behaviour etc., but the boundary is being set up with post purchase dissonance experience of the respondents. Working women who belong to the organised sector of Tamil Nadu are the respondents and their post purchase dissonance regarding their Apparels is the subject content of the research. 150 respondents working in different areas of the Chennai city is taken into consideration for the study. Age and Type of Family of the working women is checked with the post purchase dissonance experienced by them.

### Analysis

**Table 1: Descriptive Statistics of Age Across Type of Family**

Dependent Variable: Post Purchase Dissonance				
Age	Type of Family	Mean	Std. Deviation	N
25 - 35 yrs	joint family	16.75	5.800	8
	nuclear family	15.64	2.105	22
	Total	15.93	3.403	30
36 - 45 yrs	joint family	17.18	4.859	49
	nuclear family	15.06	3.942	90
	Total	15.81	4.390	139
46 - 55 yrs	joint family	16.45	4.226	67
	nuclear family	18.22	4.817	135
	Total	17.63	4.694	202
> 55 yrs	joint family	17.20	2.683	5
	nuclear family	17.06	3.065	49
	Total	17.07	3.008	54
Total	joint family	16.78	4.500	129
	nuclear family	16.88	4.363	296
	Total	16.84	4.400	425

A two-way ANOVA was conducted that examined the effect of Age and Type of Family on Post Purchase Dissonance. There was a significant positive correlation between Age with Post purchase dissonance and also Type of

Family with Post Purchase dissonance, hence all these three variables are taken into consideration to test the interaction effect of Age with the Type of Family on Post Purchase Dissonance. There was a statistically significant interaction between the effects of Age and Type of Family on Post Purchase Dissonance,  $F(3, 41) = 5.328$   $p = .001$ . Two way ANOVA helps in examining the influence of two different independent variables which is categorical in nature on one dependent variable which is continuous in nature. The Two-way ANOVA by assessing the main effect of each independent variable it also helps in checking the interaction between them. Here the independent variables are Age and Type of family, in which the variable Age is split into five categories and the variable Type of family is categorised into two. The dependent variable is the post purchase dissonance which is measured in a continuous scale.

The table 1 provides the mean and standard deviation for each combination of the groups of the independent variables. The table also provides "Total" rows, which provides means and standard deviations for groups only split by one independent variable. In the above table the mean value is higher for the age group of 46 – 55 yrs of nuclear family, the highest mean value of 18.22 substantiates it. The lowest mean values is observed among the age category 36 – 45 yrs living in a nuclear family, the mean value for this group is 15.06 which is comparatively lower than other groups.

**Table 2: Interaction effect Significance among Age and Family type on Post Purchase Dissonance**

Tests of Between-Subjects Effects					
Dependent Variable: Postpurchasedissonance					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	595.574 <sup>a</sup>	7	85.082	4.661	.000
Intercept	40109.797	1	40109.797	2197.241	.000
<b>Age</b>	<b>120.632</b>	<b>3</b>	<b>40.211</b>	<b>2.203</b>	<b>.087</b>
<b>Familytype</b>	<b>5.800</b>	<b>1</b>	<b>5.800</b>	<b>.318</b>	<b>.573</b>
<b>Age * Familytype</b>	<b>291.778</b>	<b>3</b>	<b>97.259</b>	<b>5.328</b>	<b>.001</b>
Error	7612.177	41	18.255		
Total	128799.000	425			
Corrected Total	8207.751	424			

a. R Squared = .073 (Adjusted R Squared = .057)

The actual result of the two-way ANOVA as either of the two independent variables or their interaction are statistically significant is shown in the "Tests of Between-Subjects Effects table", (the above table 2), The particular rows that should be noted from the above table are "Age", "Family Type" and "Age\*Family Type" rows, and these are highlighted in block characteristics in the above table. These rows inform that whether the independent variables (the "Age" and "Family Type" rows) and their interaction (the "Age\*Family Type" row) have a statistically significant effect on the dependent variable, "Post Purchase Dissonance". It is important to first look at the "Age\*Family Type" interaction as this determines how the results can be interpreted. From the "Sig." column it can be interpreted that there is a statistically significant interaction at the  $p = .001$  level when Age and Family Type interacts with the dependent variable post purchase dissonance. The next observation from the above table is that there was no statistically significant difference in mean post purchase dissonance between Joint Family and Nuclear Family ( $p = .573$ ), and there was also no statistically significant differences between various Age group categories ( $p = .087$ ). There is a statistically significant interaction between Age and Type of Family; hence an interpretation is made out of Tukey post hoc test results for the different age group categories, which can be found in the Multiple Comparisons table, as shown below:

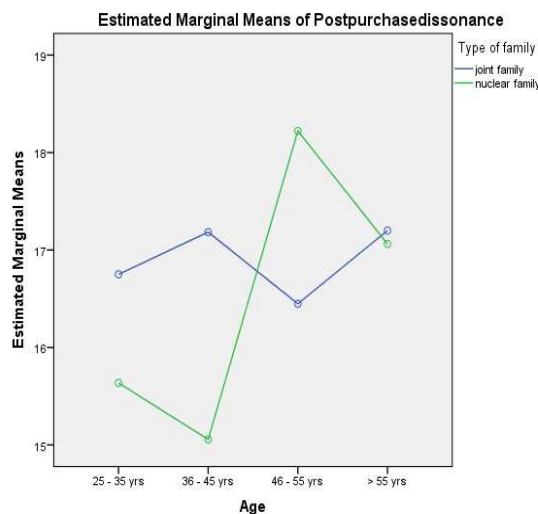
**Table 3: Post hoc for Age of the Respondents Across Post Purchase Dissonance**

Multiple Comparisons						
Dependent Variable: Postpurchasedissonance						
Tukey HSD						
(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
25 - 35 yrs	36 - 45 yrs	.13	.860	.999	-2.09	2.35
	46 - 55 yrs	-1.70	.836	.177	-3.86	.46
	> 55 yrs	-1.14	.973	.645	-3.65	1.37
36 - 45 yrs	25 - 35 yrs	-.13	.860	.999	-2.35	2.09
	46 - 55 yrs	-1.83*	.471	.001	-3.04	-.61
	> 55 yrs	-1.27	.685	.251	-3.04	.50
46 - 55 yrs	25 - 35 yrs	1.70	.836	.177	-.46	3.86
	36 - 45 yrs	1.83*	.471	.001	.61	3.04
	> 55 yrs	.56	.655	.828	-1.13	2.25
> 55 yrs	25 - 35 yrs	1.14	.973	.645	-1.37	3.65
	36 - 45 yrs	1.27	.685	.251	-.50	3.04
	46 - 55 yrs	-.56	.655	.828	-2.25	1.13

Based on observed means.  
 The error term is Mean Square(Error) = 18.255.  
 \*. The mean difference is significant at the .05 level.

The table 3 it can be understood that there is some repetition of the results, but regardless of which row to choose, to read from, the main interest lies in interpreting the differences between (1) 25 - 35 yrs (2) 36 - 45 yrs (3) 46 - 55 yrs (4) > 55 yrs. From the results, we can see that there is a statistically significant difference between the age group category of 36 – 45 yrs and 46 – 55 yrs at the levels (p = .001). The respondents who belong to the age category of 46 - 55 yrs experience higher post purchase dissonance than the respondents who belong to the age category of 36 – 45 yrs. The greater mean difference value of 1.83 for the respondents who belong to the age category 46 - 55 yrs and the lesser mean difference value of -1.83 for the age category of 36 – 45 yrs substantiate it.

The plot of the mean "Post Purchase Dissonance" score for each combination of groups of "Age" and "Type of Family" are plotted in a line graph, as shown below:



**Figure 1: Profile Plots Across Age and Family Type by Two Way ANOVA**

An interaction effect can usually be seen as a set of non-parallel lines. In this above graph the lines do not appear to be parallel (with the lines actually crossing). This indicates that, there exists a statistically significant interaction.

**CONCLUSIONS**

Post purchase dissonance happens among the women workers when their age and type of family interacts. The age group of 46 – 55 yrs who live in nuclear family experience higher post purchase dissonance. 46 – 55 years is an established age group category where they can analyse things in a carefully way. When they are living in a nuclear family, if at all they make mistakes they tend to learn by their own. If at all they have chosen wrong apparel they tend to detect it quickly and experience the dissonance. Hence it is an alarming sign for the marketers of working women that these age group categories living in a nuclear family should be handled carefully with the products which removes their dissonance. Functional oriented product and marketing strategy can be planned instead of symbolic or emotional type of strategies to reduce the post purchase dissonance.

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