

POST-PURCHASE ADVERTISEMENT READERSHIP BEHAVIOUR AND REPEAT PURCHASE INTENTIONS OF MOTOR VEHICLE CONSUMERS

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ABSTRACT

The study assesses post-purchase advertisement readership behaviour and repeat purchase intentions of motor vehicle consumers. The aim is to determine the prevalence of selective exposure, and the impact of motor vehicle features and dissonance respectively. The empirical analysis was undertaken on a sample of 200 new motor vehicle buyers. The results indicate that the majority of consumers do not engage in post-purchase selective advertisement readership behaviour. Furthermore, whilst motor vehicle features (make, model, dealership, month of purchases/time lapse after purchases) do not influence consumers' repeat purchase intentions, reported dissonance and the magnitude of cognitive dissonance experienced have a significant impact.

OPSOMMING

Hierdie studie evalueer die reaksie van verbruikers op advertensies nadat hulle 'n voertuig aangekoop het. Die doel was om vas te stel in watter 'n mate verbruikers selektief is met advertensies en watter effek voertuig-eienskappe en dissonansie op die moontlikheid het om weer dieselfde voertuig te koop. Die empiriese analise is uitgevoer op 'n steekproef van 200 eienaars van nuwe voertuie. Uit die resultate blyk dit dat die meerderheid van verbruikers nie advertensies selektief lees na 'n aankoop nie. Verder blyk dit dat die eienskappe van 'n motorvoertuig (fabrikaat, model, handelaar, maand van aankoop/tydsverloop na aankoop) nie 'n verbruiker beïnvloed om dieselfde voertuig weer te koop nie. Gerapporteerde dissonansie en die omvang van kognitiewe dissonansie na 'n aankoop, blyk tog 'n betekenisvolle impak te hê.

Fundamental to an understanding of a wide range of human behaviour is the study of the basic principles of human learning, memory and cognition. Cognition refers to the way people acquire, store and use knowledge. It is the process of organising information in our minds to achieve some desired end state (Ellis, 1978). Individuals as consumers engage in mental and cognitive activities throughout their daily lives. Learning enables consumers to continually integrate their past experiences with information gained from current stimuli (for example, advertisements) to create a useful framework to guide their activities, for example, during future purchases. Hence, an individual's cognitive processes (attention, encoding, attribution, thinking, reasoning, language, knowing, memory storage and retrieval, conceptual learning and strategy, and problem-solving) impact on consumer decision-making and thereby, influences consumption patterns and habits (Brewin, 1989). The intensity of consumers' cognitive processes varies widely across different consumers, environments, products, and purchase situations. Hence, an understanding of consumers' cognitions and information processing is necessary to marketers when developing, selecting, implementing and evaluating marketing strategies. Implementing marketing strategies involves placing marketing stimuli, for example, advertisements, in consumer environments "in order to affect their cognitions and behaviour" (Peter & Olson, 1987, p. 26). There exists a reciprocal and dynamic relationship between the elements, that is, cognition, behaviour and environment, the interaction of which is depicted in the consumer decision-making process.

The consumer decision-making process "is a sequential and reiterative series of psychological and physical activities" ranging from problem recognition to post-purchase behaviour (Markin, 1974, p. 503). The decision of the consumer is dependent upon various influencing variables that are operative at each of the five conceptualised stages. The first stage, problem recognition, begins when the individual perceives a difference between the ideal and the actual state of affairs. This incongruity triggers the onset of a state of motivated behaviour (the second stage), whereby the individual seeks relevant

information about potential solutions to the problem from the external environment, or activates knowledge from memory. Consumer search is "the mental and physical activities undertaken by consumers to provide information on recognised problems" (Walters & Bergiel, 1989, p. 21). It is basically a learning process by which the consumer becomes aware of alternative products or brands, specific stores, specific trading centres, prices of products, terms of sale and consumer services. This search process provides information that is necessary when evaluating alternatives in order to arrive at the choice that derives maximal benefits at minimum cost. It is selective since consumers choose data that is most in keeping with their wants and which is most likely to correspond with their views, beliefs, personality and attitudes. The search consumers engage in may be internal or external. The former concerns information from the consumer's experience that is reserved in memory. This kind of information is the outcome of the learning process, that is, recall of previous experiences with a product. When the individual engages in external search, it "is affected by individual differences and environmental influences" (Engel, Blackwell & Miniard, 1990, p. 477). The former includes consumer resources, motivation and involvement, knowledge, attitudes, personality, lifestyle and demographics. Environmental influences include personal information sources, business and marketing forces, neutral sources, economic, social and cultural influences. Advertising, in-store promotions and personal selling or sales staff depict business and marketing sources.

Consumer evaluation, the third stage in the decision-making process, is "the activity of identifying alternative solutions to a problem and determining the relative merits of each" (Walters & Bergiel, 1989, p. 23). When evaluating alternatives, consumers make a comparison among product features and store characteristics and pre-established criteria for evaluation. Evaluation criteria are the limits which consumers declare as being acceptable when searching for a solution to their problems. "Consumer decisions are taken by individuals seeking information, driven not only by their emotions but also by rational considerations where the decision maker takes a decision after identifying the best possible choice" (Van der Walt, Strydom, Marx & Jooste, 1996, p. 93). Evaluation brings the consumer right to the point of making a decision on a specific course of action. The most suitable choice is the one that comes

closest to the evaluation criteria formulated by the consumer. Personality and attitudes predominantly determine consumer evaluation and decision. The consumer's decision is also influenced by business and marketing variables. Store selection is considered an instrumental response needed to make a purchase, especially for durable goods. A great deal of alternative evaluation and choice occur in-store. "The result is that the impact of the store environment, sales personnel, service and other in-store influences have a great bearing both on how we evaluate alternatives and where we decide to make our purchases" (Hawkins, Best & Coney, 1986, p. 639). The consumer engages in purchases (the fourth stage) in order to seek greater satisfaction.

A crucial question from a marketing point of view, is whether the consumer is satisfied after the purchase is made. Hence, post-purchase assessment (the fifth stage) involves the consumer's evaluation of the performance of the product or service, in relation to the criteria, once it has been purchased. It is "the consumer's perception of the outcome of the purchase process" (Walters & Bergiel, 1989, p. 24). The post-purchase phase involves different forms of psychological processes consumers can experience after a purchase. Post-purchase learning means that after a purchase is made "the consumer discusses something of objective reality about a product or service, stores this new knowledge in long term memory, modifies relevant attitudes, and is ready for the next decision process with an improved base of knowledge" (Wilkie, 1990, p. 619). The result of purchasing can either be satisfaction or dissatisfaction (Walters & Bergiel, 1989; Engel, Blackwell & Miniard, 1990). Satisfaction/dissatisfaction refers to "an emotional response to an evaluation of a product or service consumption experience" (Wilkie, 1990, p. 622). A positive assessment of the purchase decision results in post-purchase satisfaction. Satisfaction occurs when the outcome, which may be a product, brand or store, and the conditions surrounding its purchase, are matched with the consumer's expectations. Conversely, a negative assessment results in post-purchase dissatisfaction. Consumers experience dissatisfaction when the outcome does not match their expectations or "when the alternative is perceived as falling short in significant ways" (Engel, Blackwell & Kollat, 1990, p. 481). Consumer responses to a dissatisfying purchase may be verbal or behavioural. Whilst a positive verbal response may cognitively reinforce purchase decisions, negative ones may result in rumours. Equally dangerous to the latter, is indifferent verbal responses or responses which can evoke suspicion among other potential consumers. The cognitive dimension recognises that "satisfaction is part of the dynamic purchase process and influences repurchase intentions" (LaBarbera & Mazursky, 1983, p. 393). Positive behavioural responses usually involve repeat purchase behaviour or brand loyalty in the case of satisfaction.

Sometimes consumers undergo post-purchase conflict and question whether they made the correct decision or should have selected another alternative. The consumer may experience doubt or anxiety, especially after making a difficult, important and rather permanent decision. This type of anxiety is called "post-purchase dissonance" (Hawkins, et al., 1986, p. 678). Dissonance occurs because "making a relatively permanent commitment to a chosen alternative requires one to give up the attractive features of the unchosen alternatives" (Hawkins, et al., 1986, p. 678). In some cases consumers may try to reduce such dissonance via changes in cognition and attitudes. "They will find a balance in their psychological field by seeking supportive information or distorting information regarding the product or service" (Rousseau in du Plessis, Rousseau & Blem, 1990, pp. 53 - 54). This response is termed "cognitive dissonance" (Rousseau in du Plessis, et al., 1990, p. 54). During the process of post-purchase evaluation, consumers encounter new information that results in learning and change in attitudes with regards to the products consumed. "Post-decision information is necessary to determine decision outcomes, evaluate decision effectiveness, and assess the decision process itself" (Peterson, 1988, p. 25). Hence, the sequence of activities in post-purchase assessment includes "product decision, dissonance, assessment, resolution and feedback" (Walters & Ber-

giel, 1989, p. 474). Post-purchase responses are crucial to marketers and business firms in order to determine whether consumer attitudes towards their product or service changes negatively or positive! Undoubtedly, successful marketing strategies are confirmed in the case of positive responses. However, in the case of negative responses, "they provide guidelines for corrective action" (Rousseau in du Plessis, et al., 1990, p. 54).

Although post-purchase assessment is the final stage in the consumer decision-making process it is not necessarily the end. The information gained as a result of purchasing and post-purchase evaluation is stored in the individual's memory as part of his/her experience. The consumer would recall this information when entering into another purchase decision-making process. In other words, "regardless of the outcome, post-purchase evaluation is a learning process that provides feedback to the consumer and is stored as information for future reference" (Assael, 1987, p. 29). "Thus, the purchase is, in one sense, a continual process. The end of one purchase decision is the beginning of another" (Walters & Bergiel, 1989, p. 27).

Statement of the problem

- To what extent does selective advertisement readership behaviour prevail after the purchase of a motor vehicle?
- To what extent do motor vehicle consumers reflect intentions to engage in repeat purchase behaviour?
- What motivates consumers to repurchase and how do motor vehicle consumers justify their intentions not to engage in repeat purchases of the product?
- Do motor vehicle features (make, model, dealership of purchases, range of vehicle) impact on intentions to engage in repeat purchases?
- To what extent does reported dissonance impact on post-purchase advertisement readership behaviour and intentions to engage in repeat purchases respectively?
- To what extent does the magnitude of cognitive dissonance experienced impact on post-purchase advertisement readership behaviour and intentions to engage in repeat purchases respectively?

Hypotheses

Due to limited space, only the alternative hypotheses will be given here.

Hypothesis 1

There is a significant relationship between reported dissonance and post-purchase advertisement readership behaviour.

Hypothesis 2

There is a significant relationship between the magnitude of cognitive dissonance experienced and post-purchase advertisement readership behaviour.

Hypothesis 3

There is a significant relationship between the respective motor vehicle features (make, model, dealership of purchases, range of vehicle) and intentions to engage in repeat purchases.

Hypothesis 4

There is a significant relationship between reported dissonance and intentions to engage in repeat purchases.

Hypothesis 5

There is a significant relationship between the magnitude of cognitive dissonance experienced and intentions to engage in repeat purchases.

METHOD

Sample

A sample of 200 brand new motor vehicle buyers was drawn using the stratified random sampling technique. Only new motor vehicle buyers (within Kwa-Zulu Natal) who concluded their purchases in one major, reputable and leading motor vehicle manufacturing company and who owned the vehicle

for a maximum period of seven months were considered, so as to avoid cognitive intrusion. The sample was proportionately stratified on the basis of four controls or criteria (range of motor vehicle purchased, month of purchases, gender and age of the buyer) since these subgroups are expected to have different parameters on the magnitude of cognitive dissonance experienced. Representativeness was achieved by drawing a proportional frequency of consumers in the different ranges of motor vehicles purchased. The motor vehicles purchased were divided into 'bottom of the range' (47.25 % of sample), 'middle of the range' (33.75 %) and 'top of the range' (19 %) on the basis of price. Secondly, representation of male (47 %) and female (53 %) motor vehicle consumers were needed to establish whether the prevalence and magnitude of cognitive dissonance is related to gender. Age and time of purchases served as two further controls. The sample ranged from 20 to 65 years with a preponderance of candidates in the age group 30 – 39 years. The adequacy of the sample was determined on the basis of the Kaiser–Olkin Measure of Sampling Adequacy (0.87062) and the Bartlett Test of Sphericity (21 059.071), which respectively showed suitability and significance. The results indicate that the normality and homoscedasticity preconditions are satisfied.

Instruments

The measuring instrument was a self-developed, pre-coded, standardised questionnaire comprising of Sections A and B. Section A relates to Biographical Data and Motor Vehicle Specific Variables (make, model, dealership of purchases, range of vehicle). Section B comprises of variables impacting on the magnitude of cognitive dissonance experienced (dissonance arousal factors), measured using the 1-5 point Likert scale. Furthermore, subjects' exposure to advertisements after their motor vehicle purchases, was assessed. Three pre-coded options were provided, they are:

- 'Read advertisements of purchased make only',
- 'Observed advertisements of other unselected makes but did not pay attention to the content',
- 'Read advertisements of selected makes and unselected makes equally' and the respondent was required to mark a cross (X) in the appropriate box from the options provided.

The objective was to determine whether recent automobile purchasers adopt selective exposure to information as a dissonance reduction technique. In addition, respondents were required to indicate on a dichotomous response scale, that is, 'Yes' or 'no', whether they would purchase the selected make of vehicle again or not. The reasons for possible repeat purchases were determined by providing eight option categories, namely, 'Excellent Performance', 'Quality Service', 'Economical', 'Like the Style', 'Roominess', 'Suitable Price', 'Popular', 'Like to stay with the tried and tested'. The reasons for prospective switching behaviour were also determined by providing eight option categories, namely, 'Poor Performance', 'Poor Service', 'Too expensive to maintain', 'Dislike the Style', 'Lacks roominess', 'Too expensively priced', 'Unpopular', 'need a change'. The subject was required to respond by marking a cross (X) in the appropriate box from the options provided. The aim was to determine whether or not the level of dissonance experienced would have an impact on subsequent purchases.

Procedure

The mail survey was used and hence, the questionnaires were self-administered. The questionnaire, together with a covering letter indicating the purpose and need for the study was posted to sample subjects, using the Postal Services. Each respondent was contacted telephonically informing them of the arrival of the questionnaire, already posted. The questionnaires were numbered so as to follow up on non-responses. Those who did not respond within two weeks were again telephoned to remind them of the purpose of the study, so as to ensure a suitable response rate. A self-addressed envelope and stamp was provided so respondents need not bear a financial cost, thereby increasing the return rate.

Statistical Analysis

The validity and reliability of the questionnaire was determined using Factor Analysis and Cronbach's Coefficient Alpha respectively. Twenty-two factors with latent roots greater than unity were generated. The reliability estimate (Cronbach's Coefficient Alpha = 0.8908) indicates the questionnaire is highly reliable and can consistently measure the dimensions of the magnitude of cognitive dissonance it is designed to measure. Descriptive statistics were used to analyse consumers' post-purchase advertisement readership behaviour, repeat purchase intentions and reasons for the latter. The relationship between repeat purchase intentions and motor vehicle features were deduced using chi-square analyses. Post-purchase advertisement readership behaviour based on the level of dissonance (reported dissonance, magnitude of cognitive dissonance) was determined using Kruskal-Wallis One-Way Analysis of Variance. The relationship between dissonance (reported dissonance, magnitude of cognitive dissonance) and post-purchase intentions was determined using Pearsons Product Moment Correlation Coefficient.

RESULTS

Post-purchase advertisement readership behaviour

Post-purchase advertisement readership behaviour was assessed using 3 categories (Table 1).

Table 1
Post-purchase advertisement readership behaviour

ADVERTISEMENT READERSHIP CHARACTERISTIC	N	%
Read advertisements of purchased make only	20	10.0
Observed advertisements of other unselected makes but did not pay attention to the content	25	12.5
Read advertisements of selected makes and unselected makes equally	155	77.5
TOTAL	200	100.0

It can be observed from Table 1 that 75.5% of motor vehicle consumers read advertisements of both the selected makes of cars and foregone alternatives to an equal extent. Furthermore, 10 % of motor vehicle consumers read advertisements of the purchased make only and 12.5% of them observe advertisements of other unselected makes but do not pay attention to the content.

Analyses were also undertaken to determine whether a significant difference exists in the post-purchase advertisement readership behaviour of consumers with varying levels of reported dissonance (Table 2).

Table 2
Kruskal-Wallis one-way analysis of variance:
Reported dissonance

VARIABLE	CORRECTED FOR TIES H	p
Advertisement readership behaviour	1.5759	0.4558

From Table 2 it can be concluded that there is no significant difference in the post-purchase advertisement readership behaviour of consumers with differing degrees of reported dissonance. Hence, Hypothesis 1 is rejected.

The relationship difference in the post-purchase advertisement readership characteristics of consumers with differing magnitudes of cognitive dissonance experienced were also analysed (Table 3).

Table 3
Kruskal-Wallis one-way analysis of variance:
Magnitude of cognitive dissonance experienced

VARIABLE	CORRECTED FOR TIES	
	H	P
Advertisement readership behaviour	0.229	0.9866

Since $p > 0.05$ it can be deduced from Table 3 that there is no significant difference in the after purchase advertisement readership habits of consumers who experience varying degrees of cognitive dissonance. Hence, Hypothesis 2 is rejected.

Repeat purchase intentions and behaviour

Consumers' intentions to engage in repeat purchase behaviour of the motor vehicle selected was analysed using two categories (Table 4).

Table 4
Frequency analysis:
Intention to repurchase selected motor vehicle

INTENTION TO REPURCHASE	N	%
Yes, would repurchase selected motor vehicle	178	89
No, would not repurchase selected motor vehicle	22	11
TOTAL	200	100

From Table 4 it can be deduced that whilst the majority of the consumers (89 %) indicated their intention to repurchase the selected motor vehicle in the future only 11 % reflected intentions not to repurchase the selected make of car.

Reasons for intentions of the 89 % of the respondents to repurchase the selected motor vehicle were analysed (Table 5). Each respondent was requested to reflect only one reason, that is, the most important reason for their intentions to engage in repurchases.

Table 5
Frequency analysis: Reasons for intention to engage in repeat purchases of selected motor vehicle

REASON	N	%
Excellent Performance	45	22.5
Quality Service	13	6.5
Economical	34	17.0
Like the Style	5	2.5
Roominess	2	1.0
Suitable Price	25	12.5
Popular	3	1.5
Like to 'stay with the tried and tested'	47	23.5
Good Resale Value	7	3.5
TOTAL	178	89.0#

11 % of the respondents reflected intentions not to engage in repeat purchase behaviour when engaging in future motor vehicle purchases.

Table 5 reflects the reasons for intentions to repurchase in descending level of priority to be as follows:-

- Like to 'stay with the tried and tested' (23.5 %).
- Excellent performance of motor vehicle selected (22.5 %).
- Economical (17.0 %).
- Suitable price (12.5 %).
- Quality service received (6.5 %).
- Good resale value of motor vehicle (3.5 %).
- Like the style (2.5 %).
- Popularity (1.5 %).
- Roominess of vehicle (1 %)

Reasons for intentions not to engage in repurchase of the selected motor vehicle were also investigated (Table 6).

Table 6
Frequency analysis: Reasons for intentions not to engage in repurchase behaviour of selected motor vehicle

REASON	N	%
Poor Performance	3	1.5
Poor Service	10	5.0
Too expensively priced	1	0.5
Need a change	8	4.0
TOTAL	22	11.0 #

89 % of the consumers reflected intentions to engage in repeat purchase behaviour when selecting a motor vehicle in the future.

Table 6 displays the reasons for intentions not to engage in repeat purchases of the selected motor vehicle in descending level of priority as:-

- Poor service (5 %).
- Need a change (4.0 %).
- Poor performance (3 %).
- Too expensively priced (0.5 %).

Intentions to engage (or not) in repeat purchases of the selected motor vehicle were analysed in relation to the make, model, dealership and range of motor vehicle purchased from respectively (Table 7).

Table 7
Chi-Square: Intentions to engage in repeat purchase behaviour

VARIABLE	r	DEGREES OF FREEDOM	SIGNIFICANCE (p)
Make	3.3226	2	0.1899
Model	13.2563	7	0.0661
Dealership	11.1222	10	0.3481
Range of vehicle	2.1240	2	0.3458

The results in Table 7 indicate that the intentions to engage in repeat purchase behaviour (or not to) are not related to the make, model or range of motor vehicle purchased nor are they related to the dealership of purchases, at the 5 % level of significance. Hence, Hypothesis 3 is rejected.

The impact of the level of reported dissonance on intentions to engage in repeat purchases of the selected motor vehicle (or not) was analysed. The mean rating on the level of reported dissonance was determined. Those consumers with scores less than the mean rating were considered to report low, if not insignificant, levels of reported dissonance and those respondents with scores greater than the mean rating were seen to report high, if not very significant, levels of reported dissonance. These two categories (low levels of reported dissonance, high levels of reported dissonance) were cross-tabulated with intentions to engage in repeat purchases of the selected motor vehicle, or not (Table 8).

Table 8
Pearson Chi-Square: Level of reported dissonance

VARIABLE	r	DEGREES OF FREEDOM	SIGNIFICANCE (p)
Intention to engage in repeat purchases of selected motor vehicle	10.6482	1	0.0011 *

* $p < 0.05$

Since $p < 0.05$ it can be deduced from Table 8 that there is a significant relationship between the level of reported dissonance and intentions to engage in repeat purchases of the selected motor vehicle (or not) at the 5 % level of significance. Hence, Hypothesis 4 may be accepted.

The relationship between the magnitude of cognitive dissonance experienced by motor vehicle buyers and their intentions to engage in repeat purchases of the selected motor vehicle was also assessed (Table 9).

Table 9
Pearson Chi-Square:
Level of cognitive dissonance experienced

VARIABLE	r	DEGREES OF FREEDOM	SIGNIFICANCE (p)
Intention to engage in repeat purchases of selected motor vehicle	0.9962	1	0.0016 *

* p < 0.05

From Table 9 it can be concluded that there is a significant relationship between the magnitude of cognitive dissonance experienced by motor vehicle consumers and their intentions to engage in repeat purchases of the selected motor vehicle, or not, at the 5 % level of significance. Hence, Hypothesis 5 may be accepted.

DISCUSSION

Post-purchase advertisement readership behaviour

The results indicate that the majority of consumers (75.5 %) read advertisements of both the selected makes of cars and foregone alternatives to an equal extent and thus, do not engage in selective exposure. Walters & Bergiel (1989) offers a possible explanation for such behaviour by concluding, if the consumer wants something very badly, it will take a great deal of inconsistent information to cause that individual to doubt either the product or the decisions associated with its purchase. However, numerous researchers (Brown, 1961; Ehrlich, Guttman, Schonbach & Mills, 1957) indicate the existence of enhanced advertising readership by recent automobile purchasers. In this study, post-purchase selective exposure is displayed by the 10 % of motor vehicle consumers who read advertisements of the purchased make only and to some degree, by a further 12.5 % of the motor vehicle buyers who observed advertisements of other unselected makes but do not pay attention to the content. Similarly, the results of Mill's (1965) experiments "establish that dissonant information is avoided and also provide additional evidence of the tendency to seek out consonant information". Furthermore, Brown (1961) and Ehrlich et al. (1957) noted in their studies that the readership of motor vehicle advertisements tend to be higher among owners of a specific make than among non-owners. The results in Brown's (1961) study indicate that 90 % of the people who had recently purchased a Ford, read Ford advertisements. Similarly, Ehrlich et al. (1957) found in their study that on the average, new car owners noticed magazine automobile advertisements featuring the car they had just purchased nearly twice as often as advertisements for automobiles they had considered but not purchased. However, Engel (1963) offers little evidence that the new car purchaser is a dissonant consumer engaging in selective exposure. Engel (1963, p. 58) maintains, "advertisements previously escaping attention now may be noticed and recalled by the purchaser because the automobile has entered his life pattern in a new and important way. It is expected that he would be sensitive to such advertisements".

Furthermore, there is no significant difference in the post-purchase advertisement readership behaviour of consumers with differing degrees of reported dissonance. Hence, the level of reported dissonance does not influence whether motor vehicle consumers read advertisements of selected makes only or those of other makes as well.

It can also be deduced that there is no significant difference in the after purchase advertisement readership habits of consumers who experience varying degrees of cognitive dissonance. Hence, the amount of post-purchase dissonance experienced does not influence advertisement readership behaviour.

Repeat purchase intentions and behaviour

Post-purchase evaluation typically results in some change in the consumer. The purchase experience impacts on future buying behaviour. If the feedback is complete satisfaction, similar purchase behaviour will be reinforced and repeated to solve a similar problem in the future. Bearden & Teel (1983, p. 21) found satisfaction influences attitude change and repeat purchase intention, whilst Churchill & Surprenant (1982) concluded that perceived performance is a determinant of consumer satisfaction. The findings of Oliver (1980, p. 461) therefore lend support and indicate, "a dissatisfying product purchase should decrease one's inclination to repurchase". Oliver (1977, p. 485) concluded, the level of expectation is therefore, related to post-exposure judgements ("affect and intention to buy"). Similarly, in this study it was observed that the majority of the consumers (89 %) indicated their intention to repurchase the selected motor vehicle in the future. Only 11 % reflected intentions not to engage in repeat purchases of the chosen motor vehicle. From the study it is evident that the main criteria for repeat purchase behaviour are reflected as being related to reputation of motor vehicle, that is, 'staying with the tried and tested', performance and economy of motor vehicle. The intention 'to stay with the tried and tested' depicts a sense of brand loyalty amongst 47 % of the motor vehicle consumers, a strategy often adopted in attempts to avoid post-purchase cognitive dissonance. This explain why consumer satisfaction has become a growing and crucial construct in marketing and consumer behaviour and justifies LaBarbera & Mazursky's (1983, p. 402) demonstration of the importance of satisfaction in explaining the behaviour of repeat purchasers and brand switchers.

These results indicate that the perceived quality of service influences consumers' intentions to engage in repeat purchase behaviour with regards to motor vehicles. Variety or the need for a change also surfaced as a key reason for non-repeat purchases. These consumers have not necessarily experienced dissatisfaction or incomplete satisfaction with the purchased motor vehicle, but may have a desire for change and variety. Such consumers may be classified as innovative and adventurous shoppers. Performance and price of the motor vehicle was negatively perceived by a negligible percentage of the consumers, that is, 3 % and 0.5 % respectively.

Further analyses indicated that the intentions to engage in repeat purchase behaviour (or not) are not related to the make, model or range of motor vehicle purchased nor are they related to the motor vehicle dealerships.

In addition, there is a significant relationship between the level of reported dissonance and intentions to engage in repeat purchases of the selected motor vehicle (or not) at the 5 % level of significance. Hence, those consumers who report low, if not insignificant levels of dissonance are more likely to engage in repeat purchases of the selected make and model of motor vehicle. Conversely, those consumers who reflect high and significant levels of reported dissonance have a greater probability of not engaging in repeat purchases of the selected motor vehicle.

The impact of the level of cognitive dissonance experienced on intentions to engage in repeat purchases of the selected motor vehicle (or not) was investigated. The mean rating on the magnitude of cognitive dissonance experienced was calculated. Those respondents with scores less than the mean rating were considered to report low, if not insignificant, levels of cognitive dissonance experienced during the purchases of the motor vehicle. Conversely, those consumers with scores greater than the mean rating were considered to display high levels of cognitive dissonance experienced during the motor vehicle purchases. These two classifications (low levels of experienced cognitive dissonance, high degrees of experienced cognitive dissonance) were correlated with intentions to engage in repeat purchases of selected motor vehicles, or not (Table 9). It was found that there is a significant relationship between the magnitude of cognitive dissonance experienced

by motor vehicle consumers and their intentions to engage in repeat purchases of the selected motor vehicle, or not, at the 5 % level of significance. Hence, those consumers who experienced low, if not insignificant, levels of cognitive dissonance are more likely to engage in repeat purchases of the make and model of motor vehicle bought. However, those consumers who experienced high levels of cognitive dissonance are more likely not to engage in repeat purchases of the selected motor vehicle.

Post-purchase evaluation typically results in some change in the consumer. The purchase experience impacts on future buying behaviour. Feedback or information transmitted to the central control unit, as a result of post-purchase evaluation, may range from complete satisfaction with the purchase to complete dissatisfaction. If the feedback is complete satisfaction, similar purchase behaviour will be reinforced and repeated to solve a similar problem in the future. Hence, the marketing manager should monitor consumers' evaluation of the product to ensure that the product continues to receive favourable evaluations on the evaluative criteria.

If the feedback to the consumer's central control unit is partial satisfaction, "the outcome might be discontinuance of the purchase behaviour, continuance of the purchase behaviour but with some reservations, or modification of the purchase behaviour" (Block & Roering, 1976, p. 340). The results of this study indicate, whilst repeat purchase intentions are not influenced by the motor vehicle features (make, model, dealership of purchases, range of motor vehicle), reported dissonance and the magnitude of cognitive dissonance experienced have a significant impact. Post-purchase evaluations resulting in partial satisfaction or dissatisfaction present benefits for the marketing manager who can convert these consumers into marketing opportunities. The marketer is able to identify consumer problems, and develop new product concepts to solve these problems. Hence, adequate attention to post-purchase considerations enables marketers to understand the various ways in which dissonance is aroused and provides a number of profit opportunities to business organisations.

Often consumers search for information after purchases as a means to reduce uncertainty. The results of the study indicate that the majority of motor vehicle consumers read advertisements of the selected makes and unselected makes of motor vehicles equally. In other words, the majority of automobile consumers do not engage in post-purchase selective exposure. Furthermore, reported dissonance and the magnitude of cognitive dissonance experienced do not influence post-purchase advertisement readership behaviour. This enhances the role of advertising and after-sales efforts. Companies therefore, need to design certain advertisements for recent purchasers in the hope that these advertisements will help to reduce dissonance, or bolster confidence in the correctness of their purchase decision.

The goal of all marketing effort is to achieve maximum profitability and consumer satisfaction. These objectives can only materialise by developing effective marketing strategies via a proper analysis and evaluation of consumers and their behaviour and cognitions as they operate in the marketplace. Taking cognisance of the findings of this study can contribute to the development of effective marketing strategies especially aimed at the motor vehicle consumer market.

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