

Research Papers

FISCAL REDISTRIBUTION AND INCOME INEQUALITY IN SAARC NATIONS

Simrit Kaur, Monika Gaur

COPING STRATEGIES ADOPTED BY DUAL MILITARY COUPLES IN THE INDIAN ARMY

G. S Batra, Sukhpreet Kaur Thind

USAGE & AFTERMATH OF SOCIAL NETWORKING SITES: A STUDY OF FEMALE YOUTH

Rashmi Bindra, Namita Kochhar, Navreen

A STUDY ON PSYCHOLOGICAL WELL-BEING WITH RESPECT TO LIFE SATISFACTION AMONG ADULTS

Sakshi Prakash, Vinay Joshi

DEMOGRAPHIC PREDICTORS OF ADOPTION OF E-BOOKS: EXPERIENCE FROM INDIA

Aakriti, Arunachal Khosla, Monica Bedi

FARMERS' OPINION TOWARDS AGRICULTURE CREDIT SANCTIONED BY VARIOUS FINANCIAL INSTITUTIONS IN PUNJAB

Munish Malhotra, Sanjeev K. Bansal

AN ANALYSIS OF RELATION BETWEEN EMOTIONAL INTELLIGENCE AND SELF-LEADERSHIP AMONG TRIBAL STUDENTS IN ARUNACHAL PRADESH

Kakali Goswami, Jomyir Barga

SUSTAINABILITY THROUGH DIGITALIZATION IN LUXURY MARKETS DUE TO THE COVID -19 PANDEMIC

Vikas Nath, Bhavika Batra

STUDY OF THE EFFECTS OF COVID-19 ON THE VOLATILITY OF THE INDIAN STOCK MARKET

Baneswar Kapasi, Lalit Kumar Joshi

A STUDY ON CONSUMER ATTITUDE TOWARDS GOOGLE PAY

Amarinder Singh, Amanjot Kaur

THE PLIGHT OF WOMEN WORKERS IN UNORGANIZED MANUFACTURING SECTOR IN PUNJAB, A THEMATIC ANALYSIS

Reetika Dadheech, Dhiraj Sharma

IMPACT OF FACEWORK AS A MODERATOR ON CULTURE AND BEHAVIORAL INTENTION TOWARDS COUNTERFEIT PRODUCTS: A RE-VIEW STUDY

Laxmi Roy Singh, Sunpreet Singh Sahni

POST-PURCHASE BEHAVIOUR OF CONSUMERS OF DURABLE GOODS

Anil Kumar K, Pradeep Kumar PS

LEVERAGING GHRM TO ACHIEVE ENVIRONMENTAL SUSTAINABILITY WITH THE MODERATING ROLE OF ENVIRONMENT KNOWLEDGE

Aaisha Khatoon, Humaira Fatima

ASSESSING THE ROLE OF SPIRITUALITY AND SUBJECTIVE NORMS ON PURCHASE INTENTION OF FASHION PRODUCTS: A REVIEW

Teena Agarwal, Navneet Gera

ROLE OF EDUCATION IN EXPLAINING THE COMPONENTS OF TOTAL FACTOR PRODUCTIVITY IN WORLD ECONOMY

Bhavna Tiwari, Nisha Bhargava

AN EMPIRICAL INVESTIGATION ON EMOJI MARKETING PERSPECTIVE

Ashish Mathur, Sona Vikas

INFLUENCE OF ADVERTISEMENT MEDIA ON CUSTOMERS AWARENESS AND PURCHASE DECISION OF APPAREL BRANDS

Nilesh Anute, Anand Deshmukh

SOCIO-ECONOMIC PERSPECTIVE OF RURAL ENTREPRENEURSHIP DEVELOPMENT IN MOKOKCHUNG DISTRICT OF NAGALAND

Amrendra Kumar, Lipoktoshi

THE IMPACT OF REALITY SHOWS ON CHILDRENS: A STUDY OF CHANDIGARH SCHOOL STUDENTS

Archana Sharma, B.S. Bhatia

IMPACT OF COMPANIES ACT, 2013 ON ENVIRONMENTAL REPORTING PRACTICES OF INDIAN CONGLOMERATES

Ramnik Kaur, G.S. Batra

IS SEGMENT FACTORS AFFECTED CROWDING CONDUCT? (STUDY ON RETAIL MUTUAL FUND INVESTOR'S)

Ankita Nagpal, Mansi Chadha

IMAGE CLASSIFICATIONS ON COVID 19 CXR IMAGES USING BINARY PATTERN PYRAMID FILTER

S. M. Manimegalai, T.Ramaprabha

WORD-OF-MOUTH MARKETING AND DIGITAL STREAMING: A SUSTAINABLE SOLUTION FOR COVID DROWN INDIAN MOTION PICTURE INDUSTRY?

Anoop Tom Thomas, Antony Joseph K

FACTORS INFLUENCING THE CHOICE OF HOTELS IN HARYANA: AN EXPLORATORY STUDY

Ankita Gupta

VIRTUAL CLASSROOM CHALLENGES AND OPPORTUNITIES IN COVID TIMES

Rachna Madaan, Sandhya Prakash

IMPACT OF MACHINE LEARNING ON LABOUR MARKET IN DEVELOPING COUNTRIES

Munshi Ram, Kirti Jha

PERFORMANCE OF PUBLIC AND PRIVATE SECTOR BANKS: AN EVALUATION

Jasneet Kamboj, B.S Bhatia, Santosh Bali

EXPLORING GAP BETWEEN EXPECTATIONS AND PERCEPTION OF PATIENTS ON VARIOUS SERVICE QUALITY FRONTS IN SELECTED PRIVATE MULTI-SPECIALTY HOSPITALS

Bharat Bhushan Singh, Shilpa Khanna

AGRICULTURAL PRODUCTIVITY, EDUCATION, TRAINING AND TECHNICAL ADVICE: AN ANALYSIS FOR RURAL INDIAN HOUSEHOLDS

Shilpi Chhabra, Simrit Kaur

PIMT

Journal of Research

Volume-13, No.- 4 (C) (July-September) 2021

ISSN No: 2278-7925

UGC Care Listed Journal

PATRONS

Sh. Naresh Aggarwal, Chairman

Sh. Raj Kumar Goyal, President

Sh. Nitin Saggar, Secretary

EDITOR -IN- CHIEF

Dr. Manisha Gupta, Director



Published By

Punjab Institute of Management & Technology

(Estd. In 1997, Approved by AICTE, New Delhi, Affiliated to IKG PTU, Jalandhar)

(Near GPS, Mandi Gobindgarh) Vill. Alour, Khanna -141401, Distt, Ludhiana, Punjab, India

POST-PURCHASE BEHAVIOUR OF CONSUMERS OF DURABLE GOODS

*Anil Kumar K **Pradeep Kumar PS

*Principal, Pazhassiraja College, Pulppally, Vyanad (District), Kerala

**Associate Professor of Commerce, SAS SNDP Yogam College, Pathanamthitta (Dist), Kerala

ABSTRACT

Post-purchase behaviour refers to how a customer thinks, feels, and behaves after making a purchase. This is the stage at which a customer determines whether or not they are satisfied with their purchase. How they feel will influence their decision to make additional purchases from the brand. Post-purchase is also a period during which the customer can influence whether or not other customers purchase from the marketer. It's human nature to extol the virtues of a recent purchase, whether on social media or in person. Occasionally, customers experience anxiety following a purchase. They've just spent their money, and it's natural for them to wonder whether it was well spent. The purpose of this paper is to examine the factors that influence consumers' post-purchase behaviour when it comes to electronic and white durable goods. Additionally, the post-purchase behaviour of the two types of goods is compared.

Key words: Post-purchase behaviour, Consumers – Durable goods, customer experience, influence of a recent purchase, behaviour research, electronic and white durable goods.

1. INTRODUCTION

Consumer behaviour is the examination of an individual's, organization's, or group's behaviour in order to ascertain how they acquire, select, use, and dispose of goods, services, experiences, or ideas in order to meet their needs and desires (Philip kotler et.al, 2009). It combines psychological, sociological, social anthropological, marketing, and economic concepts. It aims to comprehend how emotions influence both individual and group purchasing behaviour. It aims to gain a thorough understanding of an individual's various characteristics, such as demographics and behavioural variables, in order to ascertain his or her needs. Additionally, it attempts to sway the consumer through the influence of groups such as friends, family, reference groups, and society. Consumer behaviour is the study of how consumers make purchasing decisions or how they allocate their available resources, such as money, effort, and time, to consumption-related items. Not only is the study interested in what consumers purchase, but also in why they purchase it, when, where, and how they purchase it, and how frequently they purchase it. Consumer behaviour research occurs at each stage of the consumption process, that is, prior to, during, and following the purchase.

2. STATEMENT OF THE PROBLEM

Post-purchase behaviour refers to the stage of the decision-making process during which the consumer expresses his or her reaction to the purchase. Even after a consumer makes a purchase, the marketer's job does not end with that transaction. Consumers may be satisfied or dissatisfied with their purchase after they make it. If the product's perceived performance falls short of the consumer's expectation, he will be dissatisfied. He will be satisfied if the product's

perceived performance lives up to his expectations. And he will be delighted if the product's performance exceeds his expectations. The cost of acquiring a new customer is greater than the cost of retaining an existing customer for a marketer. As a result, a marketer's primary objective should be to satisfy the customer. A negative word of mouth spreads more quickly than a positive one. If a customer is satisfied, he or she will tell others about the product, which helps generate new business. Simultaneously, he will inform additional people if he is dissatisfied. As a result, marketers should monitor and solicit feedback from consumers on a regular basis. The purpose of this article is to examine the various factors that influence a consumer's post-purchase behaviour.

3. REVIEW OF LITERATURE

Day and Ash (1979) investigated the factors that contribute to consumer dissatisfaction and their complaining behaviour. Consumer durables were categorised into 63 distinct categories. It was discovered that the reasons for dissatisfaction and subsequent actions varied significantly across product categories. Concerning dissatisfaction reasons, a greater emphasis was placed on product quality.

Marsha and Peter (1991) investigated changes in post-purchase satisfaction with durable goods purchases. Over the course of ownership, consumers with a high level of product involvement expressed slightly higher levels of satisfaction with their automobiles than consumers with a low level of product involvement. However, two months after purchase, consumers with a high level of product involvement expressed low satisfaction, while those with a low level of

product involvement expressed high satisfaction.

Batra and Kazmi (2004) examined whether the purchase process has an effect on consumers' post-purchase behaviour. Satisfaction was found to be a function of both the initial performance expectation for the product and its perceived performance.

Hitesh (2010) concluded that a competitive market offers both opportunities and threats to both consumers and producers. It has become critical to enhance core products through value addition in order to increase customer satisfaction in a similar price range. Not only can quality improvements stimulate replacement demand or demand for a second piece in households, but so can improvements in customer service following the sale. Tam, (2011) examined the moderating effect of purchase importance in the customer satisfaction formation process and in loyalty intentions. A survey was conducted and results showed that perceived performance has a stronger influence on satisfaction when purchase importance is low, whereas satisfaction seems to be influenced both by disconfirmation and perceived performance when purchase importance is high.

According to Ramsy & Skov (2014), despite decades of scientific study, much remains unknown about the effects of brands on perception. The study's findings contribute to our understanding of the relationship between emotions, valence, attention, and consciousness, particularly how brands

influence emotional processing, resulting in significant changes in attention and subsequent cognitive processing.

4. OBJECTIVE OF THE STUDY

The objective of the study is to analyze the post purchase behavior of consumers in relation to durable goods differentiating between Electronic Goods and White Goods. The objective included the analysis of the factors influencing the post purchase behavior of consumers, ranking in the order of importance and the comparison between Electronic and White Durable Goods.

5. RESEARCH METHODOLOGY

This is a type of descriptive study. The purpose of the study is to ascertain the facts regarding various aspects of consumer behaviour regarding durable goods.

The study makes use of both primary and secondary data. Primary data are gathered from randomly selected sample of household consumers. The study employs both random sampling and non-probabilistic sampling techniques. Ward and Panchayaths are selected using a random sampling technique. The households were chosen using a non-probabilistic sampling technique. The study's unit of analysis is a single household consumer of durable goods.

The customer sample size is set at 624 and is drawn from three districts in Kerala.

Number of households selected from each district is depicted in Table 1

Table 1 Number of Households Selected for the Study

Corporations	TVM	EKM	KZKD	TOTAL
Municipalities	75	77		
Grama Panchayats	24	54	66	218
Total	126	126	24	102
	225	257	52	304
			142	624

A pilot study was conducted to ensure that the research questions and methods chosen were appropriate.. Scale refinement and validation were done by conducting tests of Reliability, Content validity, Face validity, Convergent validity, and Normality

6. RESULTS AND DISCUSSION

6.1 Factors Affecting Post Purchase Behavior of Consumers

The Post purchase behavior of a consumer is affected by many variables. They are listed in Table 2

Table 2 Factors Affecting Post Purchase Behavior of Consumers

PPB1	Attachment to the brand	PPB13	Want to sell if dissatisfied
PPB2	Believe that no other alternatives	PPB14	Return/Exchange policy of the seller
PPB3	Like to buy same brand again	PPB15	Able to use the product very well
PPB4	Want others to realize the name of the brand	PPB16	Easy to dispose off
PPB5	Positive feeling about selected brand	PPB17	Greater perceived performance
PPB6	Supplier response to complaints	PPB18	Warn friends against seller
PPB7	Maintenance Cost	PPB19	Returning the product
PPB8	Reliability of advertisement	PPB20	Boycotting & Brand switching
PPB9	Performance of the product	PPB21	Complaining to the seller
PPB10	Service during warranty period	PPB22	Complaining to the relevant govt./non govt. bodies

PPB11	After sale service after warranty period	PPB23	Taking feedback from consumer to improve service quality
PPB12	Resale value	PPB24	Regret about the purchase

The measurement model of post purchase behaviour to test the convergent validity is considered here. The following hypotheses are being tested.

H₀: Construct PPB1 to PPB24 has no effect on Post purchase behaviour

H₁: Construct PPB1 to PPB24 has significant effect on Post purchase behaviour

Table 3 Model fit Indices for CFA – Post purchase behaviour with respect to electronic goods

	χ^2	DF	P	Normed χ^2	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Post purchase behaviour	278.966	150	.000	1.860	.961	.922	.968	.971	.984	.029	.039

Table 4 Model fit Indices for CFA – Post purchase behavior with respect to white goods

	χ^2	DF	P	Normed χ^2	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Post purchase behaviour	976.210	180	.000	5.423	.864	.773	.920	.897	.933	.048	.090

All of the attributes had a substantial effect on the latent constructs. The value of the fit indices indicates that the measurement model fits the data reasonably well, both for electronic and white goods.

6.2 Classification of variables into significant and insignificant factors

The coefficients of regression of extracted constructs are shown in Tables 5 and 6. These coefficients are used to determine the validity of hypotheses. Significant variables are those with a regression coefficient greater than 0. 4..

Table 5 The regression Coefficients -Post purchase Behavior-Electronic goods

Factors/ Latent Variables (Dependent Variable)	Construct (Independent Variable)	Regression Coefficient	C.R.	P	Variance explained (%)
Post purchase behaviour	PPB1	0.776	24.542	<0.001	60.2
	PPB2	0.805	26.377	<0.001	64.5
	PPB3	0.728	21.916	<0.001	53.1
	PPB4	0.354	8.772	<0.001	12.5
	PPB5	0.415	10.470	<0.001	17.2
	PPB6	0.595	16.248	<0.001	35.4
	PPB7	0.409	10.298	<0.001	16.7
	PPB8	0.439	11.166	<0.001	19.3
	PPB9	0.606	16.656	<0.001	36.8
	PPB10	0.541	14.356	<0.001	29.2
	PPB11	0.813	26.926	<0.001	66.2
	PPB12	0.816	27.138	<0.001	66.5
	PPB13	0.447	11.402	<0.001	20.0
	PPB14	0.799	25.979	<0.001	63.8
	PPB15	0.552	14.728	<0.001	30.5
	PPB16	0.765	23.900	<0.001	58.4
	PPB17	0.758	23.505	<0.001	57.5
	PPB18	0.053	1.258	0.209	0.3
	PPB19	0.587	15.956	<0.001	34.4
	PPB20	0.620	17.187	<0.001	38.4
	PPB21	0.207	4.979	<0.001	4.3
	PPB22	0.646	18.216	<0.001	41.8

	PPB23	0.697	20.422	<0.001	48.6
	PPB24	-0.031	-0.735	0.463	0.1

As shown in Table 5, PPB1, PPB2, PPB3, PPB5, PPB6, PPB7, PPB8, PPB9, PPB10, PPB11, PPB12, PPB13, PPB14, PPB15, PPB16, PPB17, PPB19, PPB20, PPB22, and PPB23 all have a regression coefficient greater than 0.4, indicating that these constructs have a significant effect on

consumers' post-purchase behavior with regard to electronic goods. The regression coefficients for the constructs PPB4, PPB18, PPB21, and PPB24 are less than 0.4. As a result, these seven constructs have no discernible impact on post-purchase behavior.

Table 6 The regression Coefficients - Post purchase Behavior-White goods

Factors/ Latent Variables (Dependent Variable)	Construct (Independent Variable)	Regression Coefficient	C.R.	P	Variance explained (%)
Post purchase behaviour	PPB1	0.759	23.116	<0.001	57.6
	PPB2	0.793	25.108	<0.001	62.8
	PPB3	0.798	25.424	<0.001	63.7
	PPB4	0.852	29.386	<0.001	72.7
	PPB5	0.573	15.165	<0.001	32.9
	PPB6	0.412	10.188	<0.001	17.0
	PPB7	0.510	13.089	<0.001	26.0
	PPB8	0.609	16.452	<0.001	37.1
	PPB9	0.479	12.134	<0.001	23.0
	PPB10	0.706	20.449	<0.001	49.8
	PPB11	0.780	24.315	<0.001	60.9
	PPB12	0.738	22.005	<0.001	54.4
	PPB13	0.719	21.063	<0.001	51.7
	PPB14	0.735	21.853	<0.001	54.0
	PPB15	0.542	14.118	<0.001	29.3
	PPB16	0.798	25.424	<0.001	63.9
	PPB17	0.840	28.404	<0.001	70.5
	PPB18	0.657	18.317	0.209	43.2
	PPB19	0.743	22.263	<0.001	55.2
	PPB20	0.794	25.170	<0.001	63.1
	PPB21	0.596	15.977	<0.001	35.6
	PPB22	0.814	26.487	<0.001	66.2
	PPB23	0.800	25.553	<0.001	64.0
	PPB24	0.806	25.946	0.463	65.0

As illustrated in Table 6, all constructs have a regression coefficient greater than 0.4. As a result, each of these

constructs have a sizable impact on post-purchase behavior for white goods.

Figure 1 depicts a model that was used to test electronic goods.

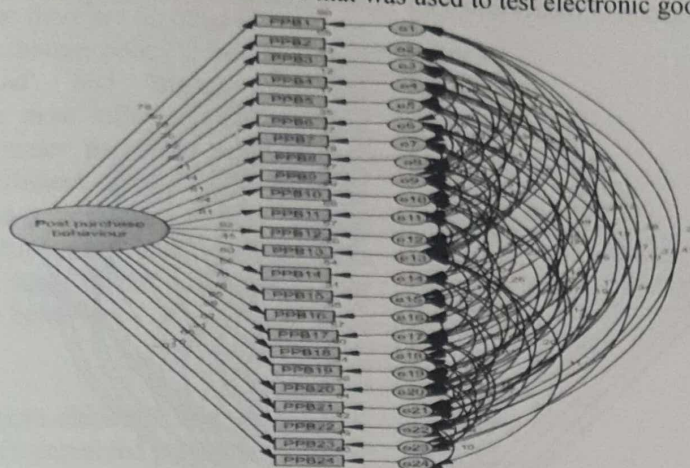


Figure 1 Post purchase behavior with respect to electronic goods

6.3 Ranking of Significant Factors Affecting Post Purchase Behavior of Consumers –Electronic Goods

Confirmatory Factor Analysis identified 20 independent variables that have a significant effect on consumer

behavior post-purchase. These variables are ranked to determine which one has the greatest influence on consumer behavior following the purchase of electronic goods. The ranks assigned to each significant factor are shown in Table 7.

Table 7 Ranks of Significant Factors Influencing Post Purchase Consumer Behavior for Electronic goods

Construct (Independent Variable)		Regression Coefficient	Variance explained (%)	Rank
Attachment to the brand	PPB1	0.776	60.2	5
Believe that no other alternatives	PPB2	0.813	66.2	2
Like to buy same brand again	PPB3	0.728	53.1	8
Positive feeling about selected brand	PPB5	0.415	17.2	19
Supplier response to complaints	PPB6	0.595	35.4	13
Maintenance Cost	PPB7	0.409	16.7	20
Reliability of advertisement	PPB8	0.439	19.3	18
Performance of the product	PPB9	0.606	36.8	12
Service during warranty period	PPB10	0.541	29.2	16
Resale value	PPB11	0.799	63.8	4
After sale service after warranty period	PPB12	0.816	66.5	1
Want to sell if dissatisfied	PPB13	0.447	20.0	17
Return/Exchange policy of the seller	PPB14	0.805	64.5	3
Able to use the product very well	PPB15	0.552	30.5	15
Easy to dispose off	PPB16	0.765	58.4	6
Greater perceived performance	PPB17	0.758	57.5	7
Returning the product	PPB19	0.587	34.4	14
Boycotting & Brand switching	PPB20	0.620	38.4	11
Complaining to the relevant govt./non govt. bodies	PPB22	0.646	41.8	10
Taking feedback from consumer to improve service quality	PPB23	0.697	48.6	9

Diagram of model tested for white goods is shown in Figure 2

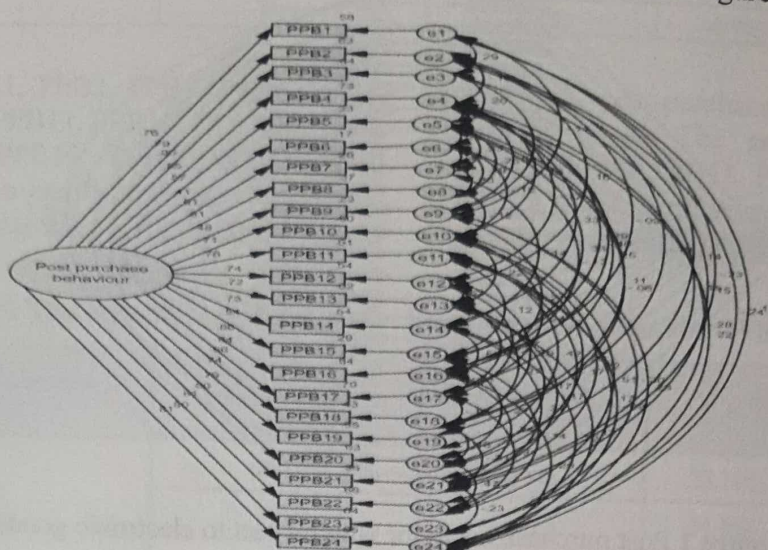


Figure 2 Post purchase behavior with respect to White goods

6.4 Ranking of Significant Factors Affecting Post Purchase Behavior of Consumers –White Goods

Confirmatory Factor Analysis revealed that all 24 independent variables have a significant effect on consumer

behavior post-purchase. These variables are ranked in order to determine which one has the greatest impact on post-purchase consumer behavior for white goods. The ranks assigned to each significant factor are shown in Table 8.

Table 8 Ranks of Significant Factors Influencing Post Purchase Consumer Behavior for White goods

Construct (Independent Variable)		Regression Coefficient	Variance explained (%)	Rank
Attachment to the brand	PPB1	0.759	57.6	11
Believe that no other alternatives	PPB2	0.793	62.8	9
Like to buy same brand again	PPB3	0.798	63.7	7
Want others to realize the name of the brand	PPB4	0.806	65.0	4
Positive feeling about selected brand	PPB5	0.573	32.9	20
Supplier response to complaints	PPB6	0.412	17.0	24
Maintenance Cost	PPB7	0.510	26.0	22
Reliability of advertisement	PPB8	0.609	37.1	18
Performance of the product	PPB9	0.479	23.0	23
Service during warranty period	PPB10	0.706	49.8	16
After sale service after warranty period	PPB11	0.780	60.9	10
Resale value	PPB12	0.738	54.4	13
Want to sell if dissatisfied	PPB13	0.719	51.7	15
Return/Exchange policy of the seller	PPB14	0.735	54.0	14
Able to use the product very well	PPB15	0.542	29.3	21
Easy to dispose off	PPB16	0.798	63.7	6
Greater perceived performance	PPB17	0.852	72.7	1
Warn friends against seller	PPB18	0.657	43.2	17
Returning the product	PPB19	0.743	55.2	12
Boycotting & Brand switching	PPB20	0.794	63.1	8
Complaining to the seller	PPB21	0.596	35.6	19
Complaining to the relevant govt./non govt. bodies	PPB22	0.840	70.5	2
Taking feedback from consumer to improve service quality	PPB23	0.800	64.0	5
Regret about the purchase	PPB24	0.814	66.2	3

6.5 Comparison of Post purchase Behavior between Electronic Goods and White Goods

Tables 7 and 8 detail the various factors influencing post-purchase behavior for electronic and white goods,

respectively, as well as the ranks assigned to each significant variable. In the case of electronic goods, the most influential factor affecting the consumer's post-purchase behavior is the 0.816 regression coefficient for

"after sale service after warranty period." Other factors that influence include: 'Belief that there are no other alternatives to this product', 'return/exchange policy', 'resale value', 'attachment to the brand', and 'higher perceived performance'. However, the most influential factor in the case of white goods is 'greater perceived performance,' which has a regression coefficient of 0.852. 'Complaining to relevant government/non-government bodies', 'getting feedback/suggestions from consumers', and 'wanting others to recognize the brand' are some of the additional factors that influence post-purchase behavior.

CONCLUSION

To conclude, marketers of both electronic and white goods must ensure that the product's perceived performance meets consumer expectations. Similarly, marketers should continue to solicit suggestions and feedback from consumers in order to improve their services. They must motivate satisfied customers to share their positive experiences and delve deeper into brand offerings. Marketers have a responsibility to act as brand advocates by contacting dissatisfied consumers and transforming their experience into one that results in a profitable relationship.

REFERENCE

1. Batra, S.K., & Kazmi, S.H.H. (2004). Consumer Behavior-Text and Cases, Excel Books.
2. Day, R.L. & Ash, S.B. (1979). Consumer Response to Dissatisfaction with Durable Products. *Advances in consumer Research*, 6, 438-444.
3. Hitesh, D.V. (2010). Consumer Purchase of Consumer Durables: A Factorial Study. *International Journal of Management & Strategy*, 1(1).
4. Kotler, P., Kevin, L.K., Koshy, A., & Jha, M. *Marketing Management-A South Asian Perspective*, 12th Edition, 2009 pg:44-68.
5. Marsha, L. R. & Peter, H. B. (1991). Post-purchase product satisfaction: Incorporating the effects of involvement and time. *Journal of Business Research*, 23(2), 145-158.
6. Ramsøy, T. Z. and Skov, M. (2014). Brand preference affects the threshold for perceptual awareness. *Journal of Consumer Behaviour*, 13(1), 1-8.
7. Tam, J. L. M. (2011). The Moderating Effects of Purchase Importance in Customer Satisfaction Process: An Empirical Investigation. *Journal of Consumer Behaviour*, 10(4), 205-215.