

Post Purchase Consumer Regret-A Qualitative Study in case of Online Purchases of White Goods, Brown Goods and Consumer Electronics

Anannya Boruah¹ and Sinmoy Goswami²

¹Doctoral Student, Assam Institute of Management (AIM) (under Assam Science and Technology University (ASTU)), Bigyan Path, Paschim Boragaon, Guwahati-781035, Assam, India.

²Assistant Professor, Assam Institute of Management (AIM), Bigyan Path, Paschim Boragaon, Guwahati-781035, Assam, India.

Abstract

Post purchase consumer regret is a negative emotion that arises within a consumer out of evaluation between factual and counterfactual experience. It can prove very fatal for marketers. In recent times, there has been a huge shift in the shopping habits of people from traditional to online. People purchase almost every item online and consumer durables, encompassing white goods, brown goods and consumer electronics are no exception. Online purchases of consumer durables can be very convenient but it does not rule out the possibility of post purchase consumer regret. This can be disastrous for marketers. The present study makes a genuine attempt to study the concept of the aforementioned type of regret, its consequences, and regret regulation strategies for white goods, brown goods and consumer electronics. For serving the purpose of this study, required data has been collected from journals and reports. The present study will help in identifying the gaps in our current knowledge about the above type of regret, its consequences and regret regulation strategies. This will help the marketers to gain greater knowledge about the aforesaid subject which will ultimately help in their business(es).

Keywords: Post purchase consumer regret, Online purchase, White goods, Brown goods, Consumer electronics.

Introduction

The multiplicity of alternative brands in contemporary markets has contributed to consumers' perplexity when making purchasing decisions (Shanker, Cherrier, and Canniford, 2006; Simpson, Siguaw, and Cadogan, 2008). In their pursuit of satisfying their needs, consumers tend to rationally use their limited resources to attain maximum possible levels of satisfaction (Saleh, 2012). To select the most suitable alternatives for them, more involvement is required by consumers in the purchase decision making process (Zeelenberg and Pieters, 2007). However, in spite of the pursuit of consumers to rationalize their purchasing decisions, they may still be in uncertainty as to what extent their decisions were correct. Consumers evaluate the brands they bought with the alternatives they had decided not to buy (Loomers and Sugden, 1982; Landman, 1987; Boles and Messick, 1995; Shanker et al., 2006; Simpson et al., 2008). When consumers perceive that their purchasing decisions were wrong, they feel regret (Landman, 1987; Tsiros and Mittal, 2000; Heitmann, Lehmann, and Herrmann, 2007).

Zelenberg and Pieters (2006) stated that regret is an emotion one experiences upon realizing or imagining that their current situation would have been better if they had decided differently. They further opined regret is an aversive cognitive emotion that people are motivated to keep away from, repress, refute, and control should they experience it. Conventionally, regret has been known to be a painful feeling that occurs as a result of comparing 'what is' with 'what might have been' (Sugden, 1985).

The present study aims to understand post purchase consumer regret (PPCR) in case of online purchases of white goods, brown goods and consumer electronics. It has been intended to study PPCR in online purchases because E-commerce has transformed the way business is carried out in India. The landscape of the Indian retail market has changed from mere brick-and-mortar stores to online markets. Already, India is the second-largest online market worldwide and experienced the fastest growing online retail market in the year 2019 (Kothari and Maindargi, 2016).

They further stated that in 2015, the country had 408.4 million internet users and this figure is expected to grow to 635.8 million users in 2021. This clearly shows a rising trend of internet users in the country and a consequent increase in the number of online shoppers (in the country) too.

Furthermore, this study is intended towards white goods, brown goods and consumer electronics (which are important consumer durables) (Altekar, 2014; IBEF Report, 2019). This is because this growth in the ecommerce industry can be seen in case of the consumer durables industry as well. The consumer durable market is experiencing a huge change over time. This is why the Indian Brand Equity Foundation Report (2015) has forecasted that the Indian consumer durable market will reach the fifth position in the world by the year 2025 (Talukdar, 2020). According to a report by Boston Consulting Group (BCG) and Google (2019), consumer durables industry is expected to continue the growth momentum to become US\$.23 Billion by 2023. Of this US\$.23 Billion, US\$.10.4 Billion is expected to be the total value of online purchases by the buyers. The report further opined that the percentage of online buyers of consumer durables in India has witnessed an exponential growth from 3% in 2013 to 9% in 2017 and it is expected to reach 22% by 2023.

However, even with the rise of online shopping or the growth of consumer durables sector, there remains a serious concern for post purchase regret. Dai, Forsythe and Kwon (2014) opined that in case of online shopping, there are products and financial risks that will be experienced, which can bring about instant impressions on buyers if there is a failure to derive satisfaction from the product's performance. In both these scenarios, buyers will experience regret. Also, in a study by Skelton, Alexandra and Allwood (2016) having a sample size of 1995 respondents, over 40% experienced post purchase regret for kitchen gadgets which was stated as relatively high. Similar regret experience in case of electronic gadgets and white goods was between 30-40% and over 20% respectively. Kitchen gadgets primarily comprises of brown goods and electronic gadgets. The latter falls in the category of consumer electronics. These are mentioned elaborately in the 'Literature Review' section of this paper. Lazim, Zakuan, Chin, Sulaiman, Mas'od and Awang (2020) stated that there are cases where post purchase regrets did not occur from the seller's fault, but instead, cropped up from consumers' self-control mechanism.

Henceforth, it imperative to gain greater knowledge on post purchase regret, its consequences and regret regulation strategies of consumers. This is because such regret can be fatal for marketers. With greater knowledge, the marketers can have a better understanding of the consumers which will help in further growth of their business(es).

Literature review

Altekar (2014) stated that consumer durables are broadly fragmented into home appliances and electronic goods. Home appliances have been further categorized into White goods (consisting of air conditioners, refrigerators, washing machines, sewing machines, watches and clocks, and cleaning equipment), and Brown goods (consisting of microwave ovens, chimneys, mixer grinders, electric fans, iron, and other cooking ranges). Consumer electronic goods comprises of television sets, audio visual equipment, electronic accessories, personal computers, mobile phones, digital cameras, camcorders, and digital video disks (DVDs).

According to the report of Care Ratings on Consumer Durables Industry– Structure and Prospects (2018), Consumer Durables have been broadly classified as Consumer Appliances and Consumer Electronics. Consumer Appliances (or domestic appliances) are further classified as 'White goods' and 'Brown goods'. White goods include air conditioners, washing machines and refrigerators. Brown goods comprises of microwave ovens, mixer grinders, juicers, irons, blenders, toasters, coffee makers, sewing machines, electric fans, cleaning equipment, dryers, heating appliances, dishwashers, vacuum cleaners, water coolers and water purifiers. Consumer Electronics consists of televisions and home theatre systems, audio and video systems, personal computers and peripherals, digital cameras, mobile phones and accessories, laptops and accessories, tablets, gaming consoles, DVD and MP3 players, audio equipment and speakers. The above views have been supported by Altekar and Keskar (2014), Hu, Li and Wei (1989), Kim, Forsythe, Gu and Moon (2002), Bayus (1991), and Bhawaniprasad and Kumari (1987).

According to IBEF Report (2019), consumer durables have been divided into two categories, namely, consumer electronics (brown goods) and consumer appliances (white goods). Consumer electronics comprises of televisions,

CD and DVD players, laptops, electronic accessories, audio and video systems, personal computers, digital cameras and camcorders. Consumer appliances comprises of air conditioners, washing machines, electric fans, microwave ovens, refrigerators, sewing machines and cleaning equipment.

Need for the study

Past research has revealed that regret has a direct and negative impact on customer satisfaction levels (Inman, Dyer, and Jia, 1997; Taylor and Schneider, 1998; Tsiros and Mittal, 2000), and a direct and negative consequence on repurchase intentions (Tsiros and Mittal, 2000). Further, regret also has a facilitative effect on promoting practical coping strategies such as brand switching behaviour (Zeelenberg and Pieters, 1999). Therefore, a proper understanding of this concept is required and is critical to marketers. If a marketer does not interfere to reduce post-purchase regret of his brand, consumers will be an easy prey for his lurking competitors (Saleh, 2012)

As per investigation on various research studies associated with regret (particularly post purchase consumer regret (PPCR)) carried out between 1945 and 2005, it has been found that there is a considerable increase in the number of studies in this subject (Zeelenberg and Pieters, 2007). However, it has been found that there are negligible number of studies dealing with PPCR in case of online purchase of white goods, brown goods and consumer electronics. This represents a significant gap regarding the study of the aforesaid concept.

Also, because of the negative effects of PPCR on both consumers and marketers, it is vital that marketers understand this concept, its consequences, and its regulation strategies employed by consumers. This is because only by having a proper knowledge of these aspects, marketers can formulate strategies accordingly in order to alleviate the consumers' psychological regret sufferings of sorrow and pain after any purchase. Knowing these will aid in better understanding of consumer behaviour with respect to the aforesaid three categories of goods. This will help the marketers to provide better consumption experience on part of their consumers in relation to such goods.

Objectives

The objectives of this study are:

- i) To study the concept of post purchase consumer regret (PPCR),
- ii) To study the consequences of PPCR, and
- iii) To study the regret regulation strategies of PPCR in case of white goods, brown goods and consumer electronics.

Research methodology

The present research was carried out in order to fulfil the above stated objectives. As such, keeping in view of the aforementioned objectives, the study is exploratory in nature. Also from the point of view of the above mentioned study objectives, the study is also qualitative in nature.

The data required for the study has been collected from secondary sources only. These sources included journal articles and reports on the concept of post purchase consumer regret (PPCR). Utmost care was taken in order to collect relevant data from these sources for fulfilling the above study objectives.

Discussion

1. The concept of post purchase consumer regret (Objective 1)

Regret is not a nice feeling and is, therefore, tried to be avoided by all. Its experience negatively impacts our well-being (Jokisaari, 2003; Lecci, Okun, and Karoly, 1994). It also causes rumination (Savitsky, Medvec, and Gilovich, 1997). However, regret is sometimes used as a synonym for other negative emotions, including disappointment. Though the two may appear similar, they can be evidently distinguished from one another in three main ways, namely, phenomenology, appraisal patterns and attributions, as well as the varying behavioural consequences of regret and disappointment (Lee and Cotte, 2009). Those who experienced regret leaned to rethink about past events, while those who experienced disappointment leaned to dismiss their negative experience. Secondly, in terms of

appraisal and attribution, disappointment is appraised as something that is caused by events beyond an individual's control, while regret is appraised as something that is caused by oneself (Zeelenberg, Bos, Dijk, and Pieters, 2002). Another key difference between regret and disappointment lies in control. Regret typically occurs as a result of having made the wrong decision, and is associated with self-blame (Zeelenberg and Pieters, 2004). On the other hand, disappointment occurs as a result of unfulfilled expectations and is linked with blaming others or circumstances beyond an individual's control (Zeelenberg, Dijk, and Manstead, 1998). Also, it is found that regret was more associated with switching behaviour in comparison to disappointment (Zeelenberg and Pieters, 1999).

Decision Justification Theory has stated that individuals can regret due to assessment of the outcomes and assessment of the process (Connolly and Zeelenberg, 2002). Regret surfaces when an obtained outcome compares unfavourably with an outcome that might have been superior had the individual chosen differently (Bell, 1982; Tsiros and Mittal, 2000). This is known as outcome regret (Zeelenberg and Pieters, 2006). Process regret is induced when an individual compares their inferior decision process to a superior alternative decision process (Lee and Cotte, 2009). Lee and Cotte (2009) further opined that these two dimensions are themselves multidimensional. They have also stated that the total regret experienced by a consumer is the summation of four components which can be categorized under 'outcome regret' and 'process regret'. Within outcome regret they proposed that there are two components: 'regret due to foregone alternatives' and 'regret due to a change in significance'. They also proposed that within process regret, there are two components: 'regret due to under-consideration' and 'regret due to over-consideration'.

- i)* **Regret due to Foregone Alternatives** is experienced when individuals believe the chosen alternative to be substandard compared to the foregone alternative(s) (Lee and Cotte, 2009).
- ii)* **Regret due to a Change in Significance** is experienced when individual's perception of the product utility decreases from the time of purchase to a point of time past the purchase (Lee and Cotte, 2009).
- iii)* **Regret Due to Under-Consideration** is experienced when individuals feel that they have been unsuccessful to execute the decision process as they planned (Pieters and Zeelenberg, 2005). Individuals feel regret if they think that they did not have the desired quality and/or quantity of information to make a good judgment (Lee and Cotte, 2009).
- iv)* **Regret Due to Over-Consideration** is experienced when individuals regret giving too much time and effort into the buying process (Lee and Cotte, 2009). It is also experienced when individuals have collected unnecessary information which might not have factored into the final result (Lee and Cotte, 2009).

2. Consequences of post purchase consumer regret (Objective 2)

Post purchase consumer regret (PPCR) is not encouraging for marketers as it leads to low satisfaction which results in no repurchase intention (Tsiros and Mittal, 2000). PPCR is accompanied by low-consumer satisfaction as revealed by consumer behaviour literature (Inman, Dyer, and Jia, 1997; Taylor and Scheider, 1998; Tsiros and Mittal, 2000). Low satisfaction directs to no repurchase intention (Tsiros and Mittal, 2000), a propensity to shift to alternative brands (Zeelenberg and Pieters, 1999; Bui, 2011; Garcia and Perez, 2011), and negative word-of-mouth about the brand (Garcia and Perez, 2011). Hirschman (1970) opined that dissatisfied consumers seek redressal while others leave silently with no repurchase intention.

Thus, PPCR is a negative emotion which can prove disastrous for marketers. Because of these negative consequences of PPCR, it is crucial for marketers to understand it and thereafter try to alleviate consumers' regret sufferings. This is important in order to prevent defection of his/her consumers to rival business entities resulting in huge losses in his/her business(es) in the near future.

3. Regulation strategies of post purchase consumer regret in case of white goods, brown goods and consumer electronics (Objective 3)

Zeelenberg and Pieters (2007) cited in their regret regulation theory a list of regret regulation strategies that consumers may employ to regulate anticipated and experienced post purchase consumer regret (PPCR) as shown below:

i) Prevention of future regret

a) Decision-focused

- Improvement of decision quality: To prevent regret in future, people might try to improve the quality of decision process and outcomes by increased internal (memory) or external information search (Ordóñez, Benson, and Beach, 1999).
- Improvement of decision justifiability: A prolific way of avoiding regrets is to go for “normal” choices that are easily justified (Zeelenberg and Pieters, 2007).
- Transferring responsibility of decision: Another strategy to reduce future regret is to transfer the responsibility of a regretful decision to others (Zeelenberg and Pieters, 2007).
- Delaying or avoidance of decision: Also, people may delay decisions, or avoid making them (Janis and Mann, 1977). They can become decision averse (Beattie, Baron, Hershey, and Spranca, 1994).

b) Alternative-focused

- Ensuring decision reversibility: Consumers’ expectation of regret is calmed and their impact on choice is reduced when they receive lowest price guarantees (McConnell, Niedermeier, Leibold, El-Alayli, Chin, and Kuiper, 2000). Insurances have shown to have similar effects (Hetts, Boninger, Armor, Gleicher, and Nathanson, 2000). Thus, when decisions or their effects can be reversed, less regret is anticipated (Zeelenberg and Pieters, 2007).
- Avoidance of feedback about forgone alternatives: Decision makers shun regret by avoiding feedback about the options they did not choose because regret arises from outcome comparisons (Zeelenberg and Pieters, 2007).

c) Feeling-focused

- Anticipation of regret: The expectation of probable regret is likely to make the experience less aversive as bracing for the most terrible, can make awful outcomes look good (Zeelenberg and Pieters, 2007).

ii) Management of current regret

a) Decision-focused

- Undoing decision: A vital element in the experience of regret is to undo or reverse the decision that led to the regretted outcomes (Zeelenberg and Pieters, 2007).
- Justification of decision: Consumers may increase justifiability to avoid regret before the decision is made and justification might be made by providing ex post justifications for the decisions. This can also be done by “at least I tried” reasoning that focuses on the decision process (Zeelenberg and Pieters, 2007).
- Denial of responsibility for the decision: Consumers may refute responsibility in order to calm the regret they feel over a decision following the strong link between regret and responsibility (Zeelenberg and Pieters, 2007).

b) Alternative-focused

- Reversing decision (switching to alternative(s))
- Re-appraisal of quality of the alternative(s): Consumers might focus on the alternative to handle their regrets such as “even if” counterfactuals that focus on poorer decision outcomes (Zeelenberg and Pieters, 2007).

c) Feeling-focused

- Psychological repair work: Gilovich and Medvec (1995) opined two forms of psychological repair work that decision makers may take on, to pacify their regrets. The first is to identify silver linings. People might persuade themselves, for example, that they have learned so much from their regretted mistake. Moreover, decision makers may shore up their decisions and downplay the rejected alternative(s).

- Suppression or denial of regret: Decision makers might show unwillingness to admit regret's existence and actively refute or repress it as disclosing the feeling of regret seems to own up failure. This is an indication of a weak person (Zeelenberg and Pieters, 2007).

M'Barek and Gharbi (2012) also explored the regulating strategies of regret and classified the strategies as in the works of Zeelenberg and Pieters (2007). This classification has been done into four groups which are explained below:

i) Strategies centred on the objective:

- Reduction of the objective level: In the study by M'Barek and Gharbi (2012), it was found that respondents often reduced the level of the objective to be achieved by a decision to regulate their post-purchase regret.

ii) Strategies centred on the decision:

- Cancellation of the decision
- Justifying the decision
- Denial of one's responsibility for the decision

iii) Strategies centred on the alternative:

- Reversing the decision: Shifting to the rejected alternative(s)
- Reassessment of the quality of the alternative(s)
- Abandonment of the alternative(s): In the study by M'Barek and Gharbi (2012), it was found that respondents abandoned the chosen alternative(s) to help diminish post-purchase regret. This study also highlighted that getting rid of the chosen alternative(s) helps reduce the intensity of post-purchase regret.

iv) Strategies centred on the feelings:

- Psychological reparation work
- Repression or cancellation of regret
- Altering mood: In the study conducted by M'Barek and Gharbi (2012), changing mood is also a way to regulate regret. They further stated that as regret is perceived as being in a state of psychological uneasiness accompanied with bad mood, therefore changing mood, enjoying oneself, etc. is a way to forget the failure in general and regret in particular.
- Religion: M'Barek and Gharbi (2012) found that respondents have themselves convinced that the decision already made is the one that God chose for them, and they must be convinced that it is their fate. They further stated that it is a way to deny the responsibility of their choice(s).

It is to be noted that cancellation of the decision, justifying the decision, denial of one's responsibility for the decision, reversing the decision (shifting to the rejected alternative(s)), reassessment of quality of the alternative(s), psychological reparation work, repression or cancellation of regret were mentioned in the study by Zeelenberg and Pieters (2007). Therefore, they have not been explained further.

With a high count of regrets in case of white goods, brown goods and consumer electronics as mentioned above, these regulation strategies of consumers would prove to be helpful for the marketers of such goods. This is because this will give them a better understanding of the consumers and an opportunity to devise their strategies accordingly so that post purchase consumer regret (PPCR) is minimized or eradicated. Doing so will help them rule out the negative consequences of PPCR as mentioned above and help in the growth of business(es).

Managerial Implication of this Study

The consumer durables industry, which includes white goods, brown goods and consumer electronics is growing rapidly. Also, there has been a huge shift of shopping habits from offline to online. Even so there are cases of post purchase consumer regret (PPCR) as mentioned above. As PPCR is a negative emotion that consumers try to avoid therefore the marketers should ensure that their consumers do not experience it. This is only possible with proper understanding of PPCR.

The present research paper would help in understanding the concept of PPCR, its consequences and regret regulation strategies in case of the aforesaid three categories of goods. This would be beneficial for their marketers and their consumers at large.

Limitations of the Study

From an academic perspective, this study makes a contribution to the literature of post purchase consumer regret (PPCR), its consequences and its regulation strategies in case of online purchase of white goods, brown goods and consumer electronics. However, this research has a certain limitation which can be considered as a possible area for future research. This research was conducted based on secondary data both for understanding the concept of PPCR and the above mentioned associated aspects in case of the aforesaid three categories of goods. Future research can be carried out involving primary data to study these perspectives.

Conclusion

As the consumer durables market is fast growing in India along with the market of online shopping, there is a huge scope for the marketers to prosper in this industry. As such marketers should have a good knowledge of post purchase consumer regret (PPCR), its consequences and regret regulations strategies in case of white goods, brown goods and consumer electronics, which have been discussed in this paper. This is because of the multitude of negative consequences of PPCR on both consumers and marketers. With proper understanding of PPCR, marketers can formulate strategies accordingly to avoid it and its fatal negative consequences.

References

1. Altekar, S. (2014). A study of the Buying Decision Process with reference to select Consumer Durables. [Unpublished doctoral dissertation]. Symbiosis International University.
2. Bayus, B. L. (1991). The Consumer Durable Replacement Buyer. *Journal of Marketing*, 55(1), 42–51.
3. Beattie, J., Baron, J., Hershey, J. C., and Spranca, M.D. (1994). Psychological determinants of decision attitude. *Journal of Behavioral Decision Making*, 7, 129–144.
4. Bell, D. E. (1985). Disappointment in Decision-making under Uncertainty. *Operations Research*, 33, 1-27.
5. Bhawaniprasad, G.V., and Kumari, S, C. (1987). Impact of Advertising on Consumer Durables Markets: A Study of Refrigerator Consumer. *Indian Journal of Marketing*, 18(1), 21–30.
6. Boles, T. L., and David M. M. (1995). A Reverse Outcome Bias: The Influence of Multiple Reference Points on the Evaluation of Outcomes and Decisions. *Organizational Behavior and Human Decision Processes*, 61(3), 262-275.
7. Boston Consulting Group (BCG) and Google (2019). Digital Powers Consumer Durables. <https://bestmediainfo.in/mailler/nl/nl/BCG-Google-report-Digital-Powers-ConsumerDurables.pdf>.
8. Bui, M., Krishen, S.A. and Bates, K. (2011). Modeling regret effects on consumer post-purchase decisions. *European Journal of Marketing*, 45(7/8), 1068-1090.
9. Care Ratings. (2018). Consumer Durables Industry - Structure and Prospects. India. <https://www.scribd.com/document/407912929/industry-research-pdf>.
10. Connolly, T., and Zeelenberg, M. (2002). Regret in Decision-making. *Current Directions in Psychological Science*, 11, 212-216.
11. Dai B., Forsythe S., Kwon W. (2014). The impact of online shopping experience on risk perceptions and online purchase intentions: does product category matter?. *Journal of Electronic Commerce Research*, 15(1), 13-24.
12. Garcia, I.S., and Perez, R.C.(2011). Effects of Dissatisfaction in Tourist Services: The Role of Anger and Regret. *Tourism Management*, 32(6), 1397-1406.
13. Gilovich, T., Medvec, V. H., and Kahneman, D. (1998). Varieties of regret: A debate and partial resolution. *Psychological Review*, 105, 602–605.
14. Heitmann, M., Lehmann, R.D., and Herrmann, A. (2007). Choice Goal Attainment and Decision and Consumption Satisfaction. *Journal of Marketing Research*, 44(2), 234-250.
15. Hetts, J. J., Boninger, D. S., Armor, D. A., Gleicher, F., and Nathanson, A. (2000). The influence of anticipated counterfactual regret on behavior. *Psychology and Marketing*, 17, 345–368.
16. Hirschman, A. O. (1970). *Exit, Voice, and Loyalty*. Cambridge MA Harvard University Press.

17. Indian Brand Equity Foundation (IBEF). (2019). Consumer Durables. India. <https://www.ibef.org/download/Consumer-Durables-August-2019.pdf>.
18. Indian Brand Equity Foundation (IBEF). (2020). Consumer Durables. India. <https://www.ibef.org/download/Consumer-Durables-January-2020.pdf>.
19. Inman, J. J., Dyer, S.J., and Jia, J. (1997). A Generalized Utility Model of Disappointment and Regret Effects on Post-Choice Valuation. *Marketing Science*, 16(2), 97-111.
20. Janis, I. L., and Mann, L. (1977). *Decision making*. New York: Free Press.
21. Jokisaari, M. (2003). Regret appraisals, age, and subjective well being. *Journal of Research in Personality*, 37(6), 487-503.
22. Kim, O. J., Forsythe, S., Gu, Q., and Moon, J. S. (2002). Cross-cultural Consumer Values, Needs and Purchase Behavior. *Journal of Consumer Marketing*, 19(6), 481-502.
23. Kothari P. P., and Maindargi S. S. (2016). A Study on Customers Attitude towards Online Shopping in India and its Impact: With Special Reference to Solapur City. *International Journal of Advance research, Ideas and Innovations in Technology*, 2(6), 1-10.
24. Landman, J. (1987). Regret: A Theoretical and Conceptual Analysis. *Journal for the Theory of Social Behavior*, 17(2), 135-160.
25. Lazim, Md., A.N., Zakuan, N., Chin, A. T., Sulaiman, Z., Mas'od, A., and Awang, R.S.(2020). Measuring Post-purchase Regret and Impulse Buying in Online Shopping Experience from Cognitive Dissonance Theory Perspective. 6th IEEE International Conference on Information Management, University Teknologi Malaysia, Malaysia.
26. Lecci, L., Okun, M.A., and Karoly, P. (1994). Life regrets and current goals as predictors of psychological adjustment. *Journal of Personality and Social Psychology*, 66(4), 731-741.
27. Lee, S. H., and Cotte, J. (2009). Post Purchase Consumer Regret: Conceptualization and Development of the PPCR Scale. *Advances in Consumer Research*, 36, 456-462.
28. Loomes, G., and Sugden, R. (1982). Regret Theory: An Alternative Theory of Rational Choice under Uncertainty. *Economic Journal*, 92(368), 805-824.
29. M'Barek, B.M., and Gharbi, A.(2012). Management of post-purchase regret. *Journal of Supply Chain and Customer Relationship Management*, 2012(2012), 1-9.
30. McConnell, A. R., Niedermeier, K. E., Leibold, J. M., El-Alayli, A. G., Chin, P. P., and Kuiper, N. M. (2000). What if I find it cheaper someplace else? Role of prefactual thinking and anticipated regret in consumer behavior. *Psychology and Marketing*, 17, 281-298.
31. Ordóñez, L. D., Benson III, L., and Beach, L. R. (1999). Testing the compatibility test: How instructions, accountability and anticipated regret affect prechoice screening of options. *Organizational Behavior and Human Decision Processes*, 78, 63-80.
32. Pieters, R., and Zeelenberg, M. (2005). On Bad Decisions and Deciding Badly: When Intention Behavior Inconsistency is Regrettable. *Organizational Behavior and Human Decision Processes*, 97(3), 18-30.
33. Saleh, M. A. (2012). An Investigation of the Relationship between Unplanned Buying and Post-purchase Regret. *International Journal of Marketing Studies*, 4(4), 106-120.
34. Savitsky, K., Medvec, H.V., and Gilovich, T. (1997). Remembering and regretting: The Zeigarnik Effect and the Cognitive availability of regrettable actions and inactions. *Personality and Social Psychology Bulletin*.
35. Shanker, A., Cherrier, H., and Canniford, R. (2006). Consumer Empowerment: A Foucauldian Interpretation. *European Journal of Marketing*, 40(9), 1013-1030.
36. Simpson, P., Siguaw, J., and Cadogan, W, J. (2008). Understanding the Consumer Propensity to Observe. *European Journal of Marketing*, 42(1), 196-221.
37. Skelton, H.C.A., and Allwood, M, J. (2016). Questioning demand: A study of regretted purchases in Great Britain. *Elsevier*, 131(2017), 499-509
38. Sugden, R. (1985). Regret, Recrimination, and Rationality. *Theory and Decision*, 19, 77-99.
39. Talukdar, R. (2020). Consumer Behaviour for Selected Consumer Durable Goods –A Study in Kamrup District of Assam. *Journal of Xi'an University of Architecture & Technology*, 12(3), 1882-1894.
40. Taylor, E, S., and Schneider, K, S. (1998). Coping and Simulation of Events. *Social Cognition*, 7(2), 174-194.

41. Teh-Wei, H., Li, M., and Wei, S., (1989). Household Durable Goods Ownership in Tianjin, China. *The China Quarterly*, 120, 787–799.
42. Tsiros, M., and Mittal, V. (2000). Regret: A Model of Its Antecedents and Consequences in Consumer Decision making. *Journal of Consumer Research*, 2(6), 401-417.
43. Zeelenberg, M., Dijk, V.W.W., and Manstead, R.S.A (1998). Reconsidering the Relation between Regret and Responsibility. *Organizational Behavior and Human Decision Processes*, 3, 254-72.
44. Zeelenberg, M., and Pieters, R. (1999). Comparing Service Delivery to What Might Have Been: Behavioral Responses to Regret and Disappointment. *Journal of Service Research*, 2, 86-97.
45. Zeelenberg, M., Bos K. V. D., Dijk E. V., and Pieters, R. (2002). The Inaction Effect in the Psychology of Regret. *Journal of Personality and Social Psychology*, 82(3), 314–327.
46. Zeelenberg, M., and Pieters, R. (2004). Consequences of regret aversion in real life: The case of the Dutch postcode Lottery. *Organizational Behavior and Human Decision Processes*, 93, 155–168.
47. Zeelenberg, M, and Pieters, R. (2006). Looking Backward with an Eye on the Future: Propositions toward a Theory of Regret Regulation. *Judgments over Time: The Interplay of Thoughts, Feelings, and Behaviors*, 210-229.
48. Zeelenberg, M, and Pieters, R. (2007). A Theory of Regret Regulation 1.0. *Journal of Consumer Psychology*, 17(1), 3–18.