

How to increase satisfaction of impulsive consumers by providing
persuasive post-purchase reasons

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Abstract

As impulse buying and the consequent cognitive dissonance can be a critical determinant of consumer satisfaction, effective post-purchase reason provision to reduce post-purchase cognitive dissonance of impulsive buyers hence warrants further exploration. The current study explores strategies that marketers can employ to raise satisfaction after impulsive buying. This study investigates how to enhance consumer satisfaction by providing an increased number of persuasive post-purchase reasons, which vary in argument strength of reasons and consumers' tendency to regret. In other words, an increased number of reasons will have a stronger positive effect on satisfaction when arguments are strong (as opposed to weak). Such an impact would be less pronounced for low tendency-to-regret consumers than for high tendency-to-regret consumers. Implications for practitioners are also discussed.

Keyword : post-purchase reason, tendency-to-regret, persuasiveness, cognitive dissonance, impulse buying