

Mechanism For Decreasing Post-Purchase Dissonance for The Personal Product Category in The E-Commerce Business: With Special Reference to West Bengal

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Abstract:

This paper has explored different strategies that are helpful in reducing the post-purchase dissonance in the e-commerce industry. This also focused on the personal product category in West Bengal, India. Post-purchase dissonance is commonly explained as regret or dissatisfaction after purchasing a product. This has a negative impact on the aspect of customer satisfaction, loyalty, and long-term profitability. Through a proper review of existing literature, the study has identified important factors that contribute to buyer's remorse. This also includes trust issues, social influence, impulsive buying along customer service gaps. The findings suggested that e-commerce platforms hold the capability to mitigate dissonance as they improve product transparency. In addition to that, there is optimization of customer support, and personalizing post-purchase engagement. These tailored approaches addressed the cultural and regional consumer dynamics. However, it also supports the consumer retention factor. The paper concluded with recommendations for e-commerce platforms to efficiently manage post-purchase dissonance and strengthen customer loyalty within competitive markets.

Keywords: Post-purchase dissonance, E-commerce, customer satisfaction, etc.

INTRODUCTION

In the modern world, E-Commerce has beautifully influenced the personal goods market in India regarding personal product categories. This includes clothing, jewelry, and cosmetics. This expansion of shopping through digital portals incorporates a significant amount of convenience along with variety to customers across the nation. However, it also includes different types of challenges to online retail which mainly include post-purchase dissonance.

Post-purchase dissonance is considered as the feeling of regret or dissatisfaction that customers experience after making a purchase. This issue was significantly impactful in a specific part of West Bengal of India. In this region, economic and cultural factors have a significant role in developing customer expectations and experiences. Considering the negative impacts of post-purchase dissonance within the section of customer loyalty customer satisfaction and profitability for the business. Therefore, acknowledgment of this concern is important for E-Commerce businesses operating in this region.

The study mainly focused on the exploration of mechanisms to reduce post-purchase dissonance within the e-commerce sector. This has a specific focus on the personal products of the region of West Bengal. The mechanism includes the identification of region-wise factors that influence customer-oriented behavior.

The research focuses on different studies that have the ability to mitigate the feeling of buyer's rewards along with improving the overall consumer experience. The insights gathered from industry reports and academic literature helped the paper to present significant insights through which actionable solutions can be implemented in the E-Commerce business. This helps to nurture better customer satisfaction and also improves long-term loyalty.

The objective of this research includes a proper understanding of psychological triggers oriented with post-purchase resonance within the domain of the e-commerce context.

In addition to these, it also identifies the effective E-Commerce practices that acknowledge search concerns. Therefore, the study is also focused on the evaluation of existing strategies that are shaped according to the unique cultural and economic landscape of West Bengal.

Through proper examination of previous researchers along with analysis of qualitative data from different sources, the paper gains the ability to close presented gaps regarding the post-purchase dissonance in e-commerce business. In addition to that, the significance of this research is oriented within the ability to provide E-Commerce companies with their target strategies to improve the post-purchase dissonance that will further lead to high customer retention rent and a good amount

of profitability. Therefore, West Bengal has unique consumer dynamics that require a proper approach to acknowledge buyers' dissatisfaction in an effective manner. This study helps to highlight the importance of customer service personalization followed by strong return policies and post-purchase engagement which improve trust and reduce the potential of buyer's remorse.

LITERATURE REVIEW:

Addressing Post-Purchase Litigation and Dissonance in E-Commerce in India:

According to Krishnamoorthy, 2024, the pattern of consumer litigation regarding issues that characteristically arise after purchase is given, considering the Indian focus on e-commerce. Mismatches between what the product descriptions state and what is realistic, lack of after-sales services, and general quality issues regarding the purchased products are some of the reasons that lend to post-purchase dissonance. Other techniques of dispute resolution, such as customer service or repayments, may not be effective in most cases. According to the researcher, legal action usually takes place as the last resort when other techniques of dispute resolution fail. The importance of trust in reducing customer dissatisfaction and legal concerns is also emphasized in the report. In order to manage customer expectations and satisfaction in e-commerce, trust-building strategies including clear product information, dependable return policies, and responsive customer service are essential.

These outcomes highlight the significance of focused strategies to avoid dissatisfaction in the personal product category. Proactive strategies that not only minimize post-purchase dissonance but also improve customer loyalty and retention, like post-purchase interaction, tailored follow-ups, and feedback loops, could be beneficial for e-commerce platforms.

The Role of Social Influence, Product Preference, Variety, and Convenience in Online Purchasing:

The role of societal influence, product choice, variety availability, and accessibility on customer purchase intentions is highlighted by the research of Maity & Sandhu, 2021, on online purchasing behavior conducted in West Bengal, India. Using the Technology Acceptance Model (TAM), the researchers demonstrate how customers are greatly impacted by society, with media, peer, and family recommendations influencing online purchasing decisions. This is consistent with social media research findings that emphasize the influence of peer recommendations in online buying situations.

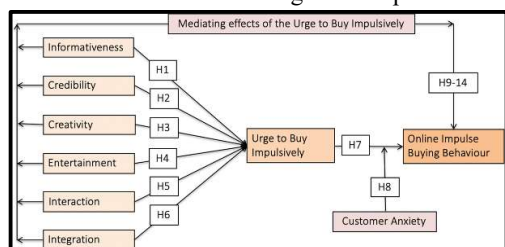


Figure 1: Modelling the significance of advertising values on online impulse buying behavior (Feng et al., 2023)

According to Maity & Sandhu, 2021, product preference is also important since customers like quick delivery, especially for "low-touch" products like software and tickets that are frequently purchased online. Consumer attraction is further increased by the diversity offered on e-commerce platforms, particularly among younger, more diversified consumers who prefer platforms with a wide range of products. Another important aspect was affordability, which stands for the accessibility and ease of online shopping. Customers have shifted toward platforms that make it easier to navigate and expedite the buying process. In order to reduce post-purchase dissonance, the findings of the research highlight the necessity for e-commerce platforms to prioritize social connectivity, product diversity, quick delivery choices, and user-friendly interfaces. Online retailers may increase customer satisfaction and commitment in the competitive environment of e-commerce by customizing their strategies to these preferences.

Cognitive Dissonance and Post-Purchase Behavior in Online Shopping Among Young Consumers:

Rina et al., 2024, investigate the effects of cognitive dissonance on consumers between the ages of 16 and 30's online shopping behavior and post-purchase state of mind. Significant relationships between post-purchase actions and cognitive dissonance, more especially, emotions, purchase wisdom, and deal concerns are found in the research. It shows that characteristics like social influence, trust, e-retailer image, and website environment have a substantial link with the "wisdom of purchase." This indicates that these factors have an impact on consumers' perceptions of and satisfaction with their purchases. According to the research, young customers may approach internet buying logically, which finds little association between these behavioral traits and emotional reactions like regret. These findings highlight the significance of improving consumer trust, open communication, and a strong online presence for e-commerce platforms that emphasize personal product categories in order to reduce post-purchase dissonance. Online retailers can reduce dissonance and increase consumer satisfaction by addressing components that promote the wisdom of purchase, such as accurate product information and prompt customer service. An appropriate response to the outcome of these studies is to design a strategy

as a dissonance-reducing approach to cultivate customer retention and commitment in an increasingly competitive online marketplace.

Factors Affecting Customer Satisfaction in E-Retailing of Electronics:

The main factors that act as influencers of customer satisfaction in India's e-commerce market mainly Amazon and Flipkart are presented by Mitra et al., 2020. The research finds that ease, purchasing requirements, trust, and perceived risk have a major impact on consumer satisfaction in online electronics retail using a combination of time series forecasting and primary data analysis. Furthermore, the results show that while gender has no effect on satisfaction levels, factors like age, occupation, and frequency of online transactions have a significant impact.

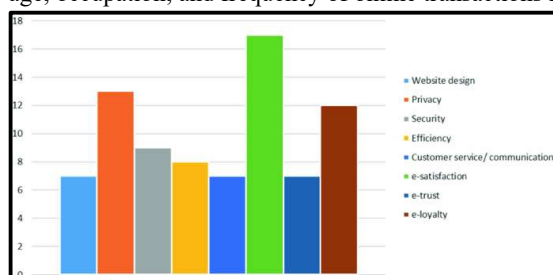


Figure 2: The factors affecting online business (Source: Al-Khayyal et al., 2020)

Based on these criteria, Flipkart comes out on top above Amazon, according to the comparison between the two online retailers. This suggests that local brands may exceed their international rivals by satisfying local tastes. These findings highlight how crucial it is to match e-retailing tactics with customer demands in order to enhance customer loyalty and reduce post-purchase dissonance. According to the researchers, online retailers can reduce post-purchase dissatisfaction and ultimately promote long-term customer retention in a competitive market by catering to specific customer needs and improving convenience and trust for e-commerce platforms that target personal product categories. The foundation for creating targeted programs to improve customer satisfaction and successfully manage post-purchase dissonance is established by this research.

Impulse Buying and Post-Purchase Regret:

Kumar et al., 2021, look at how impulsive buying, especially among supermarket shoppers, affects regret after making a purchase. The research shows that post-purchase regret and impulse buying have a weak but important positive connection, indicating that sentiments of dissatisfaction may frequently result from impulsive purchases. A discrepancy between the predicted and actual performance of a product and the consumer's comparison of the things they have purchased with alternatives they have foregone are the two main reasons for regret, according to the research. The research also reveals that post-purchase regret is significantly influenced by demographic factors. This includes income level, with lower-income consumers more likely to feel regret following quick purchases. These results highlight the importance of giving customers thorough, accurate product information in the context of the e-commerce sector for personal products in order to reduce regret. E-retailers may minimize cognitive dissonance and increase consumer satisfaction by decreasing impulsive decisions through clear policies and excellent communication. Additionally, tactics like improved product descriptions and post-purchase assistance may help e-commerce companies establish reliability, reducing mental dissonance, and eventually maintaining consumers.

The Impact of Impulse Buying on Post-Purchase Dissonance and Return Intentions in Online Shopping:

Chen et al., 2023, look at how impulsive purchases can cause cognitive dissonance subsequently. This in turn raises the possibility of product returns. It finds that visually appealing website interfaces can increase arousal and pleasure, two emotional reactions that lead to impulsive purchasing. Impulse buying then causes cognitive dissonance in two ways. These are emotional dissonance (bad emotions like regret or disappointment) and product dissonance (doubts about the purchase decision). Product dissonance often comes before emotional dissonance. This emphasizes how important it is for e-commerce platforms to control impulse buying in order to decrease dissonance and return rates. In the e-commerce market, these results imply that realistic photos and concise product descriptions could help reduce impulse-driven dissonance for personal products. Additionally, emotional dissonance may be lessened, return purposes may be decreased, and loyalty may be increased with post-purchase participation and support.

Key Factors Shaping Online Shopping Behavior in West Bengal:

With a focus on factors like convenience, trust, technical considerations, and customer service, Ray et al., 2020, investigate the several characteristics that impact West Bengal consumers' online shopping decisions. Convenience is connected to website speed and usability. The researchers find that convenience is a key factor based on data from 120 respondents that were evaluated using SPSS. Customers appreciate easy navigation, quick payment processing, and continuous assistance. All of these increase customer satisfaction as well as trust.

Ray et al., 2020, emphasize how important the technological component is, which includes privacy and security considerations to fostering trust. Consumer trust in online platforms is greatly impacted by worries about data security and a website's capacity to offer a safe shopping environment. Furthermore, the customer service component, which encompasses problem-solving and responsiveness, further establishes customer satisfaction and loyalty, particularly when service failures occur. These findings highlight how important it is to have safe, user-friendly interfaces and strong customer support for West Bengal's e-commerce business, especially for personal product categories. This will help to reduce post-purchase dissonance. Through addressing these issues, customer dissatisfaction may be reduced. This would increase customer retention. According to the research, e-commerce platforms may increase customer satisfaction and trust while reducing the risk of post-purchase dissonance by fulfilling these expectations.

METHODOLOGY

The methodology is oriented with the qualitative research approach. Through proper utilization of data and research findings from secondary sources like academic journals along with the case studies related to post-purchase dissonance within the domain of e-commerce. This study utilized secondary qualitative data collection.

Gathering the data regarding the individualized experiences of customers followed by qualitative insights instead of quantitative measurements is the main consideration. In order to resolve the post-purchase dissonance along with the identification of methods that work best in the personal product category. The research project will be focused on different types of e-commerce examples and methods.

RESULTS AND ANALYSIS

From the literature review, there are different important themes obtained which include the impact of post-purchase dissonance within India's economic landscape. Considering this theme, trust, and transparency were observed as an essential element in managing customer expectations and satisfaction (Krishnamoorthy, 2024). There are findings of several kinds of literature with emphasized that clear product information followed by reliable after-sale services along with dependable return policies that nurture customer cost and also reduce the probability of customer dissatisfaction and litigation. Another article has highlighted the importance of securing user-friendly interfaces which inspire trust which is also very important to retain customers in the market of West Bengal (Ray et al., 2020).

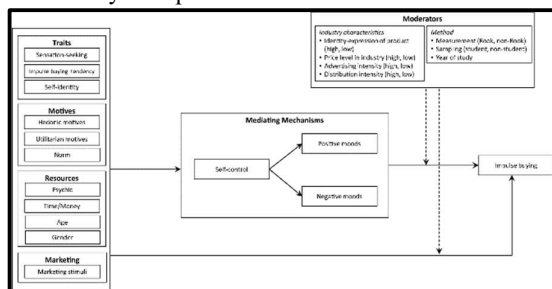


Figure 3: Meta-analysis of impulsive buying (Source: Iyer et al., 2020)

The theme of social influence along with convenience has a major role in the development of online consumer behaviour. The author of some literature has noticed that social recommendations from media family and friends have a strong influence over the purchase decision of an individual in West Bengal (Maity & Sandhu, 2021). The E-Commerce platform prioritizes user-friendly interfaces and also provides fast delivery services that have more chances to align with consumer preferences. This also improves satisfaction and reduces post-purchase regret or dissonance. In addition to that, various types of products appeal to a younger generation followed by diverse audiences, and providing the convenience sought by many consumers has a vital role.

In addition to that, impulse buying and post-purchase regret are other things that are developed after the conduction of the literature review (Kumar et al., 2021). Two articles have beautifully linked impulsive purchasing behavior to a different level regarding post-purchase dissonance. According to the studies, emotional dissonance often arises when customers compare their product purchased to other alternatives that could have been opt by the user (Chen et al., 2023). In addition to that, it also arises when the customer compares their experience discrepancies between the reality of the product and the expected product. This demonstrates the importance of accurate product description followed by engagement of post-purchase support (Chen et al., 2023). Furthermore, literature has also suggested that well-structured interfaces along with realistic images have the potential to prevent impulse buying which also reduces return rates and increases customer loyalty.

Demographics followed by personalized support were also gathered to influence customer satisfaction within the E-Commerce section (Mitra et al., 2020). Significant literature has demonstrated that age, occupation, along shopping frequency have significant effects over post-purchase satisfaction (Ray et al., 2020). It also has gained major reports in online electronics retail (Rina et al., 2024). Therefore, acknowledgment of demographic factors through the development

of support services and follow-ups in terms of response to cultural aspects has the ability to improve satisfaction for personal product categories.

The importance of customer service as a remedy to post-purchase dissatisfaction acts as a strong theme in different studies. Effective customer service mechanisms like problem-solving responsiveness and feedback loops provide great assurance. These also help to mitigate dissonance and nurture the positive consumer mindset after the purchase. Therefore, focusing on transparent communication personalization along with follow-up support helps the E-Commerce platform to acknowledge factors that cause buyer's remorse. This also has a significant contribution to long-term customer trust along loyalty.

Therefore, trust building, social influence, controlling impulse, and providing proper customer service are some of the important themes that help to reduce post-purchase dissonance. These elements highlight the importance of significant strategies that E-Commerce platforms can adopt to improve their customer experiences.

CONCLUSION

In overall consideration, reduction of post-purchase dissonance within India's e-commerce market. This has special consideration over West Bengal's personal products category. This region needs a strategic approach based on trust development, social influence, along customer engagement. There are important factors like clear product information, user-friendly interfaces, and effective post-purchase support. These are very important to improve the mitigation of buyer's remorse. In addition to that, acknowledge impulsive buying and also align the services with customer demographics to improve satisfaction and loyalty. Through the implementation of proactive strategies, like transparent communication, and responsive customer service along with well-developed post-purchase interactions, the e-commerce platforms have the ability to significantly improve consumer experiences. All these ultimately nurture good customer relationships and improve retention in a competitive market.

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