

# Sketching of Gender Impact on Buyer's Remorse –A Case of Digitalised Marketing World

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## Abstract

*“Sketching of gender impact on buyer’s remorse – a case of car buyers” titled article express the study of buyer’s remorse and whether is there any difference in regret feeling among the male and female car buyers or not? A study was conducted in major place of Coimbatore and using systematic random sampling one hundred car buyers were surveyed. By applying statistical tool results of the study were found that male and female buyers regret level not significantly differing to many factors. However, insufficient time and information major burden for female buyers to take purchase decisions. Hence, female were more regretted in car purchase due to time and information lack than male consumers.*

## Introduction

The incident of buyer’s remorse has been usually allied with the psychosomatic inference of cognitive dissonance; it is a state of psychological uneasiness happened to any human when at least two elements of cognition are in disagreement, and which motivates the human being to soothe it by shifting how human being think about the situation. Buyer’s remorse is an instance of post purchase decision dissonance, where a person is stressed out by a made decision and seeks to reduce their embarrassment -The buyer may change their behavior, their feelings, their knowledge about the world -what they thought the purchased item would be like, or even their knowledge of themselves (Urban dictionary). The more resources such as money, time, and cognitive resources that are invested into making a purchase, the more likely the buyer will experience buyer’s remorse or psychological discomfort (Trevor Thomas, 2017).

## Buyer’s Remorse

Buyer’s remorse closely connected with purchase dissonance. John Carvalho (2017) in his research pointed that psychologists have focused on three main elements that are related to cognitive buyer’s remorse. They are: effort, responsibility, and commitment. Effort is an attempt made by the consumers towards purchase which is directly linked corollary of the purchase. In case buyers who have not put enough effort occur post purchase remorse. Responsibility refers buyers are responsible to make their best choice among many

choices. Because if buyers had less choice of products will be less likely to feel purchase conflict because it was not of their own volition. Commitment refers consumer's dedication. Those who have high level of purchase commitment will be lower level regret feeling. Because, they spend more time wisely towards their best choices of the products. Buyer's remorse is stem from post-decision dissonance (Harold Sigall, 2017). Factors that affect buyer's remorse include resources invested, the involvement of the purchaser, whether the purchase is compatible with the purchaser's goals, and what positive or negative evidence the purchaser encounters post-purchase that confirms or denies the purchase as a good idea (Jessica Schiffer, 2018).

### **Factors of Buyer's Remorse**

Buyer's remorse also called as regret feeling of consumer. It is an emotional response on the part of a buyer in a sales transaction, which may involve feelings of regret, fear, depression or anxiety (Elizabeth Weintraub, 2018). It is feeling of disappointment somebody has after they have bought something when they think they have made a mistake. Buyer's remorse is the sense of regret after having made a purchase. It is frequently associated with the purchase of an expensive item such as a car or house. It may stem from fear of making the wrong choice, guilt over extravagance, or a suspicion of having been overly influenced by the seller. Yi Cai, and Brenda Cude (2010), scrutinized whether contestant sense supplementary regret about a negative outcome when reference prices were available or not and the results indicated that the accessibility of reference prices considerably pretentious participants' feelings of regret about a negative outcome. Inbar, Y., et al., (2011) resulted that choice-set size do not affects the buyers regret when they believe that they had enough time to choose, that the prejudiced feeling of being rushed accounts for greater regret when choosing from larger sets, and that changing people's lay conjecture concerning to eliminates regret. Mahmoud Abdel Hamid Saleh (2012) analysis exposed the subsistence of magnitude of consumer guilt, namely, hesitation, sadness, reluctance to spend, regret and self-blame. Consumer guilt is felt due to wrongdoing, self-control failures and extravagance in self-indulgent desires. The findings show that guilt is a regret feelings are found to be cyclic, short-lived and superficial and mostly arise as a result of good and bad actions but not always of right versus wrong actions. when one buys an item and feels regret about the purchase soon thereafter. While buyer's remorse is normally restricted to expensive purchases that have probably busted the buyer's budget, this sentiment can also occur when a person buys a totally useless and inappropriate item. It's when you regret spending money on something you shouldn't have. This usually happens when you don't have the money for something but you buy it anyways. Sana Chebab (2010) investigated the relationship between regret and behavioral responses that may have an impact on the firms' prosperity and found that purchase feel sorry have a straight blow on behavior and effects of dissatisfaction. My Bui et.al, (2011) assessed possibilities of regret have an effect on shopper pleasure extent of musing, and brand-switching attitude and results indicate that regret decreases consumer satisfaction level and increases brand-switching intention. Further off-putting feeling was initiated to reveal an indirect effect between regret and extent of rumination.

### **Reasons For Buyer's Remorse**

There are many reason the consumer may regret their purchase: 1. Post purchase product comparison, 2. Comparison of the price paid, 3. Ignoring valuable information at the time of purchase, 4. the paradox of choices 5. Missing consumer involvement 6. High level of comparison 7. Ignoring the cost, secondary inspection more comparison 8. Inadequately dealing about technical aspect of the product 9. Anxiety about wrong decision 10. Insufficient money 11. Worries about whether the purchase was made a right time 12. Worries about new product new design and also

guild. Factors like door-to-door sales, false labeling, unsolicited merchandise, abusive collection practices, misleading advertising and referral and promotional sales and etc lead a buyer to regret their purchase (Terri Scott, 2016)(Elyssa Kirkham,2018). Alan d. J. Cooke et.al. (2011) examined how pre- and post purchase comparisons affect regret and satisfaction, and whether consumers learn to avoid decisions that result in regret. Information learned after the purchase has a greater impact on satisfaction than information learned before the purchase. Results imply that if consumers who receive post purchase information wish to avoid future feelings of regret.

### Exact Remorse Gap

There are many studies dealing about consumer post purchase dissonance but very few studies give attention on buyer remorse specifically this sense of regret feeling after having made a purchase is not studied much in western & eastern countries. In India car marketer is booming day by day and what they today model not tomorrow it means every day automobile industry comes with array of new brand car model and design. In India the car market price practice guide ranging from high cost to offer table by even middle class family but the real problem behind after the purchase because consumer used to compare they product and service price paid accessories received and etc... this situation leas to post purchase dissonance It mean that the buyer may regret to say that whether they had a right or wrong purchase, hence current study going to deal about how car buyer perceived regret feeling what level they perceived it and also weather this remorse feeling excising among car buyer therefore title of the study is buyer remorse feeling on the car purchased recall survey

Buyer's remorse takes many different forms, most of them typified by a high level of anxiety, usually about having made the wrong decision. This is especially true of purchases such as buying a car which is one of the most common triggers for buyer's remorse, due to many personal and market reasons were influencing (Joseph Hogu,2017). Here the nature of the study is going to focus on how car buyers experienced the remorse and its consequences as well as what action made to the future buyers will be recommended from this study.

### Objectives and Methododology of the Study

1.To know the various reason of car buyer post purchase regret feelings, 2.To determine level of regret feeling perceived by the car buyers,3.To know the which remorse factors significantly influencing gender,4.To bring effective strategy recognizatoin, suggestion to overcome buyer remorse In order to investigate the reasons and which gender experiencing more regret feeling while buying, total of 100 people who had recently purchased the car were met and interviewed with set of questionnaires. Systematic random sampling was applied and do know the different regret feeling with respect to male and female buyers, an t –test applied as statistical tool. The results of the study and further comments are as follows.

Gender	Frequency	Percent	Marital status	Frequency	Percent
Male	71	71.0	Single	18	18.0
Female	29	29.0	Married	82	82.0
Total	100	100.0	Total	100	100.0
Age	Frequency	Percent	Occupation	Frequency	Percent
Below 25	16	16.0	Private job	34	34.0
26-30	14	14.0	Government job	3	3.0

31-35	40	40.0	Business	36	36.0
36-40	26	26.0	Doctor/engineer	9	9.0
Above 45	4	4.0	Other	18	18.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	<b>Total</b>	<b>100</b>	<b>100.0</b>
<b>Annual Income</b>	<b>Frequency</b>	<b>Percent</b>	<b>Educational Qualification</b>	<b>Frequency</b>	<b>Percent</b>
1.5 L -2.4 L	4	4.0	HSC level	11	11.0
2.4 L - 3.40L	18	18.0	Under graduate	66	66.0
3.41TO4.41	21	21.0	Diploma	2	2.0
4.41TO5.40	22	22.0	Post graduate	21	21.0
Above 5.41L	35	35.0	Total	100	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>			

Demographic profile: Out of 100 respondents surveyed, 71(71%) of the respondents are male consumers whereas rest of the 29(29%) of the respondents are females. 40% of the respondents belongs to age group 31 to 35 years. 82% respondents is single from out of 100 respondents.36%) of the respondents doing business. Annual income of the consumers who participated in this survey. 35(35%) of the respondents annual income is above 5.41lak. Qualification of the consumers who participated in this survey. 66% of the respondents completed under graduates

### Group Statistics

Group statistics							Levene's Test for Equality of Variances		t-test for Equality of Means		
Gender		N	Mean	SD	Std. error mean	Equal variance assumed	F	sig.	t	df	Sig. (2-tailed)
1	Male	71	4.1127	.46443	.05512	Equal variances not assumed	2.026	.158	-1.604	98	.112
	Female	29	4.2759	.45486	.08447	Equal variance assumed			-1.618	53.074	.112
2	Male	71	3.9859	.35829	.04252	Equal variances not assumed	2.428	.122	-.968	98	.335
	Female	29	4.0690	.45756	.08497	Equal variance assumed			-.874	42.710	.387
3	Male	71	2.9296	1.01874	.12090	Equal variances not assumed	.228	.634	-1.213	98	.228
	Female	29	3.2069	1.08164	.20086	Equal variance assumed			-1.183	49.373	.243
4	Male	71	2.9859	.90227	.10708	Equal variances not assumed	.439	.509	-.570	98	.570
	Female	29	3.1034	1.01224	.18797	Equal variance assumed			-.543	47.136	.589
5	Male	71	2.9859	.91796	.10894	Equal variances not assumed	.103	.749	-1.617	98	.109
	Female	29	3.3103	.89056	.16537	Equal variance assumed			-1.638	53.542	.107

6	Male	71	3.2113	.82662	.09810	Equal variances not assumed	.359	.550	-1.363	98	.176
	Female	29	3.4483	.68589	.12737	Equal variance assumed			-1.474	62.306	.145
7	Male	71	2.9718	.92539	.10982	Equal variances not assumed	.039	.844	-1.147	98	.254
	Female	29	3.2069	.94034	.17462	Equal variance assumed			-1.140	51.321	.260
8	Male	71	3.2676	.89375	.10607	Equal variances not assumed	1.335	.251	.854	98	.395
	Female	29	3.1034	.81700	.15171	Equal variance assumed			.887	56.649	.379
9	Male	71	3.1268	.89330	.10602	Equal variances not assumed	5.218	.025	-1.389	98	.168
	Female	29	3.3793	.62185	.11547	Equal variance assumed			-1.611	74.050	.111
10	Male	71	2.3099	.93490	.11095	Equal variances not assumed	.230	.633	-2.518	98	.013
	Female	29	2.8276	.92848	.17241	Equal variance assumed			-2.525	52.398	.015
11	Male	71	2.3803	1.00522	.11930	Equal variances not assumed	1.218	.272	-1.159	98	.874
	Female	29	2.4138	.82450	.15311	Equal variance assumed			-1.173	63.027	.863
12	Male	71	3.0704	1.01874	.12090	Equal variances not assumed	.022	.881	-1.073	98	.286
	Female	29	3.3103	1.00369	.18638	Equal variance assumed			-1.080	52.784	.285
13	Male	71	2.9859	1.17708	.13969	Equal variances not assumed	1.575	.213	-1.313	98	.192
	Female	29	3.3103	.96745	.17965	Equal variance assumed			-1.426	62.898	.159
14	Male	71	2.9155	1.18015	.14006	Equal variances not assumed	.016	.899	-1.252	98	.214
	Female	29	3.2414	1.18488	.22003	Equal variance assumed			-1.249	51.881	.217
15	Male	71	3.0282	1.21857	.14462	Equal variances not assumed	.555	.458	-.812	98	.419
	Female	29	3.2414	1.12298	.20853	Equal variance assumed			-.840	56.209	.404
16	Male	71	3.0563	.90849	.10782	Equal variances not assumed	1.511	.222	-2.537	98	.013
	Female	29	3.5517	.82748	.15366	Equal variance assumed			-2.639	56.846	.011
17	Male	71	2.9014	.89690	.10644	Equal variances not assumed	.742	.391	-1.998	98	.048
	Female	29	3.3103	1.00369	.18638	Equal variance assumed			-1.905	47.234	.063
18	Male	71	3.0845	.99637	.11825	Equal variances not assumed	.371	.544	-.087	98	.931
	Female	29	3.1034	.97632	.18130	Equal variance assumed			-.088	53.049	.931

19	Male	71	2.8732	.94005	.11156	Equal variances not assumed	.008	.930	-1.792	98	.076
	Female	29	3.2414	.91242	.16943	Equal variance assumed			-1.815	53.519	.075
20	Male	71	3.0282	1.06867	.12683	Equal variances not assumed	.048	.826	-1.072	98	.286
	Female	29	3.2759	.99630	.18501	Equal variance assumed			-1.104	55.590	.274
21	Male	71	2.7465	1.03811	.12320	Equal variances not assumed	.005	.944	.398	98	.691
	Female	29	2.6552	1.04457	.19397	Equal variance assumed			.397	51.777	.693
22	Male	71	3.8310	.53415	.06339	Equal variances not assumed	3.477	.065	-.884	98	.379
	Female	29	3.9310	.45756	.08497	Equal variance assumed			-.944	60.365	.349
23	Male	71	3.8873	.57444	.06817	Equal variances not assumed	2.413	.124	-.641	98	.523
	Female	29	3.9655	.49877	.09262				-.680	59.565	.499

1.I felt disappointment with price practice done by different showroom.2.I felt angry about some accessory missing compare to other showrooms which is given to other buyers.3.I feel very sorry about product information given by sales executive at the time of buying.4.I Regret to say that engine performance not up to the mark.5.I Feel frustrate because often I meeting usage related problem.6.Now I feel that I did not put enough effort into buying the product because I have not taken my car after the full clarification.7.I regret my purchase because the Car never served it purpose exactly.8.I Regret the car model I chosen because instated of this model I could have made a better choice (or) model.9.I feel very sorry to say that I have spend to much time to collect the quality information about the car I have purchase but had only very few information sources.10.I felt regret that the car advertisement given in media is not sufficient to make purchase decision.11. I feel regret say that the sales executive are not customer friendly.12.I regret to say that there is uncomfortable feeling while driving the car because internal accessory not that much quality.13. I felt annoyed I could have made a better decision then this one.14.I regret to say that I car now having is worthless.15.I regret to say that often I meeting repair problem.16.I regret to say that I would have wait for some more time to make better decision.17.I regret to say that I did not have enough information from car marketers to make best decision.18.I regret to say that my care that is giving high maintenance cost.19.I feel disappointment with often sales and services.20. I feel disappointed hidden cost which is not express properly.21.I regret to say that the discount promotion schemes are only attractive and not giving specific benefits. 22.I frustrate with the new model coming often because sometime I feel that I mad old model or wrong choice. 23. Now I am unhappy about the car price because I feel that at the time of buying I spent much higher than now.

A independent sample t-Test was performed in order to know whether reasons of buyer regret feeling differing with respect gender or not. The result of the study revealed that following two factors only significant difference on regret feeling differing with respect to gender. It means that compare to male, female respondents (M=3.5517) were expressed high regret feeling because of not spent enough time for make better decision ( $t=2.537, df=56.846, p=0.013<0.005$ ). similarly compared to male respondents (M=2.9014) female consumers (M=3.3103) expressed high regret feeling because of insufficient information about to take better decision ( $t=1.998, df=47.234,$ ). Hence it can be said that female consumers were more worried about time spending and insufficient information at the purchase decision making.



## Suggestion

1. A buyers of any products and services they should feel good about purchase they have made it. 2. Try to avoid maximum comparison. 3. Be specific your purchase goal and based on that you have go your purchase 4. Trying to clarify your doubts before purchase made. 5. Spend enough time and make your purchase with sufficient information about products and services. 6. Do not ignore valuable, useful information sources. 7. Deepen your product technical details with the help of experts. 8. Try to avoid impulse buying or confused state of buying.

## Conclusion

A study on buyer remorse is study about regret feeling of the consumers after the have made purchase decision But This feeling differ to consumer purchase decision But this emotional feeling may exist among many consumers .This situation occurring because of after purchase comparison. In this article car buyer's remorse feeling were surveyed. The result of the study revealed and concludes that the remorse feeling existing among car owners at varying level. Because of they were compared the cars which owned by them with others as well as concerned about not taken enough time to best purchase, This is specifically, comparing to male buyers, female respondents were more worried about not spent enough time on purchase decision which leads them to post purchase regret. Further study concludes that post purchase remorse feeling is common phenomenon even in automobile sectors. However, current study findings may be good input for the future researchers.

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