

THE EFFECT OF REGRET DETERMINANTS ON CONSUMERS' POST-PURCHASE BEHAVIOR IN URBAN SHOPPING COMPLEX BUILDING

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Abstract

Customers are the most effective factors in organizations success, especially in today's competitive world. Therefore, the organizations should consider them more than other factors. So, factors that affect them and also the mediators' effect on consumers purchase behavior should be investigated. So this research has investigated the effect of regret moderators on consumers' post-purchase behavior. This research is applied and descriptive type. Research population includes all customers of Babolsar Bozorgmehr shopping center in Iran during the summer 2016 and 384 of them have been selected through Cochran formula. A questionnaire has been used to gather data. Its reliability has been tested by a pre-test and its validity has been tested by face validation. To analyze the data factor analysis, regression test, SPSS, and LISREL software have been used. The results have indicated that; Perceived responsibility, Reversibility, Number of alternatives, Self-esteem, Social comparison, Optimism vs pessimism, Perfectionism, and Rumination have an impact on the post-purchase regret.

Keywords: Regret, Regret moderators, Consumers, Post-purchase Behavior, Urban Shopping Complex Building

1. INTRODUCTION

There are lots of factors affect customer and consumer satisfaction. Identifying their satisfaction factors is very important. One of the newest and most important factors is recently considered by researchers and organizations is consumers' post-purchase behavior. Since it is one of the factors which can ensure customer loyalty and increase the customers and consumers through positive face to face marketing. Regret is a more or less painful

cognitive or emotional state which a person feels when faced with an unlucky situation, limitation, his /her mistakes, etc (Bui et al., 2011). It not only affects the future purchase behavior but also, all aspects of personal life (Lee & Cotte, 2009). So, its effect and its mediators' effect on consumers purchase behavior should be investigated.

Regret is a negative emotional reaction to personal past acts. It is experienced when realizing that one would have been in a better situation if only one would have decided differently (Beike et al., 2009; Mugge, Schifferstein, & Schoormans, 2010). According to Landman, regret is defined as "... a more or less painful judgment and state of feeling sorry for misfortunes, limitations, losses, shortcomings, transgressions, or mistakes (Bui et al., 2011). Regret is an unpleasant feeling, associated with self-blame, the wish to undo the regretted event and a strong tendency to kick oneself. Regret is a feeling that results from a comparison of what really is and what it could have been like. In other words, regret is a feeling that individual understand or imagine that his/her situation would be well now if an individual made a different decision (Zeelenberg & Pieters, 2004). In business, regret is an emotion related to thoughts, emotions and desired actions which can cause dissatisfaction or change in product or service (Keaveney et al., 2007). In other words, regret is a part and the outcome of consumption process, a feeling that can be emerged during or after the consumption process (Ekici & Dogan, 2013). Therefore, regret is an influential factor in customers' satisfaction and intention to buy (Bui et al., 2011). So, regret can be said to be a critical point in making a long-term change in consumers' network of relationships.

Situational factors include a number of environmental stimuli which are more effective than the stimuli of the product and individual characteristics on consumption (Saleh, 2012). According to that, some situational factors increase the creation of psychological simulations to make comparisons between reality and an alternative. Some of them are; Valence, Perceived Responsibility, decision justifiability, Reversibility, Time selection of decision making, Choice between brand name & price, Involvement, Number of Alternatives, Nature of purchase, Sales service. Regret is a universal feeling which can be met by almost all individuals all around the world (Zeelenberg & Pieters, 2004). However, there is a myriad of personal and situational factors. That is to say, that post-purchase regret is not only a function of product functionality and sales services but is also affected by consumers' nature (Ekici & Dogan, 2013). Some of them are; Self-esteem, social comparison, temporal orientation, optimism vs. pessimism, impulsivity, perfectionism, maximizing vs. satisfying, aversion to risk, Rumination.

There are two types of regret. Ones occur during the purchase process and the other one occurs after the purchase process. Since the aim of our research is to investigate consumers' post-purchase behavior; it is called "Regret Outcome". This type of regret is felt after the purchase and results from dissatisfaction from what has been already bought. After the purchase, one feels that the product does not suit him/her or is not worthy

enough. Sometimes, one compares what s/he has bought with other alternatives and when dissatisfied with this comparison, s/he begins to develop a feeling of regret (Lee & Cotte, 2009).

Consumers are people or organizations that consume the products of an organization for personal purposes or manufacturing other products (Chang & Tseng, 2014; Chen et al., 2017). Consumer behavior is a sub-category of human behavior which is linked to decisions made and activities done while purchasing or consuming some goods (Hamidzadeh & Fard, 2016). Consumer behavior does not necessarily reflect the behavior of a particular person. Decision-making about buying a car, going to a particular restaurant or renting a house are instances of behaviors that can involve a group of friends, colleagues or family members (Bushra, 2015). Consumer behavior deals with all procedures of the selection, use, discarding of products/services, experiences or ideas adopted by people, groups and organizations to meet customers' or community's needs. In other words, consumer behavior entails how people are to purchase (Ibid). How consumers behave after the purchase, is of a great significance to professional marketers. Post-purchase behavior is the final state of purchase decision-making process that consumer buys the product and start to use (Saleh, 2012).

Shopping complex building also called shopping mall is a large commercial building including a diversity of stores and other business establishments in a series of connected or adjacent structures or in a single large structure with a system of enclosed footpaths for the consumer (Rosenbaum et al., 2016). In this urban areas the consumer able to compare prices, quality of goods and price a variety of shops at the same time before buying anything (Das & Varshneya, 2017). The mall was initially considered of as a community midpoint where the consumer would meet for shopping, social interaction and cultural action. In today's the mall has attained and surpassed those early prospects (Kalantari et al., 2015). In this study, the Babolsar Bozorgmehr shopping center in the north of Iran has been choosing as a study area as an urban shopping complex building.

2. LITERATURE REVIEW

As researchers have investigated for a long time, customers satisfaction is a major factor in organizational survive. Thus, it is very important and organizations must consider consumer satisfaction. Lots of researchers have been conducted on customer satisfaction and regret in post-purchase. Buchman et al. (2016) have investigated distinction between effective and cognitive components of regret. This research has indicated that the Regret Element Scale's relationship with distress, appraisal of emotion and existing measure of regret. Also, it has indicated the RES's ability to differentiate regret from other negative emotions and related traits (Buchanan et al., 2016). Aydin and UNAL (2016) have determined the influence of perceived risk on regret and the effect of regret on repurchase intention. This research has been conducted on new and used car buyers in Turkey. The results have indicated the effect of perceived risk on regret in new and used car buyers. And financial risk has more effect on regret after purchasing of new cars (UNAL & AYDIN, 2016). Wilkinson et al. (2015) have

investigated the effect of contingent self-esteem on regret intensity. Their results have indicated that self-esteem affects controllable regret types but, not the uncontrollable ones. Also, individuals with more self-esteem contingency have more regret intensity to the ones with less self-esteem contingency (Wilkinson et al., 2015). Ozar and Gultekin (2014) have investigated the effect of impulse buying tendency and pre-purchase mood on impulse buying. Their results have revealed that consumer impulse buying tendency and pre-purchase mood encourage impulse buying positively. Also, satisfaction has a partial mediator role between pre-purchase mood and post-purchase mood (Ozer & Gultekin, 2015). The relationship between general regret concerning the life, the regret concerning the process of purchasing and the regret concerning after purchasing have investigated by Ekici and Doğan (2013). Research population includes the students of two universities in Turkey. The data has been gathered through questionnaire and by the drop-and-collect method. The results have indicated that there is a positive and significant relationship among the regret concerning the life, the regret concerning the process of purchasing and the regret concerning after purchasing (Ekici & Dogan, 2013). Bui et al. (2011) have investigated the effect of regret on the post-purchase decision. Research population includes 125 of undergraduate students. The results indicated that regret decreases consumer satisfaction level and increases brand switching intention. Saleh (2012) has explored the motivation for purchasing and effective factors on post-purchase regret. Population includes 25 buyers of Tehran hypermarkets.

The SPSS software has been used to analyze data. The results extravagant shopping experience had a significant effect on post-purchase regret. The hypotheses have been analyzed through PLS. The results have indicated that shopping experience can significantly affect extravagant behaviors and it can increase post-purchase regret (Saleh, 2012). In a research, Towers et al. (2016) have considered three types of regret time-based, decision-based and belonging-based. Regression test has been used to analyze data. The results have indicated that regret intensity was more for more important decisions. Also, it was more in social domains to non-social ones. And, regrets of inaction were more than the regret of action (Towers et al., 2016).

3. RESEARCH METHODOLOGY

This research is applied and descriptive. Also, it is a cross-sectional research. Research population includes all customers of Babolsar Bozorgmehr shopping center in Iran during the summer 2016 and 384 of them has been selected through Cochran formula. A questionnaire has been used to gather data. Its reliability has been tested by a pre-test and its validity has been tested by face validation. To analyze the data factor analysis, regression test, SPSS, and LISREL software have been used. Hypothesizes of the research are discussed in following. Figure 1 presents the research model.

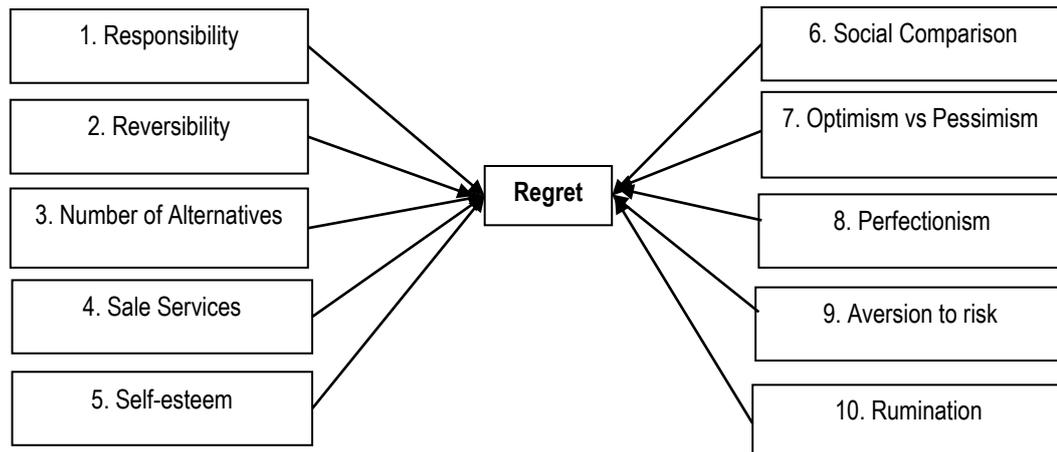


FIGURE 1 - RESEARCH MODEL

4. RESULTS

Hypotheses have been analyzed by regression and the results are as follow;

H1: Perceived responsibility has effect post-purchase regret.

TABLE 1 - PERCEIVED RESPONSIBILITY COEFFICIENTS

Predictors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.18	0.23	-	9.21	0.000
Perceived responsibility	0.26	0.06	0.22	4.46	0.000

As it has been represented in Table 1, the direction of B coefficients and the beta score is positive, i.e. the perceived responsibility factor has positively affected regret. An increase in the perceived responsibility is followed by an increase in regret. These findings help to predict the overall regret score positively and significantly based on the total perceived responsibility score (t=4.46, p < .001).

H2: Reversibility has effect post-purchase regret.

TABLE 2 - REVERSIBILITY COEFFICIENTS

Predictors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.27	0.22	-	16.40	0.000
Reversibility	-0.13	0.05	-0.11	-2.20	0.028

Table 2 shows that the direction of B coefficients and Beta is negative which shows that the reversibility of the product negatively affects regret. More reversibility is followed by less regret. These results point to the significantly negative prediction of the total regret score and the total reversibility score (t=-2.20, p < .05).

H3: Number of alternatives has to effect post-purchase regret.

TABLE 3 - NUMBER OF ALTERNATIVES COEFFICIENTS

Predictors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.65	0.22	-	11.65	0.000
Number of alternatives	0.17	0.06	0.13	2.56	0.01

According to the Table 3, the direction of B coefficients and the beta score is positive, i.e. the number of alternatives factor has positively affected regret. An increase in the number of alternatives is followed by an increase in regret. These findings help to predict the overall regret score positively and significantly based on the total number of alternatives score ($t=2.56, p < .05$).

H4: Sales services has effect post-purchase regret.

TABLE 4 - SALES SERVICE COEFFICIENTS

Predictors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.27	0.26	-	12.52	0.000
Sale services	-0.01	0.06	-0.009	-0.17	0.86

As it has been represented in Table 4, the resultant model, however, has not been statistically significant ($p > .05$). This shows the insignificance of the total post-purchase regret score based on the sales service variable ($t=-.17, p > .05$). In other words, the hypothesis that “the choice between the sale services significantly affects regret” is not confirmed.

H5: Self-esteem has effect post-purchase regret.

TABLE 5 - SELF-ESTEEM COEFFICIENTS

Predictors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.14	0.18	-	6.12	0.000
Self-esteem	0.56	0.05	0.50	11.36	0.000

Table 5 presented the direction of B coefficients and the beta score is positive, i.e. the self-esteem factor has positively affected regret. An increase in the self-esteem is followed by an increase in regret. These findings help to predict the overall regret score positively and significantly based on the total self-esteem score ($t=11.35, p < .001$).

H6: Social comparison has effect post-purchase regret.

TABLE 6 - SOCIAL COMPARISON COEFFICIENTS

Predictors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.52	0.21	-	11.9	0.000
Social comparison	0.22	0.06	0.17	3.36	0.001

Based on the Table 6 results, the direction of B coefficients and the beta score is positive, i.e. the social comparison factor has positively affected regret. An increase in the social comparison is followed by an increase in regret. These findings help to predict the overall regret score positively and significantly based on the total social comparison score ($t=3.36, p < .05$).

H7: Optimism vs pessimism has to effect post-purchase regret.

TABLE 7 - OPTIMISM VS. PESSIMISM COEFFICIENTS

Predictors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.67	0.20	-	8.30	0.000
Optimism vs. pessimism	0.46	0.05	0.37	7.85	0.000

In Table 7, the direction of B coefficients and the beta score is positive, i.e. the optimism vs. pessimism factor has positively affected regret. An increase in the optimism vs. pessimism is followed by an increase in regret. These findings help to predict the overall regret score positively and significantly based on the total optimism vs. pessimism score ($t=7.85, p < .001$).

H8: Perfectionism has effect post-purchase regret.

TABLE 8 - PERFECTIONISM COEFFICIENTS

Predictors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.48	0.18	-	13.69	0.000
Perfectionism	0.26	0.06	0.21	4.18	0.000

As it has been represented in Table 8, the direction of B coefficients and the beta score is positive, i.e. the perfectionism factor has positively affected regret. An increase in the perfectionism is followed by an increase in regret. These findings help to predict the overall regret score positively and significantly based on the total perfectionism score ($t=4.18, p < .001$).

H9: Aversion to risk has effect post-purchase regret.

TABLE 9 - AVERSION TO RISK COEFFICIENTS

Predictors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.15	0.18	-	16.98	0.000
Aversion to risk	0.02	0.05	0.02	0.38	0.69

Table 9 presented, the resultant model, however, has not been statistically significant ($p > .05$). This shows the insignificance of the total post-purchase regret score based on the Aversion to risk variable ($t=.38, p > .05$). In other words, the hypothesis that “the Aversion to risk significantly affects regret” is not confirmed.

H10: Rumination has effect post-purchase regret.

TABLE 10 - RUMINATION COEFFICIENTS

Predictors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.97	0.13	-	14.27	0.000
Rumination	0.45	0.04	0.43	9.43	0.000

According to Table 10, the direction of B coefficients and the beta score is positive, i.e. the rumination factor has positively affected regret. An increase in the rumination is followed by an increase in regret. These findings help to predict the overall regret score positively and significantly based on the total rumination score ($t=9.43, p < .001$).

5. FINDINGS

This research has investigated regret moderators on consumers' post-purchase behavior. Its findings are as follow;

5.1. Responsibility for Regret

The results revealed a significant positive effect of one’s feeling of responsibility on post-purchase regret. In fact, the more one feels responsible, the more feeling of regret one may feel after the purchase. These findings have been consistent with those of the other related body of research. These findings have been consistent with those of the other related body of research (M'Barek & Gharbi, 2012; Zeelenberg & Pieters, 2004). According to, Gollier (2016) defined regret as resulting from the past. One feels regret when now thinks if s/he had made another choice, the result would have been more satisfying. Such a definition is directly correlated with one’s agency. In other words, if one does not feel oneself accountable for the choice, s/he will never experience such a thing. This person holds oneself accountable for the purchase rather than the salesperson. The buyer is supposed to search thoroughly for the product and make the final decision. Actually, responsibility is directly correlated with one’s independent perception of oneself and one’s own power of choice. When such people go for a product, if the target product does not meet their expectations, they feel more regretful. In other words, these people have a certain perception of their own agency and take the whole responsibility of their wrong choice. They know there is no one else to blame as the choice is theirs. Therefore, they feel more regret than those who do not have a feeling of agency (Gollier, 2016).

5.2. Reversibility on regret

It was observed in the present findings that reversibility had a significant negative effect on post-purchase regret. In other words, the more the chance of returning the item, the less feeling of regret one may feel afterward. These findings are similar to those the previous literature. To explain the underlying reason, reversibility means one can try the item upon purchase for accuracy and make sure that after the purchase s/he can return the item or ask for a replacement. On the other hand, Buchanan et al. (2016) divided regret to two elements: cognitive and effective. In other words, these researchers proposed a two-dimensional instrument (cognitive and effective) to better comprehend the feeling of regret. It helped to better reflect the role of regret in decision-making. The effective element refers to the feeling of sorrow and guilt while the cognitive element deals with one's desire to change the decision or choice. Therefore, the cognitive element is strongly correlated with the reversibility of the item of purchase. In other words, reversibility can help to realize one's desire for changing the decision to buy something. It, therefore, manages to reduce one's feeling of regret. This was confirmed by the present findings (Buchanan et al., 2016). These all lead us to conclude that reversibility has a reductive effect on post-purchase regret.

5.3. The number of alternatives to regret

The present results revealed that the number of alternatives directly and significantly affects post-purchase regret. That is to say that the more the number of alternatives, the higher the probability of post-purchase regret. To elaborate on this issue, regret, as perceived by Lee and Cotte (2009) results from either process or product. According to that, regret results either from an underestimation of the item of purchase or from overestimation. Besides, the number of alternatives would raise the possibility of choice and provision of different services. Among the positive effects of the number of alternatives is a higher chance of evaluation and comparison. In fact, this would reduce the kind of post-purchase regret that is process-oriented and due to underestimation. However, not always does the range of alternatives have positive outcomes. When there is a wide range of choice for a certain item, but these brand names do not differ much in terms of the quality or other features, one gets confused and spends too much time comparing these items. This might, later on, cause a high degree of process-oriented regret due to overestimation. S/he might think the item of purchase was not worth the time spent on it. On the other hand, when there is a wide range of alternatives of different qualities and capabilities, even if one is initially satisfied with one's purchase, might, later on, begin to compare the choices and feel regretful. Thus, it can be concluded that the number of alternatives can cause post-purchase regret which was empirically confirmed in the present research. This finding makes us infer that the range of alternatives can have an increasing effect on post-purchase regret (Lee & Cotte, 2009).

5.4. Sale services on regret

As the present results revealed, sale services showed to have no statistically significant effect on post-purchase regret.

5.5. Self-esteem on regret

The results showed that low or lacking self-esteem¹ directly and significantly affects post-purchase regret. When one lacks any self-esteem, the more probable one experiences post-purchase regret. This finding has been consistent with a body of related research (Lee & Cotte, 2009; M'Barek & Gharbi, 2012; Wilkinson et al., 2015). This finding can be elaborated as perceived implies a belief in one's own capabilities and all the knowledge and skill required to gain success. Those with a high level of self-esteem make a positive judgment of themselves and value the choices they make in life. They see success as a natural consequence of their attempts and thus experience less failure or regret. Moreover, one who respects oneself also respects one's own choices. There would be far less dissatisfaction and forthcoming regret. Therefore, one who suffers a low self-esteem or lacks any has no belief in one's own capabilities and choices. That can be followed by a feeling of inefficiency and failure at the time of decision-making. That is why they feel more dissatisfied and regretful. This all along with the present finding lead us to conclude that lacking self-esteem has an increasing effect on post-purchase regret (Cameron et al., 2013).

5.6. Social comparison on regret

The present findings revealed that social comparison has a significant positive effect on post-purchase regret. In other words, an increase in social comparison is followed by a higher feeling of regret once the purchase is done. Social comparison can be considered a psychological mechanism that affects people's judgment, experience, and behavior. As perceived by White et al. (2006), those who keep comparing themselves with others are those who lack internal standards and lack self-respect. They experience more destructive and negative feelings and behaviors and feel more dissatisfied. On the other hand, as previously mentioned, regret is a painful cognitive or affective feeling which is experienced at the time of misfortunes, limitations, defects, and mistakes. Regret follows from a comparison of things as they are with how they could have been. Once the purchase is done, one begins to feel uneasy and thinks about his/her behavior while buying the given item and tries to compare the behavior with moral values and social norms. Finally, if the features of the given item match those of the comparison, one feels satisfied. Otherwise, a feeling of regret follows. As for social comparison, those who try to make comparison lack internal definitive standards. They do not perceive their own value and efficiency. As a consequence, they are more prone than others to experience unfavorable negative feelings, among which regret

¹ Due to the data coding in this research, lacking self-esteem was actually investigated.

is only one. Those who recurrently make social comparisons do not necessarily compare things on equal terms. They do compare good choices with the desired. Thus, in this respect to they are more likely to feel regretful (White et al., 2006). As pinpointed by Zeelenberg and Pieters (2004), those who tend more to compare themselves with others feel more intense regret in decisions than others. Finally, regret can be said to reveal itself on occasions when customers are satisfied with their choices. Upon comparing two choices and the related outcomes, the satisfaction resulting from that choice does not matter. Rather, the determining factor is whether one's choice among all existing alternatives leads to the best result or the worst. That is why we can say that social comparison can cause post-purchase regret as a decision made. This was empirically confirmed in the present research (Zeelenberg & Pieters, 2004). What was just elaborated on lead us to conclude that higher social comparison can have an increasing effect on post-purchase regret?

5.7. Optimism vs. pessimism on regret

The present finding showed that pessimism² (vs. optimism) has a significant and positive effect on post-purchase regret. In other words, the more pessimistic one is, the more likely s/he experiences post-purchase regret. Optimism implies having positive expectations of desirable outcomes. Conversely, pessimism means negative expectations of undesirable outcomes and consequences. Moreover, regret is a feeling related to human thoughts, emotions, and desires each of which can cause dissatisfaction. Regret is a rather painful cognitive and affective state.

As perceived by Buchanan et al. (2016), regret is comprised of the two cognitive and affective elements. The latter involves a feeling of sorrow, self-blame, and guilt. Accordingly, pessimists suffer a failure-oriented perception of life and keep expecting unsuccessful and undesirable things to happen in such processes as shopping. They are more prone to dissatisfaction and thus regret. They would experience more of regret. All this lead us to conclude that pessimism (or lacking optimism) has an increasing effect on consumers' post-purchase regret (Buchanan et al., 2016).

5.8. Perfectionism on regret

It was observed from the present findings that perfectionism has a significant positive effect on post-purchase regret. An increase in one's perfectionism is thus accompanied by a deeper sense of post-purchase regret. This finding has been confirmed by a body of related research (M'Barek & Gharbi, 2012). In the present study, the type of perfectionism addressed has been unadoptable (inflexible) and self-oriented. In other words, one has unreal expectations from oneself. The perfectionist often has high illogical standards for themselves and obsessively strive for unachievable dreams. They harshly avoid failure. They are, therefore, more prone to

² . In this research, due to the coding, pessimism which implied no optimism, was actually explored.

negative moods. Such people often believe they cannot perform things as they are supposed to. They hardly ever feel satisfied with themselves. That is to say that there is hardly any act or choice that can satisfy them. Therefore, they are more likely to be dissatisfied with they have already bought as they often tend to underestimate the outcome of their purchase. This was empirically confirmed in the present research. Consequently, we can conclude that perfectionism has an increasing effect on post-purchase regret.

5.9, Aversion to risk

The present findings indicated that no significant effect of aversion on risk on post-purchase regret.

5.10. Rumination on regret

The results revealed a significant positive effect of rumination on regret. That is to say that the more one is engaged in rumination, the more post-purchase regret s/he would experience. Rumination can be considered as a kind of retrospective thinking that often remains for long. Such uninvited thoughts get to interfere with one's natural functioning. As concerns time orientation, such thoughts can orient one's mind to the negative future and past events. Those addicted to rumination often perceive undesirable events darker than they are and this makes them perceive defective or vague information as threatening (Cormio et al., 2014). As for shopping, they often start with a negative impression even before they set out for something. While shopping and also after that they are more focused on what they have to lose rather than what they have to gain. As a function of negative presumptions and expectation of failure, they finally get dissatisfied and feel regret. The above-mentioned issues lead us to conclude that rumination has an increasing effect on post-purchase regret.

6. CONCLUSIONS AND DISCUSSIONS

Marketing managers are always searching for a better recognition of customers' behavioral decisions after buying a product. The point that convinces customers to buy a product for the second time or to motivate other people to buy that specific product or service is indeed one of the hottest topics which have attracted the attention of many marketers and paves the way for more research and various questions. An important question which this research intends to answer is that when a customer feels regretted from his/her shopping? Or which elements influence the feeling of regret or dissatisfaction of a customer for buying a product or service? When the buying is complete, he/she begins to evaluate that shopping, the discrepancy between the act of buying and the expectations of the buyer (consumer) results in the formation of satisfaction or dissatisfaction of that customer. A consequence of dissatisfaction is post-purchase regret. If the item purchased does not meet consumer's expectations, s/he gets dissatisfied with the purchase. Post-purchase dissatisfaction can lead to a sense of dissonance and regret in the consumer (Kesari & Atulkar, 2016). It implies that the customer feels regretful of the purchase unless s/he manages to solve the internal conflict and disharmony stemming from

dissatisfaction, in a way such as canceling the order(s), having the product replaced or gaining further information to justify the purchase. In other words, a customer buyer is satisfied with one's purchase when his/her level of expectations corresponds with the item bought. Otherwise, one feels dissatisfied with the purchase.

7. FUTURE STUDIES

The effectiveness of the majority of psychological factors within the model in post-purchase regret was confirmed. Thus it is suggested that companies adopt psychoanalytical and personality heuristic devices besides surveys on the quality of products in their websites for each geographical region so that they gain a better view of how to sell their products and provide services. Predicting post-purchase regret can provide useful hints for manufacturing companies to focus on and can guide their attempts to solve them.

Due to the increasing effect of the number of alternatives on post-purchase regret, they are discouraged from confusing their customers with too many alternatives which might lead to post-purchase regret.

In the present research, in the field method, only a quantitative approach (questionnaires) was followed. To further enrich the model, it is suggested that prospective research also focus on qualitative methods such as interviews or focus groups so as to unravel the latent aspects. Generally speaking, a respondent's emotions and conditions affect how to respond to a questionnaire. The present research was done in the form of cross-sectional in a certain time span. To adjust for the effect of respondents' emotions and conditions, the research is suggested to be conducted in more than one-time section and as a pre-test and a post-test.

The body of research on human beings and human behavior are often marked with certain complexities corresponding to human complexities. The present research sought to explore personal and contextual factors involved in post-purchase regret. However, other investigations are required to look into the interactions of these factors and then the effect of these interactions on the target variable, the post-purchase regret. The reverse effect of regret on contextual factors also needs to be explored.

The population of the present research was comprised of the customers visiting a shopping center sampled conveniently. So as to increase the generalizability of model, it is suggested that other investigations are conducted with different research populations of different demographic traits such as socioeconomic features, rural residence, etc. to follow a probabilistic sampling method.

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