

The Influence of Fashion Consumers' Perceived Risk and Regret-Solution Effort upon the Post-Purchase Intention -Focus on the Different Impulse Buying Types-

Hyunsuk Suh · Younkue Na^{*†} · Mihee Kim

Dept. of Business Administration, Chung-Ang University

*Dept. of Clothing & Textiles, Chung-Ang University

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Abstract

This study examines the relationship between perceived risk and regret, the influence of regret, and the regret-solution effort upon post-purchase behavior. These causal pathways are controlled by moderated different impulse buying types. The results of the study are three-fold. First, consumers with high social and convenience risks resulted in the high levels of regret. Second, the higher the regret then the higher the negative purchase intention and the lower the positive purchase intention. Consumers who emphasize the regret-solution have high positive purchase intentions and the low negative purchase intentions. Lastly, as for the influence of the regret upon the negative purchase intention, the 'recollection impulse buying type' has the greatest influence among all other types. No impulse buying types have a positive influence on purchase intention. As for the influence of the regret-solution efforts on the positive purchase intention, the 'pure impulse buying type' had the greatest influence. Only the 'suggestion impulse buying type' influenced the negative purchase behavior intention. The post-purchase intention depends on the level and the degree of the regret-solution efforts of the consumer. This study contributes to the examination of the different impulse buying types that influence the moderators in the causal pathway of the risk perception to the post-purchase buying behavior.

Key words: Perceived risk, Regret solution effort, Purchase intention

I. Introduction

The post-purchase behavior of the customers are significant in a sense that these behaviors can be regarded as the reflection of corporate brand image and will influence on the long-term business activities. From time to time, the customers can purchase products without preplanning to do so. The feeling of the satisfaction or dissatisfaction of the product purchased based on the impulse buying is deeply related

with the different emotional characteristics of the customers (Inman & Zeelenberg, 2002; Zeelenberg & Pieters, 2004). Especially for those fashion product customers can have the subjective risk perceptions during the process of choosing the product (Bauer, 1996).

The regret is being referred to as the feelings of the counterfactual thinking through simulating the decision alternatives that are not selected in real life situation (Sudgen, 1985). Therefore the individuals will experience the feeling of regret about the alternatives which they have not chosen at the time of making decisions. The situation where you make decisions under uncertainty is specifically called "anticipated regret."

The studies show the feeling of regret can influ-

[†]Corresponding author

E-mail: nyk901@gmail.com

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ence negatively on the feelings of the satisfaction thereby bringing about the negative influence on the post-purchase behavior (Tsiros & Mittal, 2000). However for those who experiences the regret will somehow put their effort to dissolve the feeling. Through the effort of the regret-solution, the individuals will reduce the negative influence of the regret and this process can bring about the positive result by reinforcing the feelings of favor towards the brand. In other words, the individuals who have experienced the 'regret' will feel negatively about the brand. However for those individuals who are pulling their thoughts round will dissolve the negative feelings and reinforce the 'positive' feelings toward the brand. Therefore designing the right message frame to support this positive feeling is the key in the process.

The impulse buying is referred to as the situation where the purchase being occurred mainly due to the promotional stimulants and not on the pre-plannings (Kim, 2006). The impulse buying may bring about the satisfaction or dissatisfaction of the products purchased by the individuals. These feelings may differ according to the different individuals and situations. Therefore the current study would like to explore how different impulse buying types will bring about different post purchase behavior.

The current study seeks into how 'perceived risk' influences the feelings of 'regret' in the process of the individuals purchase the fashion products. Also the study will compare the customer groups between those who just experienced 'regret' and those who experienced both the 'regret' and the 'regret-solution.' Finally, the different 'impulse-buying types' will be analyzed to figure out the differences of their post purchase behaviors.

II. Literature Review

1. Perceived Risk

For the fashion products in which their display effect is comparatively great and the periods of vogue is short accompanies more risks than the regular products. Therefore the customer behavior is focused more on the minimization of the risks on this type of

products. Here the 'risk' is referred to as the subjective risk under the given situation (Taylor, 1974). The perceived risk in this stage will act as an important factor in the decision making process from actively seeking for the product-related information, up until the actual purchase will occur (Jarvenpaa & Todd, 1997). Bauer (1996) defined the term 'risk' in that it is different from the objective risk due to the fact that the situational context differs at each occasion it occurs and it is totally subjective. This means even if an individual encounters exactly the same situation, if that individual does not consider the condition as risky as it was before, it is not a risky condition for him or her at this time. Peter and Ryan (1976) defined the risk as the loss from the result of the purchase rather than the 'uncertainty' of the product at the final stage of the decision making process right before the purchase occurs.

The types of the perceived risk may vary according to different researchers (Chaudhuri, 1998). The current study distinguishes four different types of the perceived risk; the social, vogue, psychological, and the economic risks. The social risk is referred as the risk risen from the other's evaluation of the product an individual purchased. The risk from the vogue is referred as the the product purchased in not following the latest trend. The psychological risk is referred as psychologically disapproved state when an individual has purchased the product. Finally, the economic risk refers to as the price being too high of the purchased product (Choi et al., 2006). The study looks upon how different types of the risks may act upon the individual's feelings of regret.

2. Regret

The regret is one of the negative feeling which the individual customers do experience (Tsiros & Mittal, 2000). The term 'regret' is viewed as the intervening factor between the process of the purchase and the occurrence of the repurchase (Simonson, 1992; Taylor, 1997; Tsiros & Mittal, 2000).

It occurs by the comparison between the choosing one option against the ones left out during the process which is being expressed as the very opposite of

joy or delight (Landman & Manis, 1992). Therefore it is the feeling of uncomfortableness by not choosing the right one for the individual at the time and the result is being compared to the imaginative situation where the individual had chosen the right one for the given situation (Tsiros & Mittal, 2000). Typical examples would be the feelings of 'If I had collected more information about the product I would've probably purchased the better brand.' or 'If I would've purchased the product a week later when the big sales promotion have started, I would purchased the product at much better price.'

Tsiros and Mittal (2000) suggested the comparison between the chosen options and unchosen one will significantly effect on the customers behavior. And the ones who experienced regret will be connected with the behavior of 'switching the brand.' This can be interpreted as the more clearly the individuals predict the feelings of regret toward action they make during the process of purchase, the more they become cautious at each step of the process in order to avoid 'regret.'

3. Framing

The transmission of the effective messages from the advertisement is critical in helping the individuals to choose the right product at the right time. In terms of designing the contents of the message, it is sometimes confusing whether to choose the positive or the negative ones. The positive message refers to the pleasure or benefits of using the product, whereas the negative message refers to the disadvantages or loss of not choosing the product.

In early studies of the effects of the message framing, Meyerowitz and Chaiken (1987) suggested that the negative frame is more much effective. On the other hand, Levin and Gaeth (1988) suggested that the positive message frame is much more effective. These two studies showed exactly opposite results. Both Block and Keller (1995) and Maheswaran and Meyers-Levy (1990) suggested that the level of the product involvement is the key in appropriateness of the positive or negative message framing. Under the high product involvement, the negative message fram-

ing would better work. Whereas the positive message framing will be more appropriate for the low involvement product. Here the term 'involvement' refers to the how deep an individual emotion is being related to the message content of the object; advertisement, product, or purchase situation.

The positive message framing will work on the positive side of the product consumption such as "how good would it be to use or consume such a product." Whereas the negative message framing will work on the negative side of the product consumption such as "what are some of the harmful effect for an individual selection the alternative product or even not consuming the product at all."

The framing of the message allows convincing through stimulation of consumer psychology. In this study, it is believed that consumers who went through the process of easing regret will exhibit a positive purchas behavior, and that regret influences negative purchase behavior intent and regret-solution effort influences the positive purchase behavior intent. In other words, the consumer who experiences regret will have a negative emotion; the consumer who makes an effort not to regret will likely suppress the negative emotion and recover to the state of positive emotion. Therefore, an adequate message framing is critical.

4. Impulse Buying

The impulse buying of the fashion product occurs without pre-planning of the purchase which solely replies on internal desire or craving that usually accompanies with the joyful emotions (Bayley & Nancarrow, 1998). The impulse buying occurs so quick in time so that the individual does not have much time to ponder about the activity itself and most of all, the information regarding the process is comparatively limited. Therefore the impulse buying is basically initiated with the external stimulus that seeks for the emotional pursuit of new items or things (Weinberg & Gottwald, 1982).

Stern (1962) expressed the impulse buying as a situation where the individual actually purchased the product when in fact, he or she had no intention what so ever to purchase such a product before entering

into the store. Rook and Hoch (1985) differentiated between the impulse buying and unplanned buying. They claimed that the unplanned buying does not necessarily and sufficiently satisfy the impulse buying situation. MacInnis and Patrick (2006) suggested that such feelings as pleasure, guilt, shame, pride, regret, and deprivation can occur after the occurrence of impulse buying.

Therefore, in normal situation emotion arises while both following and not following impulse. The positive emotion when giving up to the impulse is joy, the negative emotion is guilt and shame, the positive emotion when facing off impulse is pride, the negative emotion is regret and sense of loss (Ko, 2008).

The current study applies Stern's work (1962) on different types of the impulse buying situation to explore their effect on the positive and negative buying behavior; the suggestive impulse buying, stimulus (incentive) impulse buying, pure (genuine) impulse buying, and the recollective impulse buying.

III. Proposed Model

1. Research Model

The current study looks at the relationship between the perceived risk and its influence on the individual's regret. The model also looks at the causal pathway between the regret (and regret solution) and the post-purchase behavior. Looking at the relationship between the regret (and the regret solution) and the

post purchase behavior (positive purchase behavior intention, and negative purchase behavior intention), the four different impulse buying types (suggestive impulse buying, stimulus (incentive) impulse buying, pure (genuine) impulse buying, and the recollective impulse buying types) will be compared. This is to see which type of impulse buying behavior contribute most on the exogenous variables.

The current study uses SEM to understand the causal pathways of the study variables such as the perceived risk, regret, regret-solution effort, and post-purchase intention. Afterwards, the control variables of the different types of impulse buying will be examined in the pathway between the regret (or regret-solution effort) to the post-purchase intention (Fig. 1).

2. Hypotheses Testing

1) The Perceived Risk and Regret

The perceived risk can accompany such negative feelings as regrets (Hur, 2002). The post-purchase thoughts occur when the consumers have both positive and negative usage experiences about the products they purchased. It was studied more of the post-purchase thoughts do occur after the negative consumption experiences of the purchase products (Roese & Hur, 1997). And the primary of the "thoughts" at this time consist of the regrets.

H1: High amounts of the perceived risk are related to high amounts of regret.

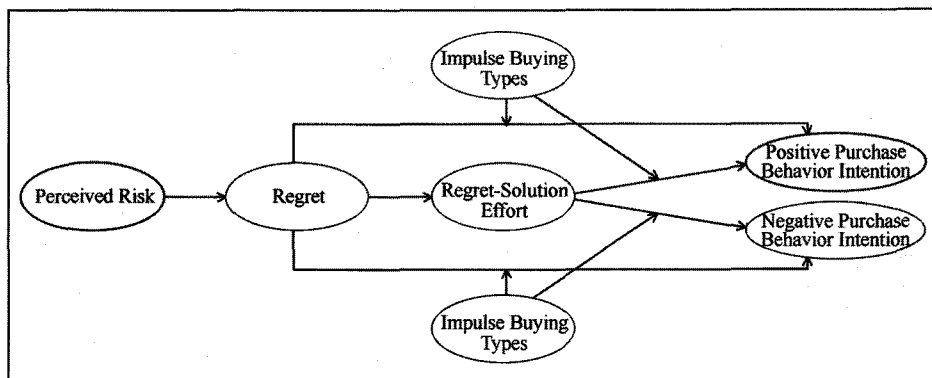


Fig. 1. Research model.

2) The Regret and the Post-Purchase Intention

Herrmann and Braustein (1999) studied that the regret influences negatively on the post-purchase intention. And the current study would like to explore the hypotheses based on this previous research.

H2-1: High amounts of regret are related to high amounts of the negative purchase intention.

H2-2: High amounts of regret are related to low amounts of the positive purchase intention.

3) The Regret and the Regret-Solution Effort

Kardes (2001) studied that the dissonance between the expectation of the product and the consumption of it is being reduced to resolve 'the regret.' Therefore the more efforts on the regret-solution can be resulted when the level of regret is high.

H3: High amounts of regret are related to high amounts of regret solution effort.

4) The Regret-Solution Effort and the Post-Purchase Intention

It has been studied that the more regret-solution efforts are being exerted the higher the repurchase intention is showed (Kim & Jeon, 2006). This means the regret-solution effort can lead the individual's thoughts positively on the products he/she purchased.

H4-1: High amounts of regret solution effort are related to high amounts of positive purchase intention.

H4-2: High amounts of regret solution effort are related to low amounts of negative purchase intention.

5) The Regret and the Post-Purchase Intention: The Control Variable-the Impulse Buying Types

According to Na (2004) the consumer's regrets on the products purchased will differ depending on the different buying types. The current study will look at the different buying types as the impulse buying types and will assume these different impulse buying types can result differently on the post-purchase intentions.

H5-1: In the relationship between high amounts of regret and low amounts of positive purchase

behavior intention, the different impulse buying types will play a significant role.

H5-2: In the relationship between high amounts of regret and high amounts of negative purchase behavior intention, the different impulse buying types will play a significant role.

6) The Regret Solution Effort and the Post-Purchase Intention: The Control Variable-the Impulse Buying Types

According to Kim and Jeon (2006), the consumers with the regret-solution effort will show positive post-purchase intention and the ones without will show negative post-purchase intention. The current study assumes the impulse buying types will play a significant role in the relationship.

H6-1: In the relationship between high amounts of regret solution effort and high amounts of positive purchase intention, the different impulse buying types will play a significant role.

H6-2: In the relationship between high amounts of regret solution effort and low amounts of negative purchase intention, the different impulse buying types will play a significant role.

3. The Composition of Study Variables

To conduct the current study, the variables such as perceived risk (11- questions selected from the studies of the Jarvenpaa and Todd (1997), Bauer (1996), Peter and Ryan (1976)), regret (4-questions selected from the studies of the Tsiros and Mittal (2000), Zeelenberg and Pieters (2004)), regret solution (4-questions selected from the studies of the Folkman and Lazarus (1980), Kardes (2001)), post-purchase behavior (positive purchase behavior intention and negative purchase behavior intention-Total of 8-questions selected from the studies of the Chaudhuri and Holbrook (2001)), 4 different types of impulse buying types (suggestive impulse buying (4-questions), stimulus (incentive) impulse buying (4-questions), pure (genuine) impulse buying (4-questions), and the recollective impulse buying types (4-questions)-Total of

16-questions selected from the studies of the MacLinnis and Patrick (2006), Stern (1962)).

4. Sampling Plan and Data Collection

In an effort to validly measure the psychological perception of the individuals, all study variables are initially chosen by the previous researches. To ensure the validity of the measure to suit for the purpose of the current study, these pre-selected study variables are being pilot-tested during the whole month of September, 2008. The interviewing method was primarily used when conducting the pilot test. The number study participants being interviewed during the stage of the pilot test is 20, most of them received the high levels of education at least college or university graduates in Seoul metropolitan area.

The pilot test revealed that the initially chosen variables are not easily comprehended among the individuals due to the fact that the study environment was far different from that of the previous studies. Therefore significant efforts had been put into calibration of the initial tool. The actual study was conducted in Seoul metropolitan area from late October to early November. Internet mall shopper who purchased fashion product in the last 3 months participated in the study. The researcher directly visited the school and corporate offices to conduct the survey. Data were also collected by posting the survey questionnaire on the website, as well as by sending personalized email with consent of the participants. Total of 250 questionnaires being conducted the valid 222 questionnaires were put into the statistical analyses.

The items of the perceived risk, the regret, and the regret-resolution effort used 7 likert-type scales. The items of the post-purchase behavior uses the semantic differential scale. The impulse buying types uses 7 likert summated scales.

The statistical packages such as SPSS (window 15.0), and AMOS Ver. 7.0 are used to conduct the univariate analysis, frequency analysis, reliability analysis, factor analysis both exploratory and confirmatory factor analysis, and the structural equation modeling technique to figure out the goodness of fit of the model and to test study hypotheses.

IV. Results and Discussion

1. Sample Description

The study samples are comprised of 114 males (51.4%) and 108 females (48.6%). The number of people in ages between 25 to 29 years old were 105 (47.3%), the ages between 20 to 24 years old were 59 (26.6%), and the ages between 35 to 39 years old were only 17 (7.7%). Looking at the educational level, the college or university students were comprised of 133 (59.9%), the graduate students (26-11.7%), and high school or the level below than that were 25 (11.3%). The things that they do for living were widely ranged from the students (72.5%), housewife (12.2%), to self-employed (5.4%)

The place or time when the impulse buying occurs are Internet shopping malls (39.2%), marts (22.1%) and department stores (18.9%).

2. Test for the Reliability and Validity

To test for the internal reliability, Crombach's α was being calculated on each domain or factor of the model. All domains maintained the factor loadings above the level of 0.73 which indicated they are in the acceptable range (Table 1).

The primary purpose of conduction the factor analytic technique is to find a way of condensing the information contained in the original variables into smaller set of composite dimensions with minimum loss of information. It is to search for the fundamental constructs assumed in the original variables. The exploratory factor analysis was conducted due to the fact that it is considered as useful by many researchers to understand the structures from the set of variables not to mention the data reduction method. Also the method does not set any priori constraints on the estimation of components to be extracted. The current study applied two criteria finalizing the number of factors to be extracted. One commonly used technique is by using varimax rotation to consider the eigen-value that is greater than 1 to be significant. Another criterion we have used in the analysis is the "percentage of variance criterion." The percentage of

variance criterion is an approach in which the cumulative percentage of the variance extracted by the successive factors is the criterion. The cutoff value should exceed 5% of the variance.

The results indicate that the perceived risk is comprised of the social risk (4-questions), fashion risk (4-questions), convenience risk (3-questions), positive purchase behavior intention (3-questions), and nega-

tive purchase behavior intentions (4-questions). On the side of different impulse buying types, there are 4-questions for the suggestive impulse buying type, 3-questions for the stimulus impulse buying type, 3-questions for the pure impulse buying type, and 3-questions for the recollective impulse buying type.

After conducting the exploratory factor analyses, the confirmatory factor analysis was conducted to test if

Table 1. Result of the reliability and validity

	Items	Component	Eigen-values	Cronbach's α
Social Risk	Inconvenience caused from other's attention	0.792	2.282	0.801
	Damage in dignity	0.772		
	What others would think about me	0.657		
	Worries from social position	0.599		
Risk from Vogue	Harmony of the style	0.784	1.635	0.732
	Association of the other products I already have	0.664		
	Worries from not keeping the trend	0.602		
	Worries from the changing fashion patterns	0.583		
Convenience Risk	Worries from A/S	0.841	1.122	0.790
	Procedure of exchange and refund	0.773		
	Time consumption from purchasing	0.736		
Regret	The level of never will choose again	0.849	6.725	0.880
	The level of regret	0.849		
	The level of not meeting the expectation	0.821		
	The alternative choice	0.770		
	The regret of the choice made	0.714		
The feeling of pity about self	0.479			
Regret-Solution Effort	The degree of the regret solution effort	0.828	1.274	0.806
	The confidence of the choice	0.703		
	Unpurchase product	0.694		
	Focus on the promotion	0.521		
Negative Purchase	Purchase consideration	0.882	3.906	0.851
	Recommendation from others	0.873		
	Flaws	0.821		
	Dissatisfaction	0.655		
Positive Purchase	Purchasing of the high quality product	0.896	1.949	0.779
	Products from the same brand	0.838		
	Consideration	0.790		
Impulse Buying (Suggestive)	Psychologically shaken	0.85	2.45	0.788
	Evaluation of the quality	0.83		
	Consideration of the product's consumption at later stage	0.78		
	(not instantly)	0.75		
Impulse Buying (Stimulus)	Free gift	0.84	1.87	0.832
	Sales	0.78		
	Buy one get one free	0.73		
Impulse Buying (Pure)	Uniqueness of the product	0.83	1.33	0.778
	Rare product quality	0.81		
	Value of the product	0.76		
Impulse Buying (Recollective)	Promotional influence	0.85	1.23	0.750
	Past experience of the product consumption	0.79		
	Past experience (not having enough stocks)	0.77		

Table 2. Result of confirmatory factor analysis for the model fit

Chi-square	DF	P	GIF	AGIF	CFI	RMR
631.217	329	0.000	0.838	0.800	0.679	0.167

Table 3. The result of the estimation of the model fit

Study Variables	Chi-square	DF	P	GIF	AGIF	CFI	RMR	NFI
Perceived Risk	385.459	5	.000	.926	.902	.928	.052	.917
Regret	34.199	2	.000	.923	.922	.932	.055	.927
Regret-Solution Effort	44.885	2	.000	.981	.905	.980	.022	.979
Negative Purchase	62.433	2	.000	.974	.897	.952	.068	.961
Positive Purchase	68.367	5	.000	.977	.931	.974	.017	.967
Impulse Buying	138.936	9	.000	.910	.912	.948	.044	.936

all observed variables have the proper factor loadings on the latent variables. The results of the factor loadings well above 0.5 represent all observed variables well reflect the latent variables in the study model. Also all T-values for the associated with loadings is significant at 1.96 ($p < .05$).

The confirmatory factor analysis model in the study is represented in <Table 2>-<Table 3>. The Chi-square value of 631.217 with 329 degrees of freedom (DF=329), is statistically significant at the $p=0.000$ significance level. The values of the results are GFI=0.838, AGFI=0.800, CFI=0.679, RMR=0.167 in order. The Q (CMIN/DF) value in which the Chi-square value has been divided by the degrees of freedom is 1.919 which is in acceptable range of less than 3

3. Hypotheses Testing

1) The Perceived Risk and Regret

From the hypothesis H1, which looks at the relationships between the social risk, convenience risk, fashion/psychological risk and the regret, the regression coefficients are 0.491, 0.283, and 0.017, respectively. The values for the standard error are 0.213, 0.097, and 0.166, respectively. The values for the C.R (Critical Ratio) are 2.308, 2.92, and 0.1, respectively. The social risk and the convenience risk are significant at alpha level 0.05. Whereas the fashion/psychological risk is bigger than 0.05 which is not significant at 0.05. Therefore only the social risk and the convenience risk significantly affect on the dependent variable regret. The hypothesis H1 is partially accepted.

The perceived danger accompanies negative emotions such as regret, and the degree of regret varies depending on the consumer's motive (Hur, 2002; Na, 2004; Roesse et al., 1999). The results of this study can be interpreted in a similar way.

2) The Regret and Post-Purchase Behavior (Positive and Negative Purchase Behavior Intention)

The hypotheses H2-1 and H2-2 look at the relationship between the regret and the positive and negative purchase behavior. The regression coefficients are 0.286, and -0.296, respectively. The standard errors are 0.079, and 0.101, respectively. The values for the C.R (Critical Ratio) are 3.646, -2.92, respectively. The regret influences significantly both on the positive purchase behavior intention, and the negative purchase behavior intention. Therefore the hypotheses H2-1 and H2-2 are both accepted. usually regret acts as a negative influence to a positive behavior intent and as a positive influence to a negative behavior intent (Zeelenberg & Pieters, 2004). This study shows similar results to the previously mentioned study.

3) The Regret and the Regret-Solution Effort

The hypothesis 3 is stated as "high amounts of regret are related to high amounts of regret solution effort." The regression coefficient is 0.348. The standard error is 0.084. The values for the C.R is 4.164. Therefore the regret significantly influences on the regret-solution effort in positive way. The H3 is

accepted. According to Kardes (2001), in order to resolve regret one must reduce cognitive dissonance and ease regret using the effect of comparison orientation. Therefore, as shown in this study, the fashion consumer would make an effort to match the attitude and action to reduce cognitive dissonance and use the effect of comparison orientation to ease regret.

4) The Regret-Solution Effort and Post-Purchase Behavior (Positive and Negative Purchase Behavior Intention)

H4-1 is stated as “high amounts of regret solution effort are related to high amounts of positive purchase behavior intention.” and H4-2 is stated as “high amounts of regret solution effort are related to low amounts of negative purchase behavior intention.” The regression coefficients on both the positive and negative purchase behavior intention are 0.675, and -0.214, respectively. The standard errors on positive and negative purchase behavior intention are 0.134, and 0.086, respectively. The values for the C.R are 5.028, and -2.505, respectively. Therefore the regret-

solution effort influences positively on the purchase behavior intention, and negatively on the negative purchase behavior intention. The both hypotheses H4-1 and H4-2 are accepted.

It has been studied that the more regret-solution efforts are being exerted the higher the repurchase intention is showed (Kim & Jeon, 2006). This means the regret-solution effort can lead the individual's thoughts positively on the products he./she purchased. This study shows similar results to the previously mentioned study.

<Table 4> summarized hypotheses 1 to 4. And <Fig. 2> illustrated the result of hypothesis testing from H1 to H4.

5) The Regret and Post-Purchase Behavior (Both Positive and Negative Purchase Behavior Intention) : Impulse Buying Type

After purchasing a product the consumer evaluates that product and may have felt an emotion of regret. Impulsive purchase shows a high degree of regret and the behavior after purchase differs depending on the

Table 4. Hypothesis testing from H1 to H4

Type	Pathway	Coeff	Std Err	C.R.	P	Result
H1	Social Risk→Regret	0.491	0.213	2.308	0.021	Accept
	Convenience Risk→Regret	0.283	0.097	2.92	0.003	Accept
	Fashion/Psychology Risk→Risk	0.017	0.166	0.1	0.920	Reject
H2	Regret→Positive Purchase Behavior	-0.296	0.101	-2.92	0.003	Accept
	Regret→Negative Purchase Behavior	0.286	0.079	3.646	***	Accept
H3	Regret→Regret-solution Effort	0.348	0.084	4.164	***	Accept
H4	Regret-solution Effort→Negative Purchase Behavior	-0.214	0.086	-2.505	0.012	Accept
	Regret-solution Effort→Positive Purchase Behavior	0.675	0.134	5.028	***	Accept

***p<.001

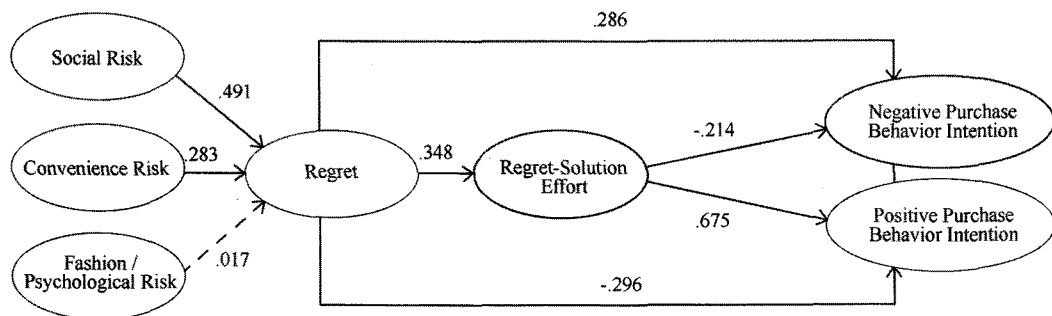


Fig. 2. Hypothesis testing from H1 to H4.

type of impulsive purchase. This study seeks to find out how the type of impulsive purchase of consumers who experienced regret affects the behavior intent in a controlling role.

The hypothesis H5-1 is stated as “in the relationship between high amounts of regret and low amounts of positive purchase behavior intention, the different impulse buying types will play a significant role.” The regression coefficients on the suggestive, stimulus, pure, and recollective impulse types are -0.049, -0.435, 0.031, and 0.088, respectively. These are not significant at alpha level 0.05. Therefore the hypothesis H5-1 is not accepted.

The hypothesis H5-2 is stated as “in the relationship between high amounts of regret and high amounts of negative purchase behavior intention, the different impulse buying types will play a significant role.” The regression coefficients on the suggestive, stimulus, pure, and recollective impulse types are 0.268, 0.097, 0.094, and 0.494, respectively. The suggestive and recollective impulse buying types are significant at alpha level 0.05, where the stimulus and pure

impulse buying types are found to be insignificant. Therefore the hypothesis H5-2 is partially accepted. According to Na (2004) the regret following the consumer's purchase depends on the controlling motive and the purchase pattern. Likewise, this study shows the purchase type as impulsive purchase and concludes that the consumer's behavior intent varies upon the type of impulsive purchase.

<Table 5> and <Fig. 3> summarized the result of hypotheses H5-1 and H5-2.

6) The Regret-Solution Effort and Post-Purchase Behavior (Both Positive and Negative Purchase Behavior Intention): Impulse Buying Type

The hypothesis H6-1 is stated as “in the relationship between high amounts of regret solution effort and high amounts of positive purchase behavior intention, the different impulse buying types will play a significant role.” The regression coefficients on the suggestive, stimulus, pure, and recollective impulse types are 0.49, 0.403, 0.62, and 0.417, respectively.

Table 5. Hypothesis testing H5-1 and H5-2

Type	Pathway	Coeff	Std Err	C.R.	P	Result
Suggestive Impulse Buying	Regret→Negative Purchase Behavior	0.268	0.128	2.092	0.036	Accept
	Regret→Positive Purchase Behavior	-0.049	0.165	-0.295	0.768	Reject
Stimulus Impulse Buying	Regret→Negative Purchase Behavior	0.097	0.129	0.752	0.452	Reject
	Regret→Positive Purchase Behavior	-0.435	0.241	-1.810	0.070	Reject
Pure Impulse Buying	Regret→Negative Purchase Behavior	0.094	0.102	0.920	0.358	Reject
	Regret→Positive Purchase Behavior	0.031	0.202	0.155	0.877	Reject
Recollective Impulse Buying	Regret→Negative Purchase Behavior	0.494	0.218	2.270	0.023	Accept
	Regret→Positive Purchase Behavior	0.088	0.152	0.581	0.561	Reject

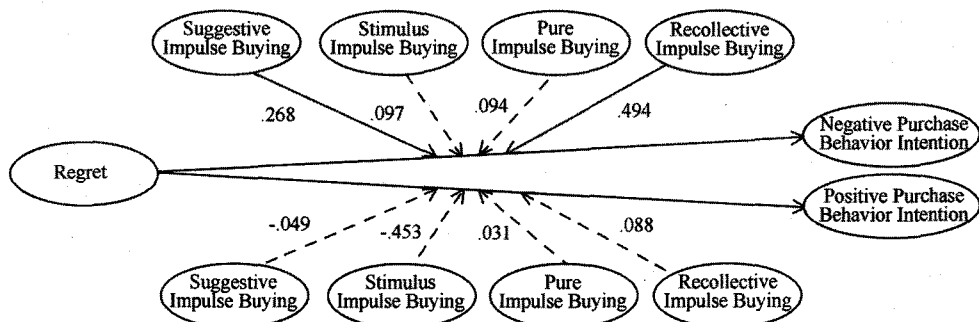


Fig. 3. Hypothesis testing H5-1 and H5-2.

Table 6. Hypothesis testing

Type	Pathway	Coeff	Std Err	C.R.	P	Result
Suggestive Impulse Buying	Regret→Negative Purchase Behavior	-0.302	0.137	-2.205	0.027	Accept
	Regret→Positive Purchase Behavior	0.49	0.176	2.791	0.005	Accept
Stimulus Impulse Buying	Regret→Negative Purchase Behavior	-0.006	0.174	-0.035	0.972	Reject
	Regret→Positive Purchase Behavior	0.403	0.359	1.123	0.261	Reject
Pure Impulse Buying	Regret→Negative Purchase Behavior	-0.071	0.095	-0.75	0.453	Reject
	Regret→Positive Purchase Behavior	0.62	0.21	2.953	0.003	Accept
Recollective Impulse Buying	Regret→Negative Purchase Behavior	-0.005	0.342	-0.014	0.989	Reject
	Regret→Positive Purchase Behavior	0.417	0.3	1.391	0.164	Reject

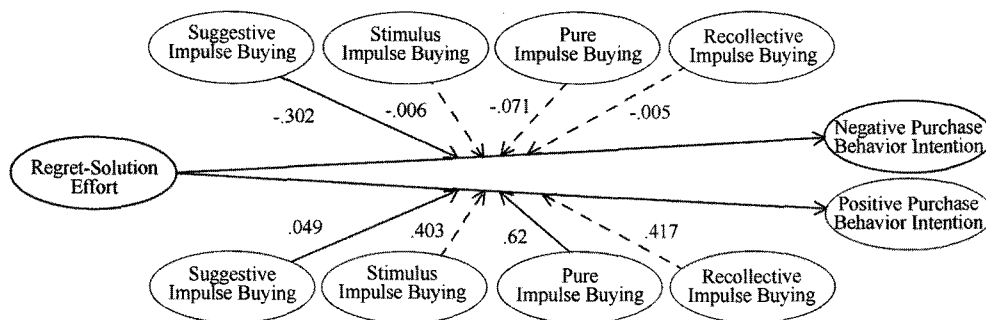


Fig. 4. Hypothesis testing.

The suggestive and pure impulse buying types are significant at alpha level 0.05, where the stimulus and recollective impulse buying types are found to be insignificant. Therefore the hypothesis H6-1 is partially accepted.

The hypothesis H6-2 is stated as “in the relationship between high amounts of regret solution effort and low amounts of negative purchase behavior intention, the different impulse buying types will play a significant role.” The regression coefficients on the suggestive, stimulus, pure, and recollective impulse types are -0.302, -0.005, -0.071, and -0.005, respectively. Only the suggestive impulse buying type is significant at alpha level 0.05, Therefore the hypothesis H6-2 is also partially accepted. It is said that there is a difference between a consumer's post-purchase behavior who made an effort to ease regret and who did not (Kim & Jeon, 2006). Moreover, Kim (2006) research indicates that the post-purchase behavior varies upon the type of impulsive purchase. Similarly, this study shows that the influence of the effort to ease regret on post-purchase behavior intent varies upon the type of impulsive purchase.

<Table 6> and <Fig. 4> summarized the result of hypotheses H6-1 and H6-2.

V. Conclusions

The current study explores the relationship among the variables of perceived risk, regret, regret-solution effort, and post-purchase behavior on both positive and negative intentions. The results of the analyses can be summarized as following. First, the categories of the risks, the individual may perceive are the social, fashion/psychological, and convenience risk. Among these different categories of the risk, the social and the convenience risks have the significant effect on the regret. The regret is likely to occur mostly on the high involvement products. Due to the nature of high involvement product which the individuals have been thinking much about the decision to purchase and its utilization before the actual purchase occurs, sometime the process of regret, let's say pre-purchase regret starts even before the purchase occurs. This means although the term regret can only occur after the individual experienced about

the product he purchased and utilized, but the whole range of the process covers the time point before the occurrence of the purchase.

Second, looking at the relationship on the post-purchase behavior both on the positive and negative purchase behavior intention in which the higher the amount of regret is linked with low positive purchase behavior intention and high negative purchase behavior intention has been supported. This means the regret-solution effort play a significant role in this process. Namely those who have experienced regret feel uncomfortable about the product. Therefore without going through the regret-solution effort, the feelings of discomfort remains as it was and this will lead to the negative purchase behavior intention.

Third, the relationship between the regret and the regret-solution effort has been supported. This is because those individuals who have experienced regret and who also went through the regret-solution effort will make adjustment on their feelings toward it to make it even better and positive attitude.

Fourth, the relationship between the regret-solution and the post-purchase behavior intention (both on the positive and negative purchase behavior intention) has been supported. Namely those who experiences regret and went through the regret-solution effort do have high positive purchase behavior intention then those who did not.

Fifth, in the relationship between high regret and low positive purchase behavior intention with significant control effect of the different types of impulse buying had been rejected. None of the impulse buying types had the significant control effect on the relationship. The relationship between high regret and high negative purchase behavior intention with significant control effect of the different types of impulse buying had been partially accepted. The suggestive and recollective impulse buying types are found to be significant as the control effect in the relationship, in which the recollective type has more significance than the other.

Lastly, in the relationship between high regret-solution effort and low negative purchase behavior intention with significant control effect of the different types of impulse buying had been partially accepted

with only the suggestive impulse buying type has the significant control effect on the relationship. In the relationship between high regret-solution effort and high positive purchase behavior intention with significant control effect of the different types of impulse buying had been partially accepted. The suggestive and pure impulse buying types are found to be significant as the control effect in the relationship, in which the suggestive type has more significance than the other.

The results of the study indicate the negative message framing can be worked in a sense that people tend to perceive more significantly on the negative or loss of the result. Therefore it may better off to go with the resulting effect of the customers not choosing the particular product when designing the message framing in the advertisement. Also in order to ensure the brand loyalty, the regret-solution effort is important. The process of regret-solution effort somehow changes the negative intention of the customer to positive one. Also the current study looked at the control effect of different types of the impulse buying types. The recollective impulse buying type acts upon the negative purchase intention whereas the pure impulse buying type acts upon the positive buying intention. Therefore for those fashion product customer, the pure impulse buying type is better recommended in terms of framing the message.

Also the values of the confirmatory factor analysis are somewhat deficient to that of the acceptable level. The post research must make sure that all values are achieved within the satisfactory level.

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