

INTERACTION EFFECT OF AGE AND TYPE OF FAMILY ON APPAREL'S POST PURCHASE DISSONANCE OF WORKING WOMEN

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ABSTRACT

Working women will be very choosy about their apparels, they like it purchase it and later they may dislike it due to various factors, which is called as post purchase dissonance. Post purchase dissonance is a state of mind which exists when consumers who have made recent purchases have doubts about the insight of their choice. Post Purchase Dissonance or Buyer's Remorse is the sense of regret a consumer experiences after having made a purchase. The theory of cognitive dissonance (Festinger 1957) states that inconsistency between beliefs or behaviours creates an aversive motivational state akin to hunger or thirst. This tension is typically reduced by changing one of the dissonant elements, or adding new ones, until mental consonance is achieved.

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