

Chapter 14

Cognitive Dissonance and Customer's Online Purchase Intention

A Systematic Literature Review, Future Research Directions, and Conceptual Framework

Meenakshi Devi

 <https://orcid.org/0009-0005-7086-5549>

Lovely Professional University, India

Veer P. Gangwar

Lovely Professional University, India

ABSTRACT

The systematic literature review (SLR) explores the relationship between cognitive dissonance and purchase intention in consumers' online behavior. It emphasizes the dynamic nature of online consumer behavior and its influence on decision-making. The study conducts a comprehensive review of 53 publications using “cognitive dissonance” and “customer intention” as search keywords. The results contribute to the scholarly discussion and offer perspectives for enhancing online marketing strategies. The paper also provides a conceptual framework and suggestions for further research in this area.

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INTRODUCTION

The internet has revolutionized our daily lives in modern times, and it has also become one of the most popular online shopping platforms. Consumers can easily buy products or services from online retailers without leaving their homes. (Pauzi et al., 2017). Still, sometimes after making a purchase, if the product does not meet the customer's expectations, they may experience dissonance (Wen-Kuo et al., 2020). “Dissonance” is a state of mind linked to unpleasant feelings and discomfort brought on by unfulfilled expectations. When a person holds two or more contradicting cognitions, they enter a state of confusion (Marikyan et al., 2023). The term cognition describes a person's awareness of their surroundings, behavior, and attitudes. Festinger proposed the theory of cognitive dissonance in 1957. It postulates that two cognitions may be connected or unrelated. They could be harmonious or discordant if they are connected. Whereas dissonance happens when one cognition follows the opposite of the other, consonance happens when one follows from the other. As the dissonance grows in magnitude, the theory states, so does the drive to lessen it. The quantity and significance of each dissonant belief impact the degree of dissonance in consumer behavior (Telci et al., 2011), and these elements impact the customer's intention to purchase (Le et al., 2020).

Customers' “purchase intention” refers to their likelihood to buy a product or service in the future. It is part of a person's cognitive behaviour, which helps us understand how they are likely to choose a particular brand. By studying a customer's purchase intention, we can determine how they are expected to acquire a certain product or service (Pauzi et al., 2017). The views that consumers held about their community—which included intimate friends, family, and even political parties— influenced their intents and choices regarding purchases. Furthermore, overall societal feelings impact a customer's purpose and purchase decisions (Alsaggaf & Althonayan, 2018). A feeling of dissonance or conflict not only affects purchase intention but also influences repurchase intention, product switching, and product return (Phang et al., 2022).

The majority of this field's work has to concentrate more on how customers' psychological conflicts affect their propensity to buy products. The gap between cognitive dissonance and purchase intention represents the difference between a favourable decision to buy and any subsequent doubts. Cognitive dissonance is the psychological discomfort caused by conflicting ideas, which is common after making a purchase. Marketers handle this by providing comfort through after-sales services, open communication, and customer satisfaction tactics. Mitigation initiatives aim to reconcile the product's perceived value with consumer expectations, reducing the likelihood of significant dissonance. Positive word-of-mouth, reviews, and

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