

EMPIRICAL EVIDENCE OF PRE-PURCHASE DISSONANCE: REVISITING EXPECTATION-DISCONFIRMATION PARADIGM AND ASSIMILATION-CONTRAST EFFECTS

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Abstract *This study explores pre-purchase dissonance through expectation disconfirmation and the assimilation-contrast effect in consumer decision-making. Pre-purchase dissonance refers to the discomfort experienced by the consumers when the product performance perceptions do not align with performance expectations. The study hypothesised that the consumers re-evaluate their perception regarding a product when their expectations are not met and the re-evaluation either takes the assimilation route or contrast route, thus positing that the dissonance caused by the disconfirmation will result in the consumer re-evaluating their perceptions in curvilinear path rather than linear. Using partial least square structural equation modeling, the study investigates these relationships through a structured survey of 396 prospective car buyers. Findings show that expectation disconfirmation significantly impacts pre-purchase dissonance and this dissonance is reduced by the re-evaluation of their perception. The consumers who experience low to moderate dissonance re-evaluate their perception by assimilating their experiences with initial expectations whereas consumers who experienced high dissonance contrasted their experience against their initial expectation. Thus, a curvilinear relationship between dissonance and re-evaluation is observed, with moderate dissonance levels having higher purchase intentions than extremely high levels. This study contributes insights into pre-purchase dissonance drivers and their effects on consumer behaviour, offering strategies for marketers to enhance customer satisfaction.*

Keywords: *Pre-Purchase Dissonance, Expectation-Disconfirmation, Assimilation-Contrast Effects, Consumer Decision-Making, Cognitive Dissonance, Structural Equation Modelling, Consumer Behaviour*

INTRODUCTION

Cognitive dissonance in the field of consumer behaviour has been widely studied ever since its inception. These studies have outlined that cognitive dissonance occurs after the purchase has been made and has an effect on satisfaction and repurchase intention. However, limited attention has been given to understanding cognitive dissonance during the pre-purchase stage. Pre-purchase dissonance is a psychological phenomenon that arises due to uncertainty, anxiety and anticipated regret when making a purchase decision (Gan & Ding, 2014). Pre-purchase dissonance can manifest at various stages of the decision-making process, including the pre-decision phase when consumers are still evaluating their options (Koller & Salzberger, 2007). Consequently, this construct is relevant throughout the entire decision-making phase as well as the consumption phase, thereby exerting a substantial influence on consumer behaviour (Koller & Salzberger, 2007). While some studies have examined pre-purchase dissonance, they have primarily focused on the free choice paradigm of cognitive dissonance theory, which relates to the evaluation of alternatives and the dissonance

arising from the need to forgo other similarly appealing alternatives (Brehm, 1956). However, these studies have not explored the biased processing that occurs during pre-purchase dissonance. According to cognitive dissonance theory, consumers experiencing dissonance seek to reduce it through biased processing, leading to achieving consonance. This is exemplified in post-purchase dissonance, where consumers re-evaluate their perceptions of the product or service in line with their initial expectations to reduce dissonance and experience satisfaction (Anderson, 1973; Cardozo, 1965; Cohen & Goldberg, 1970). However, in the pre-purchase stage, studies have posited that consumers may switch to alternative options, which goes against the conventions of cognitive dissonance theory. Contrary to this notion, pre-purchase dissonance and its reduction should result in a positive purchase intention. Alternatively, both are plausible and follow the assimilation contrast effect thus suggesting that relationship between cognitive dissonance and subsequent processing does not follow a linear path. Only a few studies have explored pre-purchase dissonance and none have studied the reduction of dissonance via post-dissonance re-evaluation.

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Therefore, the purpose of this study is to address this research gap by investigating the impact of expectation disconfirmation on pre-purchase dissonance and whether the reduction of dissonance through post-dissonance re-evaluation has an impact on purchase intention. The study focuses on expectation disconfirmation theory to investigate the presence of pre-purchase dissonance and assimilation theory to examine how it affects the purchase intentions of consumers.

The implications of this study are not limited to theoretical advancement but are also applicable to business practices as well. First, the study contributes to a comprehensive understanding of pre-purchase dissonance while incorporating the expectation disconfirmation paradigm and assimilation-contrast theory. This enhanced understanding will assist researchers in refining theories and models, providing a more accurate representation of cognitive conflicts during the decision-making process.

From a practical viewpoint, the study offers key insights for businesses and marketers. These key insights can help improve the overall experience and satisfaction of consumers. Businesses can design a pre-purchase experience that does not deviate from the expectations of consumers and thereby minimising dissonance. By effectively addressing pre-purchase dissonance, the businesses can differentiate themselves by offering a well-tailored customer experience, addressing concerns effectively, and providing comprehensive pre-purchase support. The application of this strategy can lead to customer loyalty and positive reviews.

LITERATURE REVIEW

Cognitive Dissonance

Cognitive dissonance is a phenomenon that can occur during different stages of consumer decision-making and after making a purchase. One factor that triggers this dissonance is when individuals are faced with attractive options leading to uncertainty about whether their choice is the right one (Anderson et al., 1966; Brehm, 1956). This happens because people worry about regrets or missed opportunities associated with their decision. However, it's important to note that this phenomenon only applies when the chosen and rejected alternatives differ. If the alternatives are functionally similar making a decision becomes easier and the rejection of options has less impact resulting in little or no dissonance (Kaish, 1967).

Another factor that contributes to the emergence of dissonance is encountering conflicting information. When individuals come across information that contradicts their initial choice it disrupts their cognitive consistency

and leads to dissonance (Straits, 1964). The level of ego involvement and commitment to the decision plays a role in determining how much this contradictory information arouses dissonance (Oshikawa, 1969). However, it's worth noting that inconsistent information doesn't always result in dissonance. Sometimes people may not feel conflicted or experience discord even when making important decisions that are deeply tied to their sense of self (Mao & Oppewal, 2010).

The inclination to be easily persuaded does not have a direct connection with the arousal of dissonance (Bell, 1967). This discovery challenges investigations by Engel (1963), which proposed a correlation between persuadability and dissonance. Instead, dissonance is influenced by a confounding variable. Specifically, an individual's self-confidence. When we account for self-confidence, a significant association between persuadability and dissonance becomes apparent. Customers with low self-confidence who are easily persuaded to make a purchase encounter substantial levels of dissonance while those with high self-confidence who are not easily persuaded experience lower levels of dissonance. Likewise, customers with high self-confidence who are easily swayed experience minimal levels of dissonance whereas those with low self-confidence who are not easily persuaded experience elevated levels of dissonance (Bell, 1967). It is essential to note that this could be interpreted as an indicator of anxiety than dissonance (Oshikawa, 1972). Dissonance can be seen as a distinct type of anxiety since its arousal depends on specific circumstances, individual characteristics and their interactions (Hawkins, 1972).

Another factor that contributes to dissonance is the disparity between consumers' expectations and the actual performance of a product. When consumers' expectations for a product are not met compared to how it actually performs, this creates a sense of discomfort (R. E. Anderson, 1973; Cohen & Goldberg, 1970). This discomfort can be explained by dissonance theory, which suggests that individuals try to minimise the mismatch between their expectations and the actual performance of the product. They may do so by adjusting their evaluations and perceptions to make them more congruent with their initial expectations (Geva & Goldman, 1991; Korgaonkar & Moschis, 1982; O'Neill & Palmer, 2004).

The level of involvement in a decision also plays a role in the arousal of dissonance. Psychologically or economically important decisions tend to arouse higher levels of dissonance compared to low-involvement decisions (Kaish, 1967; Oshikawa, 1969). Furthermore, high-involvement decisions that are voluntary and irrevocable are more likely to generate dissonance (Cummings & Venkatesan, 1976). It is worth noting that high involvement does not

necessarily refer to the price factor, but rather the level of risk or significance a decision holds for consumers (Soutar & Sweeney, 2003). However, dissonance can still be aroused in low-involvement decisions, albeit with a lower magnitude of dissonance (Gbadamosi, 2009).

The arousal of dissonance is primarily a post-purchase phenomenon (Anderson et al., 1966; Engel, 1963; Menasco & Hawkins, 1978). However, research suggests that cognitive dissonance theory is applicable throughout the decision-making and consumption phases, including both pre-purchase and post-purchase stages (Koller & Salzberger, 2007).

To reduce dissonance, individuals employ various strategies. One common strategy is to undermine the significance of rejected alternatives and overemphasise the significance of the selected alternative. By devaluing the rejected options and amplifying the positive aspects of the chosen option, individuals can reduce the dissonance caused by their decision (Brehm, 1956; Holloway, 1967; Mittelstaedt, 1969). Another strategy involves aligning product evaluations more congruently with expectations when there is negative disconfirmation. Individuals may adjust their perceptions of the product to align them with their initial expectations, thereby reducing dissonance (Anderson, 1973; Cohen & Goldberg, 1970).

The outcomes of cognitive dissonance include both satisfaction and repurchase intentions. Dissonance reduction can lead to brand loyalty for the chosen product (Mittelstaedt, 1969). Hunt (1970) found that consumers whose dissonance was reduced through communication via letters had a higher repurchase intentions. However, this finding was challenged by Keng and Liao (2009), who found that dissonance arising post-purchase negatively impacted repurchase intentions. Dissatisfaction is a result of consumers' dissonance, and there is an inverse relationship between satisfaction and dissonance (Keng & Liao, 2009; Sweeney et al., 1996). Lowering dissonance does not automatically result in an increase in satisfaction (Sweeney et al., 1996). It is important to note that post-consumption dissonance arising from inconsistent information can have a negative impact on repurchase intentions (Keng & Liao, 2009), as it results in the reduction of dissonance (Kim, 2011).

Expectation-Disconfirmation

Cardozo's seminal research in 1965 marked a significant milestone in the study of the impact of expectations on consumer satisfaction. This influential work employed contrast and assimilation theories, laying the groundwork for subsequent investigations in the field. In the early 1970s, studies by Cohen and Goldberg (1970), Olson and Dover

(1976), Olshavsky and Miller (1972), and Anderson (1973) provided mixed findings regarding assimilation and contrast effects in relation to disconfirmation.

However, a shift occurred in the late 1970s, when researchers began directly measuring perceived disconfirmation as advocated by Oliver (1976) and Swan and Combs (1976). Oliver (1977) proposed the subjective assessment of disconfirmation by directly asking participants whether the product's performance exceeded or fell short of their expectations. This direct measurement approach gained traction and was further developed and popularised in subsequent studies by Oliver (1980, 1981); Churchill and Surprenant (1982).

Consequently, the perceived disconfirmation paradigm became the dominant approach in disconfirmation research (Oliver, 2010). Many studies adopted path models to examine the relationship between perceived disconfirmation and satisfaction, while controlling for factors such as perceived performance, initial expectations, and intervening variables, including consumption emotions (Oliver, 1993) or disconfirmation sensitivity (Kopalle & Lehmann, 2001).

In recent years, discussions within disconfirmation research have revolved around the conditions under which perceived disconfirmation outweighs performance in predicting satisfaction. Moreover, researchers have debated whether disconfirmation models should be specified at a global level or at the level of specific performance attributes (Oliver, 2010). Additionally, the perceived disconfirmation paradigm has been extended to specialised domains such as human resource management (Penning de Vries & Knies, 2023), education (Schwarz & Zhu, 2015), public service satisfaction (James, 2009; Morgeson, 2013; Petrovsky et al., 2017; Poister & Thomas, 2011; Van Ryzin, 2013), tourist satisfaction (del Bosque & Martín, 2008; Lee et al., 2011; Loureiro, 2010), information technology adoption and usage (Bhattacharjee et al., 2008; Bhattacharjee & Premkumar, 2004; Liu et al., 2020; Shen et al., 2018; Venkatesh & Goyal, 2010) and patient satisfaction with medical care (Bell et al., 2002; McKinley et al., 2002; Serrano et al., 2018; Walton & Hume, 2012). Despite these advancements, the fundamental question of whether assimilation or contrast effects dominate satisfaction formation in various contexts still requires further investigation (Oliver, 2010).

Assimilation-Contrast

In the field of disconfirmation research, scholars have explored assimilation effects, drawing on the concepts of dissonance theory and social judgment theory. Dissonance theory, proposed by Festinger (1957), suggests that after making a decision, individuals experience cognitive

tension, or dissonance, when faced with information favouring alternatives that were not chosen and information against the chosen alternative (Cardozo, 1965). To reduce this dissonance, individuals tend to select and amplify information that aligns with their decision and makes the chosen alternative more attractive while downplaying the attractiveness of the not-chosen alternatives (Anderson, 1973; Cardozo, 1965; Cohen & Goldberg, 1970; Yi, 1990).

Assimilation effects, which form the basis for certain Expectancy Disconfirmation Theory (EDT) relationships, are explained by social judgment theory (Sherif & Hovland, 1961). According to this theory, individuals make judgments and potentially change their attitudes by comparing new stimuli to their internal reference frameworks of acceptance, rejection, or non-commitment (Sherif & Hovland, 1961). Assimilation occurs when the comparison falls within the latitude of acceptance, leading individuals to perceive the new stimuli as more similar to their existing beliefs than they actually are, and integrate them into their own beliefs (Sherif & Hovland, 1961). This notion has been applied to various contexts, such as comparing one's position on a social issue to that of another person (Oliver, 2010).

In the context of disconfirmation research, assimilation and contrast effects are operationalised as expectations and disconfirmation, respectively (Anderson, 1973; Oliver, 2010; Oliver & DeSarbo, 1988; Yi, 1990). Assimilation occurs when individuals rely on their expectations to form satisfaction judgments. When performance is close to their initial expectations (within the zone of acceptance), individuals are more likely to assimilate their performance perceptions toward their expectations, resulting in a positive relationship between expectations and satisfaction (Oliver & DeSarbo, 1988). Contrast, on the other hand, occurs

when individuals rely on disconfirmation (the discrepancy between performance and expectations) to form satisfaction judgments. If performance significantly differs from expectations and falls within the zone of rejection, individuals magnify the discrepancy when evaluating satisfaction, leading to lower satisfaction with negative disconfirmation and higher satisfaction with positive disconfirmation (Oliver & DeSarbo, 1988; Yi, 1990).

HYPOTHESES

The hypotheses proposed in this study are adapted from existing literature and aim to investigate the direct and indirect effects of expectation disconfirmation, dissonance, and re-evaluation on purchase intention. Fig. 1 represents all the hypothesised relationships.

High expectations are more likely to be negatively disconfirmed because the actual performance of a product or service usually does not meet or exceed these high expectations. On the other hand, low expectations are more likely to be positively disconfirmed because the actual performance typically does not fall below these low expectations. This alignment between expectation and disconfirmation reflects the fundamental premise of Expectation Disconfirmation Theory (Anderson, 1973; Kamins & Assael, 1987; Oliver, 1977; Oliver & Bearden, 1985; Olshavsky & Miller, 1972; Yi, 1990). Therefore, it is hypothesised that there is a positive linear relationship between expectation and disconfirmation (H_{1a}). Furthermore, higher expectations are associated with increased cognitive dissonance experienced by the consumer (Cardozo, 1965; Cohen & Goldberg, 1970; Festinger, 1957). Hence, it is hypothesised that higher expectations lead to higher levels of dissonance (H_{1b}).

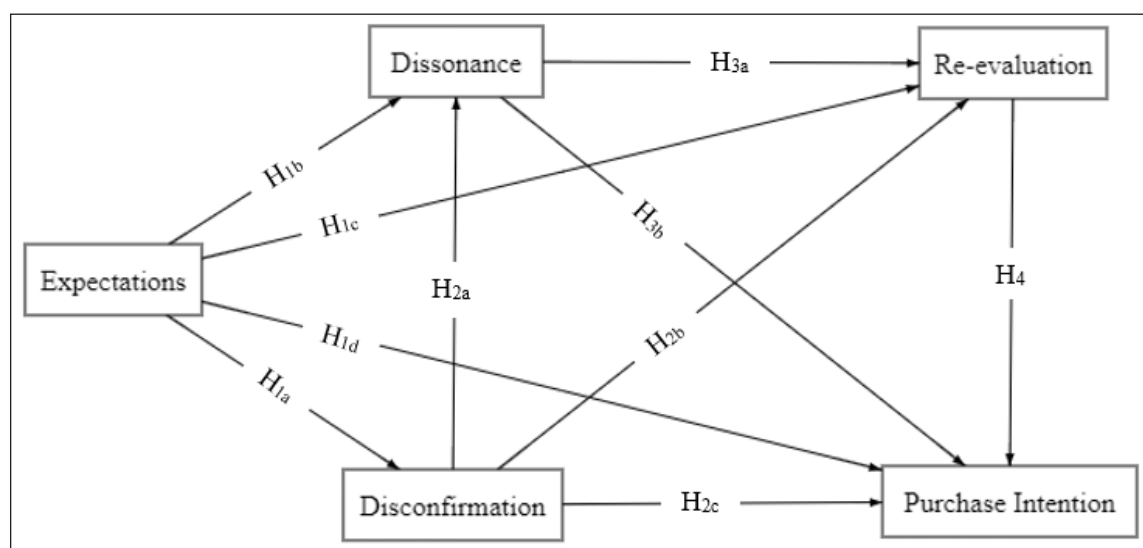


Fig. 1: Research Model

Moreover, empirical evidence suggests that consumers with higher initial expectations are more inclined to engage in post-dissonance re-evaluation processes with the aim of aligning their perceptions to match their initial expectations (Anderson, 1973; Cardozo, 1965; Olshavsky & Miller, 1972; Olson & Dover, 1976; Stayman et al., 1992; Taylor & Durand, 1979). Based on this finding, we can hypothesise that higher expectations have a direct positive impact on post-dissonance re-evaluation (H_{1c}).

Subsequently, prior research has revealed a negative relationship between higher expectations and purchase intention (Korgaonkar & Moschis, 1982; Olshavsky & Miller, 1972; Taylor & Durand, 1979). When consumers hold elevated expectations that are not met, their intention to purchase the product or service diminishes. Building on this, we propose the hypothesis that higher expectations have a direct negative impact on purchase intention (H_{1d}).

Furthermore, it is postulated that disconfirmation exerts a direct positive influence on the level of cognitive dissonance experienced by consumers. Previous studies have indicated that when consumers' initial expectations are contradicted or disconfirmed by their actual experiences, cognitive dissonance is more likely to arise (Anderson, 1973; Cardozo, 1965; Cohen & Goldberg, 1970; Festinger, 1957; Olshavsky & Miller, 1972). Based on this rationale, we propose the hypothesis that disconfirmation has a direct positive impact on the level of cognitive dissonance (H_{2a}).

When consumers perceive negative disconfirmation, their subsequent re-evaluation of the product tends to be lower (Anderson, 1973; Cohen & Goldberg, 1970; Oliver, 1977). Therefore, it is hypothesised that negative disconfirmation leads to lower re-evaluation (H_{2b}). Moreover, negative disconfirmation is related to lower purchase intention among consumers (Korgaonkar & Moschis, 1982; Olshavsky & Miller, 1972). Thus, it is hypothesised that disconfirmation has a negative linear relationship with purchase intention (H_{2c}).

The literature supports the notion that dissonance results in favourable re-evaluation as consumers strive to alleviate their dissonance by assimilating their perceptions closer to their initial expectations (Cardozo, 1965; Cohen & Goldberg, 1970; Festinger, 1957; Olshavsky & Miller, 1972). However, there is a threshold beyond which consumers start contrasting their re-evaluations (Anderson, 1973; Stayman et al., 1992). Hence, it is hypothesised that dissonance has negative quadratic relationship with re-evaluation (H_{3a}). Additionally, numerous studies have demonstrated that higher levels of dissonance are linked to decreased purchase intention among consumers (Cardozo, 1965; Cohen & Goldberg, 1970; Festinger, 1957). However, it is hypothesised that the relationship is quadratic rather than linear (H_{3b}).

Re-evaluation of initial perceptions positively influences consumers' purchase intention (Anderson, 1973). Consequently, it is hypothesised that re-evaluation has a direct positive effect on purchase intention (H_4).

Based on cognitive dissonance theory, it is hypothesised that disconfirmation mediates the relationship between expectations and dissonance (H_5). Furthermore, disconfirmation is expected to lead to increased dissonance, which, in turn, influences consumers' re-evaluation (Cardozo, 1965; Cohen & Goldberg, 1970; Festinger, 1957). Thus, it is hypothesised that dissonance mediates the relationship between disconfirmation and re-evaluation (H_6). Furthermore, previous research suggests that re-evaluation plays a mediating role between dissonance and purchase intention, as consumers' post-dissonance evaluation affects their subsequent purchase intention (Anderson, 1973). Therefore, it is hypothesised that re-evaluation mediates the relationship between dissonance and purchase intention (H_7).

METHODOLOGY

Sample and Data Collection Procedure

The study employed a quantitative research design. A cross-sectional survey approach was used to collect data from a convenience sample of 600 potential car consumers who had visited the car showroom for a test drive. The questionnaire was administered in three stages. The items relating to expectations were filled out before the test drive. The items related to disconfirmation and dissonance were filled out after the test drive. The items related to re-evaluation and purchase intention were filled out after the respondent had a refreshing beverage at the showroom post test drive. After excluding incomplete responses, a total of 396 valid responses comprised the final sample.

Measures

The questionnaire employed in this study encompassed five multi-item scales that have been previously validated by prior studies. The expectations, disconfirmation and re-evaluation scales were derived from Swan & Martin (1981). The scale to measure purchase intention was derived from Dodds et al. (1991). The dissonance scale was adapted from Koller and Salzberger (2007). A direct measure of the disconfirmation score was taken because difference scores in disconfirmation research have several shortcomings, including lower reliability compared to component measures (Peter et al., 1993), an increased likelihood of unwarranted conclusions (Edwards, 2001), overfitting of statistical models (Yi, 1990),

ambiguous interpretation of results, and potential obscuring of non-linear effects (Venkatesh & Goyal, 2010). Thus, the use of difference scores in consumer research is not advisable (Edwards, 2001; Peter et al., 1993). All the items of different scales were measured on a 7-point Likert scale ranging from 1 to 7.

Data Analyses

Based on the recommendation of Hair et al. (2019), PLS-SEM was employed as our study encompasses multiple constructs, indicators, and model relationships, making it relatively complex. PLS-SEM is particularly effective in handling large and intricate models, providing flexibility and ease of analysis compared to traditional covariance-

based SEM methods. Additionally, our research involves exploring theoretical extensions and gaining deeper insights into the underlying relationships between constructs. PLS-SEM offers a more exploratory approach to model building and theory development, allowing us to investigate complex theoretical frameworks with greater flexibility and adaptability. SmartPLS 4 (Ringle et al., 2022) software was used for the analyses.

We used the Consistent PLS-SEM algorithm and Consistent Bootstrapping to test the significance of various aspects of the measurement model and structural model. Consistent Bootstrapping with 10,000 subsamples and the bias-corrected and accelerated (BCa) bootstrapping method for the confidence interval was used.

RESULTS

Measurement Model

Reflective Model

Table 1: Confirmatory Tetrad Analysis (CTA-PLS)

	Tetrad	Value	S.D.	t-Value	P Values	CI _{BCa} Low	CI _{BCa} Up
Disconfirmation	1,2,3,4	0.151	0.103	1.469	0.142	-0.087	0.391
	1,2,4,3	0.123	0.113	1.092	0.275	-0.138	0.386
	1,2,3,5	-0.066	0.115	0.578	0.563	-0.334	0.199
	1,3,5,2	0.162	0.109	1.485	0.137	-0.089	0.417
	1,3,4,6	0.012	0.102	0.118	0.906	-0.225	0.250
Dissonance	1,2,3,4	0.065	0.122	0.533	0.594	-0.218	0.350
	1,2,4,3	-0.024	0.128	0.188	0.851	-0.322	0.273
	1,2,3,5	-0.087	0.123	0.708	0.479	-0.374	0.200
	1,3,5,2	0.074	0.132	0.563	0.574	-0.233	0.379
	1,3,4,5	-0.025	0.11	0.227	0.821	-0.28	0.230
Expectation	1,2,3,4	0.012	0.011	1.056	0.291	-0.014	0.038
	1,2,4,3	0.01	0.011	0.908	0.364	-0.016	0.036
	1,2,3,5	0.006	0.011	0.559	0.576	-0.020	0.033
	1,3,5,2	-0.012	0.012	0.989	0.322	-0.040	0.016
	1,3,4,5	0.008	0.01	0.826	0.409	-0.015	0.032
Purchase Intention	1,2,3,4	-0.026	0.037	0.69	0.490	-0.098	0.047
	1,2,4,3	-0.022	0.032	0.676	0.499	-0.084	0.042
Re-evaluation	1,2,3,4	-0.026	0.016	1.643	0.100	-0.063	0.011
	1,2,4,3	-0.006	0.014	0.401	0.688	-0.037	0.026
	1,2,3,5	-0.023	0.014	1.656	0.098	-0.056	0.009
	1,3,5,2	0.014	0.015	0.935	0.350	-0.021	0.050
	1,3,4,5	0.008	0.015	0.523	0.601	-0.028	0.044

We adopted a reflective measurement model based on the theoretical foundation. However, to reaffirm our

choice, we conducted confirmatory tetrad analysis with 20,000 subsamples. Gudergan et al. (2008) introduced

the confirmatory tetrad analysis (CTA-PLS) as a method to validate the specification of measurement models, distinguishing between reflective and formative models. The CTA-PLS relies on tetrads, which represent the difference between the product of one pair of covariances and the product of another pair of covariances (Bollen & Ting, 2000). In a reflective measurement model, these tetrads should be zero, indicating that the indicators are derived from the same underlying construct. If a construct's tetrads significantly deviate from zero, it suggests rejecting the null hypothesis and considering a formative rather than a reflective measurement model specification (Hair Jr. et al., 2017; Svensson et al., 2018). The results reaffirmed the theoretical basis as none of the tetrads exhibited a significant difference from zero (see Table 1).

Scale Reliability and Validity

Table 2 summarises the reliability and convergent validity of the measurement model. To evaluate the indicator loadings, a commonly recommended criterion is to consider loadings above 0.708. This threshold indicates that the construct explains more than 50 % of the variance in the indicator, demonstrating acceptable item reliability (Shmueli et al., 2019). All the indicator loadings exceeded this threshold. Internal consistency reliability was assessed through Cronbach's alpha and composite reliability. Cronbach's alpha for all the items exceeded the minimum acceptable criterion of 0.70 (Dijkstra & Henseler, 2015). Composite reliability for the items were within the acceptable limits of 0.70 and 0.95 range as outlined by Hair et al. (2019). The measurement model showed acceptable convergent validity with all the items exceeding the minimum acceptable AVE threshold of 0.50 (Fornell & Larcker, 1981).

Table 2: Construct Reliability and Convergent Validity

Construct	Items	Loadings	Weights	Cronbach's Alpha	C.R. (Rho_A)	C.R. (Rho_C)	Ave
Dissonance	Diss1	0.859*	0.226*	0.936*	0.936*	0.936*	0.746*
	Diss2	0.859*	0.226*				
	Diss3	0.869*	0.229*				
	Diss4	0.840*	0.221*				
	Diss5	0.852*	0.225*				
Disconfirmation	D1	0.852*	0.221*	0.932*	0.932*	0.932*	0.733*
	D2	0.882*	0.229*				
	D3	0.867*	0.225*				
	D4	0.850*	0.220*				
	D5	0.866*	0.225*				
Expectation	E1	0.774*	0.232*	0.896*	0.899*	0.896*	0.633*
	E2	0.713*	0.214*				
	E3	0.877*	0.263*				
	E4	0.801*	0.240*				
	E5	0.803*	0.241*				
Purchase Intention	PI1	0.877*	0.265*	0.942*	0.943*	0.942*	0.804*
	PI2	0.911*	0.275*				
	PI3	0.923*	0.279*				
	PI4	0.873*	0.264*				
Re-evaluation	Re1	0.741*	0.237*	0.876*	0.877*	0.876*	0.585*
	Re2	0.745*	0.238*				
	Re3	0.750*	0.240*				
	Re4	0.772*	0.247*				
	Re5	0.814*	0.261*				

* $p < 0.001$, Percentile Bootstrap, Two-tailed test.

Discriminant validity, which ensures that distinct constructs are indeed measuring different concepts, was evaluated

through two approaches in this study. Firstly, we examined whether the inter-construct correlations were lower than the

square roots of the average variance extracted (AVE) for each variable, following the recommendations of Fornell & Larcker (1981). Secondly, we utilised the heterotrait-monotrait ratio (HTMT) to assess discriminant validity

between constructs, with values below 0.85 considered acceptable (Henseler et al., 2015; Kline, 2011). All pairs of constructs were within the acceptable thresholds (see Table 3) and hence it was concluded that the measurement model exhibits an acceptable level of discriminant validity.

Table 3: Discriminant Validity of the Scales

	Disconfirmation	Dissonance	Expectation	Purchase Intention	Re-evaluation
Disconfirmation	0.864	0.784	0.133	0.521	0.497
Dissonance	0.784	0.856	0.147	0.325	0.402
Expectation	0.134	0.148	0.795	0.117	0.263
Purchase Intention	-0.522	-0.325	0.118	0.896	0.578
Re-evaluation	-0.497	-0.401	0.265	0.578	0.765

The diagonal elements (in bold) are the square roots of the AVEs. Above the diagonal elements are the HTMT values. Values below the diagonal elements are the inter-construct correlations.

Structural Model

Model Fit

To evaluate the model fit the complete, consistent PLS-SEM bootstrap algorithm with a setting of 10,000 subsamples, a percentile bootstrap confidence interval method with a 95% significance level was performed. The bootstrap-based test for the exact overall model fit in PLS-SEM compares the empirical covariance matrix to the covariance matrix implied by the composite factor model using discrepancy measures like d_{ULS} and d_G (Dijkstra & Henseler, 2015; Schuberth et al., 2023). Confidence intervals for these discrepancies are obtained through the Bollen-Stine bootstrap (Bollen & Stine, 1992). The SRMR, which assesses the average magnitude of discrepancies between observed and expected correlations, is used as a measure of model fit in PLS-SEM (Henseler et al., 2014). A value below 0.10 or 0.08 is considered indicative of a good fit (Hu & Bentler, 1999). SmartPLS provides bootstrap-based inference statistics for

the SRMR, with interpretation following the guidelines of the bootstrap-based test for the exact overall model fit (Dijkstra & Henseler, 2015; Schuberth et al., 2023). All discrepancy measure values were found to be below the 95% quantile (HI_{95}) of their respective reference distributions, indicating that the estimated model was not rejected at a 5% significance level (see Table 4). Additionally, the SRMR value was below the suggested threshold of 0.080, indicating an acceptable model fit.

Collinearity

To ensure there was no collinearity among the latent variables, VIF values were considered. Generally, VIF values below 5 are considered acceptable but collinearity issues may arise at lower VIF values ranging between 3 to 5 (Becker et al., 2015; Mason & Perreault Jr., 1991). The VIF values for our structural model (see Table 4) were within the lower limit of 3 (Hair et al., 2019).

Table 4: Model Fit & VIF values

	VIF			
Disconfirmation -> Dissonance	1.018		Value	HI_{95}
Disconfirmation -> Purchase Intention	2.980	d_{ULS}	0.808	1.452
Disconfirmation -> Re-evaluation	2.796	d_G	0.183	0.410
Dissonance -> Purchase Intention	2.687	SRMR	0.052	0.070
Dissonance -> Re-evaluation	2.634			
Expectation -> Disconfirmation	1.000			
Expectation -> Dissonance	1.018			
Expectation -> Purchase Intention	1.256			
Expectation -> Re-evaluation	1.029			
Re-evaluation -> Purchase Intention	2.428			
QE (Dissonance) -> Purchase Intention	1.725			
QE (Dissonance) -> Re-evaluation	1.111			

Explanatory and Predictive Power

The R^2 provides a measure of the variance explained by the endogenous constructs in the model. It serves as an indicator of the model's explanatory power (Shmueli & Koppius, 2011) or in-sample predictive power (Rigdon, 2012). It reflects how well the model accounts for the observed variation in the dependent variables. Disconfirmation ($R^2=0.018$) exhibited weak explanatory power, whereas dissonance ($R^2=0.616$), re-evaluation ($R^2=0.588$), and purchase intention ($R^2=0.470$) exhibited moderate explanatory power (Hair et al., 2019).

While the R^2 value indicates the model's explanatory power within the sample, it does not indicate its predictive power on unobserved data (Dolce et al., 2017; Shmueli, 2010; Shmueli & Koppius, 2011). To overcome this limitation, Shmueli et al. (2016) proposed using a training sample and evaluating the model's out-of-sample predictive power on a hold-out sample.

Table 5: Predictive Performance of the PLS Model Versus Benchmark LM

	Q ² Predict	PLS-SEM_RMSE	LM_RMSE
Dis1	0.003	1.477	1.492
Dis2	0.004	1.499	1.508
Dis3	0.004	1.502	1.508
Dis4	0.009	1.513	1.527
Dis5	0.008	1.495	1.505
D1	0.013	1.510	1.522
D2	0.006	1.523	1.536
D3	0.010	1.494	1.508
D4	0.001	1.527	1.540
D5	0.016	1.471	1.482
PI1	0.004	1.202	1.216
PI2	0.001	1.213	1.223
PI3	0.015	1.195	1.207
PI4	0.006	1.188	1.201
Re1	0.031	0.893	0.902
Re2	0.010	0.835	0.843
Re3	0.002	0.827	0.833
Re4	0.063	0.873	0.879
Re5	0.057	0.855	0.861

The PLS-Predict procedure (Shmueli et al., 2016), available in PLS-SEM software like SmartPLS, generates holdout sample-based predictions in PLS-SEM. In line with Shmueli et al. (2019), the PLS-Predict procedure was implemented using 10-fold cross-validation and one repetition to assess the model's predictive power. The Q^2 predict values for all indicators were calculated and found to be above zero, indicating that the model has predictive power and outperforms the basic benchmark of indicator means (Shmueli et al., 2019) (see Table 5).

Since the visual inspection of the error distribution suggested that it was not highly non-symmetric, the RMSE of the model was compared to the linear regression model's RMSE (Shmueli et al., 2019). RMSE is a particularly useful statistic in business research applications because it squares the errors before averaging, assigning greater weight to larger errors (Hair et al., 2019). The comparison of the RMSE statistics showed that none of the values in the SEM model exceeded the values in the LM model (see Table 5), thereby indicating the high predictive power of the SEM model (Shmueli et al., 2019).

Path Coefficients

The relationship between expectation and disconfirmation hypothesised in H_{1a} was supported ($\beta=0.134$, $p<0.05$), indicating that consumers with high expectations are likely to experience negative disconfirmation. The result of H_{1b} which posited a positive relationship between expectation and dissonance was insignificant, although the total effect between expectation and dissonance was significant ($\beta=0.148$, $p<0.05$), indicating a possible full mediation through disconfirmation. Consequently, the specific indirect effect of expectation on dissonance through disconfirmation was found to offer evidence of full mediation ($\beta=0.104$, $p<0.05$). Thus, this indicates that high expectations themselves do not cause dissonance, rather the negative disconfirmation of expectations causes dissonance (H_5). H_{1c} , which hypothesised a positive relationship between expectation and re-evaluation was supported ($\beta=0.306$, $p<0.001$), indicating that consumers with high expectations are more likely to re-evaluate their performance perception. The hypothesised relationship (H_{1d}) between expectation and purchase intention was not supported.

Table 6: Direct and Total Effects

	Direct Effect	Total Effect	F-Square
Disconfirmation -> Dissonance	0.778*	0.778*	1.549
Disconfirmation -> Purchase Intention	-0.480*	-0.434*	0.146
Disconfirmation -> Re-evaluation	-0.275*	-0.391*	0.066
Dissonance -> Purchase Intention	0.169***	0.136	0.020

	Direct Effect	Total Effect	F-Square
Dissonance -> Re-evaluation	-0.148	-0.148	0.020
Expectation -> Disconfirmation	0.134***	0.134***	0.018
Expectation -> Dissonance	0.044	0.148***	0.005
Expectation -> Purchase Intention	0.090	0.105	0.012
Expectation -> Re-evaluation	0.306*	0.247*	0.221
Re-evaluation -> Purchase Intention	0.219**	0.219**	0.037
QE (Dissonance) -> Purchase Intention	-0.303**	-0.428*	0.077
QE (Dissonance) -> Re-evaluation	-0.573*	-0.573*	0.553

*** $p < 0.05$., ** $p < 0.01$., * $p < 0.001$.

It was posited in H_{2a} that disconfirmation and dissonance have a positive linear relationship. This hypothesis was supported ($\beta = 0.778$, $p < 0.001$), indicating that consumers who experience negative disconfirmation are more likely to experience dissonance. Furthermore, it was hypothesised (H_{2b}) that disconfirmation and re-evaluation have a negative linear relationship. This was supported ($\beta = -0.275$, $p < 0.001$), indicating that consumers who experience negative disconfirmation will re-evaluate negatively and, in the case of confirmation or positive disconfirmation will re-evaluate positively. Although the total effect showed

a decrease in the β coefficient of Disconfirmation -> Re-evaluation, the indirect effect through dissonance was found to be insignificant. H_{2c} , which described the direct negative relationship between disconfirmation and purchase intention was supported ($\beta = -0.480$, $p < 0.001$). The total effect for the same pair of constructs also revealed an increase in the β coefficient, subsequently the indirect effect through dissonance was analysed (Table 6). It provided evidence for competing, partial mediation ($\beta = 0.131$, $p < 0.05$), thus suggesting that dissonance mitigates the negative effect of disconfirmation on purchase intention (H_6).

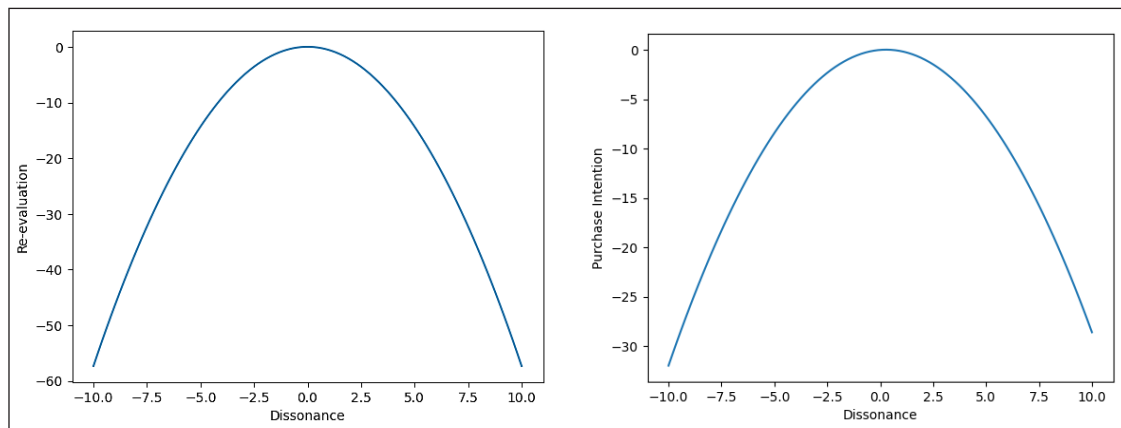


Fig. 2: Curvilinear Relationship of H_{3a} and H_{3b}

It was hypothesised in H_{3a} that the relationship between dissonance and re-evaluation is quadratic rather than linear. This hypothesis was supported as the linear relationship was found to be non-significant and the quadratic relationship was found to be significant ($\beta = -0.573$, $p < 0.001$). Therefore, the relationship between dissonance and re-evaluation can be described as an inverted U-shaped curve (see Fig. 2), where an increase in dissonance initially leads to an increase in re-evaluation, reaching a peak point, and then declining as dissonance continues to increase. Additionally, the relationship between dissonance and purchase intention was hypothesised to be quadratic as well (H_{3b}). Although the

results showed a significant positive linear effect ($\beta = 0.169$, $p < 0.05$), the quadratic effect was significant as well ($\beta = -0.303$, $p < 0.01$). This suggests that as dissonance increases, there is an initial positive linear effect on purchase intention. However, after reaching a peak point, purchase intention starts to decline (see Fig. 2). This indicates that individuals experiencing moderate levels of dissonance are more likely to have a higher intention to make a purchase compared to those experiencing extremely high levels of dissonance. Furthermore, the total effect of dissonance (quadratic) on purchase intention was significant as well and showed a negative change in the β coefficient ($\beta = -0.428$, $p < 0.001$),

implying possible mediation through re-evaluation. The results of the indirect effect revealed a significant partial mediation through re-evaluation ($\beta=-0.125$, $p<0.05$). This

indicates that the impact of dissonance on purchase intention is not only direct but also influenced by the consumer's process of re-evaluation (H_7) (see Fig. 3).

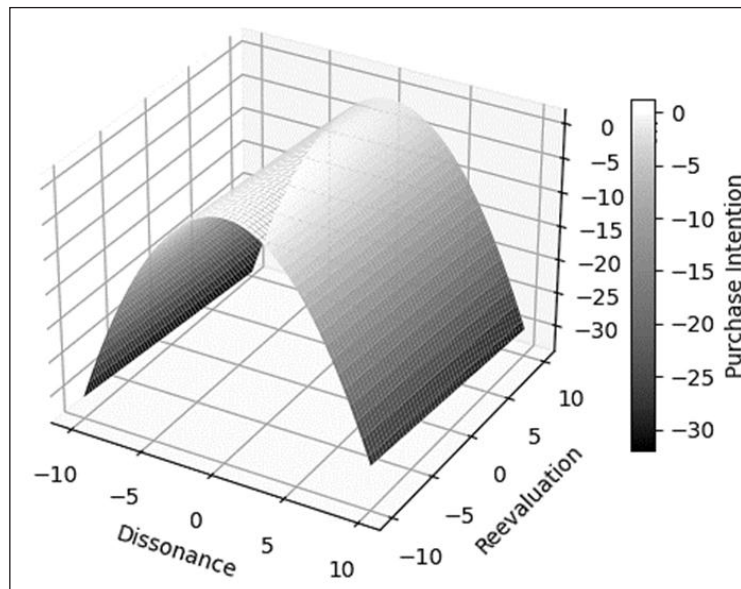


Fig. 3: Response Surface Plot: Purchase Intention

H_4 , which hypothesised a positive linear relationship between re-evaluation and purchase intention was supported ($\beta=0.219$, $p<0.05$). Thus, suggesting that an increase in re-

evaluation results in a direct increase in purchase intention (Fig. 4).

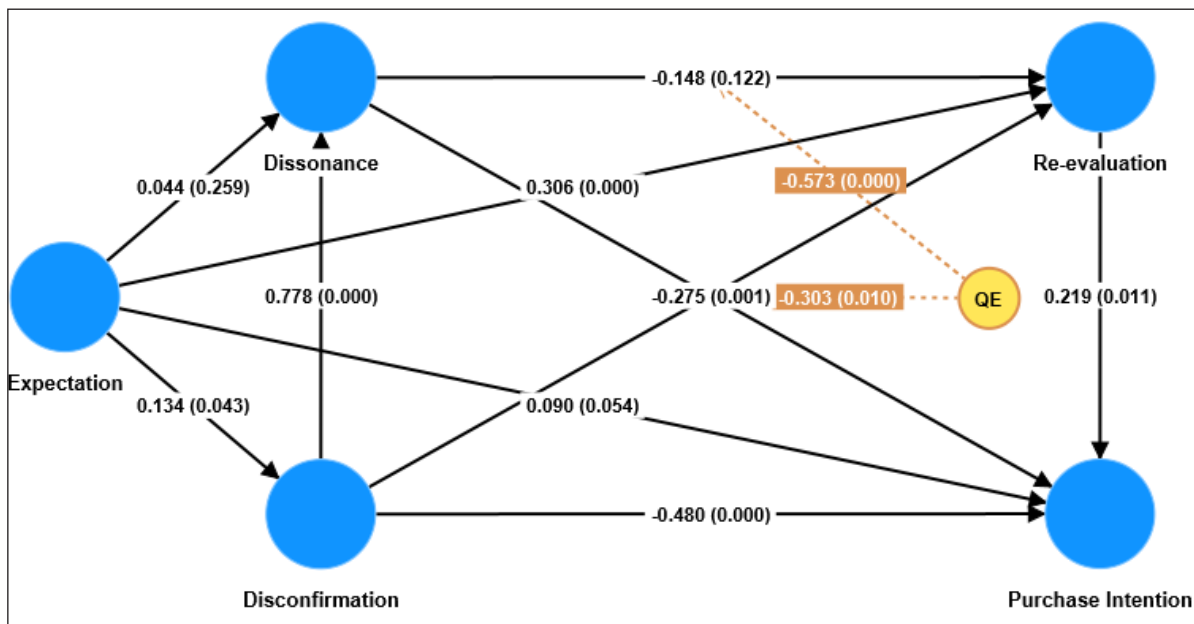


Fig. 4: Final Model (The Numbers in Parentheses are P-Values)

DISCUSSION AND MANAGERIAL IMPLICATIONS

The investigation conducted in this study fills a gap in consumer behaviour research. It focuses on the concept of pre-purchase dissonance, which refers to the uncertainty, anxiety and anticipated regret that consumers feel before making a decision (Gan & Ding, 2014). This phenomenon sheds light on the conflicts that individuals experience even prior to their purchase. By exploring this aspect, the study contributes to a broader understanding of consumer decision-making beyond just post-purchase dissonance. It fills a void in a theoretical model incorporating cognitive dissonance into the well-known model of expectation-disconfirmation (Fig. 4).

Understanding how dissonance affects consumers during the pre-purchase phase when they are still evaluating their options emphasises its relevance throughout the decision-making and consumption process (Koller & Salzberger, 2007). This highlights the importance of managing consumer expectations and addressing concerns to guide them towards more informed and satisfactory purchase decisions. Businesses can utilise this knowledge to develop pre-purchase support systems and communication strategies that minimise pre-purchase dissonance. Ultimately this can lead to customer satisfaction and loyalty.

The study supported the hypothesis that consumers with high expectations are more likely to experience negative disconfirmation, indicating that when consumers have high expectations for a product or service, they are more sensitive to discrepancies between their expectations and the actual performance. This result is consistent with previous research on the expectancy-disconfirmation model (Kamins & Assael, 1987; Oliver, 1977, 1980; Olson & Dover, 1976; Qazi et al., 2017).

The lack of direct effect but a significant total and indirect effect of expectation on dissonance indicates that high expectations alone do not directly lead to dissonance. Instead, it is the disconfirmation of those expectations that plays a crucial role in driving dissonance. This finding provides evidence for full mediation through disconfirmation. When consumers are disappointed with their experience, they often find themselves in a state of conflict. This happens because their initial expectations do not align with the performance of the product or service. This is consistent with research emphasising the importance of disconfirmation of expectations in arousing dissonance during consumer decision-making processes (Anderson, 1973; Cardozo, 1965; Cohen & Goldberg, 1970; Olshavsky & Miller, 1972).

Furthermore, the data supported the finding that higher expectations leads to higher re-evaluation. This finding suggests that consumers who have high expectations tend to critically assess the performance of the product or service after encountering disconfirmation. After experiencing the actual performance, they may engage in a cognitive process of re-evaluating the product based on the disconfirmation they encountered (Oliver, 1980). When consumers encounter disconfirmation, their expectations might undergo adjustments, and this process can influence their overall satisfaction and subsequent purchase intentions (Oliver, 2014). The positive relationship between expectations and re-evaluation found in this study aligns with previous research that has highlighted the significance of expectations in shaping consumer responses (Korgaonkar & Moschis, 1982; Olshavsky & Miller, 1972; Olson & Dover, 1976; Parasuraman et al., 1985; Stayman et al., 1992; Taylor & Durand, 1979). Consumers' initial expectations play a crucial role in forming the basis for their post-performance evaluations and future behaviours (Zeithaml et al., 1993). Moreover, the process of re-evaluation can also influence consumers' perceptions of the value they received from the product or service (Zeithaml, 1988).

The data supported the hypothesis that negative disconfirmation leads to dissonance. We found a positive linear relationship between disconfirmation and dissonance. The positive linear relationship between disconfirmation and dissonance suggests that the larger the gap between consumers' expectations and the actual performance of the product or service, the stronger the cognitive dissonance they experience. In practical terms, this means that when consumers perceive a substantial discrepancy between what they expected and what they actually received, they are more likely to feel internal conflict and discomfort. This is in line with cognitive dissonance theory as proposed by Festinger (1957) and supports the findings of previous studies (Anderson, 1973; Cohen & Goldberg, 1970; Korgaonkar & Moschis, 1982; Olshavsky & Miller, 1972).

Furthermore, our hypothesis that disconfirmation has a direct negative effect on purchase intention was supported by the data. This implies that when consumers experience negative disconfirmation, it can lead to a decline in their purchase intention. However, the study's results also revealed an interesting aspect of this relationship. The total effect between disconfirmation and purchase intention showed an increase in the β coefficient, and the indirect effect through dissonance was found to be significant. This finding suggests that dissonance plays a partial mediating role in the negative impact of disconfirmation on purchase intention. In other words, while negative disconfirmation directly

affects purchase intention by reducing it, the presence of dissonance can mitigate this negative effect to some extent. When consumers experience cognitive dissonance due to the discrepancy between their expectations and the actual performance, they may engage in a mental process to reduce the discomfort caused by this inconsistency. This process could involve re-evaluating their initial expectations, seeking additional information, or finding ways to rationalise the disconfirmed experience. Our findings support previous disconfirmation studies that employed cognitive dissonance theory to explain their findings (Korgaonkar & Moschis, 1982; Olshavsky & Miller, 1972).

The finding of curvilinear relationships between dissonance and both re-evaluation and purchase intention is a significant contribution to our understanding of consumer decision-making dynamics. These curvilinear relationships suggest that the impact of dissonance on consumer behaviour is not a simple linear relationship, but rather a complex interplay between cognitive conflict and subsequent actions.

The study found that the relationship between dissonance and re-evaluation follows a curve in the shape of an inverted U. Initially, as dissonance increases consumers tend to re-evaluate their perceptions closer to their expectations. During this re-evaluation process consumers may seek information to confirm their choices (confirmation bias). This re-evaluation of perceptions closer to expectations is in line with previous research that advocated for assimilation effects to explain expectation disconfirmation paradigm (Anderson, 1973; Cardozo, 1965; Olshavsky & Miller, 1972; Olson & Dover, 1976).

The inverted U curve suggests that after a certain point the consumers start re-evaluating their perceptions negatively. This suggests that consumers who are highly dissonant during the pre-purchase stage will re-evaluate their perception as very different from their expectations. This is evidence of contrast effects and confirms earlier findings that posited contrast effect to explain expectation disconfirmation paradigm (Cardozo, 1965; Oliver, 1977; Petty, 2018; Simonson et al., 2001; Stayman et al., 1992).

Similarly, we found a quadratic relationship between dissonance and the intention to make a purchase. In addition to this, we found a partial mediation through re-evaluation between dissonance and purchase intention. Initially an increase in dissonance corresponds to an increase in consumers' willingness to buy. This might seem counterintuitive at first glance, but it implies that when people experience a certain level of dissonance it can actually motivate them to re-evaluate their perceptions so they align more closely with their expectations and increase purchase intention.

This initial positive effect could be attributed to the desire to resolve conflict and alleviate the discomfort associated with dissonance. When consumers face moderate levels of dissonance, they are more likely to assimilate their perceptions to relieve the tension between their decision and other appealing options they considered.

However, once dissonance surpasses its peak point and reaches high levels, the intention to make a purchase starts declining. At this stage, consumers start contrasting their perceptions, eventually leaning towards negative evaluations. They may end up delaying their purchase or even abandoning it altogether. Thus, the data supports the theory of assimilation-contrast.

The findings of this study hold important managerial implications for businesses aiming to improve sales, decision-making processes and ultimately consumer satisfaction. Firstly, it is crucial for businesses to manage consumer expectations during the pre-purchase phase. Clear and transparent communication about product or service features, benefits, and limitations can help set realistic expectations. By doing so, businesses can reduce the likelihood of negative disconfirmation, where consumers feel let down by unmet expectations, and subsequently, experience dissonance. Secondly, when negative disconfirmation does occur, businesses should be proactive in addressing customer concerns. Proactive sales staff can help resolve conflicts and any apprehensions arising from such conflicts. Thirdly, businesses can encourage consumers towards positive re-evaluation by highlighting positive reviews, providing comparisons with other similar choices as well as stressing the distinctive features.

Additionally, it is essential for managers to understand that the relationships between dissonance, re-evaluation, and purchase intention are not simple linear associations. Instead, they follow curvilinear patterns. Recognising these non-linear relationships can guide businesses in adopting targeted marketing strategies that cater to consumers experiencing varying levels of dissonance. Understanding when consumers are more likely to re-evaluate positively or negatively can optimise marketing efforts and drive purchase decisions. Ultimately, emphasising customer satisfaction should be a top priority for businesses. By focusing on product/service quality, personalised experiences, and effective communication, businesses can enhance consumer perceptions and foster long-term customer loyalty. Addressing pre-purchase dissonance and ensuring positive customer experiences will have a direct impact on purchase intention and overall business success.

SIGNIFICANCE OF THE STUDY

The study makes significant theoretical contributions to the field of pre-purchase consumer behaviour. Firstly, it advances the understanding of how consumer expectations influence subsequent cognitive processes. By empirically validating the positive relationship between consumer expectations, disconfirmation, and dissonance, it specifically finds that disconfirmation fully mediates the relationship between expectations and dissonance. This study offers novel insights into the mechanisms underlying dissonance formation during the pre-purchase phase, thus provides support for the foundational theory of cognitive dissonance.

Secondly, the research extends existing theoretical frameworks related to consumer decision-making. While the expectation-disconfirmation framework has been studied extensively, there has been no attempt to study the non-linear relationship, which is methodological necessity considering the theoretical aspect of assimilation contrast effect. Notably, it reveals an inverted U-shaped relationship between dissonance and re-evaluation. This finding suggests that the impact of dissonance on re-evaluation is not linear; rather, it follows a curvilinear pattern, providing a deeper understanding of the complex dynamics of cognitive processes during the pre-purchase stage.

Moreover, the study uncovers the mediating roles of both disconfirmation and dissonance in the relationship between consumer expectations and purchase intention. This contribution sheds light on the underlying mechanisms through which consumer expectations influence their ultimate intention to make a purchase. By highlighting the mediating effects of these cognitive processes, the study enriches existing theoretical models and offers valuable insights for practitioners in designing effective marketing strategies and customer experiences that align with consumer expectations and mitigate pre-purchase dissonance.

Overall, these theoretical contributions not only enhance our understanding of pre-purchase consumer behaviour but also have practical implications for academia and industry. For researchers, the study provides a more comprehensive framework for investigating consumer decision-making during the pre-purchase phase, allowing for refined and expanded theoretical models. On the other hand, practitioners can benefit from the theoretical insights by tailoring their marketing approaches to better address consumer expectations, reduce pre-purchase dissonance, and ultimately enhance purchase intentions. Future research can build upon these theoretical findings to further explore the complexities of pre-purchase decision-making and its implications across diverse industries and consumer segments.

LIMITATIONS

While this study makes significant theoretical contributions to our understanding of pre-purchase consumer behaviour, it is important to acknowledge certain limitations that provide opportunities for further research and enhance the robustness of the findings. The study's scope was focused on a specific consumer context and product category. While this approach allowed for in-depth insights into the targeted area, future studies could explore diverse industries and consumer segments to ensure the generalisability of the findings across different contexts.

Additionally, the study employed cross-sectional data, limiting the ability to establish causal relationships between variables. Longitudinal or experimental designs could provide more definitive insights into the temporal dynamics of pre-purchase decision-making.

Moreover, the focus of this study was on the pre-purchase phase, and it did not consider post-purchase behaviour and outcomes. Future research could explore the entire consumer decision journey, including post-purchase experiences, to gain a more comprehensive understanding.

Disclosure Statement

The authors report there are no competing interests to declare.

Data Availability Statement

Data shall be made available upon reasonable request.

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APPENDIX

Questionnaire

Expectations <i>(1-very strongly disagree, 4-neutral, 7-very strongly agree)</i> I expect the car's interior to be spacious. I expect the car's performance and handling to be smooth and responsive. The car's technology and infotainment system will be modern and user-friendly. The car's acceleration and braking will be effective. I expect the car to be very comfortable to drive.
Disconfirmation <i>(1-very much better than expected, 4-met my expectations, 7-very much worse than expected)</i> Car's interior. Performance and handling. Car's technology and infotainment system. Acceleration and braking. Drive comfort.
Dissonance <i>(1-very strongly disagree, 4-neutral, 7-very strongly agree)</i> I am not quite sure about my decision. I do not know whether this is the right choice. When thinking of the decision, I feel uncomfortable. Other alternative would be a better choice. Perhaps I should spend the money on something else.
Re-evaluation <i>(1-very strongly disagree, 4-neutral, 7-very strongly agree)</i> The car's interior is spacious. The car's performance and handling are smooth and responsive. The car's technology and infotainment system are modern and user-friendly. The car's acceleration and braking are effective. The car was very comfortable to drive.
Purchase Intention <i>(1-very strongly disagree, 4-neutral, 7-very strongly agree)</i> The likelihood of purchasing this product is very high. The probability that I would consider buying the product is very high. My willingness to buy the product is very high. I am likely to purchase the product in the near future.