

EXPLORING THE IMPACT OF PERSONALITY MODERATORS ON REPURCHASE INTENTION: THE MEDIATING ROLE OF POST-PURCHASE REGRET

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Abstract: Customers are essential elements in a business organisation's success, especially in today's ambitious environment. A dissatisfied consumer may experience negative emotions such as anger, guilt, sadness, and regret. These negative emotions affect their repurchase intention. Therefore, the factors affecting their purchase behaviour must be investigated. This study investigated personality moderators of post-purchase regret (rumination, social comparison, temporal orientation, and pessimism) and repurchase intention. The model of this study also depicts the mediating role of post-purchase regret. The data of 350 respondents were collected for the study through a structured questionnaire from consumers of different generations (born between 1946 and 1960, 1961 and 1979, 1980 and 1995, and 1996 and 2012) from September 2024 to February 2025. To analyse the data, PLS-SEM was implemented through SmartPLS version 4.1. The findings depicted that the personality moderators – rumination, social comparison, temporal orientation, and pessimism – have a significant positive impact on post-purchase regret. The findings show that the post-purchase regret affects significantly negatively the repurchase intention. The findings also interpret that post-purchase regret plays a role of significant mediator between post-purchase regret moderators and repurchase intention. The consumers with these personality traits experience more regret, which consequently lowers the loyalty towards the product. This study has theoretical contribution in literature as well as practical contribution for marketers and stakeholders.

Keywords: Post-Purchase Regret, Decision-Making, Rumination, Social Comparison, Pessimism, Temporal Orientation, Repurchase Intention

INTRODUCTION

Research on consumer behaviour makes it possible to better understand and predict not only the subject of purchases but also their regularity and motivations to purchase (Schiffman & Kanuk, 2004). People frequently purchase things based on their subjectively perceived worth rather than their primary purpose, which is one of the current underlying assumptions for consumer behaviour research. It does not imply that a product's primary purpose is unimportant, but rather that its current function goes beyond its service boundaries (Salomon, 2004). A growing body of research has started to show how certain emotions can systematically influence people's perceptions, judgements, and behaviour, even when

they are not related to the decision at hand (Agrawal, Han & Duhachek, 2013; Agrawal, Menon & Aaker, 2007; De Hooze, Breugelmans & Zeelenberg, 2008; Garg, Inman & Mittal, 2005; Han, Lerner & Keltner, 2007; Keltner & Lerner, 2010; Lerner & Keltner, 2000, 2001; Lewis, 2000; Maheswaran & Chen, 2006; Tiedens & Linton, 2001). According to Bagozzi et al. (2000), emotions, both positive and negative, function as wide classifications of feelings. Consumer emotions are receiving attention in the literature on service failure. Customers only experience unpleasant feelings when there are service failures (Walker, 2019).

Marketers always want to achieve a better understanding regarding the post-purchase behaviour of consumers to

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know when consumers come again. When are they satisfied with the purchased product and when do they regret their purchase? From the standpoint of consumer emotions, Watson and Spence (2007) address regret in relation to coping mechanisms used after purchases. The purpose of this paper is to understand the relationship of post-purchase regret of consumers with its moderators (rumination, social comparison, temporal orientation, and optimism/pessimism) and consequence (repurchase intention). Rumination, social comparison, temporal orientation, and optimism/pessimism are termed as moderators of post-purchase regret by many researchers (Chebab, 2010; M'Barek & Gharbi, 2011; Bui et al., 2011; Moakhar et al., 2018).

Consumers begin to feel regret after making a purchase, which affects their purchasing behaviour because of the cognitive dissonance effect or the understanding that the other option would have been a better fit for their needs (Durmaz et al., 2020). Therefore, customers strive to select different alternatives for their subsequent purchases, which lower their intention to repurchase the product (Tsiros & Mittal, 2000). Thus, prior research indicates that regret is an important component in the post-purchase phase and can influence the repurchase intention (Curina et al., 2020; Li & Liu, 2014; Liao et al., 2016).

This study aims to examine the impact of rumination, social comparison, temporal orientation, and pessimism on post-purchase regret. As a consequence of regret, relation of repurchase intention with regret is also examined in this study. Despite many researches having been conducted on post-purchase regret, factors influencing regret, and the consequences of regret, to the best of the authors' knowledge there is no study which examines the relation of moderators and consequences of regret with post-purchase regret considering personal traits as moderators. Rumination is one of the significant moderators of regret, which highly influences the tendency of regret as said by many researchers (Inman et al., 1997; Martin & Tesser, 1996; Zeelenberg & Pieters, 1999). Similarly, when consumers compare their choices with others it may create either satisfaction or regret (Shafighi, 2018; White et al., 2006). According to James (1890), Kelly (1955), and Zimbardo (1994), temporal orientation is the key trait, which formulates individuals' behaviour towards their life events and makes them react accordingly (Boninger et al., 1994). Likewise, a pessimistic person always thinks about negative incidents or experiences, which creates dissatisfaction resulting in regret towards their own actions (Cantor & Norem, 1989; Norem & Cantor, 1986a; Norem & Illingworth, 1993; Showers, 1992; Sanna, 1996). Therefore, these four are personal traits of an individual and are significant to study with regret and find the tendency of regret in people with these traits. This study significantly contributes to the literature on post-purchase

regret, factors/determinants/moderators of post-purchase regret, and the behavioural intention of consumers after having regret towards a product.

Along with theoretical contribution, this research has practical implications too. Marketers are getting more and more aware of the importance of negative emotions in the study of consumer behaviour. Therefore, the current study provides marketers suggestions to overcome negative emotions of consumers, which arise after a purchase. Besides, this study ensures the well-being of consumers since marketers, understanding consumers' negative emotions, formulate best policies and decisions to cater to the needs and requirements of consumers to make them loyal to the business and product.

LITERATURE REVIEW

Rumination

Rumination is a type of behaviour in which people focus on repetitively pessimistic thoughts without any specific cause (Debenedetti & Gomez, 2010). Martin and Tesser (1989) proposed a 'theory of rumination' in which they linked the concept of rumination with the motivational concept. Earlier, the concept of rumination was studied only in context with traumatic events and as an antecedent of depressive disorders (Debenedetti & Gomez, 2010). The discrepancy between what is expected to be achieved and what actually is achieved leads to the repetitive negative (Tran et al., 2024). Zeigarnik (1938) concluded that the people remember the unachieved goals better than the successfully completed goals. Consumption is also a goal-oriented process and lack of progress towards the consumption goal will lead to rumination. In purchasing process, rumination can occur at any of the two stages. First, if the consumer is not able to find the product which is capable of solving the problem, then rumination will occur at the pre-purchase stage and second, if the purchased product is not capable of giving the desired results, rumination will occur in the post-purchase stage (Debenedetti & Gomez, 2010).

Social Comparison

Human beings make comparisons of different objects and symbols to evaluate the things in a better way and the same is done in interpersonal comparison (Suls et al., 2002). Interpersonal comparison, also called as social comparison, is done either to evaluate the personality of oneself or to make improvement in the personality by comparing their opinions and attitudes with other individuals. Social comparison can be defined as the process of searching for and utilisation of

information about another person's standings and opinions for the purpose of self-assessment – judging correctness of one's opinions, beliefs, and capabilities (Festinger, 1954; Wood, 1996). Individual plays a crucial role in deciding the two dimensions, i.e., the choice of comparison target (whether comparison is to be made with similar individuals or dissimilar individuals) and the direction of comparison (determining whether the comparison should be made in upward or downward direction) (Hogg et al., 1999). The decision regarding the dimensions of comparison is based on the three goals of social comparison: self-evaluation, self-enhancement, and self-improvement (Hogg et al., 1999). So, social comparison is a pervasive social process because every individual tries to evaluate their own opinions and desires by comparing themselves with others either intentionally and unintentionally to make their self-views more positive (Festinger, 1954; Suls et al., 2002).

Temporal Orientation

Temporal orientation refers to the relative emphasis an individual places on the past, present, or future while taking decisions. Temporal orientation has influence on all aspects of an individual's life, their thoughts, perspectives, and decision-making styles (Segev & Liu, 2021). Ko and Gentry (1991) depict that time orientation is subjective and depends upon the culture to which an individual belongs. Temporal orientation in consumer behaviour refers to an individual tendency to focus on the past, present, or future when making purchase decisions. Hofstede (1991) classified temporal orientation into long-term orientation, which is related to future rewards and where individuals believe that their present action will have impact on the future, and short-term orientation, which is related to the past and present including respect for the future. So, people who belong to long-term orientation will prefer to buy products which are environmentally friendly (Segev & Liu, 2021).

Pessimism

The concept of pessimism has been a part of Western thought for more than 200 years (Bailey, 1988). Research has been conducted to clarify how pessimism contributes to the adoption of unhealthy coping mechanisms (Scheier et al., 1986) and its connection with psychological challenge (Mroczek et al., 1993; Peterson et al., 1988). Scheier and Carver's (1985) definition of pessimism as a generalised negative outcome expectancies is the most widely accepted definition. Pessimistic individuals focus on negative aspects of an upcoming event, which stimulates them to make efforts

to mitigate the negative outcomes (Sanna, 1996). Pessimists enter into upwards counterfactual thoughts from downwards counterfactual thoughts following an event (Chebab, 2010), which generate a feeling of dissatisfaction in consumers.

Regret

Regret is the sensation one feels when a person assumes or comprehends that the outcome of any action taken would have turned out better if they had chosen an alternative decision (Zeelenberg & Pieters, 2007). When an individual wants to purchase any product, they make a comparison among different options available to them and when they find that the purchased option is perceived to be unfavourable and the foregone alternative will give better results the person is likely to feel regretful about what they did (Lee & Cotte, 2009). After making any purchase, the consumer always evaluates the product they had purchased and any discrepancy between the expected product and actual product will lead consumers to feel purchase regret (Zulkarnain et al., 2018). Consumers do not always have outcome regret, but they may have process regret (Lee & Cotte, 2009). Regret is not a synonym of disappointment because of the difference in phenomena of processing negative experiences, the appraisal pattern and attributions, and the varying behavioural consequences of regret and disappointment (Lee & Cotte, 2009).

Repurchase Intention

Repurchase intention refers to the “determination of consumers to buy a certain service from the same company by taking the current situation and possible conditions into consideration” (Hellier et al., 2003). Hellier et al. (2003) defines repurchase intention as the “individual's judgement about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances”. Factors such as service quality, equity and value, customer satisfaction, past loyalty, expected switching cost, and brand preference have influence on the repurchase intention (Hellier et al., 2003). Durmaz et al. (2020) comes out with the result that post-purchase regret and disappointment will have a negative impact on the repurchase intention whereas regret reversing will have a positive impact on the repurchase intention. Another study conducted to investigate the purchase regret in the context of a steadily increasing discount strategy comes out with the same result that purchase regret harms the repurchase intention (Sarwar et al., 2020).

Relationship Between Rumination and Post-Purchase Regret

Research indicates that the quantity of rumination experienced and regret are significantly positively correlated (Inman et al., 1997; Martin & Tesser, 1996; Pieters & Zeelenberg, 1999). Although not many studies have been conducted to properly understand this association, other studies have demonstrated that ruminating does have negative emotional effects (Lyubomirsky & Nolen-Hoeksema, 1993). According to existing research, rumination has a number of detrimental effects (Lyubomirsky et al., 1999), which are frequently a result of the elevated degree of ruminating that occurs when dealing with regret. Post-opportunity ruminations and remorse for a lost sale are directly related, according to a more recent study in the personal selling field from the viewpoint of a salesperson (Verbeke & Bagozzi, 2002). On the basis of these inferences of literature the hypothesis is formulated as follows:

H1: Rumination has a Significant Positive Impact on Post-Purchase Regret.

Relationship Between Social Comparison and Post-Purchase Regret

People who are indulged more in social comparison have lack of internal standards and self-respect and have negative feelings and a feeling of dissatisfaction (Shafighi, 2018; White et al., 2006). A greater sense of regret after making a purchase follows an increase in social comparison. According to White et al. (2006), people who constantly compare themselves to others are lacking in self-respect and internal norms. It is said that if the characteristics of the comparison and the purchased item are the same, one is satisfied; if not, regret arises (Moakhar et al., 2018). Shafighi (2018) finds the significant positive relationship of social comparison with post-purchase regret. Following the previous researches, the hypothesis is formulated as follows:

H2: Social Comparison has a Significant Positive Impact on Post-Purchase Regret.

Relationship Between Temporal Orientation and Post-Purchase Regret

The relationship between temporal orientation and post-purchase regret was initially demonstrated by Boninger et al. (1994). In actuality, those who are focused on the past tend to become caught in the past, whereas people who are focused on the future draw lessons from their past to improve their future experiences (M'Barek & Gharbi, 2011). The literature

is further supported by Chebab (2010), which found that people who are more focused on the past have greater regret than people who are more focused on the future. Thinking positively can mitigate the negative effects' intensity and long-term effects (Chebab, 2010). According to literature, temporal orientation affects positively the post-purchase regret, therefore, the following hypothesis is formulated:

H3: Temporal Orientation has a Significantly Positive Impact on Post-Purchase Regret.

Relationship Between Pessimism and Post-Purchase Regret

Pessimistic people concentrate on the negative events that are about to happen, which motivates them to try to lessen the adverse impacts (Sanna, 1996). After an incident, pessimists shift from downward counterfactual ideas to upward counterfactual beliefs (Chebab, 2010) which creates regret among them. Past studies concluded that the relationship between pessimism and regret is positive, therefore, the following hypothesis is formed:

H4: Pessimism has a Significantly Positive Impact on Post-Purchase Regret.

Relationship Between Post-Purchase Regret and Repurchase Intention

If the consumer feels regret after purchasing the product, then they will not purchase that product again and will want to try another alternative. Thus, post-purchase regret has a negative impact on the repurchase intention of the consumer (Sarwar et al., 2022). Durmaz et al. (2020) comes out with the result that post-purchase regret and disappointment will have a negative impact on the repurchase intention whereas regret reversing will have a positive impact on the repurchase intention. Another study conducted to investigate the purchase regret in the context of a steadily increasing discount strategy also comes out with the same result that purchase regret harms the repurchase intention (Sarwar et al., 2022). On the basis of the inferences drawn from the literature the hypothesis is formulated as follows:

H5: Regret has a Significant Negative Impact on Repurchase Intention.

The Mediating Effect of Post-Purchase Regret

As discussed earlier, post-purchase regret is affected by personality moderators of post-purchase regret (M'Barek & Gharbi, 2011) (rumination, social comparison, temporal orientation, and pessimism) and consequently affects the

repurchase intention of consumers. Therefore, the relation of these personality moderators of post-purchase regret and repurchase intention may be mediated by post-purchase regret. Previously, Broomhall and Phillips (2018) used regret as the mediator between counterfactuals and depression, Li et al. (2015) used regret as the mediator between social comparison and career decision-making, and Fiez et al. (2018) used post-purchase regret as the mediator between rumination and complaint intention.

METHODOLOGY

Sample and Procedure

The data were collected during six months from September 2024 to February 2025 from four generations of consumers

born between 1946 and 1960, 1961 and 1979, 1980 and 1995, and 1996 and 2012. Every generation has its own distinct values, lifestyle, demography, history, expectations, and experiences which affect their purchasing decisions (Quicanga & Ogbere, 2022; Williams & Page, 2011). For example, research indicates that Generation Y is more satisfied than other generations (Twenge, 2010). The respondents were contacted on the basis of convenience of researchers. A structured questionnaire was distributed in both modes – online (Google Forms) and offline to the respondents – and they were requested to fill the questionnaire with unbiased and fair responses. A total of 350 responses were collected from different generational cohorts.

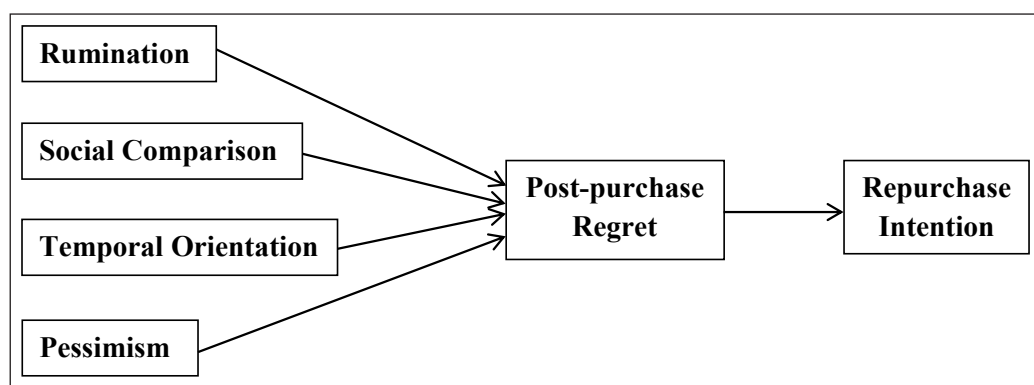


Fig. 1

Measures

The measurement items for constructs were adapted from a validated scale of previous researchers with minor modifications. Four items of rumination were adapted from Sukhodolsky et al. (2001), which has been adapted by many researchers in their studies over time. The six-item scale of social comparison was adapted from Gibbons and Buunk (1999) which has been used in many studies previously. Temporal orientation was measured by five measurement items from Holman and Silver (1998) adapted by previous researchers in their studies. The measurement items of pessimism was adapted from Chang et al. (1997), five items were taken with little modifications from this researcher paper. Five-item scale of post-purchase regret was adapted with minor modifications from Creyer and Ross (1999). And for repurchase intention, the five-item scale was adapted from Chang et al. (2015) and Kazancoglu et al. (2021). All these items are analysed on a five-point Likert scale.

Research Tools for Data Collection

Four sections of the questionnaire form were utilised in the study. The first section includes the demographic profile. The second section is dedicated to ‘post-purchase regret’ and the third section involves questions related to ‘rumination’, ‘social comparison’, ‘temporal orientation’, and ‘pessimism’. The fourth section included questions on ‘repurchase intention’. A five-point Likert scale was employed in the survey: SD – strongly disagree, D – disagree, N – neither agree nor disagree, A – agree, and SA – strongly agree. A four-item form was produced for the demographic profile including gender, marital status, age, and income of consumers.

The socio-demographic characteristics of the sample are described in Table 1. In the sample of 350, the percentage of gender is uneven. The percentage of female is higher (55.1%) than male (44.9%). In our sample, 51.4% are married, 43.7% are unmarried, and 4.90% are in the category of others,

which includes divorcees, widows, etc. A big portion of our sample contains people born between 1980 and 1995 (32.3%) followed by people born between 1961 and 1979 and 1996 and 2012 (26.6% and 23.4% respectively) and the percentage of people born between 1946 and 1960 is 17.7%. The annual income of our sample is categorised in four levels, 34.3% of total sample is of lower income group (below INR5 lakhs), 33.7% of sample belongs to the income level of INR5–10 lakhs, 21.4% people have INR10–15 lakhs income, and 10.6% of sample have the highest income (above INR15 lakhs).

Table 1: Sample Description

Characteristics	Description	%
Gender	Male	44.9
	Female	55.1
Marital Status	Married	51.4
	Unmarried	43.7
	Others	4.90
Age (birth year) of Consumers	1946–1960	17.7
	1961–1979	26.6
	1980–1995	32.3
	1996–2012	23.4
Income (Annually)	Below INR5 lakhs	34.3
	INR5–10 lakhs	33.7
	INR10–15 lakhs	21.4
	Above INR15 lakhs	10.6

Analytic Strategy

PLS-SEM, implemented through SmartPLS version 4.1 (Ringle et al., 2024), was utilised for data analysis. This

non-parametric method is particularly effective for complex models and smaller sample sizes. Given its capacity to explore novel variable relationships (Ringle et al., 2020), PLS-SEM is well-suited for exploratory studies rooted in established theories; it was deemed the most suitable approach considering our emphasis on theory-driven mediating mechanisms investigating new connections among the study variables. The method excels in handling second-order constructs and multiple mediations as illustrated in the model (Hair et al., 2019, 2022). Moreover, it is advantageous for prediction-oriented research. The application of out-of-sample prediction (Shumeli et al., 2019) allowed us to assess the model’s predictive relevance, which was integrated into our analysis.

RESULTS

Measurement Model Assessment

We followed Hair et al. (2019, 2022) to evaluate construct validity and reliability. The initial step involved assessing the six dimensions of RUM, SC, TO, PESS, REG, and repurchase intention as lower-order constructs. Internal consistency was measured addressing the limitation of Cronbach’s alpha (Hayes & Coutts, 2020). Most item loadings surpassed 0.80, with some exceeding 0.70. These were maintained as the constructs achieved the AVE threshold of 0.50, validating convergent validity. Table 2 illustrates composite reliability (CR) values ranging from 0.80 to 0.90, conforming internal consistency.

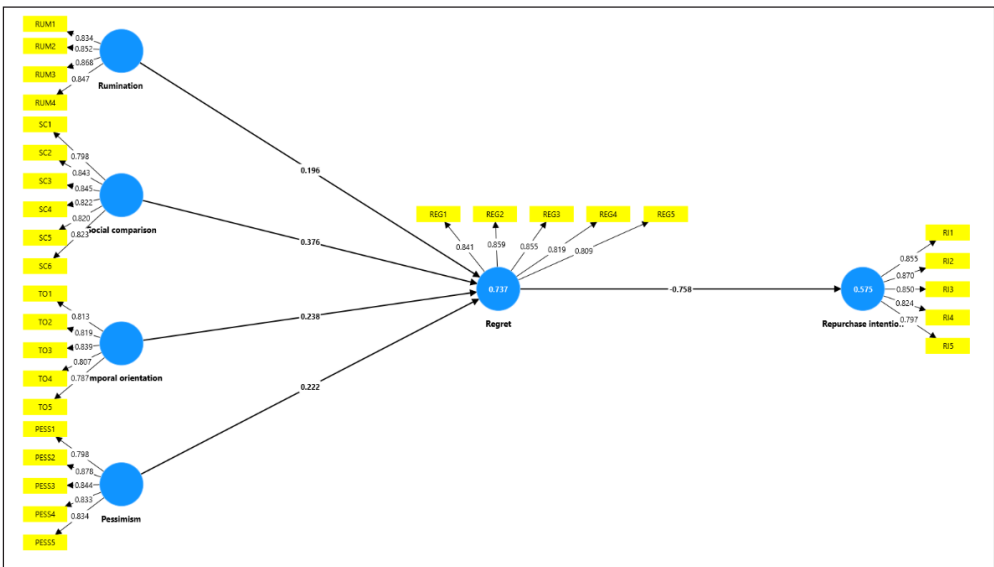


Fig. 2: Measurement Model

Subsequently, the study assessed discriminant validity using the Fornell-Larcker criterion and heterotrait-monotrait (HTMT) approach (Henseler et al., 2015). Table 3(a) demonstrates robust discriminant validity, with diagonal values in bold exceeding the inter-variable correlation coefficients (Hair et al., 2016). The HTMT ratio, which compares correlations between and within constructs, should be below 0.85 (Henseler et al., 2015), although some researchers suggest a threshold of 0.90 (Leguina, 2015). As shown in Table 3(b), the study's

HTMT values were significantly lower than the recommended limit (0.85) except value 0.881, which is also lower than the recommended limit (0.90). Taken together, these findings confirm and reinforce the discriminant and convergent validity, as well as the reliability of the scale used in the study's outer measurement model. With these validations complete, the research can proceed to evaluate the hypotheses using the structural outer model.

Table 2: Assessment of Reliability and Validity

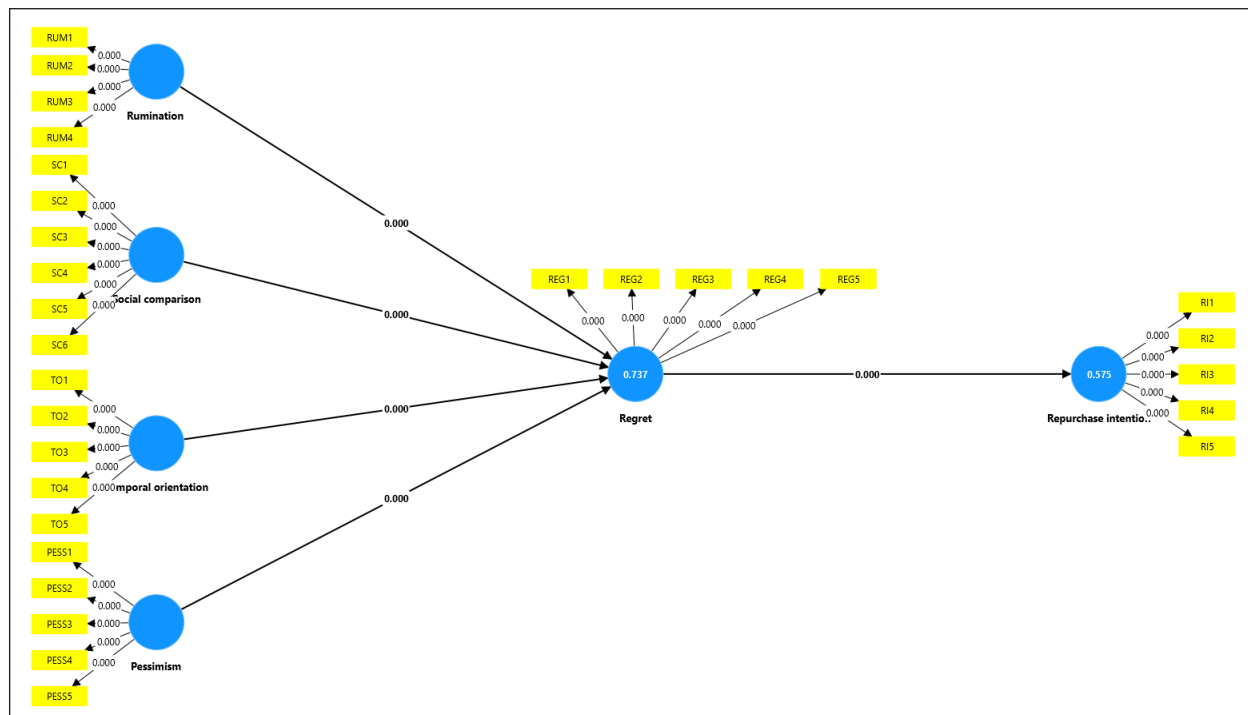
Constructs	Convergent Validity		Reliability		
	Factor Loading	VIF	CR	AVE	α
Rumination			0.874	0.723	0.873
RUM1	0.834	1.911			
RUM2	0.852	2.219			
RUM3	0.868	2.391			
RUM4	0.847	2.169			
Social Comparison			0.907	0.681	0.906
SC1	0.798	2.152			
SC2	0.843	2.707			
SC3	0.845	2.774			
SC4	0.822	2.336			
SC5	0.820	2.360			
SC6	0.823	2.443			
Temporal Orientation			0.873	0.661	0.872
TO1	0.813	2.012			
TO2	0.819	2.098			
TO3	0.839	2.177			
TO4	0.807	1.960			
TO5	0.787	1.861			
Pessimism			0.894	0.702	0.893
PESS1	0.798	2.012			
PESS2	0.878	2.885			
PESS3	0.844	2.364			
PESS4	0.833	2.293			
PESS5	0.834	2.257			
Regret			0.896	0.700	0.893
REG1	0.841	2.123			
REG2	0.859	2.497			
REG3	0.855	2.488			
REG4	0.819	2.115			
REG5	0.809	2.011			
Repurchase Intention			0.898	0.705	0.895
RI1	0.855	2.526			
RI2	0.870	2.702			
RI3	0.850	2.291			
RI4	0.824	2.118			
RI5	0.797	1.964			

Table 3(a): Assessment of Discriminant Validity Using Fornell-Larcker Criterion

	PESS	REG	RI	RUM	SC	TO
PESS	0.838					
REG	0.665	0.837				
RI	-0.521	-0.758	0.839			
RUM	0.497	0.660	-0.565	0.851		
SC	0.622	0.795	-0.659	0.648	0.825	
TO	0.469	0.675	-0.627	0.460	0.643	0.813

Table 3(b): Evaluation of Discriminant Validity Using HTMT Criterion

	PESS	REG	RI	RUM	SC	TO
PESS						
REG	0.745					
RI	0.581	0.841				
RUM	0.563	0.746	0.638			
SC	0.691	0.881	0.729	0.727		
TO	0.529	0.758	0.707	0.522	0.723	

**Fig. 3: Structural Model**

Structural Model Assessment

The structural model underwent evaluation for multicollinearity, with all VIF values falling below the critical 3.33 threshold (Diamantopoulos, 2008), indicating no collinearity concerns as shown in Table 2. SRMR values

for both saturated (0.048) and estimated models (0.053) were under the conservative 0.080 limit (Henseler et al., 2015), confirming good model fit. Data analysis presents R^2 , f^2 , and Q^2 values, illustrating that the model explained 73.7% variance in regret, and 57.5% in IWB. R^2 values surpassing 0.20 indicate strong explanatory power (Hair

et al., 2019). Effect sizes (f^2), following Cohen's (1988) guidelines, ranged from small to medium, and to large. The model's predictive usefulness is shown by a Q^2 value larger than zero. Because the Q^2 value in this investigation is significantly higher than zero, the model's predictive significance is supported. The PLS predict procedure (Shmueli et al., 2019) was utilised to assess predictive relevance, with all RMSE values, demonstrating robust predictive power.

Adhering to Hair et al. (2019), a bootstrapping test employing 10,000 sub-samples was conducted to generate path-coefficients, p-values, and t-statistics confirming the

statistical significance of all hypothesised relationships. Table 4 provides comprehensive results. H1 received support, revealing a positive association between PESS and regret (path coeff. = 0.222, $p < 0.001$, t-value = 5.301). Rumination also exhibited significant links (positive association) to regret (path coeff. = 0.196, $p < 0.001$, t-value = 5.066), SC with REG (path coeff. = 0.376, $p < 0.001$, t-value = 8.053), and TO with regret (path coeff. = 0.238, $p < 0.001$, t-value = 6.224). Moreover, significant link (negative relationship) was identified between REG and repurchase intention (path coeff. = -0.758, $p < 0.001$, t-value = 30.850).

Table 4: Structural Relationship Testing

Paths	Path Coefficients	t-Value	p-Value	Result
PESS -> REG	0.222	5.301	0.000	Significant
REG -> RI	-0.758	30.850	0.000	Significant
RUM -> REG	0.196	5.066	0.000	Significant
SC -> REG	0.376	8.053	0.000	Significant
TO -> REG	0.238	6.224	0.000	Significant

Assessment of Mediating Effect

This investigation sought to evaluate the intermediary effects of regret on the link between multiple personality variables of consumers' post-purchase behaviour (rumination, temporal orientation, social comparison, pessimism) and repurchase intention. Our proposed model utilises mediation approach to explore the connection between independent variables (PESS, RUM, SC, TO) and RI. Bootstrapping analysis indicated a significant indirect effect for PESS and

RI (path coefficient. = -0.168, t-value = 5.380, $p < 0.001$). Moreover, REG exhibited a significant indirect effect between RUM and RI (path coefficient. = -0.149, t-value = 4.982, $p < 0.001$), between SC and RI (path coefficient. = -0.285, t-value = 7.814, $p < 0.001$), and between TO and RI (path coefficient = -0.181, t-value = 5.870, $p < 0.001$). These outcomes support the mediating functions of regret in the relationship. As a result, hypotheses H4 and H7 were validated (as shown in Table 5).

Table 5: Assessment of Indirect Effect

Paths	Path Coefficients	t-Value	p-Value	Result
PESS-> REG-> RI	-0.168	5.380	0.000	Significant
RUM-> REG-> RI	-0.149	4.982	0.000	Significant
SC-> REG-> RI	-0.285	7.814	0.000	Significant
TO-> REG-> RI	-0.181	5.870	0.000	Significant

DISCUSSION

This study is conducted to provide extensive understanding of personality moderators of post-purchase regret and repurchase intention mediated by post-purchase regret. The uniqueness of this study is the relationship of post-purchase regret and repurchase intention where regret is acting as mediator between personality moderators of post-purchase regret and repurchase intention. The findings of the empirical analysis show that the personality moderators have a significant positive impact on post-purchase regret. The study shows rumination significantly positively influences

regret of consumers which is consistent with the study of Bui et al. (2009), Chebab (2010), M'Barek and Gharbi (2011), Moakhar et al. (2018), and Allaert et al. (2023). Rumination is defined as the inability to stop thinking about something over and over again (Debenedetti & Gomez, 2006). The 'rumination theory' states that people recall incomplete tasks with greater intensity than completed ones (Zeigarnik, 1938). Research indicates that the quantity of rumination experienced and regret are significantly positively correlated (Inman et al., 1997; Martin & Tesser, 1996; Zeelenberg & Pieters, 1999). Although not many studies have been conducted to properly understand this association, previous

studies have demonstrated that ruminating does have harmful emotional effects (Lyubomirsky & Nolen-Hoeksema, 1993).

This study depicts the significant positive relation between social comparison and regret, which is consistent with the findings of Zeelenberg and Pieters (2002), M'Barek and Gharbi (2011), Moakhar et al. (2018), and Chebab (2010). Among others, Gibbons and Buunk (1999) have demonstrated that some persons are more likely than others to compare themselves to other people. According to Zeelenberg and Pieters (2002), persons who frequently compare themselves to others feel greater regret for their choices than people who do not. According to White et al. (2006), people who constantly compare themselves to others are lacking in self-respect and internal norms. They feel more dissatisfied and engage in more adverse and unpleasant emotions and actions. They do not think of themselves as valuable or efficient (Moakhar et al., 2018). For this reason, it is possible to state that social comparison can lead to regret after making a purchase (Zeelenberg & Pieters, 2004). The current study provided empirical confirmation of this.

The impact of temporal orientation is significantly positive in post-purchase regret as is found in this study, which is the same as previous researchers' inferences. This relation may be evident from the studies conducted by Chebab (2010) and M'Barek and Gharbi (2011). As depicted by previous literature, people who are more focused on the past experience greater regret than those who are more focused on the future. People who are focused on the past often dwell on their past experiences, whereas those who are focused on the future view them as lessons for their future (Chebab, 2010). Negative experiences enable people to make better plans and enhance their future endeavours, whereas people who obsess over the past will fail to do so (Chebab, 2010; M'Barek & Gharbi, 2011).

The relationship of pessimism and post-purchase regret is established in this study, which depicts that pessimism has a significant positive impact on post-purchase regret. This relation is consistent with previous researches on pessimism and post-purchase regret (Sanna, 1996; Miller & McFarland, 1994; Chebab, 2010; M'Barek & Gharbi, 2011; Kasimatis et Wells, 1995). People who view the world negatively, or pessimists, typically regret their decisions more than people who view it in an optimistic manner (Miller & McFarland, 1994; M'Barek & Gharbi, 2011). Using the influence of 'optimism vs pessimism' on engaged counterfactual thinking, Sanna (1996, 1998) investigates the relationship between regret and 'optimism vs pessimism'. Sanna demonstrated that when faced with a negative event, pessimists are more

likely to think counterfactual ideas than optimists, who are dedicated to creating more downward counterfactuals.

The results show that post-purchase regret has a significant negative impact on repurchase intention of consumers. This result agreed the findings of previous studies on the relation of post-purchase regret and repurchase intention (Sarwar et al., 2020; Durmaz et al., 2020; Rehman et al., 2024; Curina, Francioni, Hegner & Cioppi, 2020; Li & Liu, 2014; Liao et al., 2016). When buyers feel regret they try to select different options for their subsequent purchases, which lowers their likelihood of making another purchase (Tsiros & Mittal, 2000). Any brand can suffer from purchase regret, and if a customer feels regret about a similar purchase the next time, they look for other options because regret creates unpleasant emotions and dissatisfaction, which can further influence repurchase intention (Shim, Shin & Nottingham, 2002; Zeelenberg & Pieters, 2004).

In this study, post-purchase regret is taken as the mediator between rumination, social comparison, temporal orientation, pessimism, and repurchase intention. The findings show that this relation is confirmed and in line with previous studies. Regret is a negative emotion which is influenced by various factors termed as moderators of post-purchase regret by previous researches (rumination, social comparison, temporal orientation, and pessimism) and the consequences of regret (repurchase intention) are mediated by regret in this model, which is significantly validated in this study.

IMPLICATIONS

Our study generates an understanding of tendency of post-purchase regret and its impact on consumers' behaviour. First, this study associates significantly the personality moderators of post-purchase regret (i.e. rumination, social comparison, temporal orientation, and pessimism) with the post-purchase regret of consumers. This suggests that rumination has a significant positive impact on post-purchase regret (Bui et al., 2009). When consumers ruminate their negative experiences they come into the situation of post-purchase regret (Inman et al., 1997; Martin & Tesser, 1996; Zeelenberg & Pieters, 1999). To properly understand this association, there are not many studies; this generates the requirement to conduct more studies in this domain and our study fills this gap and contributes to the literature. Similarly, this study analyses the association of regret with other personality moderators; these are: social comparison (White et al., 2006; Moakhar et al., 2018), temporal orientation (Chebab, 2010; M'Barek & Gharbi, 2011), and

pessimism (Sanna, 1996; Miller & McFarland, 1994), which also visibly depicted the significant positive association of these. To the best of the authors' knowledge there is no study that associates these personality moderators of regret with the post-purchase regret empirically.

Second, our study correlated the post-purchase regret with repurchase intention. The results indicate that post-purchase regret is significantly negatively related to repurchase intention (Sarwar et al., 2020; Rehman et al., 2024; Curina, Francioni, Hegner & Cioppi, 2020; Li & Liu, 2014; Liao et al., 2016). This association is analysed in previous researches but not sufficient literature is available to validate this relation. Therefore, our study significantly contributes to the literature. Third, in our study we have used post-purchase regret as the mediator (Tata et al., 2020) between personality traits and repurchase intention, which has not been used previously. And the mediation effect of post-purchase regret is significantly confirmed in our study, which efficiently contributes to the literature.

The findings of our study provide valuable insights for marketers and stakeholders by highlighting the impact of consumers' personality traits on post-purchase regret and consequently on repurchase intention. This facilitates marketers to understand the behaviour of consumers and to make policies to cope with their emotions. Findings suggest that marketers should focus on post-purchase emotions of consumers along with purchase decision. Marketers must make decisions to grab loyalty of consumers for a long time by understanding their repurchase intention behaviour. This study also formulates the welfare of consumers as marketers keep the emotions of consumers in consideration while making decisions and policies. Therefore, our study provides theoretical contribution as well as practical contribution.

LIMITATIONS AND FUTURE DIRECTIONS

This study has certain limitations which may be addressed by future researchers. This study is conducted following cross-sectional design which challenges the establishment of causality; future researchers may follow a longitudinal approach to confirm our study. Further, in this study we have introduced mediating effect; introduction of moderators may enhance the applicability of these results in future research. In addition, we have not considered any specific product in our study; future researchers may rely on specific product or a category of product or a platform (online/offline) which may provide additional verification of the results for a particular industry. Last, this study is based on the data collected from different generational groups of consumers on the basis of

convenience but we have not considered a particular region; future researchers may conduct research on specific regions to verify the reliability and validity of these results.

Declaration

All authors declare that they have no conflicts of interest.

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