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Consumer Behavior

#11 Post-Purchase Experience

Kandapa Thanasuta, Ph.D.

The consumer decision journey has four key battlegrounds.



Post-purchase experience

What is likely to happen after the purchase?
Ensuring “positive experience” for loyalty



After the PURCHASE

Right after the purchase

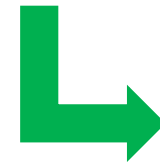
Dissonance or Delightful

customer's state of the mind is **quite uneasy** after purchasing the product or service offering of the brand...**doubtful about purchase**

Reducing dissonance



customer's state of the mind is **quite joyful** after purchasing the product or service offering of the brand...**happy about purchase**



Encouraging usage

Reducing post-purchase dissonance

What cause it to happen in the first place?

Wide variety of options, lack of knowledge and research, irrevocability of decision, and importance of decision



Reducing post-purchase dissonance

Consumers need **CONFIRMATION** to assure
the right decision



The best knows no alternative.

The new C-Class from €37,750



A Daimler Brand



Follow us on www.facebook.com/mercedesbenzireland



Mercedes-Benz
The best or nothing.

C02 for the C-Class 180 petrol manual: 116 – 127g/km (combined) 5.0 – 5.5 l/100km (combined).

www.mercedes-benz.ie



AMERICAN EAGLE OUTFITTERS

We'll get your order on its way as soon as possible.
Some items may be shipped separately for faster
delivery.



ESTIMATED ARRIVAL

Shipping Speed: Standard (3-5 Business Days)



AERIE BANDED BIKINI BOTTOM

~~\$19.95~~ **\$13.96**

Style: 1753-1966
Color: True Black
Size: S
Item Price: \$19.95
Qty: 1



AERIE LONGLINE TRIANGLE BIKINI TOP

~~\$29.95~~ **\$20.96**

Style: 0752-1883
Color: True Black
Size: S
Item Price: \$29.95
Qty: 1



(CLR: US CA INTL) WIDE LEG CROP JEAN

~~\$49.95~~ **\$19.99**

Encouraging product usage

Product usage and usage expansion

Give consumers ideas on how to use product i.e. use it jointly with other products, use it under different situations, etc.



HOW IT'S DONE: The Leopard Skirt

Sylvana Durrett, cofounder and CEO of Maisonette (a kids' clothing site launching next year), is known for her, *ahem*, spot-on style. Here, she shows us three ways she's wearing our tie-waist skirt in leopard print...

[SHOP IT >](#)

[SHOP ALL SKIRTS >](#)

FOR WORK

EN ROUTE TO A MEETING AT CHILDREN'S STORE YOYA IN NYC'S WEST VILLAGE

"I love this look because it's so effortlessly transitional. Perfect for a meeting—professional without trying too hard—but then you could head straight out to drinks or dinner."

[SHOP THIS LOOK >](#)



GET THE OUTFIT



Rider bag in Italian leather
[SHOP ALL BAGS >](#)

+



Tippi turtleneck sweater
[SHOP ALL SWEATERS >](#)

+



glossy leather pumps with ankle strap
[SHOP ALL HEELS >](#)

Easy cooking

เมนูมากกว่า 30 ไอเดีย อร่อยไม่จุบจิบครบทั้งเดือน!



However...

Not all of the purchases result in usage

Product NON-USE

The division between the initial purchase decision and the decision to consume is the main reason...especially online purchase.



After the USAGE

Right after the usage

Consumption guilt

when guilt feelings are aroused by the product/service use.



Reducing consumption guilt

Validating consumption i.e. healthier choices and product experience



Sugarfina turns candies into experiences

"VODKA IS ALWAYS
A GOOD IDEA"
CANDY BENTO
BOX®



"WILL YOU MARRY
ME" CANDY TRUNK



CHEERS 3PC
CANDY BENTO
BOX®



Right after the usage

Product evaluation

An assessment of the selected choice



Ensuring positive evaluation

How do consumers evaluate?

Rate product performance against their expectation

Performance < Expectation 😞

Performance > Expectation 😊



Ensuring positive evaluation

Managing performance and expectation to ensure “satisfaction”

Increasing the performance (4Ps) and decreasing the expectation



UNDER PROMISE

AND

OVER DELIVER

ALWAYS SET EXPECTATIONS
SO YOU CAN MEET AND EXCEED THEM



51%

of customers say most
companies fail short of
their expectation for
great experience

Ensuring positive evaluation

Consumer satisfaction is the key to loyalty



Ensuring positive evaluation

What happen if consumers **dissatisfy**?

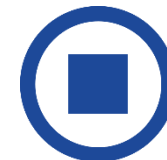
62%

of customers say they share bad
experience with others



57%

of customers have stopped buying from a
company because a competitor provides
better experience



**In the middle of this
post-purchase...**

Product disposal

Disposal occurs before, during, or after the purchase



Managing product disposal

Do we want consumers to dispose product?

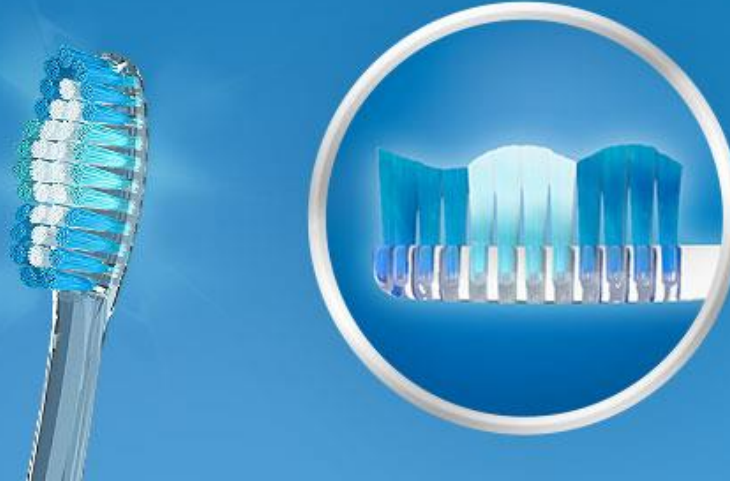
YES...opportunity for repurchase

Why don't consumers dispose?...
understand the reason

"I have not use it up to its capacity"



**INDICATOR
BRISTLES FADE**
TO HELP TRACK
REPLACEMENT TIME



Apple Trade In

**Turn the device you have
into the one you want.**

Trade in your eligible device for credit toward your next purchase, or get an Apple Store Gift Card you can use anytime.¹ If your device isn't eligible for credit, we'll recycle it for free. No matter the model or condition, we can turn it into something good for you and good for the planet.



Thank you
