Many researchers have also claimed the presence of the cognitive dissonance not only in the post purchase stage but in the pre purchase stage as well where the myriad of product options which are provided to the customer through the various advertising tools and promotional strategies instill confusion in him regarding which product to purchase and which not to purchase (Koller and Salzberger, 2007).

Post purchase dissonance has always been linked with the psychological behaviour of the consumer. Hence, this creates the ground for dissonance levels to be distinctively varied from person to person. Those consumers who have confident personalitiesand are always positive about their decisions do not succumb to any kind of negativity whatsoever being associated with a product whereas confused and negative shoppers often find themselves in dilemma when it comes to experiencing feelings of post purchase dissonance.( Uzma Hasan, 2021)

According to research paper The Factor Impact On Post Purchase Dissonance Of Laptop Computers Among Undergraduate Students : With Special Reference (2018) By M.I Noorul Safna and Poongothai Selvarajan. The objective of this study is to explore that impact on post purchase dissonance of laptop consumer among undergraduate students and to examine its implication for consumers and marketers and remedial action recommendation to reduce post purchase dissonance. the study concluded that the factor have high level of impact on post purchase dissonance. Product alternatives creates post purchase dissonance and brands play very important role in dissonance level. negative outcomes related to product leads to dissonance among consumer .

According to another research paper Cognitive Dissonant Buying Of Consumer Towards Cell Phones(2015) negatively influence consumer decision satisfaction by Omvir Gautam , V.K Singh and pooja Agarwal . The main motive of this study is to examine the celebrities and impulse purchase decision of consumer and to know that how age influence the purchase decision of the consumer. The study concluded that influence consumer decision satisfaction negatively. More dissonance is seen in luxury cell phone because the value attached with the luxury product is more , the level of anxiety and dissonance is more . There is negative relation between satisfaction and dissonance. The more dissonance leads to less satisfaction and less dissonance leads to high satisfaction .

According to research paper Impulse Buying Behaviour and Post Purchase Behavior Review (2018) by Shabeera Sultana Krishnasamy Uma with the objective is to provide an account on impulse buyingb ehaviour and post purchase behaviour and conclusion of the study is that the Impulse buying behavior Isthema in challenge for market in the developing countries like India there is need to study impulse buying and with the proper synergistic effect various fact or that affect impulse buying could lead to more sales turnover.

According to another research paper Understanding Consumer „ Post Purchase Dissonance by Online Impulse Buying Beauty Product by Chen , Wen – Kuo , Hung pei – Chu , Cheng Kun , and Hua Sheng . The objective of the paper is to explore the factor that influence the consumer impulse buying and to have a better understanding of the consumer feeling of cognitive dissonance . the study concluded that good hedonic value leads to impulse purchase among consumer .

According to research paper The effect of user generated content and traditional reference group on purchase intentions of young consumers (2021) by Hala o.AL Rawabdheh , Hama Ghadir Ghaith Al - Abdallah the main objective of the research paper is to find out the factor that have effect on user generated content and traditional reference group .

According to another research paper A Study Of Post Purchase Behavior Of Consumers In The Context of Financial Products (2016) by Brajesh Bolla, Dr. Sumi Jha , Dr. manoj k Jha and the objective of the study was to to explain the relationship between cognitive dissonance and its effect sonbr and recommendation in the context of financial service. From the study it is concluded that the demographic factor do not have any affects on cognitive dissonance of respondents and it not dependent upon demographic factor .

Another research paper The empirical study of relationship between post purchased is assonance (2014) by Uzma Hasan & Dr. Reshma Nasreen the main objective of the paper is to find out the variables that have significant relation with the dissonance level from the study it is concluded that Hedonic value , utilitarian value Page quality influence the consumer impulse buying behavior and retailer should have better understanding of consumer‟s post purchase dissonance .

Another research paper Understanding consumer „Post Purchase Behaviour by cognitive Dissonance and Emotion In Online Impulse Buying Context (2021) by Wen Kuo Chen , Cheng – Kun Chen and Andri Dayarana K. Silalahi the major objective of the study was to understand the consumer post purchase behaviour and the emotion associated with it in context of online impulse buying . the study concluded that the amount of dissonance was influence more in the brand selected products and it is necessary that the prior important about brand must be taken into account in predicting the cognitive dissonance.

Another research paper Post Purchase Dissonance The Wisdom Of Repeat Purchase (2007) by Mohammed Nadeem . This study aims is to develop the theoretical understanding of the presence magnitude and the effect of post purchase dissonance among various stages and how to strength the customer confidence and satisfaction towards the product . the study concluded that younger generation of consumer have more expectation of services that offered by retail stores and the consumer are more likely to experience dissonance .The consumer who do not feel confident the dissonance level is high on them .

According to the another research paper Realizing The Impact Of Cognitive Dissonance In Predicting Consumer Behaviour (2015 ) by Mohit Jamwal and Dr. Akhilesh Chandra Pandey. The main objective of the study was to extract the concept of cognitive dissonance and embrace its application in study of consumer behaviour .the study concluded that time taken in decision making regarding the purchase of product is also plays a major role . it reveals that the level of dissonance decrease as the time taken to purchase a product increases . the product involvement have very significant impact on dissonance. If the product involvement is more than the dissonance would be less and similarly if the product involvement is less then the level of dissonance would be high.

According to another research paper cognitive dissonance: A Review Of Causes And Marketing Implication (2021) by Brajesh Bolia , Dr. Sumi Jha , Manoj Jha . The objective of this study to review the literature in the field of cognitive dissonance in the marketing context and to know that what are the impact it creates on individual and businessman and how to reduce these dissonance by taking corrective measures. The study concluded that there is immense need to keep control over the factor that cause dissonance after purchase . the study reveals that the excessive information about the product leads to lot of confusion in the mind of customer and it leads dissonance .

Consumers consider various objectives whilst making purchase decision, but the four major ones include maximizing decision accuracy, minimizing decision effort, minimizing negative emotions during decision making, and maximizing the ease of justification of a decision. In decision making, bounded rationality plays a key role and consumers deal with limited information available to them and need to make a decision on this basis in decision making, there is a cost to processing information, and consumers suffer from such a cost as it rises along with the increase in the complexity of decision, (Kotler 2001) considered this cost as a psychic cost in the value equation, where consumers get benefits and assume costs. A point to 324 Twelfth AIMS International Conference on Management regard is that when the complexity of decision increases, people try to reduce the complexity using their own strategies or simply repeat their last decision to arrive at a satisfactory level. The issue of processing information arises when consumers try to search for information and evaluate alternatives to reach a decision. As consumers proceed with the rest of purchase process, they may feel the previously mentioned discomfort, or dissonance, intensifying. (Sweetney et al. 2000) also mentioned that cognitive dissonance in purchase decision making has two dimensions. One is “wisdom of purchase” and the other is “concern over the deal”. Thus, one can conclude that cognitive dissonance both covers the necessity of a product being purchased and the fairness of the purchase. Basically, cognitive dissonance is a duality in which people find their attitudes different from the reality, or at least feel in this ways. In fact whenever we make a decision, we often have some degree of cognitive dissonance). In consumer behaviour, cognitive dissonance is basically regarded as a phenomenon occurring in the postpurchase stage, after the purchase is over and consumers face the actual performance of the product and compare that with their expectations, thereby feeling a duality or a mental discomfort (Solomen et al.2006) The mental discomfort – cognitive dissonance – mostly occurs whilst making a purchase of high involvement, such as a shopping product or a specialty product ( Peri 2013,chen 2011 and solomen et al.2011)deduced that the degree of cognitive dissonance lies heavily on the importance of the decision, the attractiveness and the number of the available alternatives, and also the inter-similarities between the alternatives. However,(Gbadamosi 2009) found that cognitive dissonance is even present in purchase of the products of low involvement. This researcher found that even in products of low involvement, decision makers experience cognitive dissonance. This fact shows the ubiquity of cognitive dissonance in decision making. Another important point to regard is that cognitive dissonance is a precedent for satisfaction High cognitive dissonance can cause dissatisfaction and reducing cognitive dissonance can prevent dissatisfaction and encourage satisfaction and motivate the person to justify the decision and reduce the dissonance (Cooper 2007). As the literature on relationship marketing suggests, relationship marketing activities lead to customer satisfaction regarded customer satisfaction as an outcome of relationship marketing. Various authors (Pressey and methews 2000) studied the factors facilitating relationship marketing and found that a high level of personal contact and a high level of customer involvement facilitate conditions for relationship marketing. In other words, in such conditions the customer feels delighted with the purchase experience, leading to satisfaction. This research provides an in-depth insights to causes of dissonance observed with lined to demographical aspects it also attributed cemented reasons why the consumers felt reluctant to cell phones after their buying decisions.