



Brand betrayal, post-purchase regret, and consumer responses to hedonic versus utilitarian products: The moderating role of betrayal discovery mode

Maleeha Shahid Sameeni^a, Wasim Ahmad^{b,*}, Raffaele Filieri^c

^a Department of Economics & Business Administration, University of Education, Lahore 54000, Pakistan

^b School of Business, Monash University (Malaysia Campus), Bandar Sunway, Malaysia

^c Audencia Business School, Marketing Department, 8 Route de la Jonelière, 44312 Nantes, France

ARTICLE INFO

Keywords:

Brand betrayal
Post-purchase regret
Hedonic products
Utilitarian products
Negative word-of-mouth

ABSTRACT

Drawing on regret theory and the product-type literature, it is argued that emotions elicited during hedonic product consumption reduce the negative consequences of regret and brand betrayal, by amplifying consumers' cognitive regret-regulation and attenuating behavioral regret-coping. An empirical survey of 807 participants who faced post-purchase regret as a result of brand betrayal supports the stronger (vs. weaker) emotional and behavioral effects of utilitarian (vs. hedonic) products. The findings reveal that brand betrayal for utilitarian (vs. hedonic) products leads to stronger (vs. weaker) feelings of regret. Further, the discovery of betrayal from others (vs. personal experience) intensifies the effect of brand betrayal, which is stronger for utilitarian (vs. hedonic) products. Moreover, consumers exhibit a higher intensity of brand avoidance, vindictive negative word-of-mouth, and vindictive complaining with utilitarian (vs. hedonic) products. The findings enrich regret theory and the product-type literature and provide managerial guidance for effective brand strategy formulation in brand transgressions.

1. Introduction

Consumers increasingly share regretful experiences online (Dhir, Kaur, Chen, & Lonka, 2016; Kaur, Dhir, Chen, & Rajala, 2016). For instance, social media platforms have provided consumers with the opportunity to share their positive and negative shopping experiences, which can affect other consumers' purchase intentions and decisions (Filieri, Javornik, Hang, & Niceta, 2021). Consumers experience regret feelings after purchase decisions when they realize or imagine they could have taken a better purchase decision. Regret is defined as the “negative cognitively based emotion that we experience when realizing or imagining that our present situation would have been better had we decided differently” (Zeelenberg & Pieters, 1999, p. 94).

Consumer behavior researchers have paid relevant attention to the feeling of regret in pre-consumption and post-consumption situations. Previous research has investigated the antecedents of regret feelings focusing on external factors like the attractiveness of competing alternatives and product scarcity (e.g., Gabler, Landers, & Reynolds, 2017; Liao, Lin, Luo, & Chea, 2017) or consumer-related decision-making factors like the perception of lost opportunities (Beike, Markman, & Karadogan, 2009), cognitive effort, impulsiveness, and price

consciousness (e.g., Park, Hill, & Bonds-Raacke, 2015; Scheinbaum, Shah, Kukar-Kinney, & Copple, 2020).

However, in some instances, consumers attribute the blame for an inferior decision to “others”, rather than to themselves (Wu & Wang, 2017). These “others” can include a brand that has misguided, cheated, failed to inform, or let down a customer who is in a state of need (Grégoire & Fisher, 2008), which indicates brand betrayal. Brand betrayal is an emotional state that occurs when a brand, with which loyal consumers have established strong relationships and on which they have spent their resources, engages in moral violation (Reimann, Mac-Innis, Folkes, Uhalde, & Pol, 2018; Tan, Salo, & Aspara, 2019). Consumers can learn about brand betrayal in the post-purchase stage of consumers' decision-making, when they experience their chosen brand/product and compare it with other alternatives through information they have stored in memory or that they obtain from other sources (i.e., friends and family). Despite the presence of studies on regret, there is still limited understanding of this negative emotion, particularly following brand betrayal. Moreover, the literature on brand betrayal has not empirically tested whether the mode of discovering betrayal (i.e., oneself vs. others) affects the magnitude of brand betrayal (Reimann et al., 2018). For instance, discovering brand betrayal from others might

* Corresponding author.

E-mail address: wasim.ahmad@monash.edu (W. Ahmad).

<https://doi.org/10.1016/j.jbusres.2021.12.019>

Received 7 January 2021; Received in revised form 8 December 2021; Accepted 11 December 2021

Available online 21 December 2021

0148-2963/© 2021 Elsevier Inc. All rights reserved.

be more impactful on consumers' attitude and behaviors than when consumers discover betrayal by themselves. Furthermore, little is known whether regret emotion is uniform across all products or differs with the product type.

Scholars have classified products and brands into two categories: hedonic and utilitarian (Batra & Ahtola, 1991). While the consumption of hedonic products is emotionally driven and provides entertainment, sensual pleasure, and escapism, the consumption of utilitarian products is cognitively driven and focuses on instrumental, practical, and functional benefits (Batra & Ahlota, 1991; Holmqvist, Ruiz, & Peñaloza, 2020). Various studies have investigated the influence of product type (i. e., hedonic versus utilitarian) on consumer behavior in the marketing literature (Choi, Madhavaram, & Park, 2020; Garrido-Morgado, González-Benito, Martos-Partal, & Campo, 2021). Academic research has revealed attitudinal and behavioral differences in consumer responses to hedonic and utilitarian products (Chitturi, Raghunathan, & Mahajan, 2007; 2008; Overby & Lee, 2006). They have highlighted that product types entail different antecedents of satisfaction (Chitturi et al., 2008), product preference (Okada, 2005), eWOM valence effects (Sen & Lerman, 2007), and variety-seeking behavior (Baltas, Kokkinaki, & Loukopoulou, 2017). Furthermore, hedonic versus utilitarian product type triggers different brand-level and congruence effects (e.g., self vs. functional congruence) on consumers' emotional and behavioral attachment (Huber, Eisele, & Meyer, 2018; Kivetz & Zheng, 2017). However, the consumer behavior literature lacks whether product type—that is hedonic versus utilitarian product type—affects the negative emotion of regret and subsequent consumer responses. Moreover, there is a lack of research on regret experience with hedonic versus utilitarian product types in situations when the brand is to be blamed for the regrettable purchase.

Against this background, the current study investigates the effect of brand betrayal on post-purchase regret and consumer responses for hedonic and utilitarian products. It focuses on post-purchase regret as it is the most frequent and intense emotion experienced by people in the wake of their decisions (Zeelenberg & Pieters, 2007). Previous studies suggest that regret results in unfavorable consumer responses like self-blame (Zeelenberg & Pieters, 2004), it causes dissatisfaction and harmful behaviors for brands, such as lower rates of repurchase intention and increased brand switching (Le & Ho, 2019; Liao et al., 2017; Tsiros & Mittal, 2000; Zeelenberg & Pieters, 2007).

Drawing from regret theory (Bell, 1982; Loomes & Sugden, 1982) and regret regulation theory (Zeelenberg & Pieters, 2007), it is argued that a consumer's feeling of regret differs based on whether the product is hedonic versus utilitarian. Specifically, in the case of brand betrayal, prior relationships with hedonic products tend to attenuate the effect of betrayal on regret because of their sensory attributes (Mishra, Shukla, Rana, & Dwivedi, 2021). Instead, the functional benefits obtained from the non-sensory attributes of utilitarian products (Baltas et al., 2017) are less likely to immunize consumers against regret. As a result, consumers' outcome behaviors may differ, as they regulate their regret emotion differently for hedonic versus utilitarian products. This study attempts to find support for these arguments by investigating consumers' experience of regret and subsequent behaviors for hedonic versus utilitarian products as a result of brand betrayal.

This study makes three significant contributions. First, it adds to the product type literature (e.g., Chitturi et al., 2008; Filieri et al., 2021; Huber et al., 2018; Lim & Ang, 2008; Overby & Lee, 2006; Scarpi, 2020; Voss, Spangenberg, & Grohmann, 2003) by demonstrating that, in the post-purchase phase, hedonic and utilitarian products differ with respect to the negative emotion of regret. Second, it adds to the brand betrayal literature by establishing that the effect of betrayal is greater when the betrayal act is identified by a third party rather than through personal experience (Grégoire, Tripp, & Legoux, 2009; Reimann et al., 2018). In addition, such brand betrayal causes consumers to regret their previous relationship-building efforts with the brand, and we argue that the effect of brand betrayal on regret would be stronger for utilitarian (vs.

hedonic) products. Third, the current research provides evidence that consumers regulate their negative emotion of regret by exhibiting regret-coping behaviors in the form of brand avoidance, vindictive negative word of mouth (NWoM), and vindictive complaining, and that the intensity of these behaviors is stronger for utilitarian (vs. hedonic) products. Overall, this study contributes to the regret theory and product-type literature (Bell, 1982; Loomes & Sugden, 1982; Scarpi, 2020) by showing that the intensity of the regret feeling, and subsequent consumer behaviors, are not uniform across hedonic and utilitarian products. From a managerial perspective, the study's findings could help marketing managers understand the role of hedonic versus utilitarian products when consumers experience regret during post-purchase evaluation. The findings could guide managers to assess their communication in cases of transgression, track consumers who are experiencing feelings of regret and develop appropriate strategies for reducing regret.

2. Theoretical background and research hypotheses

2.1. Theory of regret and post-purchase evaluation

Regret is an unpleasant emotion that consumers experience when they evaluate their purchase decisions and realize they would be better off if they had decided for a different product/alternative (Zeelenberg, 1999). The regret theory suggests that, in the decision-making process, consumers evaluate their purchase choices by not only assessing the chosen product's performance but also by considering the loss utility of foregone alternatives (Bell, 1982; Loomes & Sugden, 1982). During this evaluation, emotional responses to decision outcomes are generated on the basis of expectedness, utility, and counterfactual construction of foregone alternatives (Tsiros & Mittal, 2000).

The negative consequences of regret are conceptualized by two approaches, the valence-based and the emotion-based (Zeelenberg & Pieters, 2004). The valence-based approach argues that consumer satisfaction is the sum of positive and negative purchase-related emotions that affect overall brand evaluation (Bui, Krishen, & Bates, 2011; Zeelenberg & Pieters, 2004). The emotion-based approach is drawn from the emotion-specificity literature, which states that emotional experiences are different from each other and lead to distinct behaviors, even if they have the same valence (DeSteno, Petty, Wegener, & Rucker, 2000). Under the emotion-specific approach, regret influences consumer behavior beyond its negative valence because it pushes the consumer into a negatively charged emotional state and hurts his or her self-esteem (Tsiros & Mittal, 2000). The feeling of regret is greater if the chosen option is difficult to justify or if the decision-maker followed a careless decision-making strategy that led to a suboptimal final choice (Lee & Cotte, 2009). As a result, decisions with equally bad outcomes might prompt different levels of regret, depending on the varying levels of self-blame associated with the decision. To avoid such unpleasant feelings, consumers tend to anticipate the possibility of regret during decision-making, regulate it if they experience it, and/or learn from it for future decisions (Zeelenberg & Pieters, 2007) (Table 1).

2.2. Hedonic versus utilitarian products and post-purchase responses

Product categories differ with respect to the benefits they offer. When consumers evaluate a product, they cognitively place the object into two dimensions: a hedonic dimension, which measures the associated sensory experience (i.e., how it is pleasant) and an instrumental dimension, which measures the product's utility (i.e., how it is practically beneficial). Hedonic purchases (like a holiday destination) are primarily based on the desire for sensual pleasure, fun, affective bonding, and emotional satisfaction (Hirschman & Holbrook 1982; Holmqvist et al., 2020). In contrast, utilitarian purchases are guided by the need to meet functional or practical needs (Huber et al., 2018). Hedonic purchases are pleasure-based happiness and associated with emotion-focused coping, thus reflecting affective states (Gaston-Breton,

Table 1
Overview of empirical studies on post-purchase regret.

Study	Antecedent(s)	Key construct	Consequence(s)	Mediators/ Moderators	Guiding Theories	Product/ Category	Key finding(s)
Tsiros and Mittal (2000) JCR	Information on the foregone outcome	Regret	Satisfaction Repurchase intentions Complaint intentions	Status quo (mod) Irreversibility of outcome (mod) Valence of outcome (mod)	Regret Theory	Laptop	Regret directly affects repurchase intentions and indirectly complaint intentions via satisfaction. More counterfactuals are generated for negative (chosen) outcome that is not the status quo.
Inman and Zeelenberg (2002) JCR	Decision justifiability	Regret	Repeat purchase Brand switching	Prior experience (mod) Extensive brand history (mod)	Norm Theory	Airline service, Hotel service, Backpack	When consumers are motivated enough to go for brand switching, even the negative outcome of this switching will be regretted less than the negative outcome realized in repeat purchase.
Walchli and Landman (2003) P&M	Counterfactual thinking	Regret	–	Contrast vs. assimilation (mod) Counterfactual thinking (mod) Personality (mod)	–	Software program	Negative outcomes are associated with more counterfactual generation. Consumer regret increases with downward as well as upward counterfactual thoughts.
Lin and Huang (2006) JBP	Superior unknown brand Inferior unknown brand	Regret	–	Order effects (mod)	Social comparison theory	Mobile phone	During post-purchase evaluation, the upward comparison situation involving comparison with superior unknown brands, influences consumer regret.
Bui et al. (2011) EJM	–	Regret	Satisfaction level Extent of rumination Brand switching	Negative emotion (med)	Theory of regret regulation (partially used) Control theory	Laptop	Regret decreases consumer satisfaction and increases the intentions of brand switching. Negative emotion partially mediates between satisfaction level and extent of rumination and between regret and satisfaction level.
Dutta, Biswas, and Grewal (2011) JOM	Information-focus Protection-focus	Choice regret Search regret	Repurchase intentions	Trust violation (mod)	Signaling theory Regulatory focus theory	Auto-Mart retailer	Regret stays with consumers even after refund, because finding a lower product price of alternatives in post-purchase evaluation, leads to perception of trust violation.
Park et al. (2015) CHB	Cognitive effort	Experienced regret	–	–	Motivation-based cognitive exertion theory	Laptop	Higher cognitive effort leads to less regret after missing on lower price.
Liao et al. (2017) IM	Confirmation of expectation Search effort Attractiveness of competing alternatives	Regret	Satisfaction Repurchase intent	Prior loyalty (mod)	Expectancy confirmation theory Regret theory	Any physical product	Confirmation of expectations, search effort and attractiveness of competing alternatives are predictors of regret which subsequently affects satisfaction and repurchase intentions.
Gabler et al. (2017) JBR	Scarcity Future discount Materialism Price consciousness	Purchase decision regret	–	–	Expected utility theory	Departmental store Jeans	Product scarcity increases the purchase regret. Materialism positively influences purchase decision regret.
Davvetas and Diamantopoulos (2017) JBR	–	Regret	Repurchase intent Recommendation intent	Satisfaction (med) Consumer-brand identification (mod)	Consumer-brand relationship theory Regret theory	Respondent's favorite brand	Consumers' regret will be less for brands that serve their 'self-identification' purpose.
Wu and Wang (2017) EJM	–	Other-blame regret Self-blame regret	NWoM	Anger (med) Sadness (med)	Attribution theory of motivation and emotion	Any brand	Consumers transmit more NWoM for other-blame regret compared to self-blame regret. Anger is prominent emotion in other-blame regret while sadness is prominent emotion in self-blame regret.

(continued on next page)

Table 1 (continued)

Study	Antecedent(s)	Key construct	Consequence(s)	Mediators/ Moderators	Guiding Theories	Product/ Category	Key finding(s)
Scheinbaum et al. (2020) P&M	Price consciousness, Buying impulsiveness, Susceptibility to interpersonal influence	Regret	Non-redemption	–	Reasons theory Social motivations theory	Any category offering online deals/ coupons	Post-purchase regret is the key reason why most of the deals remain unused.
Tata et al. (2021) BJJ	Product assortment Product quality Price transparency Service quality Quality of personalization Firm's sincerity Confirmation	Regret	Intentions to write reviews Repurchase intentions Brand switching	–	Expectancy-confirmation theory Regret theory	Preferred retailer	Firm's sincerity affects regret which subsequently affects consumer's switching and repurchase intentions.
Grigsby, Jewell, and Campbell (2021) ML	Purchase type Hyperopic choice	Regret	–	Hyperopic choice (mod) Justification (med)	–	Snack food, Any impulse purchase	Regret associated with impulse purchases can be reduced by taking broader temporal perspective of choice.
Kamiya et al. (2021) PID	Decrease the goal level strategy	Regret	–	Maximizing tendency (mod)	Theory of regret regulation (partially used)	Vacation destination	Decreasing goal level by re-evaluating the negative outcome, help in reducing post-decisional regret.
Current study	Brand betrayal	Regret	Brand avoidance Vindictive NWoM Vindictive complaining	Mode of discovering betrayal (mod)	Theory of regret regulation	Hedonic vs. Utilitarian products	Brand betrayal leads to post-purchase regret that subsequently affects brand avoidance, vindictive NWoM and vindictive complaining. The effect of betrayal on regret and behaviors, is stronger for utilitarian products than for hedonic products.

JBR: Journal of Business Research, JBP: Journal of Business and Psychology, JCR: Journal of Consumer Research, P&M: Psychology & Marketing, EJM: European Journal of Marketing, JOM: Journal of Marketing, CHB: Computers in Human Behavior, IM: Information & Management, ML: Marketing Letters, PID: Personality and Individual Differences, BJJ: Benchmarking: An International Journal, med: Mediator, mod: Moderator.

Sorensen, & Thomsen, 2020). On the other hand, utilitarian purchases link with problem-focused coping, thus reflecting cognitive processing (Yang, Li, Peng, & Wang, 2020). These two dimensions are not mutually exclusive (Batra & Ahlota, 1991); instead, they depend on consumer perceptions; some products score high in terms of the perceived hedonic benefits and *vice versa* (Batra & Ahlota, 1991; Voss et al., 2003). Thus, marketers adopt a “feeling versus thinking” dimension to categorize products on the hedonic versus utilitarian continuum (Baltas et al., 2017; Holmqvist & Lunardo, 2015). Feelings-based products are positioned in a category labelled as emotional products, whereas thinking-based products are positioned in the rational product category (Batra & Ahlota, 1991).

These two dimensions are distinctive across multiple products and consumer behaviors in theoretically consistent patterns (Batra & Ahlota, 1991). Hedonic versus utilitarian products differently affect consumers' intentions and behaviors (e.g., Choi et al., 2020; Kivetz & Zheng, 2017). For instance, in hedonic purchases, consumers search for information about the sensory attributes, whereas, in utilitarian purchases, they look for product's functional attributes (Baltas et al., 2017). Okada (2005) shows that consumers tend to prefer hedonic products when both product types are presented separately, but they show a preference for utilitarian products when both products are presented together. Furthermore, research shows that consumers are willing to pay more in time for hedonic goods and more in money for utilitarian goods (Okada, 2005). Roggeveen, Grewal, Townsend, and Krishnan (2015) reveal that the information presentation format (dynamic versus static) and the mediation of mental involvement are important constructs in deciphering consumers' preference for hedonic superior versus utilitarian products. Mishra et al. (2021) show that users are more responsive towards augmented reality when buying hedonic (vs. utilitarian) products.

2.3. Regret regulation in hedonic versus utilitarian purchases

On the basis of differences in emotional responses to hedonic versus utilitarian products (e.g., Amatulli, De-Angelis, & Donato, 2019; Batra & Ahtola, 1991; Choi et al., 2020), it is argued that the intensity of regret depends on hedonic versus utilitarian product type dichotomy. Product type (hedonic vs. utilitarian) is argued to regulate post-purchase regret in different ways. This prediction is grounded on the theory of regret regulation, which states that, as a result of experienced regret, consumers regulate their regret by using a single regret-coping strategy or a combination thereof (Zeelenberg & Pieters, 2007). Under these strategies, some thoughts and actions are intended to manage or change the reason for stress (problem-focused), while other thoughts and actions aim at regulating the emotional response to the issue (emotion-focused) (Folkman, Lazarus, Gruen, & DeLongis, 1986). For example, returning a product is a problem-focused action (Bui et al., 2011), while positive reappraisal of a negative outcome is an emotion-focused action (Folkman et al., 1986). The regret-coping strategies are generally classified as decision-focused, alternative-focused, and feeling-focused (Zeelenberg & Pieters, 2007).

In a decision-focused strategy, consumers usually try to reverse the decision or deny responsibility for it (Zeelenberg & Pieters, 2007). Since hedonic purchases are based on pleasure-oriented motives that have abstract meanings (Wang, Yu, & Li, 2020), the evaluation of the benefits of hedonic purchases is not easy to quantify. Conversely, utilitarian purchases are based on logical and rational reasoning, which facilitates the evaluation and quantification of functional benefits (Okada, 2005). Therefore, reversing the decision (e.g., by returning the product) that led to negative outcomes can be more difficult for hedonic purchases than for utilitarian ones. The ease with which the functional and performance-related benefits of utilitarian purchases can be quantified

enable consumers to attenuate their self-responsibility for the suboptimal purchase and attribute the blame to the brand.

In alternative-focused strategy, consumers regulate their regret by switching to alternatives or positively reappraising their choice (Zeeleberg & Pieters, 2007) by engaging in counterfactual thinking (Park et al., 2015). The counterfactuals refer to thoughts on possible alternatives to the previous negative events (Walchli & Landman, 2003). The specification of attributes and nature of benefits that could be obtained from a product facilitates not only the direction of counterfactual thinking (i.e., downward/upward) but also the degree of confidence with which such counterfactuals are generated (Tsiros & Mittal, 2000). During the post-purchase evaluation of hedonic products, consumers are likely to generate downward counterfactual comparisons (comparing their current state with a worse hypothetical state) because the implicit nature of associated benefits and attributes of hedonic products detract from the outcomes of the alternatives that were not chosen. The inverse reasoning applies to the evaluation of utilitarian products, where the consumer engages in upward counterfactual comparison (comparing the actual state with a hypothetical improved state) because of the explicit benefits and task-specific attributes that are associated with utilitarian products. Hence, positive reappraisal is easier for hedonic than utilitarian products, whereas switching to alternatives is easier for utilitarian than for hedonic products.

Finally, with respect to the feeling-focused perspective of regret regulation, consumers regulate their regret through psychological repair or suppression of the regret (Zeelenberg & Pieters, 2007). They carry out the psychological repair of regret by positively upgrading the attractiveness of their choice or comparatively downgrading the attractiveness of foregone alternatives (Zeelenberg & Pieters, 2007). Rather than going back, consumers start thinking about other ways in which the product is favorable for them (Davvetas & Diamantopoulos, 2017). In hedonic products, where the main motive is sensual pleasure and enjoyment, the psychological repair is comparatively easy because consumers indulge in the obsessive emotional arousal generated by hedonic consumption (Ding & Tseng, 2015). Alternatively, consumers of utilitarian purchases look for certain solutions to their problems (Garrido-Morgado et al., 2021), so it is more difficult to generate alternative benefits or uses for utilitarian products. Hence, a higher feeling of regret could be experienced for utilitarian products than for hedonic products because psychological repair or suppression of regret is difficult for task-oriented products.

While existing studies on consumer responses to regret have ignored the effect of product type, the difference in the needs catered by hedonic versus utilitarian products (e.g., Baltas et al., 2017; Wang et al., 2020) bring forward the need to understand behavioral coping for the different product types in the negative encounter of regret. The present study does not specifically focus on regret-coping strategies but draws instead on these strategies to clarify the psychology of regret and its idiosyncratic regulatory processes in explaining the outcome behaviors associated with regrettable hedonic versus utilitarian purchases.

2.4. Brand betrayal and regret

In the post-purchase evaluation stage, if consumers find that the brand has miscommunicated a product's benefits or let them down (e.g., Apple's battery-gate, Facebook's Cambridge Analytica data breach scandal, Volkswagen's clean diesel software, Lays' pig fat controversy), they will feel betrayed by the brand (Lee, Chen, Chen, Lo, & Hsu, 2020; Reimann et al., 2018). Unlike dissatisfaction, betrayal is associated with strong negative emotions like anger (Leonidou, Aykol, Hadjimarcou, & Paliwahadana, 2018). A brand with a fallacious character—one that is hypocritical and misleading—evokes a feeling of betrayal, which can lead to brand hate (Bayarassou, Becheur, & Valette-Florence, 2020). In interpersonal betrayal, a partner's disloyalty leads to regret (Joskowicz-Jablonek & Leiser, 2013). In the consumption context, brands are also treated as trusted friends and partners with which consumers have

strong relationships (Fournier & Alvarez, 2012), and a brand's sincerity is an important factor in influencing regret (Tata, Prashar, & Parsad, 2021). If the blame for a poor decision is attributed to the brand, it will have a strong effect on consumers' attitudes and emotions (Ma, 2018). Hence, drawing from the regret theory (Bell, 1982; Loomes & Sugden, 1982), it is argued that brand betrayal leads to consumers' regret for their loyalty and purchases, whether hedonic or utilitarian, and they start thinking that their current situation would have been better had they chosen an alternative brand. This argument leads to the following hypothesis:

H_{1a}: Brand betrayal is positively related to post-purchase regret.

Consumers' emotional responses to products after consumption tend to differ depending on whether the product is hedonic or utilitarian (Garrido-Morgado et al., 2021; Yang et al., 2020). Consumers develop nostalgic feelings about certain brands, which plays a major role in maintaining relationships after negative encounters like service failure (Demirbag-Kaplan, Yildirim, Gulden, & Aktan, 2015). For example, hedonic products like luxury products enable consumers to signal their socio-economic status (Han, Nunes, & Drèze 2010), and they help them to reduce the regret and guilt that can be associated with purchases of hedonic products (Lyons, Wien, & Altintzoglou, 2019). Hedonic products enhance pleasant, entertaining, and emotional experiences activating positive memories, in contrast, utilitarian products usually do not evoke sentimental feelings or associations (Baltas et al., 2017). When consumers' trust is violated, they can easily reframe the situation in their own favor by blaming the brand for intentionally harming consumers (Wan, Hui, & Wyer, 2011). As for utilitarian purchases, consumers usually rely on firms' communications for product-related information (Garrido-Morgado et al., 2021), so it is contended that the attribution of blame is easy to shift to the brand when a suboptimal choice of a utilitarian product leads to regret. Whereas prior experiences with the pleasure and positive mental associations that a hedonic product develops create a buffer against consumers' regret, this is less likely to happen with utilitarian products. Hence, the following hypothesis is formulated:

H_{1b}: The relationship between brand betrayal and post-purchase regret is stronger for utilitarian products than it is for hedonic products.

2.5. The moderating role of mode of discovering betrayal in the relationship between brand betrayal and regret

Research on relational ties has shown that how betrayal is discovered predicts the subsequent consequences to the relationship (Afifi, Falato, & Weiner, 2001). The negative effects of transgression in a relationship tend to be greater when a third person reveals the transgression than when the person who is betrayed discovers it or when whoever committed the betrayal reveals it (Afifi et al., 2001). Similarly, in the consumption context, consumers might learn about overt or covert acts of brand betrayal—such as conveying half-truths, breaking promises without logical reasons, or revealing confidential information to third parties (Leonidou et al., 2018)—through personal discovery (i.e., during comparative evaluation of the foregone alternatives), and/or through others, (i.e., post-purchase feedback from family, friends or others) (Reimann et al., 2018). It is argued that the difference in how a brand's betrayal is discovered is expected to affect the magnitude of the betrayal felt. Therefore, the following hypothesis states that:

H_{2a}: The mode of discovering betrayal moderates the relationship between brand betrayal and post-purchase regret such that a betrayal revealed by other sources leads to more regret than if it is discovered through personal experience.

Consumers are motivated to consume hedonic products because of the affect-rich psychological satisfaction that consuming such products provides (Wang et al., 2020), but this motivation is reduced when it is difficult to justify the consumption (Okada, 2005). Although betrayed consumers attempt to protect their self-worth by depicting a positive attitude toward a brand they use (Tan, Balaji, Oikarinen, Alatalo, & Salo,

2021), they will have inferior feelings if the betrayal is discovered by others and have difficulty justifying hedonic purchases, despite their emotional involvement. On the other side, utilitarian purchases tend to be based on a rational evaluation of their functional attributes, so brand betrayal that is identified through a third-party source is difficult to address, as it implies a lack of rationality on the purchaser's part, so regret will follow. Based on these arguments, it is contended that even loyal consumers who feel betrayed usually become the brand's worst enemies if a violation of expectations is identified by a third-party (Ma, 2018). This effect will be greater for utilitarian (vs. hedonic) products as these are a means-to-an-end type of products with functional and non-sensory attributes. This leads to the following hypothesis:

H_{2b}: The moderating effect of mode of discovering betrayal in the relationship between brand betrayal and post-purchase regret is stronger for utilitarian products than it is for hedonic products.

2.6. Regret and consumer responses

Regret is a push factor that reduces consumer satisfaction and influences customers to vent their negative feelings in the form of negative word-of-mouth and intentions to switch to competitors (Le & Ho, 2019; Liao et al., 2017; Talwar, Talwar, Kaur, Islam, & Dhir, 2020). In other instances, consumers tend to exhibit behaviors like non-redemption and demanding compensation to cope with regret (Scheinbaum et al., 2020). Tata et al. (2021) found that only satisfied consumers are involved in writing reviews online, while those who feel regret about their purchases engage in behaviors like reduced repurchase and recommendation intentions. Drawing from the theory of regret regulation (Zeelenberg & Pieters, 2007), it is argued that, as a result of regret experience, consumers will not only exhibit brand avoidance but will also spread vindictive NWoM and vindictive complaining about the brand to deny responsibility for the bad choice, psychologically restore equity, or improve their state of loss (Zeelenberg & Pieters, 2007). Based on this discussion, the following hypothesis is formulated:

H_{3a}: After a regrettable purchase, consumers will be more likely to exhibit (a) brand avoidance, (b) vindictive NWoM, and (c) vindictive complaining.

Given the three forms of regret regulation (Zeelenberg & Pieters, 2007), it is proposed that the style of counterfactual construction differs based on whether the regret is regulated for hedonic or utilitarian purchases. Because of the abstract nature of sensual pleasure (Huber et al., 2018; Kivetz & Zheng, 2017), counterfactual thinking for hedonic purchases is less likely. Therefore, consumers of hedonic products usually undermine the outcomes of unchosen alternatives and tend to follow downward counterfactual thinking like how opting for other alternatives could have made the outcome worse. However, for utilitarian products, the quantification of benefits and specifications of attributes make it easy to generate "what if" counterfactuals (Scarpi, 2020); consumers are likely to use upward counterfactual thinking (e.g., how the situation could have been better if they had opted for another alternative). Davvetas and Diamantopoulos (2017) found that regret will have a less negative effect on satisfaction if the brand is used for self-identification purposes. Thus, for hedonic products, consumers try to link how their desire for particular fun or pleasure guided them for their choice of the specific brand, while the purchase of utilitarian products is motivated by their need for the product to perform a specific task (Gaston-Breton et al., 2020). Therefore, psychological repair by re-evaluating the negativity of outcomes is easier for hedonic purchases (Kamiya, Zeelenberg, & Hernandez, 2021) than for utilitarian ones. Hence, because of the ease in upward counterfactual construction and fewer alternatives for the use of utilitarian (vs. hedonic) products, consumers' regret for utilitarian purchases will have a stronger effect on behavioral consequences in the form of brand avoidance, vindictive NWoM, and vindictive complaining. This discussion leads to the following hypothesis:

H_{3b}: The relationship between post-purchase regret and consumer

responses in the form of brand avoidance, vindictive NWoM, and vindictive complaining is stronger for utilitarian products than it is for hedonic products.

2.7. The mediating role of regret in the relationship between brand betrayal and consumer responses

A consumer's perception of betrayal can lead to brand disengagement, anger, and hate (Tan et al., 2019); loyal consumers perceive betrayal as having put their effort, money, and trust into a brand that broke its moral obligation. When the locus of causality is externally attributed, consumers are motivated to take punitive actions against the brand, such as boycotting, withholding support, or seeking financial compensation for losses as a coping response to injustice and rising negative emotions (Leonidou et al., 2018; Wu & Wang, 2017). Brand betrayal leads consumers to feel ashamed of investing their economic, psychological, social, and temporal resources in a bad relationship (Rachman, 2010; Tan et al., 2019). The result is a negative feeling of self-worth; consumers doubt their own judgment for having faith in the betraying brand (Tan et al., 2019), thus feel post-purchase regret. As a coping response, they exhibit unfavorable consumer behaviors in the form of brand avoidance, vindictive NWoM, and vindictive complaining. These arguments lead to the following hypothesis:

H_{4a}: Post-purchase regret mediates the relationship between brand betrayal and (a) brand avoidance, (b) vindictive NWoM, and (c) vindictive complaining.

When any incident of brand betrayal occurs, the hedonic emotions and escapism attached to the hedonic purchase reduce the negative causal effect of brand betrayal on regret and subsequent responses (Holmqvist et al., 2020). This reduction occurs because hedonic products are positioned on self-congruence and convenience of benefits, whereas utilitarian products are positioned on functional congruence and convenience of access (Huber et al., 2018). Therefore, in a transgression with a hedonic product, consumers are likely to prefer a "flight" response in the form of brand avoidance. Although brand avoidance indicates the consumer's resentment against the brand (Dhir, 2017), it is expected that a betrayed consumer's inability to "let go" might also be visible in vindictive complaining and NWoM for hedonic products (McCullough, Bellah, Kilpatrick, & Johnson, 2001). However, when the transgression occurs with utilitarian products, consumers tend to be risk-averse, and the associated sense of self-responsibility for investing in a betraying relationship leads to regret and subsequent negative behaviors (Tzeng & Shiu, 2019). Hence, it is contended that betrayal in the expectations of utility-based (vs. emotion-based) solutions that are linked to utilitarian (vs. hedonic) purchases (Lyons et al., 2019) leads to more (less) post-purchase regret and more (fewer) subsequent unfavorable consumer behaviors (Fig. 1). The following hypothesis is formulated:

H_{4b}: The mediating effect of post-purchase regret in the relationship between brand betrayal and consumer responses of brand avoidance, vindictive NWoM, and vindictive complaining is stronger for utilitarian products than it is for hedonic products.

3. Methodology

3.1. Measures

Variables

We measured brand betrayal with three items adapted from Grégoire and Fisher (2008), which Grégoire et al. (2009) also used. Post-purchase regret was measured by using a three-item scale from Tsiros and Mittal (2000). Brand avoidance was operationalized using four items developed by Grégoire et al. (2009), and vindictive NWoM was measured with three items from Grégoire and Fisher (2008). Vindictive complaining was measured with three items adapted from Grégoire and Fisher (2008), which were also used by Grégoire et al. (2009). All of the

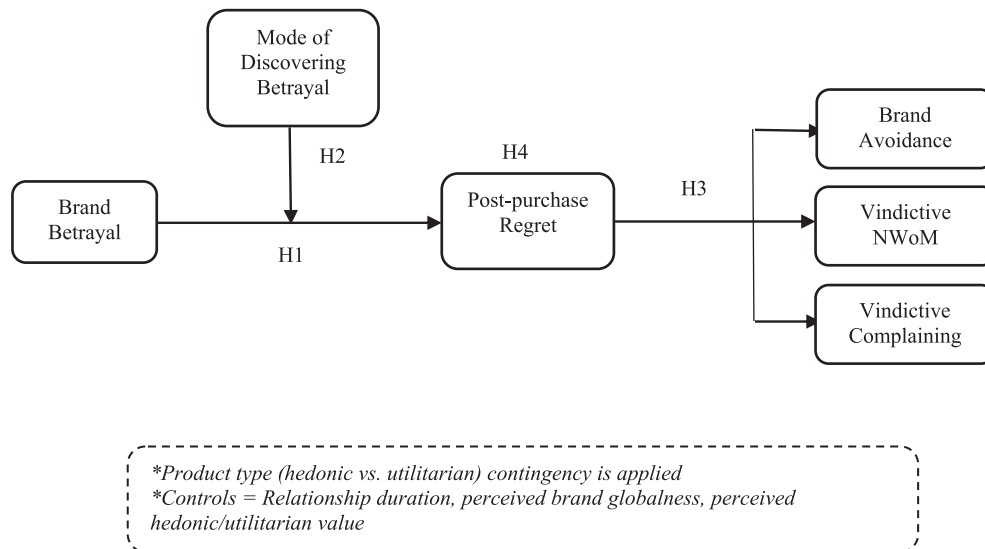


Fig. 1. Conceptual framework.

constructs were measured on a 7-point Likert scale anchored on the 1 (strongly disagree) to 7 (strongly agree) scale. A single-item dichotomous scale was used to measure the brand betrayal discovery mode, with personal discovery coded as “0” and discovery by other sources coded as “1” (Affi et al., 2001).

Control variables

The instrument also includes the duration of the consumer’s relationship with the brand, perception of the brand as global, and perception of the brand’s hedonic or utilitarian value as control variables. The duration of the relationship with the brand (in years) was measured using a single question from Dagger, Danaher, and Gibbs (2009) to account for differences in the strength of the prior consumer-brand bond. Perception of the brand as global was measured with three items adapted from Batra, Ramaswamy, Alden, Steenkamp, and Ramachander (2000) to account for differences in brand size, brand strength, and perceived equity. A five-item semantic differential scale was used to measure the perceived hedonic or utilitarian value (Voss et al., 2003) associated with the brands that the participants mentioned.

3.2. Survey and sampling procedure

The online survey was distributed among undergraduate and post-graduate students at a business school. Since the purpose was to collect the data from only those who had felt betrayed and regretted their purchase, purposive sampling was used. Before the participants answered the measurement items, they answered some screening questions (i.e., filters) to ensure a representative sample.

Before the administration of the survey, one of the authors briefed the participants on the meaning of brand betrayal and post-purchase regret. The participants were asked if they had experienced betrayal (being misled/cheated/miscommunicated) by any of their favorite brands to which they were attached and committed and regretted their purchase afterwards. Only those who suffered betrayal qualified to participate.

The survey questionnaire was divided into three sections. In the first section, the participants reported the name of the brand that had betrayed them. We did not specify a product category to ensure appropriate variation between hedonic and utilitarian products and brand names. Next, they checked five out of eight options that described their reasons for consuming the brand they mentioned. Out of these eight possible reasons, four were hedonic (i.e., it is pleasant, it is enjoyable, it makes me happy, it is nice), and four were utilitarian (i.e., it is beneficial, it is useful, it is valuable, it is wise). The answer to this question

placed the participant into one of the two groups: utilitarian or hedonic. To be considered a customer of that particular product, participants must have selected at least three of the four reasons that corresponded to the type of the product. This selection criterion was developed by Batra and Ahlota (1991) and was also used by Voss et al. (2003). The participants were then divided into utilitarian and hedonic sub-groups for subsequent analyses. It was ensured that the two groups shared similar characteristics so matched samples could be obtained for greater generalizability and to avoid confounding results. Appendix A lists the product categories that the participants mentioned.

In the second section of the survey, the participants responded to the questions that measured brand betrayal, how the betrayal was discovered, post-purchase regret, brand avoidance, vindictive NWoM, and vindictive complaining. Finally, in the third section, the participants responded to questions related to the controls. In the end, the participants answered some standard demographic questions.

3.3. Data profiles

Out of 1000 questionnaires distributed, 807 responses were complete and used for analyses, while 193 were discarded for not being completed properly. The responses were almost equally distributed between utilitarian (n = 413) and hedonic (n = 394) brands. The two samples shared similar characteristics in terms of the participants’ age, education, and gender, which allowed us to compare them (Table 2).

4. Data analyses

4.1. Measurement model assessment

A two-step statistical analysis approach was employed for the statistical analysis (Anderson & Gerbing, 1988). First, the measurement model was analyzed. Then the proposed research model was tested. The factor analysis generated model fit scores that showed a good fit of the data to the model ($\chi^2(94) = 250.084, \chi^2/df = 2.176, SRMR = 0.056, RMSEA = 0.045, GFI = 0.961, AGFI = 0.944, CFI = 0.977, TLI = 0.970, RFI = 0.954, NFI = 0.964$) (Hu & Bentler, 1999). To assess the quality of the measurement model further, convergent and discriminant validity tests were conducted. The convergent validity was examined with three indicators: factor loadings, composite reliability (CR) and average variance extracted (AVE). All factor loadings ranged between 0.738 and 0.873, which were above the threshold of 0.70 (Hair, Babin, & Krey, 2017). The AVE values were above the threshold of 0.50, ranging

Table 2
Sample(s) characteristics.

Demographic information	Utilitarian (n = 413)		Hedonic (n = 394)	
	Frequency	%	Frequency	%
Gender				
Female	250	60.53	216	54.82
Male	163	39.47	178	45.18
Age (Years)				
Less than 18	0	0.0	0	0.0
18–21	126	30.50	117	29.70
22–25	155	37.54	152	38.58
26–29	125	30.26	125	31.72
Above 29	7	1.70	0	0.0
Education				
Undergraduate	261	63.19	233	59.13
Postgraduate	152	36.81	161	40.87
Duration of relationship with brand				
Less than 1 year	85	20.58	77	19.54
1–2 years	133	32.20	121	30.71
3–4 years	101	24.45	89	22.59
More than 4 years	94	22.77	107	27.16

Table 3
Convergent validity.

Construct	Statement	λ	CR	AVE	α
<i>Brand Betrayal</i> Grégoire et al. (2009)	I felt betrayed by the brand.	0.799	0.830	0.633	0.833
	I felt that the brand broke a fundamental promise to me.	0.738			
	I felt that the brand let me down in a moment of need.	0.836			
<i>Post-purchase Regret</i> Tsiros and Mittal (2000)	I regret buying this brand.	0.798	0.846	0.647	0.846
	I am sorry for choosing this brand.	0.801			
	I should have chosen another brand.	0.813			
<i>Brand Avoidance</i> Grégoire et al. (2009)	I keep as much distance as possible between the brand and me.	0.811	0.899	0.691	0.900
	I avoid frequenting the firm.	0.788			
	I have cut off the relationship with the brand.	0.859			
	I have withdrawn my business from the brand.	0.873			
<i>Vindictive NWoM</i> Grégoire and Fisher (2008)	I talked to other people about my negative experience to spread NWoM about the brand.	0.849	0.869	0.691	0.869
	I talked to other people about my negative experience to denigrate the brand to others.	0.815			
	I talked to other people about my negative experience to warn others not to use the brand.	0.825			
	I complained the brand to give the representative(s) a hard time.	0.852	0.877	0.704	0.877
<i>Vindictive Complaining</i> Grégoire and Fisher (2008)	I complained the brand to be unpleasant with the representative(s) of the brand.	0.846			
	I complained the brand to make someone from the brand pay for its poor performance.	0.818			

Note: λ = Factor loading; α = Cronbach's alpha.

between 0.63 and 0.70. The composite reliability scores exceeded the threshold of 0.70 (0.830–0.899) (Table 3). Next, the model was tested for discriminant validity. As Fornell and Larcker (1981) suggested, the square roots of AVE should be greater than the construct's correlation with other constructs in the model. This requirement was also fulfilled, so the discriminant validity of constructs was achieved (Table 4).

4.2. Common method bias

To check for common method bias, Harman's single factor test was conducted through exploratory factor analysis without rotation. It yielded five factors, the first of which accounted for 25.293 percent of the total variance and the second factor explained 17.891 percent. These variances are below the threshold of 50.0 percent; the data was assumed to be free from common method variance issues (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003).

4.3. Structural model

4.3.1. Model fit

The fit of the overall model was tested through multigroup analysis in SEM. The results show a good model fit: $\chi^2(200) = 590.893$, $\chi^2/df = 2.954$, SRMR = 0.080, RMSEA = 0.049, GFI = 0.918, AGFI = 0.888, CFI = 0.944; TLI = 0.932, RFI = 0.901, and NFI = 0.918.

4.3.2. Hypotheses testing

To test the hypotheses, we performed a multigroup analysis in AMOS for pooled, utilitarian, and hedonic samples. In the pooled sample, brand betrayal positively impacts post-purchase regret ($\beta = 0.171$, $p < .001$). Moreover, brand betrayal has a significant positive effect on post-purchase regret for both the utilitarian ($\beta = 0.320$, $p < .001$) and hedonic ($\beta = 0.124$, $p < .05$) products. The magnitude of the effects indicates that this effect is stronger in utilitarian brands than for hedonic brands, so H1a and H1b are supported. Moreover, post-purchase regret significantly impacts the outcome variables of (a) brand avoidance ($\beta_{Pooled} = 0.287$, $p < .001$; $\beta_{Utilitarian} = 0.524$, $p < .001$; $\beta_{Hedonic} = 0.391$, $p < .001$), (b) vindictive NWoM ($\beta_{Pooled} = 0.164$, $p < .001$; $\beta_{Utilitarian} = 0.235$, $p < .001$; $\beta_{Hedonic} = 0.161$, $p < .05$), and (c) vindictive complaining ($\beta_{Pooled} = 0.253$, $p < .001$; $\beta_{Utilitarian} = 0.534$, $p < .001$; $\beta_{Hedonic} = 0.361$, $p < .001$). The strength of the effects on outcome behaviors as a result of post-purchase regret is stronger for utilitarian than it is for hedonic sample. Hence, H3a and H3b are also supported (Table 5; Fig. 2).

Mediation: Significant indirect effects are found for the three outcome variables (brand avoidance, vindictive NWoM, and vindictive complaining). The mediation effect between brand betrayal and brand avoidance is statistically significant ($\beta_{Pooled} = 0.200$, $p < .001$; $\beta_{Utilitarian} = 0.081$, $p < .001$; $\beta_{Hedonic} = 0.049$, $p < .05$), as is the mediation effect between brand betrayal and vindictive NWoM ($\beta_{Pooled} = 0.297$, $p < .01$; $\beta_{Utilitarian} = 0.075$, $p < .001$; $\beta_{Hedonic} = 0.020$, $p < .05$). A significant indirect effect is also found between brand betrayal and vindictive complaining ($\beta_{Pooled} = 0.043$, $p < .05$; $\beta_{Utilitarian} = 0.171$, $p < .001$; $\beta_{Hedonic} = 0.045$, $p < .05$). In all groups of samples, the lower and upper

Table 4
Discriminant validity.

	Fornell-Larcker criterion				
	BB	PPR	BA	VNWoM	VC
BB	0.796				
PPR	0.202	0.850			
BA	0.220	0.314	0.831		
VNWoM	0.339	0.189	-0.018	0.831	
VC	0.050	0.263	0.063	0.125	0.839

Note: BB; Brand betrayal, PPR; Post-purchase regret; BA; Brand avoidance, VNWoM; Vindictive NWoM; VC; Vindictive complaining

Table 5
Multigroup analysis.

Hypotheses	Relationship	$\beta_{\text{Pooled sample}}$	$\beta_{\text{Utilitarian}}$	β_{Hedonic}	Finding
H1 (a-b)	Brand betrayal → Post-purchase regret (Utilitarian Strong VS. Hedonic Weak)	0.171***	0.320***	0.124*	Supported
H2 (a-b)	Mode of discovering betrayal × Brand betrayal → Post-purchase regret (Personal discovery Low regret VS. Discovered by other sources High regret; Utilitarian Strong VS. Hedonic Weak)	$\beta_{\text{Personal}} = 0.055^*$, $\beta_{\text{Other}} = 0.202^{**}$ ($t_{\text{Pairwise}} = 2.513$)	$\beta_{\text{Personal}} = 0.149^*$; $\beta_{\text{Other}} = 0.230^{**}$ ($t_{\text{Pairwise}} = 2.179$)	$\beta_{\text{Personal}} = 0.020^*$; $\beta_{\text{Other}} = 0.218^{***}$ ($t_{\text{Pairwise}} = 2.394$)	Supported
H3 (a-b)	Post-purchase regret → Brand avoidance (Utilitarian Strong VS. Hedonic Weak)	0.287***	0.524***	0.391***	Supported
	Post-purchase regret → Vindictive NWoM (Utilitarian Strong VS. Hedonic Weak)	0.164***	0.235***	0.161*	Supported
	Post-purchase regret → Vindictive complaining (Utilitarian Strong VS. Hedonic Weak)	0.253***	0.534***	0.361***	Supported
H4 (a-b)	Brand betrayal → Post-purchase regret → Brand avoidance (Utilitarian Strong VS. Hedonic Weak)	0.200***	0.081***	0.049*	Supported
	Brand betrayal → Post-purchase regret → Vindictive NWoM (Utilitarian Strong VS. Hedonic Weak)	0.297**	0.075***	0.020*	Supported
	Brand betrayal → Post-purchase regret → Vindictive complaining (Utilitarian Strong VS. Hedonic Weak)	0.043*	0.171***	0.045*	Supported

Notes. β_{Personal} = Personal experience, β_{Other} = Discovered through other sources; t_{Pairwise} = Significance through pairwise parameters comparison.

bounds did not include zero for all of three mediation relationships. The results also show that the magnitude of the mediation effects is higher in the utilitarian group than in the hedonic group, so H4a and H4b are supported.

Moderation: The mode of discovering betrayal was dummy-coded (personal discovery = 0; discovered through other sources = 1). In the pooled sample, the moderating effect was significant for both modes of discovery ($\beta_{\text{Personal}} = 0.055, p < .05; \beta_{\text{Other}} = 0.202, p < .01$). The same results were obtained for utilitarian ($\beta_{\text{Personal}} = 0.149, p < .05; \beta_{\text{Other}} = 0.230, p < .01$) and hedonic samples ($\beta_{\text{Personal}} = 0.020, p < .05; \beta_{\text{Other}} = 0.218, p < .001$). Moreover, the result of pairwise comparison indicates a significant difference between the dummy-coded groups in pooled ($t = 2.513$), utilitarian ($t = 2.179$) and hedonic samples ($t = 2.394$). The moderating effect was stronger when it was discovered through others than when it was discovered personally. Further, the effects are stronger in the utilitarian product sample as compared to the hedonic product sample. Therefore, H2a and H2b are supported.

4.3.3. Multigroup invariance analysis

The invariance analysis was performed using a multigroup invariance test. An unconstrained model (baseline) showed that $\chi^2 = 590.893, df = 200$, and $\chi^2/df = 2.954$. Then, a fully constrained model that imposed the equality constraints on all parameters showed that $\chi^2 = 604.031, df = 204$, and $\chi^2/df = 2.961$. The χ^2 value increased between the unconstrained and fully constrained models. Then, the χ^2 (604.031–590.893 = 13.138) and degree of freedom (204–200 = 4) values of the unconstrained model were subtracted from the values of the constrained model. A χ^2 -difference test conducted between the two models revealed a p-value of 0.010621, which was significant at $p < .05$. The χ^2 test indicated a change in fit from the unconstrained model to the constrained model, so at least some of the parameter estimates differed between the groups.

Then a series of χ^2 difference tests were performed to see which parameters were non-invariant between the groups. For each of this study's parameter estimates, the df was 1.0 ($p = 0.05$), and the χ^2 value was 3.841. The χ^2 value of the fully constrained model was 604.031. The threshold χ^2 value was 600.19 (604.031–3.841). To determine whether the model parameters were non-invariant, the constraints on all paths were relaxed one by one, and the obtained χ^2 value was compared with the threshold χ^2 value. Relaxing the first constraint (*brand betrayal* → *post-purchase regret*) significantly improved the χ^2 , with a value of 605.842, so this relationship in the model differed significantly between the utilitarian and the hedonic groups. Likewise, when the constraint was relaxed on the next path relationships (*post-purchase regret* → *brand avoidance*), the results showed a χ^2 value of 601.397. On relaxing two other constraints (*post-purchase regret* → *vindictive NWoM*; *post-purchase regret* → *vindictive complaining*), the obtained χ^2 values were 603.562 and 604.364, respectively, which were greater than the threshold of 600.19. Hence, the model relationships were statistically different between the samples of utilitarian and hedonic products (Table 6).

5. General discussion

5.1. Theoretical contribution

This study offers three significant contributions to the literature. First, it extends the product-type literature in the branding context (Huber et al., 2018; Scarpi, 2020) by showing how negative consumption-related emotions differ with hedonic and utilitarian products (Sen & Lerman, 2007). The branding literature has produced substantive work on positive consumer emotions arising from the consumption of hedonic and utilitarian products (e.g., Liu, Lim, Li, Tan, & Cyr, 2020; Mishra et al., 2021), but it has overlooked the role of negative

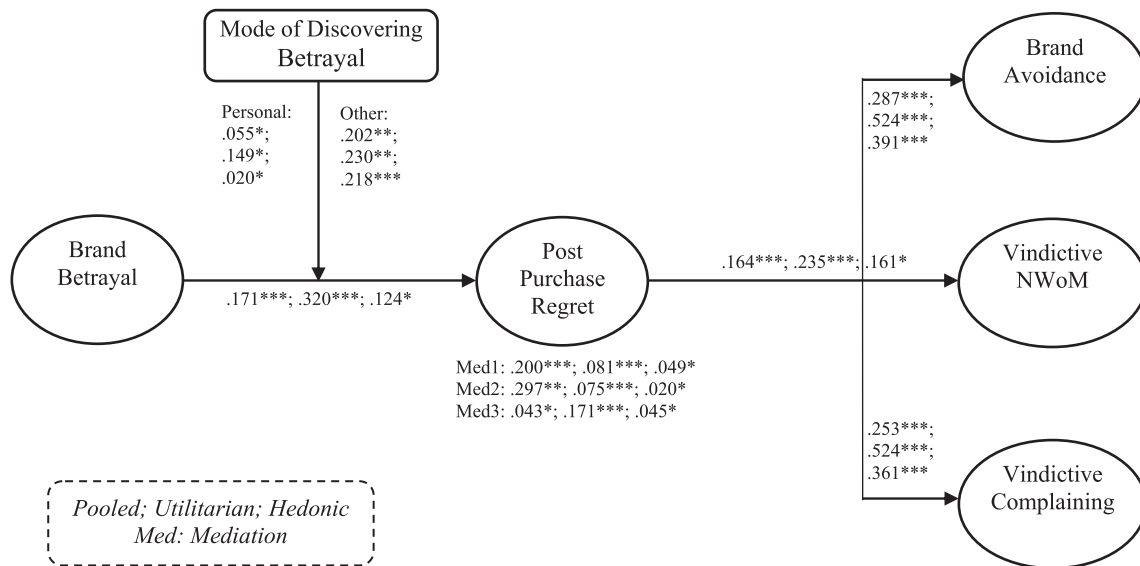


Fig. 2. Results of conceptual framework.

Table 6
Multigroup invariance analysis.

	Model χ^2	df	Diff. χ^2	Diff. df	p-value	Sig.	Non-invariant relationship?	Threshold for sig. χ^2 Difference
Unconstrained model	590.893	200						
Constrained model	604.031	204	13.138	4	0.000			600.19 (604.031–3.841)
Parameter constrained								
c1	605.842	205	5.652	1	0.000	Yes	Yes	
c2	601.397	207	1.207	3	0.000	Yes	Yes	
c3	603.562	205	3.372	1	0.000	Yes	Yes	
c4	604.364	206	4.174	2	0.000	Yes	Yes	

Note: c = Relaxed constraint; c1 = brand betrayal → post-purchase regret; c2 = post-purchase regret → brand avoidance; c3 = post-purchase regret → vindictive NWoM; c4 = post-purchase regret → vindictive complaining.

emotions. In response to recent calls for research on negative emotions toward brands (e.g., Kordrostami & Kordrostami, 2019; Kucuk, 2019), this research finds that the effect of post-purchase regret for hedonic purchases differs from that of utilitarian purchases. These findings corroborate the studies on product type, stating that consumers' emotions differ for hedonic versus utilitarian products (Garrido-Morgado et al., 2021). Hedonic consumption evokes feelings of pleasure and nostalgia, in contrast, utilitarian consumption does not induce any emotional feeling or association (Baltas et al., 2017; Demirbag-Kaplan et al., 2015).

Second, this study adds to the brand betrayal literature (Grégoire et al., 2009; Reimann et al., 2018) by demonstrating that: a) betrayal is difficult to deflect because betrayed consumers regret their previous brand relationship-building efforts, and b) the magnitude of betrayal differs when the betrayal discovery is personal (i.e., by personal experience) or impersonal (i.e., identified by others). This study finds that brand betrayal has a significant effect on post-purchase regret and the personal versus impersonal betrayal discovery mode moderates brand betrayal's effect on regret, such that a betrayal that is identified by others leads to more regret than when the consumer discovers it by himself or herself. These effects are greater for utilitarian products than for hedonic products. The findings substantiate the argument that brands are considered *relationship partners* with whom consumers have a series of interactions (Fournier & Alvarez, 2012), hence, any act by the brand that breaks relationship norms leads consumers to regret their investment in the relationship with the brand. Hedonic products are evaluated subjectively during their consumption, and hedonic emotions are elicited that connect consumers through brand meanings that

become the basis for self-congruence (Ding & Tseng, 2015). As a result, any regrettable decision has a less negative effect on the consumer's satisfaction (Davvetas & Diamantopoulos, 2017) than a decision about a utilitarian product would have. By contrast, consumers evaluate utilitarian products objectively and connect to the brand through functional congruence (Baltas et al., 2017). Hence, brand betrayal leads to higher intensity of regret than would be the case for a hedonic product. Johnson, Matear, and Thomson (2011) found that it is the loss of self-esteem and self-conscious emotions (i.e., shame) that determine the intensity of the negative emotions' consumers feel. Therefore, a betrayal identified by others leads to more loss of self-esteem and embarrassment for consumers than a betrayal one discovers oneself. Hedonic products have self-referential value (Huber et al., 2018; Noh, Runyan, & Mosier, 2014), so supporting the product means you are supporting your "self". In negative encounters, a customer might think a betrayal is a one-off. However, the magnitude of the betrayal effect is higher for utilitarian products than for hedonic products because the goal accomplishment is through instrumental (vs. identity) means. The difference of effects associated with hedonic versus utilitarian products provides novel insights for better understanding the relationship between brand betrayal and regret across product types.

Third, the study provides evidence about the role of product type in facilitating the regulation of emotions. The literature on regret has focused primarily on how external reference points and individual factors have influenced regret and subsequent behaviors (e.g., Gabler et al., 2017; Scheinbaum et al., 2020). This study investigates the effect of brand betrayal on post-purchase regret and subsequent consumer behaviors using both hedonic and utilitarian products. We find that regret

mediates the relationship between brand betrayal and consumer behaviors of brand avoidance, vindictive NWoM, and vindictive complaining and that the effect of regret on subsequent behaviors differs in magnitude for hedonic versus utilitarian products. The literature has found that consumers' desire to exhibit positive social value (Holmqvist et al., 2020) leads to less brand avoidance in cases of unfavorable post-purchase evaluation. Since hedonic products are used to exhibit luxury and social value (Holmqvist et al., 2020), NWoM or complaining about a bad purchase corresponds to consumers' questioning their own decision-making capability. The intrinsic meanings that are associated with hedonic consumption may differ for different consumers, so psychological repair may be easy for such purchases when negative evaluations result from brand betrayal. However, utilitarian products are used for exhibiting functional value, so brand betrayal and lower post-purchase evaluations can increase brand avoidance, vindictive NWoM, and complaining. This study provides empirical evidence regarding the differences in the magnitude of outcome behaviors for different types of products. Beyond generating positive responses like product preference and loyalty (Gaston-Breton et al., 2020; Wang et al., 2020), hedonic products not only trigger cognitive regret regulation, such as protecting one's self-esteem by means of positive reappraisal of the chosen brand, but it also reduces behavioral coping with regret by immunizing brands from negatively charged emotions and unfavorable post-purchase comparisons after transgressions.

Overall, the study contributes to regret theory (Bell, 1982; Loomes & Sugden, 1982) in the marketing context by showing that feelings of regret are not uniform across product types. The characteristics of hedonic and utilitarian products can regulate the intensity of regret experienced by consumers differently during unfavorable post-purchase evaluations. The findings also relate to the theory of regret regulation (Zeelenberg & Pieters, 2007) because they demonstrate that the regulatory capacity based on the type of product is due to the product attributes that affect subsequent consumer behaviors. Overall, this study has initiated a debate on the role of product type in negative emotions and behaviors.

5.2. Managerial implications

Psychological studies have found that regret is the most frequent and intense negative emotion individuals feel about their decisions and that it is linked closely with despair, anxiety, and distress (DeSteno et al., 2000; Saffrey, Summerville, & Roese, 2008). In the consumption context, regret caused by brand betrayal is a highly negative emotion because the brand consumers have always trusted breaks a fundamental relationship promise. The rupture of the consumer-brand-relationship not only may lead to loss of self-esteem but also represents a threat to the brand in the form of unfavorable consumer behaviors. Therefore, managers should formulate effective strategies for minimizing this threat to shield the brand equity and regain consumer satisfaction. To this end, the study findings are that the intensity of consumers' regret is less for hedonic purchases than for utilitarian purchases, as hedonic emotions play a role in attenuating the effect of betrayal on post-purchase regret and subsequent consumer behaviors. These findings have implications for managers with respect to brand strategy, targeting, positioning, and brand communications.

Strong consumer-brand relationships can help to reduce the dissonance and negative emotions that are associated with negative brand experiences (Davvetas & Diamantopoulos, 2017; Yuan, Lin, Filieri, Liu, & Zheng, 2020). These strong relationships are most valuable in markets where decisions are facilitated by easily available information on alternatives on online platforms and where the product serves some important identity or functional goal. With regard to brand strategy, the study findings suggest that managers keep a close check on consumers who are regretting a purchase and attributing blame to the brand; such situations require brands to enact policies that will mitigate negative consumer emotions and subsequent behaviors, such as aggressively

sharing NWoM with potential customers. Depending on the type of product, managers should incorporate effective brand strategies, such as a return policy with quality product guarantees for utilitarian products or a service that gives consumers alternative benefits for hedonic purchases. A betrayed consumer who is handled well is likely to have less regret and eschew subsequent unfavorable behaviors related to his or her purchase decision.

With respect to targeting, managers of both hedonic and utilitarian products must select hard brand loyalists because of the greater chances of maintaining the relationship in negative encounters. Consumers' propensity to build strong relationships with a brand is high for brands that are distinctive, high in status, and self-relevant as well as for brands that score well in terms of satisfaction, trust and commitment (Demirbag-Kaplan et al., 2015; Johnson et al., 2011). Hence, it is recommended that managers adopt the positioning strategy, that facilitates consumers' bonding with the brand through value congruence; self-congruence is more effective in hedonic products, while functional congruence is more effective for utilitarian products (Huber et al., 2018). Therefore, hedonic brands should be positioned around fulfilling intrinsic motivations and identity goals, while utilitarian brands should be positioned around functional assurance and reliability. Such positioning will lead consumers to make subjective evaluations of brand products that will immunize them from regret in case of brand betrayal.

Finally, with respect to the communication strategy, managers must seek to identify consumers who are feeling regret because of brand betrayal and engage with them in post-purchase marketing communication to lessen the repercussions of negative emotion. This research finds that the effect of betrayal is greater when the transgression is identified by third-party than when the consumer identifies himself or herself. This finding has implications for managers in handling disgruntled consumers. The literature has found that a sincere apology and accommodative response works well in handling betrayal (Joskowicz-Jablonek & Leiser, 2013; Wang et al., 2020). Based on the study findings, it is suggested that managers of hedonic products respond to betrayed consumers with an accommodative response that focuses on an apology and helpful information, whereas managers of utilitarian products should respond with monetary compensation and corrective action to attenuate the effect of betrayal on post-purchase regret and consumer behaviors.

6. Limitations and future directions for research

This research has several limitations that set the groundwork for future research. First, this study followed a cross-sectional approach to measure post-purchase regret and behaviors as a result of brand betrayal. Grégoire et al. (2009) found that when perceived betrayal is high the desire for avoidance increases and the desire for revenge decreases over time. Therefore, future research could follow a longitudinal approach to identify differences, if any, in short-run versus long-run consumer behaviors for hedonic versus utilitarian products after brand betrayal and determine whether multiple behaviors, such as avoidance and revenge, occur at the same time.

Second, this study measured regret and subsequent behaviors but did not investigate the effect of a brand's attempt to recovery on consumers' emotional and behavioral outcomes. Scholars reveal that conversational (versus corporate) voice leads to greater satisfaction when handling complaints on social media brand pages (Javornik, Filieri, & Gumann, 2020); while Johnen and Schnittka (2019) found that a defensive strategy is more effective for hedonic brands and an accommodative strategy is more effective for utilitarian brands. How a brand handles a complaint affects not only the complainants' future interactions and purchases but also the perceptions and future behaviors of other consumers who observe the brand's responses to complaints (Javornik et al., 2020). In addition, since vindictive NWoM and vindictive complaining reflects a consumer's inability to "let go" and lack of forgiveness for the brand's actions, managers would value knowing which response

strategies work best for motivating consumers toward brand forgiveness and winning back their trust.

Third, this study used the theory of regret regulation (Zeelenberg & Pieters, 2007) in explaining the differences in the magnitude of behavior related to hedonic and utilitarian products but did not investigate strategies for regulating regret. Future research could investigate empirically the strategies consumers use for hedonic versus utilitarian products to address their regret after a brand betrayal, along with the conditions under which one strategy is preferred over another. This paper included one condition, product type, but addressing other conditions, such as process regret versus outcome regret, involvement in the product/service category, consumer-brand engagement, availability of information about alternatives, and type of settlement options available with the brand, could be useful for investigation of strategies for regulating regret.

Finally, many studies have identified the moderating role of individual characteristics, like personality traits, social value orientation, and disposition (e.g., McCullough et al., 2001) in explaining consumer responses to negative brand experiences. Other variables, such as loss of self-esteem and self-conscious emotions like shame and embarrassment, also play a relevant mediating role in affecting consumer behaviors in response to brand failures (Johnson et al., 2011). Further investigation of the role of moderators and mediators that affect consumer behaviors as they relate to betrayal and regret will refine our theoretical

understanding of the two product types, and will assist managerial practice for hedonic and utilitarian products.

CRediT authorship contribution statement

Maleeha Shahid Sameeni: . **Wasim Ahmad:** Conceptualization, Data curation, Formal analysis, Investigation, Methodology, Software, Supervision, Writing – review & editing. **Raffaele Filieri:** Writing – review & editing, Supervision, Project administration, Conceptualization.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Acknowledgment

We thank the Monash University for the financial support. Further, we also thank three reviewers and associate editor, Prof. Cleopatra Veloutsou, for constructive feedback and comments to improve the quality of this paper.

Appendix A. . List of product categories

List of hedonic product categories	List of utilitarian product categories
Mobile phone/wrist watch	Power bank/batteries/mobile charger
Cinema/theatre/concert	Hair shampoo, toothpaste
Vacation resort/theme park	Earphones, bluetooth
Perfumes	Computer/laptop
Night club	Telecom/SIM card
Beer/energy drinks	Clothes/jeans/sportswear
Social media (Instagram, Youtube, TikTok)	Television set/LED
Drones	Medical services
Camera/BeautyCam apps	Detergent, toilet paper
Sports channels	Exercise/work apps
Coffee	5G Internet
Restaurants/hotels	Electric bicycle
Toys, flowers	Shoes
Beaming shoe laces	–
Entertainment/music apps	–

References

- Afifi, W. A., Falato, W. L., & Weiner, J. (2001). Identity concerns following a severe relational transgression: The role of discovery method for the relational outcomes of infidelity. *Journal of Social and Personal Relationships*, 18(2), 291–308. <https://doi.org/10.1177/0265407501182007>
- Amatulli, C., De-Angelis, M., & Donato, C. (2019). An investigation on the effectiveness of hedonic versus utilitarian message appeals in luxury product communication. *Psychology & Marketing*, 37(4), 523–1435. <https://doi.org/10.1002/mar.21320>
- Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103, 11–23. <https://doi.org/10.1037/0033-2909.103.3.411>
- Baltas, G., Kokkinaki, F., & Loukopoulou, A. (2017). Does variety seeking vary between hedonic and utilitarian products? The role of attribute type. *Journal of Consumer Behavior*, 16(6), e1–e12. <https://doi.org/10.1002/cb.1649>
- Batra, R., & Ahlota, O. T. (1991). Measuring the hedonic and utilitarian sources of consumer attitudes. *Marketing Letters*, 2(2), 159–170. <http://www.jstor.org/stable/40216210>.
- Batra, R., Ramaswamy, V., Alden, D. L., Steenkamp, J. E. M., & Ramachander, S. (2000). Effects of brand local and nonlocal origin on consumer attitudes in developing countries. *Journal of Consumer Psychology*, 9(2), 83–95. https://doi.org/10.1207/S15327663JCP0902_3
- Bayarassou, O., Becheur, I., & Valette-Florence, P. (2020). Fight or flight: Coping responses to brand hate. *Journal of Product & Brand Management*, 30(3), 492–511. <https://doi.org/10.1108/JPBM-08-2019-2519>
- Beike, D. R., Markman, K. D., & Karadogan, F. (2009). What we regret most are lost opportunities: A theory of regret intensity. *Personality and Social Psychology Bulletin*, 35(3), 385–397. <http://doi.org/10.1177/0146167208328329>
- Bell, D. E. (1982). Regret in decision making under uncertainty. *Operations Research*, 30(5), 961–981. <https://doi.org/10.1287/opre.30.5.961>
- Bui, M., Krishen, A. S., & Bates, K. (2011). Modeling regret effects on consumer post-purchase decisions. *European Journal of Marketing*, 45(7/8), 1068–1090. <https://doi.org/10.1108/03090561111137615>
- Chitturi, R., Raghunathan, R., & Mahajan, V. (2007). Form versus function: How the intensities of specific emotions evoked in functional versus hedonic trade-offs mediate product preferences. *Journal of Marketing Research*, 44(4), 702–714. <https://doi.org/10.1509/jmkr.44.4.702>
- Chitturi, R., Raghunathan, R., & Mahajan, V. (2008). Delight by design: The role of hedonic versus utilitarian benefits. *Journal of Marketing*, 72(3), 48–63. <https://doi.org/10.1509/JMKR.72.3.048>
- Choi, J., Madhavaram, S. R., & Park, H. Y. (2020). The role of hedonic and utilitarian motives on the effectiveness of partitioned pricing. *Journal of Retailing*, 96(2), 251–265. <https://doi.org/10.1016/j.jretai.2019.10.003>
- Dagger, T. S., Danaher, P. J., & Gibbs, B. J. (2009). The interplay of contact frequency and relationship duration in customer-reported service relationship strength. *Journal of Service Research*, 11(4), 371–388. <https://doi.org/10.1177/1094670508331251>
- Davvetas, V., & Diamantopoulos, A. (2017). “Regretting your brand-self?” The moderating role of consumer-brand identification on consumer responses to purchase regret. *Journal of Business Research*, 80(April), 218–227. <https://doi.org/10.1016/j.jbusres.2017.04.008>

- Demirbag-Kaplan, M., Yildirim, C., Gulden, S., & Aktan, D. (2015). I love to hate you: Loyalty for disliked brands and the role of nostalgia. *Journal of Brand Management*, 22, 136–153. <https://doi.org/10.1057/bm.2015.10>
- DeSteno, D., Petty, R. E., Wegener, D. T., & Rucker, D. D. (2000). Beyond valence in the perception of likelihood: The role of emotion specificity. *Journal of Personality and Social Psychology*, 78(3), 397–416. <https://doi.org/10.1037/0022-3514.78.3.397>
- Dhir, A., Kaur, P., Chen, S., & Lonka, K. (2016). Understanding online regret experience in Facebook use: Effects of brand participation, accessibility & problematic use. *Computers in Human Behavior*, 59, 420–430. <https://doi.org/10.1016/j.chb.2016.02.040>
- Dhir, A. (2017). Why do young people avoid photo tagging? A new service avoidance scale. *Social Science Computer Review*, 35(4), 480–497. <https://doi.org/10.1177/0894439316653636>
- Ding, C. G., & Tseng, T. H. (2015). On the relationships among brand experience, hedonic emotions, and brand equity. *European Journal of Marketing*, 49(7/8), 994–1015. <https://doi.org/10.1108/EJM-04-2013-0200>
- Dutta, S., Biswas, A., & Grewal, D. (2011). Regret from post-purchase discovery of lower market prices: Do price refunds help? *Journal of Marketing*, 75(6), 124–138. <https://doi.org/10.1509/jm.10.0271>
- Filieri, R., Javornik, A., Hang, H., & Niceta, A. (2021). Environmentally framed eWOM messages of different valence: The role of environmental concerns, moral norms, and product environmental impact. *Psychology & Marketing*, 38(3), 431–454. <https://doi.org/10.1002/mar.21440>
- Folkman, S., Lazarus, R. S., Gruen, R. J., & DeLongis, A. (1986). Appraisal, coping, health status, and psychological symptoms. *Journal of Personality and Social Psychology*, 50(3), 571–579. <https://doi.org/10.1037/0022-3514.50.3.571>
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.1177/002224378101800104>
- Fournier, S., & Alvarez, C. (2012). Brands as relationship partners: Warmth, competence and in-between. *Journal of Consumer Psychology*, 22(2), 177–185. <https://doi.org/10.1016/j.jcps.2011.10.003>
- Gabler, C. B., Landers, V. M., & Reynolds, K. E. (2017). Purchase decision regret: Negative consequences of steadily increasing discount strategy. *Journal of Business Research*, 76(July), 201–208. <https://doi.org/10.1016/j.jbusres.2017.01.002>
- Garrido-Morgado, A., González-Benito, Ó., Martos-Partal, M., & Campo, K. (2021). Which products are more responsive to in-store displays: Utilitarian or hedonic? *Journal of Retailing*, 97(3), 477–491.
- Gaston-Breton, C., Sorensen, E. B., & Thomsen, T. U. (2020). “I want to break free!” How experiences of freedom foster consumer happiness. *Journal of Business Research*, 121, 22–32. <https://doi.org/10.1016/j.jbusres.2020.07.035>
- Grégoire, Y., & Fisher, R. J. (2008). Customer betrayal and retaliation: When your best customers become your worst enemies. *Journal of the Academy of Marketing Science*, 36(2), 247–261. <https://doi.org/10.1007/s11747-007-0054-0>
- Grégoire, Y., Tripp, T. M., & Legoux, R. (2009). When Customer Love Turns into Lasting Hate: The Effects of Relationship Strength and Time on Customer Revenge and Avoidance. *Journal of Marketing*, 73(6), 18–32. <https://doi.org/10.1509/jmk.73.6.18>
- Grigsby, J. L., Jewell, R. D., & Campbell, C. (2021). Have your cake and eat it too: How invoking post-purchase hyperopia mitigates impulse purchase regret. *Marketing Letters*, 32, 75–89. <https://doi.org/10.1007/s11002-020-09536-6>
- Hair, J. F., Jr, Babin, B. J., & Krey, N. (2017). Covariance-based structural equation modeling in the Journal of Advertising: Review and recommendations. *Journal of Advertising*, 46(1), 163–177. <https://doi.org/10.1080/00913367.2017.1281777>
- Han, Y. J., Nunes, J. C., & Drèze, X. (2010). Signaling status with luxury goods: The role of brand prominence. *Journal of Marketing*, 74(4), 15–30. <https://doi.org/10.1509/jmk.74.4.015>
- Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic consumption: Emerging concepts, methods and propositions. *Journal of Marketing*, 46(3), 92–101. <https://doi.org/10.1177/002224298204600314>
- Holmqvist, J., & Lunardo, R. (2015). The impact of an exciting store environment on consumer pleasure and shopping intentions. *International Journal of Research in Marketing*, 32(1), 117–119. <https://doi.org/10.1016/j.ijresmar.2014.12.001>
- Holmqvist, J., Ruiz, C. D., & Peñaloza, L. (2020). Moments of luxury: Hedonic escapism as a luxury experience. *Journal of Business Research*, 116, 503–513. <https://doi.org/10.1016/j.jbusres.2019.10.015>
- Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1–55. <https://doi.org/10.1080/10705519909540118>
- Huber, F., Eisele, A., & Meyer, F. (2018). The role of actual, ideal and ought self-congruence in the consumption of hedonic versus utilitarian brands. *Psychology & Marketing*, 35, 47–63. <https://doi.org/10.1002/mar.21070>
- Inman, J. J., & Zeelenberg, M. (2002). Regret in repeat purchase versus switching decisions: The attenuating role of decision justifiability. *Journal of Consumer Research*, 29(1), 116–128. <https://doi.org/10.1086/339925>
- Javornik, A., Filieri, R., & Gumann, R. (2020). “Don’t forget that others are watching, too!” the effect of conversational human voice and reply length on observers’ perceptions of complaint handling in social media. *Journal of Interactive Marketing*, 50, 100–119. <https://doi.org/10.1016/j.intmar.2020.02.002>
- Johnen, M., & Schnittka, O. (2019). When pushing back is good: The effectiveness of brand responses to social media complaints. *Journal of the Academy of Marketing Science*, 47, 858–878. <https://doi.org/10.1007/s11747-019-00661-x>
- Johnson, A. R., Matar, M., & Thomson, M. (2011). A coal in the heart: Self-revelance as a post-exit predictor of consumer anti-brand actions. *Journal of Consumer Research*, 38(1), 108–125. <https://doi.org/10.1086/657924>
- Joskowicz-Jablonek, L., & Leiser, D. (2013). Varieties of trust-betrayal: Emotion and relief patterns in different domains. *Journal of Applied Psychology*, 43, 1799–1813. <https://doi.org/10.1111/jasp.12130>
- Kamiya, A. S. M., Zeelenberg, M., & Hernandez, J. M. D. (2021). Regulating regret via decreasing goal level: Comparing maximizers and satisfiers. *Personality and Individual Differences*, 178, Article 110870. <https://doi.org/10.1016/j.paid.2021.110870>
- Kaur, P., Dhir, A., Chen, S., & Rajala, R. (2016). Understanding online regret experience using the theoretical lens of flow experience. *Computers in Human Behavior*, 57, 230–239. <https://doi.org/10.1016/j.chb.2015.12.041>
- Kivetz, R., & Zheng, Y. (2017). The effects of promotions on hedonic versus utilitarian purchases. *Journal of Consumer Psychology*, 27(1), 59–68. <https://doi.org/10.1016/j.jcps.2016.05.005>
- Kordrostami, M., & Kordrostami, E. (2019). Secure or fearful, who will be more resentful? Investigating the interaction between regulatory focus and attachment style. *Journal of Product & Brand Management*, 28(5), 671–683. <https://doi.org/10.1108/JPBMM-03-2018-1830>
- Kucuk, S. U. (2019). Brand Hate: Navigating Consumer Negativity in the Digital World. *Palgrave Macmillan*. <https://doi.org/10.1007/978-3-030-00380-7>
- Le, A. N. H., & Ho, H. X. (2019). The behavioral consequences of anger, regret and frustration in service settings. *Journal of Global Marketing*, 33(2), 84–102. <https://doi.org/10.1080/08911762.2019.1628330>
- Lee, S. H., & Cotte, J. (2009). Post-purchase consumer regret: Conceptualization and development of the PPCR scale. *Advances in Consumer Research*, 36, 456–462. <http://www.acrwebsite.org/volumes/14722/volumes/v36/NA-36>
- Lee, H., Chen, T., Chen, Y., Lo, W., & Hsu, Y. (2020). The effects of consumer ethnocentrism and consumer animosity on perceived betrayal and negative word-of-mouth. *Asia Pacific Journal of Marketing and Logistics*, 33(2), 712–730. <https://doi.org/10.1108/APJML-08-2019-0518>
- Leonidou, L. C., Aykol, B., Hadjimarcou, J., & Paliawadana, D. (2018). Betrayal in buyer-seller relationships: Exploring its causes, symptoms, forms, effects, and therapies. *Psychology & Marketing*, 35(5), 341–356. <https://doi.org/10.1002/mar.21090>
- Liao, C., Lin, H., Luo, M. M., & Chea, S. (2017). Factors influencing online shoppers’ repurchase intentions: The roles of satisfaction and regret. *Information & Management*, 54(5), 651–668. <https://doi.org/doi:10.1016/j.im.2016.12.005>
- Lim, E. A. C., & Ang, S. H. (2008). Hedonic vs. utilitarian consumption: A cross-cultural perspective based on cultural conditioning. *Journal of Business Research*, 61(3), 225–232. <https://doi.org/10.1016/j.jbusres.2007.06.004>
- Lin, C., & Huang, W. (2006). The influence of unawareness set and order effects in consumer regret. *Journal of Business and Psychology*, 21(2), 293–311. <https://doi.org/10.1007/s10869-006-9030-9>
- Liu, F., Lim, E. T. K., Li, H., Tan, C., & Cyr, D. (2020). Disentangling utilitarian and hedonic consumption behavior in online shopping: An expectation disconfirmation perspective. *Information & Management*, 57(3), Article 103199. <https://doi.org/10.1016/j.im.2019.103199>
- Loomes, G., & Sugden, R. (1982). Regret theory: An alternative theory of rational choice under uncertainty. *The Economic Journal*, 92(368), 805–824. <https://www.jstor.org/stable/2232669>
- Lyons, S., Wien, A., & Altintzoglou, T. (2019). Guilt-free pleasures: How premium and luxury influence regret. *Journal of Product & Brand Management*, 28(3), 421–431. <https://doi.org/10.1108/JPBMM-02-2018-1764>
- Ma, L. (2018). How to turn your friends into enemies: Causes and outcomes of customers’ sense of betrayal in crisis communication. *Public Relations Review*, 44(3), 374–384. <https://doi.org/10.1016/j.pubrev.2018.04.009>
- McCullough, M. E., Bellah, C. G., Kilpatrick, S. D., & Johnson, J. L. (2001). Vengefulness: Relationships with forgiveness, rumination, well-being, and the Big Five. *Personality and Social Psychology Bulletin*, 27(May), 601–610.
- Mishra, A., Shukla, A., Rana, A. P., & Dwivedi, Y. K. (2021). From “touch” to a “multisensory” experience: The impact of technology interface and product type on consumer responses. *Psychology & Marketing*, 38(3), 385–396. <https://doi.org/10.1002/mar.21436>
- Noh, M., Runyan, R., & Mosier, J. (2014). Young consumers’ innovativeness and hedonic/utilitarian cool attitudes. *International Journal of Retail & Distribution Management*, 42(4), 267–280. <https://doi.org/10.1108/IJRDM-07-2012-0065>
- Okada, E. M. (2005). Justification effects on consumer choice of hedonic and utilitarian goods. *Journal of Marketing Research*, 42(1), 43–53. <http://www.jstor.org/stable/30162355>
- Overby, J. W., & Lee, E. J. (2006). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business Research*, 59(10–11), 1160–1166. <https://doi.org/10.1016/j.jbusres.2006.03.008>
- Park, J., Hill, W. T., & Bonds-Raacke, J. (2015). Exploring the relationship between cognitive effort exertion and regret in online vs. offline shopping. *Computers in Human Behavior*, 49, 444–450. <https://doi.org/10.1016/j.chb.2015.03.034>
- Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879–903. <https://doi.org/10.1037/0021-9010.88.5.879>
- Rachman, S. (2010). Betrayal: A psychological analysis. *Behavior Research and Therapy*, 48(4), 304–311. <https://doi.org/10.1016/j.jvs.2016.10.113>
- Reimann, M., MacInnis, D. J., Folkes, V. S., Uhalde, A., & Pol, G. (2018). Insights into the experience of brand betrayal: From what people say and what the brain reveals. *Journal of the Association for Consumer Research*, 3(2), 240–254. <https://doi.org/10.1086/697077>
- Roggeveen, A. L., Grewal, D., Townsend, C., & Krishnan, R. (2015). The impact of dynamic presentation format on consumer preferences for hedonic products and services. *Journal of Marketing*, 79(6), 34–49. <https://doi.org/10.1509/jm.13.0521>

- Saffrey, C., Summerville, A., & Roese, N. J. (2008). Praise for regret: People value regret above other negative emotions. *Motivation and Emotion*, 32(1), 46–54. <https://doi.org/10.1007/s11031-008-9082-4>
- Scarpi, D. (2020). Hedonism and utilitarianism in intensive distribution. In *Hedonism, Utilitarianism, and Consumer Behavior*. Cham: Palgrave Macmillan. https://doi.org/10.1007/978-3-030-43876-0_5.
- Scheinbaum, A. C., Shah, P., Kukar-Kinney, M., & Copple, J. (2020). Regret and non-redemption of daily deals: Individual differences and contextual influences. *Psychology & Marketing*, 37(4), 535–555. <https://doi.org/10.1002/mar.21324>
- Sen, S., & Lerman, D. (2007). Why are you telling me this? An examination into negative consumer reviews on the web. *Journal of Interactive Marketing*, 21(4), 76–94. <https://doi.org/10.1002/dir.20090>
- Talwar, M., Talwar, S., Kaur, P., Islam, A. K. M. N., & Dhir, A. (2020). Positive and negative word of mouth (WOM) are not necessarily opposites: A reappraisal using the dual factor theory. *Journal of Retailing and Consumer Services*, 63, Article 102396. <https://doi.org/10.1016/j.jretconser.2020.102396>
- Tan, T. M., Balaji, M. S., Oikarinen, E., Alatalo, S., & Salo, J. (2021). Recover from a service failure: The differential effects of brand betrayal and brand disappointment on an exclusive brand offering. *Journal of Business Research*, 123, 126–139. <https://doi.org/10.1016/j.jbusres.2020.09.056>
- Tan, T. M., Salo, J., & Aspara, J. (2019). When a brand betrayed me: How brand betrayal increases consumer self-disclosure for future personalized offerings. *NA—Advances in Consumer Research*, 47. <https://www.acrwebsite.org/volumes/2549657/volumes/v47/NA-47>.
- Tata, S. V., Prashar, S., & Parsad, C. (2021). Examining the influence of satisfaction and regret on online shoppers' post-purchase behavior. *Benchmarking: An International Journal*, 28(6), 1987–2007. <https://doi.org/10.1108/BIJ-06-2020-0332>
- Tsiros, M., & Mittal, V. (2000). Regret: A Model of its antecedents and consequences in consumer decision making. *Journal of Consumer Research*, 26(4), 410–417. <https://doi.org/10.1086/209571>
- Tzeng, S. Y., & Shiu, J. Y. (2019). Regret type matters: Risk aversion and complaining in a multidimensional post-purchase regret framework. *Asia Pacific Journal of Marketing and Logistics*, 31(5), 1466–1485. <https://doi.org/10.1108/APJML-10-2018-0452>
- Voss, K. E., Spangenberg, E. R., & Grohmann, B. (2003). Measuring the hedonic and utilitarian dimensions of consumer attitude. *Journal of Marketing Research*, 40(3), 310–320. <https://doi.org/10.1509/jmkr.40.3.310.19238>
- Walchli, S. B., & Landman, J. (2003). Effects of counterfactual thought on post-purchase consumer affect. *Psychology & Marketing*, 20(1), 23–46. <https://doi.org/10.1002/mar.10057>
- Wan, L. C., Hui, M. K., & Wyer, R. S. (2011). The role of relationship norms in responses to service failures. *Journal of Consumer Research*, 38(2), 260–277. <https://doi.org/10.1086/659039>
- Wang, L., Yu, Y., & Li, O. (2020). The typeface curvature effect: The role of typeface curvature in increasing preference towards hedonic products. *Psychology & Marketing*, 37(8), 1118–1137. <https://doi.org/10.1002/mar.21287>
- Wu, R., & Wang, C. L. (2017). The asymmetric impact of other-blame regret versus self-blame regret on negative word of mouth: Empirical evidence from China. *European Journal of Marketing*, 51(11/12), 1799–1816. <https://doi.org/10.1108/EJM-06-2015-0322>
- Yang, Y., Li, O., Peng, X., & Wang, L. (2020). Consumption trends during the Covid-19 crisis: How awe, coping and social norms drive utilitarian purchases. *Frontiers in Psychology*, 11, 2695. <https://doi.org/10.3389/fpsyg.2020.588580>
- Yuan, D., Lin, Z., Filieri, R., Liu, R., & Zheng, M. (2020). Managing the product-harm crisis in the digital era: The role of consumer online brand community engagement. *Journal of Business Research*, 115, 38–47. <https://doi.org/10.1016/j.jbusres.2020.04.044>
- Zeelenberg, M., & Pieters, R. (1999). Comparing service delivery to what might have been: Behavioral responses to disappointment and regret. *Journal of Service Research*, 2, 86–97. <https://doi.org/10.1177/109467059921007>
- Zeelenberg, M. (1999). Anticipated regret, expected feedback and behavioral decision making. *Journal of Behavioral Decision Making*, 12(2), 93–106. [https://doi.org/10.1002/\(SICI\)1099-0771\(199906\)12:2<93::AID-BDM311>3.0.CO;2-S](https://doi.org/10.1002/(SICI)1099-0771(199906)12:2<93::AID-BDM311>3.0.CO;2-S)
- Zeelenberg, M., & Pieters, R. (2004). Beyond valence in customer dissatisfaction: A review and new findings on behavioral responses to regret and disappointment in failed services. *Journal of Business Research*, 57(4), 445–455. [https://doi.org/10.1016/S0148-2963\(02\)00278-3](https://doi.org/10.1016/S0148-2963(02)00278-3)
- Zeelenberg, M., & Pieters, R. (2007). A theory of regret regulation. *Journal of Consumer Psychology*, 17(1), 3–18. https://doi.org/10.1207/s15327663jcp1701_3

Maleeha Shahid Sameeni is a Senior Lecturer in Department of Economics & Business Administration at University of Education, Lahore, Pakistan. She is currently a PhD Marketing candidate at Lahore Business School. She has several years of teaching and corporate experience. Specialized in Marketing and Brand Management, she has worked as a consultant for renowned groups for launching various brands and developing strategic marketing plans in the corporate sector. Applying same, she has been part of academic teaching and research since 2010. She teaches marketing, consumer behavior and brand management. Her specific research interests are in consumer-brand identification, consumers' regret and analyzing consumer behaviors with brand/product-type contingencies.

Dr. Wasim Ahmad is a Lecturer in Marketing at School of Business, Monash University. His current research interests include consumers' psychological processes, consumers' negative emotions, global branding, and cross-cultural consumer behaviours. His works have been published in *Journal of Business Research*; *Annals of Tourism Research*; *Journal of Retailing and Consumer Services*, and others. He can be contacted at wahmad@monash.edu.

Dr. Raffaele Filieri is Professor in Marketing in the Marketing Department at Audencia Business School, Nantes, France. His research interests include e-word of mouth, social media and electronic commerce, online value co-creation, technology adoption and continuance intention, knowledge and innovation management. His researches have been published by *Journal of Business Research*; *Annals of Tourism Research*; *Tourism Management*; *Journal of Travel Research*; *Marketing Letters*; *Journal of Interactive Marketing*; *Psychology & Marketing*; *Information & Management*; *International Journal of Hospitality Management*; *Transportation Research Part E*; *Industrial Marketing Management*; *Information, Technology & People*; *Computers in Human Behavior*; *International Journal of Contemporary Hospitality Management*; *Journal of Consumer Affairs*; *International Journal of Information Management*; *Expert Systems*; *Journal of Knowledge Management*; *Marketing Intelligence & Planning*; *International Journal of Agile Systems and Management* and many more.