

Wk. 1 Assignment Chapter 3 Question #7

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Manufacturers of products can sell their goods through infomercials to reduce post purchase dissonance. When manufacturers do infomercials, they will have a chance to show how better and different their goods are from their competitors. Well, it helps vendors figure out why they are the best in the field and mechanisms they can put in place to make their products or services better. For example, a consumer may experience post purchase dissonance if they buy a new car, and it doesn't perform as well as they thought it would. Post purchase dissonance is also known as post regret, buyer's remorse or post purchase cognitive dissonance.

[SHORTENED TITLE UP TO 50 CHARACTERS]

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Reference