

An Analysis of the Regret Concerning the Process of Purchasing and the Regret Concerning after the Purchasing in the Context of Characteristic Properties

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Abstract

The aim of this study is to investigate the relationship among general regret concerning the life, the regret concerning the process of purchasing and the regret concerning after the purchasing and to determine the characteristic properties which are effective on these three types of regret. This study is applied on the students of Eskisehir Osmangazi University and Karamanoglu Mehmetbey University and it is benefited from the convenience sampling in the study. The data of this study is collected via questionnaire and in a method of drop-and-collect. The results of the study shows that there is a positive meaningful relationship among the regret concerning the life, the regret concerning the process of purchasing and the regret concerning after the purchasing. Moreover, as a result of this study, it is established that the characteristic properties like extravagant, restrained, easily tempered, careless, enjoy spending and a planner have positive meaningful effects on the regret concerning the life, the regret concerning the process of purchasing and the regret concerning after the purchasing.

Keywords: regret, the regret after the purchasing, the regret of the purchasing process, consumer impulsiveness

1. Introduction

Consumption can be defined as a decision process which is shaped in the direction of characteristic properties which the people have in their life and environmental factors. Regret, which is a part and output of the consumption process, can be discussed as a feeling which happens in the process and after of manufacturer—consumer interaction. While regret is happening in the direction of technical properties and symbolic meanings of consumed product or service, it is also thought that it can be happened in the direction of characteristic properties of the consumer. It is possible to say that the concept of regret has a major role on the process of change relationship between consumers which are the focus point of the marketing and companies. It can be said that the regret is a critical point on establishing long term changing relationship networks with the consumers (Erdoğan, 2009). In order to generate faithful customers, the regret must be under control and its level must be kept in minimal surface because regret has negative effect on the intention of repurchasing (Saleh, 2012). In order to keep consumer's regret related to consumption under control consumer's regret related to consumption or make it decrease in minimal level, some companies interfere with the help of marketing strategies thorough the products or services. However, as mentioned before, another factor which is effective on shaping the consumer's regret related to consumption is characteristic properties. As a matter of fact, investigating that which characteristic property is effective on the regret related to consumption and how the general tendencies of the consumers independent from the consumption behaviors of the consumers like general regret related to the life have a relation with process and result regrets related to the consumption makes contributions in terms of understanding the regret process in consumption deeply. In this context and in this study, relationships among the regret concerning the life, the regret concerning the process of purchasing and the regret concerning after the purchasing will be investigated and it will be tried to detect the characteristic properties which are effective on forming these three kinds of regrets.

2. Theoretical Framework and Literature Review

2.1 Regret Concept with the Scope of Regret Theory

Regret is a phenomenon which is related to interest of numerous disciplines like psychology, economy and marketing and it must be handled from different perspectives. Thus, regret theory is tried to be grounded with the help of distributed findings which are provided by mentioned disciplines (Zeelenberg and Pieters, 2007:3; Dijk and Zeelenberg, 2005:152).

Regret theory is an important theory in the perspective of showing effectiveness of the subjective judgments of the people on their decisions or choices. The most important assumption of this theory is the assumption that, in the event of people's making decision under uncertainty and when their decisions and their information are evaluated, decision can be wrong and, as a result, decision maker can feel regret although the decision can be seen as correct at the first stage of making decision. Such that, the theoreticians who study on the regret want to believe that regret is an inevitable result of making decision (Roese et. al., 2007:27).

According to Landman (1993) regret can be defined as "more or less painful cognitive or emotional situation felt for unluckiness, limitations, causalities or mistakes" (Bui et al., 2011:1069). Regret, in more basic form, states the sadness or disappointment felt about anything which was made or not made in the past (Shih and Schau, 2011:243). The basic component of the regret sensation is the real or imaginary performance of the abandoned alternative (Inman, 2007:21). In other words, regret is a feeling that individual understand or imagine that his/her situation would be well now if individual made a different decision. (Zeelenberg and Pieters, 2007:3).

Regret is a rational feeling for the optimization of decision behavior (Gironde, 2010:249). However this feeling both has applicable role which provides taking lessons from the past for individual and has a discordant role cause the individual lodge in the past with the help of ruminative (repeatable) thoughts. Moreover, ruminative consideration can make the negative feelings intensified and can cause the depression (Inman, 2007:19; Bui, 2011:1069).

Regret feeling appears when the individual insults himself/herself and thinks his/her decision is irrational or defenseless. (Inman and Zeelenberg, 2002:118). In the direction these defining, responsibility, insulting its own and comparative consideration are the components of the regret feeling (Lee and Cotte, 2009:456). According to "Decision Realization Hypothesis" which is discussed by Connolly and Zeelenberg (2002) regret is formed with two main components. The first is comparative evaluation of the result, the second is insulting its own due to making a bad decision. These two components must be formed in the same direction because individual feels good even the result is bad or insults its own even the result is good (Kurt and Bayraktaroğlu, 2013:554).

Regret sometimes appears as a comparative process based on imaging missing thing as present, imagination, and assumption in one sense. (Zeelenberg and Pieters, 2007:5). In this process, individual insults its own by thinking that the result of the decision is better and this insulting situation makes the feeling of decision's being irrational and defenseless intensified and it reveals the regret feeling as a result (Zeelenberg et. al, 2002:316). Regret feeling which is so important in the perspective of decision making process is an important issue which is based on a cognitive basis and tried to clarify with the studies focused on counterfactual consideration (Roese et. al, 2007:25).

Zeelenberg and Pieters (2007:5) have investigated the academic studies related to regret carried out between 1945 and 2005 and discussed that there is a significant increase in the studies carried out in this field in their studies. In spite of this finding and although there are numerous studies carried out on the regret, it is known that the studies carried out on the results and antecedents of regret are so restricted (Keaveney et. al., 2007:1207). In this study, the regret phenomenon will be handled in the perspective process of purchasing decision making and decisions of consumption and the regret concept will be used as covering the regret felt before purchasing and after purchasing.

2.2 Other Feelings Related to the Regret

Regret can be confused with the dissatisfaction, disappointment and doubt felt after purchasing due to its being a negative feeling. Actually, they have intimate relationship although these phenomenon are not the same with the regret. However, when the regret is compared with the other negative feelings like anger, fear and disappointment, it can be said that individual is present more in the center when it is compared with all other negative feelings. (Zeelenberg and Pieters, 2007:6).

- **Dissatisfaction:** Actually, regret is related to the choice but dissatisfaction is related to the results of choices (Tsiros, 1998:50). Thus, dissatisfaction can be appeared as a symptom of the regret or as a result of it. Moreover, the relationship between these two concepts is appeared on intention of repurchasing. Previous studies show that regret is an effective factor on satisfaction and intention of purchasing directly (Bui et al., 2011:1069).

Accordingly, regret felt by individual will affect the level of satisfaction firstly and then, will affect behavior of repurchasing because individual develops some behaviors like avoiding from the product and punishing the marketer in the event of dissatisfaction (Aron, 2000:84).

- **Disappointment:** Both regret and disappointment are the feelings that appear in any event or situation, in a consequence of undesirable results and bad decisions. (Zeelenberg and Pieters, 2004:447). However, the main difference between these two concepts is related the control potential of individual's being higher in the regret than disappointment and so, individuals who feels regret insulting its own more than the individual who feels disappointed. The individual who feels disappointed is more inclined to insult the others and the conditions more than its own. Moreover, while individual focuses on the results of the situations whether he/she chooses or not in the regret, it focuses only the result of choice of him/her in disappointment (Giorgetta et. al., 2013:38; Zeelenberg and Pieters, 2004:448). Thus, these two concepts are differentiated from each other as of their phenomenological forms, qualifications and behavioral results (Lee and Cotte, 2009:457).
- **Doubt:** Doubt is generally a short term emotion felt right after the purchasing in contrast to the regret and disappointment because consumer is dragged from this emotion to the dissatisfaction after he/she uses the product for a while. This feeling is a kind of inconsistency and the reason the doubt is the inconsistency of information, behavior or feelings with each other (Sweeney et. al, 2000:97).

2.3 Regret Types

Regret goes into division according to the current time and duration (Bui et. al., 2011; Zeelenberg and Pieters, 2007). While the regret related to the current time is formed with retrospective (experienced) regret and perceived (foreseen) regret, the regret related to the duration is formed with short and long term regrets. While short term regret states the immediate or direct reaction of the individual toward the defined result which it experienced before, long term regret states the events experienced more quiescently like consideration and fantasies of "what could be" (Bui et. al., 2011:1071). It is possible to name the direct emotional reaction to the result as "hot regret" and to name upsetting fantasies to the "what could be" as less intensified emotion as "sad regret" (Zeelenberg and Pieters, 2007:10).

The regret in the perspective of purchasing behavior can be, according to happening after and in the process of purchasing, classified as result and process regret (Lee and Cotte, 2009). While a regret appearing due to results of making choices is the point of question in the result regret, a regret which is felt because of individual's consideration that it managed the process of making choice wrongly is the point of question even the result is good. Result regret can be felt because of both regret due to not chosen the alternative options and change on the importance level of chosen options. On the other hand, process regret can be felt because of regret arising from not giving needed importance in the process of making decision and getting information or giving excessive importance on it (Lee and Cotte, 2009:456). Evaluating the regret feeling of consumers after purchasing in the perspective of result and process earn high rated foreseen capability of movement to the marketers. For example; an information about a consumer who is feeling regret due to missed alternatives can cause that marketers intensify their attention about making the product show better performance than the other alternatives and making it more attractive (products which have better properties, present the product cheaply etc.). Similarly, obtained information about regret based on change on the importance can cause to make them search the ways of loading more importance on the product (multiple using of product, loading more worth to the product, more liberal return policies etc.). Information about the regret felt after the purchasing can cause to make marketers focus with their attentions to the providing more services to the customers in the process of making decision, providing the customers to reach information more easily, meaning that providing the customers better guidance (Lee and Cotte, 2009:461).

2.4 Regret and Consumption

While the regret theory is used by economists in order to explain the irrational decision processes at first, it is also used by marketers in order to provide deeper perspective to the behaviors of the consumers afterwards (Bui et. al., 2011:1068). Because it is clear that regret is a part of life and there is notably less decision purged from this feeling when it is considered even daily decisions of a consumer (Zeelenberg and Pieters, 2007:3).

It is obtained that when the regret is mentioned, missed education (32%) and career opportunities (22%); mutual romantic relationships (15%) and the issues related to the family (10%) come to mind firstly rather than situations related to consumption (Inman, 2007:23). However, handling the regret in the frame of consumption activities and general consumer behaviors is thought as an important issue in the name of marketing theoreticians and professionals of marketing. Moreover it is possible to get deeper results by relating the poor financial decisions

(wrong investment decisions, consumption harmful products behavior, excessive consumption etc.) with the issues which have social effects and resulting possible regrets (Inman, 2007:22).

Consumers can feel regret stemming from the action or inaction (Kurt and Bayraktaroğlu, 2013:554). So that, regret can appear not only when there is an action with a decision but also when there is a present situation and cause a result which is less desired than the decision which would be experienced via an alternative decision. (Bui et. al., 2011:1070).

Consumers compare the brand choices which they have experienced with the (alternative) decisions which they have abandoned. So that, it is important to raise the positive brand evaluations of the consumers to the upper level in a period. Moreover, it is possible to make them do this comparison with the help of counterfactual consideration even there is no alternative brand for the consumers. Thus, it is important that marketing professionals minimize the regret with the help of communication efforts after the purchasing even if marketing professionals have not information about the alternative brand. So that, regret has a positive effect on changing the brand intention but has a negative effect on the level of satisfaction (Bui et. al., 2011:1083). Accordingly, regret has an important role for the side of marketing professionals who want to both create brand loyalty and restructure the relationships with the customers who have the bad experiences with the brand (Bui et al., 2011:1083).

Regret is an emotion which is related to dissatisfaction and considerations, emotions and desired actions which can cause to change product or service (Keaveney et. al., 2007:1207). Previous studies show that regret has a direct effect on the satisfaction and purchasing intention (Bui et. al., 2011:1069). For example, low satisfaction has a negative effect on repurchasing intention and cause to face the alternative brands and negative communication against the product which is regretted (Saleh, 2012:107). However at that point, while effects of the regret on the satisfaction and purchasing intention are evaluated, it must be considered the regret levels of the individuals concerning the product and service and their different perspectives towards the cognitive evaluation of the regret. Because the evaluations of the consumers towards the product and service concerning the regret must be differentiated from each other. When it is investigated the related literature, causing level of services to the regret is lower than of product according to someone (Keaveney et. al., 2007:1209). For example Tsiros and Mittal (2000) state that evaluating the performance of service is more difficult than the evaluation of performance of the product. If it is considered that the regret appears as a result of a comparative thinking process, it can be said that alternative numbers in the question of services are more restricted than of products and so, the argument that the regret which is felt in services is relatively low can be strengthened (Keaveney et. al., 2007:1209). On the other hand, rareness of the comparable alternatives of services can make the services defenseless in that matter because of counterfactual consideration or comparisons made with the imaginative comparing. So that, while the evaluations concerning the products' being concrete, objective, constant and durable make the products poor candidates for the imaginative evaluations, evaluations concerning the services' being abstract, subjective, variable and temporal make the services strong candidates for the imaginative evaluations (Keaveney et. al., 2007:1207).

As well as regret feeling appears in different forms in products and services, it is possible to detect differentiations between the reason of this feeling and forces even between different product and service types. For example, regret feeling can be felt in different levels in basic need products (toothpaste, soap etc.), shopping products (dress, shoes etc.) and special products (car, house etc.) jobs which individuals have, their incomes concerning their jobs and so social class where they are present can be classified as the factors which trigger the regret feeling (Ali and Ramay, 2011:506).

2.5 Factors Effective on the Regret

Regret is a universal feeling which can be met on almost all individuals all around the world. Accordingly, regret feeling has a property beyond the limitations like age, sex, race, culture, nation, religion, language, social status and geographical location (Zeelenberg and Pieters, 2007:5). However it is a reality that these socio – demographic and geographical factors can be effective on the point of feeling regret emotion or dealing with this feeling. For example, the situation of dealing with the psychological results of regret can be differentiated according to the age. It is considered that the possibility of the old's feeling this emotion or not dealing with is lower than the young because they are more solemn and controlled concerning the decision making and they are more experienced in most of the issues than the young. Moreover, it is considered that the situation of dealing with the regret can be differentiated according to the sex. Thus, it is considered that women are more inclined to feel regret than the men because the women are more sensible and emotional creatures than the men. In addition, the women are more inclined to the comparative thinking and they strengthen the possibility of happening this feeling with these properties (M'Barek and Gharbi, 2011:14).

When the literature concerning the regret is investigated, in the study concerning unplanned shopping behavior and concerning whether the regret differentiates according to the sex or not as a result of this unplanned behavior, a relationship between unplanned shopping behavior and regret has been detected in the positive direction (Saleh, 2012:106). In addition, it is discussed that the men are more defenseless than the women at the point of the regret after unplanned shopping (Saleh, 2012). The assumption which strengthens this consideration is that the women are more inclined to make unplanned shopping and deal with its results than the men, even they are used to regret from the point of shopping and visiting the shopping malls frequencies (Saleh, 2012:115).

As it is seen, as well as the regret is a universal feeling, there are numerous variables which affect the reason of feeling this emotion and its duration, which feed this emotion or help dealing with this emotion. In literature it is mentioned the presence of situational factors like worth, perceived responsibility, right of the decision, regressing from the decision, timing of the decision which increase the appearance or severity of regret after the purchasing. (M'Barek and Gharbi, 2011:14). In addition, both factors like self-esteem, eagerness of comparison, adaptation in time, optimism and pessimism, avoidance from the risk, ruminative consideration etc. and factors like sex, age and income are effective on the regret as well as the situational factors (M'Barek and Gharbi, 2011:14).

2.6 Research Questions

In this study, the regret will be handled in three point of views as the regret concerning the purchasing process, the regret concerning after the process of purchasing and the regret concerning the general life. Thus, in this study, the relationship between the regret concerning the general life which is expressed as inclination level of regretting concerning decisions which the individuals make generally and frequently in their general life and level of regretting of result and process regret concerning the purchasing decisions which the individuals make as consumers. In this direction, the followings are defined as the first two research questions;

RQ-1: Is there any relationship between the regret concerning the general life and the regret concerning the process of purchasing?

RQ-2: Is there any relationship between general regret and the regret concerning after the process of purchasing?

On the other hand, it is foreseen that the individuals as consumers can be formed in the direction of characteristic properties of their regrets concerning their general life, their regrets concerning the process of purchasing and their regrets concerning after the process of purchasing. Moreover, it is considered that investigating their regrets concerning their general life, their regrets concerning the process of purchasing and their regrets concerning after the process of purchasing in the perspective of consumers' characteristic properties concerning their behaviors without thinking contributes to marketing literature and marketing professionals by regarding that one of the most important reason of regret is behaving without thinking (M'Barek and Gharbi, 2011). Thus, it is foreseen that utilization of 12 different characteristic properties (impulsive, careless, self-controlled, extravagant, farsighted, responsible, restrained, easily tempered, rational, methodical, enjoy spending, a planner) which are present in the "consumers' behaving without thinking" scale developed by Puri (1996) will serve the aim mentioned in previous sentence. In the direction this approach the following question is defined as the third research question of this study:

RQ-3: Which characteristic properties (impulsive, careless, self-controlled, extravagant, farsighted, responsible, restrained, easily tempered, rational, methodical, enjoy spending, a planner) are effective on regret concerning their general life, regret concerning the process of purchasing and regret concerning after the process of purchasing?

3. Method

3.1 Aim of the Study

The aim of this study is to investigate the relationships among the regret concerning general life, regret concerning the process of purchasing, regret concerning after the process of purchasing and inclination of behaving without thinking and to try to determine consumer characteristic properties which are effective on the regret concerning their general life, regret concerning the process of purchasing, regret concerning after the process of purchasing.

3.2 Population and Sampling Process

The type of this study is a mass study in the context of handling the time. Target population of the study is formed by the students of Eskisehir Osmangazi University (Turkey) and Karamanoglu Mehmet Bey University (Turkey). In this study, convenience sampling method from the sampling based not to probability is applied because of the trouble of achieving the sampling and the limitation of time. In the process of data collection, 350 questionnaires have been applied on the participants for the study and evaluation has been made thorough 327 questionnaires

because it has been determined that there are some mistakes and deficiencies on 27 questionnaire forms. In the questionnaire form, there are 33 items and two multiple questions in order to determine demographic properties. In the light of this information, the rate of participants to this study, in other words participants per item is approximately 10. Moreover it can be seen that sampling size of the study has met the minimum sampling size criteria (for parametric analysis in social sciences) which is $N > 50 + 8M$ (M = independent variable number) discussed by Tabachnik and Fidell (2007, p.123).

3.3 Data Collection Method and Tool

The questionnaire has been applied as the data collection method. Data of the study has been collected through the questionnaire form and with the method of take and drop. The questionnaire form is formed by two part; 33 items and two multiple questions in order to determine demographic properties of the participants. In the first part, there are “regret scale” developed by Schwartz et al. (2002) “post-purchase consumer regret scale” developed by Lee and Cotte (2009) and “consumer impulsiveness scale” developed by Puri (1996). The “regret scale” developed by Schwartz et al. (2002) is a five items and one dimensional scale which gauging the general regret level of the individuals concerning their general life. “post-purchase consumer regret scale” developed by Lee and Cotte (2009) is a scale formed with total 4 sub-dimension like regret due to foregone alternatives, regret due to a change in significance, regret due to under-consideration and regret due to over-consideration and total 16 items. Moreover, the sum of regret due to foregone alternatives and regret due to a change in significance items the outcome regret and the sum of regret due to under-consideration and regret due to over-consideration items the process regret, which are the sub-dimensions of this scale. Thus in this study, regret concerning after the process of purchasing and regret concerning the process of purchasing have been gauged in this direction. Finally, “consumer impulsiveness scale” developed by Puri (1996) is 12 items and one dimensional scale which expresses 12 different characteristic properties. In the second part of this questionnaire which is the tool of collecting the data, there are two multiple questions in order to gauge the sexes and monthly income of the participants.

Agreement degree for the scale items in the questionnaire has been digitized with Likert rating with seven between “Totally Agree – Totally Disagree”. In order to provide inner validity of scales, expert views are considered and translation and re-translation methods have been applied. Moreover, final draft of the scale items has been given via pilot questionnaire application. The reliability of the items in the scales has been determined by Cronbach Alpha coefficient. Evaluating the data has been performed with the help of Spss 18.0 program.

3.4 Limitations of Research

- i. This study is applied on the students of Eskişehir Osmangazi University and Karamanoğlu Mehmetbey University by using convenience sampling method from the sampling based not to probability because of the trouble of achieving the sampling and the limitation of time. This is why it is impossible to generate the results of studies on all people and outer validity’s being high. In addition, it is considered that the sampling size has enough number because the main concern of this study is a theory test rather than generalizability.
- ii. The results of this study is limited with the period of collected data (July 2013-August 2013).

4. Findings

Table 1. Demographic properties of participants

Demographic Property	Frequency	Percentage (%)
Sex		
Male	157	48.0
Female	170	52.0
Monthly Income		
750 TL and lower	203	62.1
751 TL–1500 TL	97	29.6
1501 TL–2250 TL	14	4.3
2251 TL and higher	13	4.0
Total	327	100.0

As seen on Table 1, the number of male (48.0%) and female (52.0%) is close to each other. In addition, when it is looked at the monthly income levels of the participants, it can be seen that most participants rank in “750 and lower” interval. The main reason of this result is that the study has been performed on the student samplings.

Table 2. Internal consistencies of the scales

Scale	Number of Item	Number of Item After Internal Consistency Analysis	Cronbach's Alpha Coefficient
Regret scale	5	4	.748
Post-purchase consumer regret scale	16	16	.869

As seen on Table 2, it can be seen that internal consistency levels are higher than the internal consistency acceptance limit (0.70) offered by Nunnally (1978:245). In addition number of item on “regret” scale has been dismissed because it decreases the internal consistency.

Table 3. Results of regret scale factor analysis

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.738
Bartlett's Test of Sphericity		Sig. .001
Component	Rotation Sums of Squared Loadings	
	Percentage of Variance	Total Percentage
1	57.245 %	57.245 %
Rotated Component Matrix		
regret2	.822	
regret4	.779	
regret3	.735	
regret5	.683	

Rotation Method: Varimax with Kaiser Normalization

As it is understood from the values of KMO (0.738; $p=0.001$) in Table 3, items of “regret” scale is applicable for the factor analysis. In addition, it is determined that total 4 items which are put to factor analysis has explained approximately 57% (57.245) of total variances.

Table 4. Post-purchase consumer regret scale factor analysis results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.817
Bartlett's Test of Sphericity		Sig. .001
Component	Rotation Sums of Squared Loadings	
	Percentage of Variance	Total Percentage
1	19.094 %	
2	18.240 %	
3	16.466 %	66.363 %
4	12.563 %	
Rotated Component Matrix		
	Component	
	1	2
r.d.f.a.1	.800	
r.d.f.a.2	.794	
r.d.f.a.3	.693	
r.d.f.a.4	.689	
r.d.c.s.1	.633	
r.d.c.s.4		.471
r.d.c.s.2		.772
r.d.c.s.3		.717
r.d.u-c.3	.854	
r.d.u-c.2	.807	
r.d.u-c.1	.729	
r.d.u-c.4	.717	
r.d.o-c.2		.845
r.d.o-c.3		.825
r.d.o-c.1		.781
r.d.o-c.4		.736

Rotation Method: Varimax with Kaiser Normalization

As it is understood from the values of KMO (0.817; $p=0.001$) in Table 4, “post-purchase consumer regret” scale is applicable for the factor analysis. In addition, it is determined that total 4 items which are put to factor analysis has explained approximately 66% (66.363) of total variances. Finally, regret due to a change in significance-1 item has been dismissed from the scale because it has not been loaded the same factor with the items other regret due to a change in significance. The sub-dimensional-sum of “regret due to foregone alternatives” and “regret due to a change in significance” will be handled as “regret concerning after the process of purchasing” and the sub-dimensional-sum of “regret due to under-consideration” and “regret due to over-consideration” will be handled as “regret concerning the process of purchasing”, of “Post-purchase consumer regret” scale. Such an application has been performed in the direction of offerings of Lee and Cotte (2009).

Table 5. Scale averages in the context of demographic properties

	General regret concerning the life		Regret concerning the process of purchasing		Regret concerning after the process of purchasing	
<i>Sex</i>	<i>M</i>	<i>sd</i>	<i>M</i>	<i>sd</i>	<i>M</i>	<i>sd</i>
Male	4.61	1.38	4.12	1.31	4.03	1.23
Female	4.69	1.45	4.28	1.29	4.18	1.07
<i>Monthly Income</i>	<i>M</i>	<i>sd</i>	<i>M</i>	<i>sd</i>	<i>M</i>	<i>sd</i>
750 TL and lower	4.68	1.38	4.28	1.25	4.17	1.09
751 TL–1500 TL	4.58	1.50	4.03	1.35	3.91	1.15
1501 TL–2250 TL	4.57	1.57	3.79	1.47	3.96	1.68
2251 TL and higher	4.69	1.11	4.74	1.46	4.72	1.12

In Table 5 above, averages and standard deviations related to the regret concerning general life, regret concerning the process of purchasing, regret concerning after the process of purchasing and inclination of behaving without thinking are present in the direction of their sexes and monthly incomes. In addition, as a result of independent samples t-test and one way Anova tests, in conjunction with the sex and monthly income, it has been determined that the levels of regret concerning general life, regret concerning the process of purchasing, regret concerning after the process of purchasing is not differentiated as statistically and meaningfully.

Table 6. Normality test results of data

Scale	Skewness	Kurtosis
Regret (regret concerning general life)	-.613	-.105
Process Regret (regret concerning the process of purchasing)	-.392	-.549
Outcome Regret (regret concerning after the process of purchasing)	-.169	-.099

It can be seen that skewness and kurtosis values concerning the scales showed in Table 6 meet the conditions of +1.00 skewness-kurtosis interval discussed by Huck (2008:29) concerning the normal distribution of the data and of +3.75 skewness-kurtosis interval discussed by Tabachnick and Fidell (2007:741). This is why it can be said that data set of this study do not violate the normal distribution conditions which is a pre-conditions of parametric analyses.

Table 7. Correlation analysis results concerning the investigation relationship between regret types

	General regret concerning the life	Regret concerning the process of purchasing	Regret concerning after the process of purchasing
General regret concerning the life	1	.367**	.293**
Regret concerning the process of purchasing	.367**	1	.596**
Regret concerning after the process of purchasing	.293**	.596**	1

** $p < .01$

As it can be seen in Table 7, it has been detected positive statistically meaningful relationship between participants' general regret level concerning general life and regret concerning the process of purchasing as ($r=0.367$, $\text{sig}=0.001$), between participants' general regret level concerning general life and regret concerning the process of purchasing as ($r=0.293$, $\text{sig}=0.001$) and between the regret concerning the process of purchasing and regret concerning after the process of purchasing as ($r=0.596$, $\text{sig}=0.001$).

Table 8. Regression table concerning determination of characteristic properties effective on regret

	Model-1 (Dependent variable) General regret concerning the life		Model-2 (Dependent variable) Regret concerning the process of purchasing		Model-3 (Dependent variable) Regret concerning after the process of purchasing	
Independent Variables	β	t	β	t	β	t
impulsive	.042	.648	.083	1.272	-.048	-.732
careless	.041	.614	.173*	2.543*	.166*	2.434*
self-controlled	-.002	-.027	.039	.674	.019	.335
extravagant	.120	2.026*	.105	1.737	.018	.289
farsighted	.093	1.508	.083	1.320	-.001	-.012
responsible	-.118	-1.629	.073	1.003	.054	.737
restrained	.155	2.262*	.093	1.338	.104	1.477
easily tempered	.154	2.770*	.013	.235	.082	1.452
rational	.023	.346	.023	.343	.053	.785
methodical	.059	.917	-.044	-.665	-.097	-1.469
enjoy spending	.157	2.787*	.098	1.711	.149*	2.598*
a planner	.090	1.407	.047	.728	.170*	2.618*

*statistically significant

In each of three models in Table 8, meaningful level is determined as $\text{sig}=.001$. In other words, each of three models are meaningful models as statistically. As it can be seen on Table 8, characteristic properties effective on the regret have been determined as; extravagant ($\beta=.120$; $t=.648$), restrained ($\beta=.155$; $t=2.262$), easily tempered ($\beta=.154$; $t=2.770$) ve enjoy spending ($\beta=.157$; $t=2.787$). The only characteristic property effective on the regret concerning the process of purchasing is careless ($\beta=.173$; $t=2.543$). Finally, the characteristic properties effective on the regret after the process of purchasing have been determined as; careless ($\beta=.166$; $t=2.434$), enjoy spending ($\beta=.149$; $t=2.598$) and a planner ($\beta=.170$; $t=2.618$).

5. Discussion and Conclusions

As a result of this study, it has been determined that there is a meaningful positive relationship among the levels of general regret concerning the life, of regret concerning the process of purchasing and of the regret after the process of purchasing. This obtained result presents that individuals who always feel regret and cannot be pleased easily in their life feel also regret emotion in their consumption decisions. In other words, as the inclination of regret concerning the life increases, regret concerning the process of purchasing and concerning after the process of purchasing also increase. This result present that the regrets of the consumers in their decisions of purchasing are formed not only in direction of performance concerning only product or service but also in the direction of their inclinations. Regret is an emotion related to thoughts, emotions and desired actions which can cause dissatisfaction or change in product or service (Keaveney et. al., 2007). It can be derived that individuals whose inclination of general regret concerning the life is high has lower level of brand loyalty when the defining is synthesized with the results of the study. Thus, it is known that regret concerning the purchasing which is related to general regret and this study causes a negative effect on the intention of repurchasing, facing to alternative brands and negative communication about the brand which has been regretted (Saleh, 2012). Individuals whose level of inclination of general regret is high can refer to factors like promotion for their behavior changes not to their inclinations. In this situation, it can be considered that the event forming general regret inclination concerning the life to inevitable regret emotion concerning the purchasing covers the ignoring by the consumers via the promotions. When it is considered that brand changing behavior based on the promotion has the positive relationship with time pressure (Doğan and Özkara, 2013), it can be discussed that there is a time pressure at the background of regrets concerning the general life and concerning the purchasing decisions. Thus, investigating the relationship between the time pressure and regret phenomenon in consumption can make meaningful contributions to the marketing literature.

Again, it has been discussed that characteristic properties like extravagant, restrained and easily tempered are effective on the general regret concerning the life in this study. Obtained result is an important finding in order to determine individuals whose level inclination of the regret concerning general life is high clearly. In addition, it has been discussed that the characteristic property of “careless” is effective on the regret concerning the process of purchasing and the characteristic properties of “careless”, “enjoy spending” and “a planner” are effective on the regret concerning after the process of purchasing. In the light of this result, it is possible to argue that consumers’ level of regret concerning the process of purchasing and concerning after the process of purchasing, of dissatisfaction and inclinations of changing the brand will be high, who has a careless characteristic property.

Regret feeling has a property beyond the limitations like age, sex, race, culture, nation, religion, language, social status and geographical location (Zeelenberg and Pieters, 2007). Thus, the results of this study provides important implications in the name of defining characteristic of the regret feeling more clearly.

Finally, when it is considered that there is a positive relationship between unplanned purchasing and perceived time pressure (Saleh, 2012) and perceived time pressure cause unplanned purchasing (Torlak et al., 2013), it is thought that investigation of the relationship between regret feeling and perceived time pressure will provide important contributions in the name of richen the marketing literature in the future studies.

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