

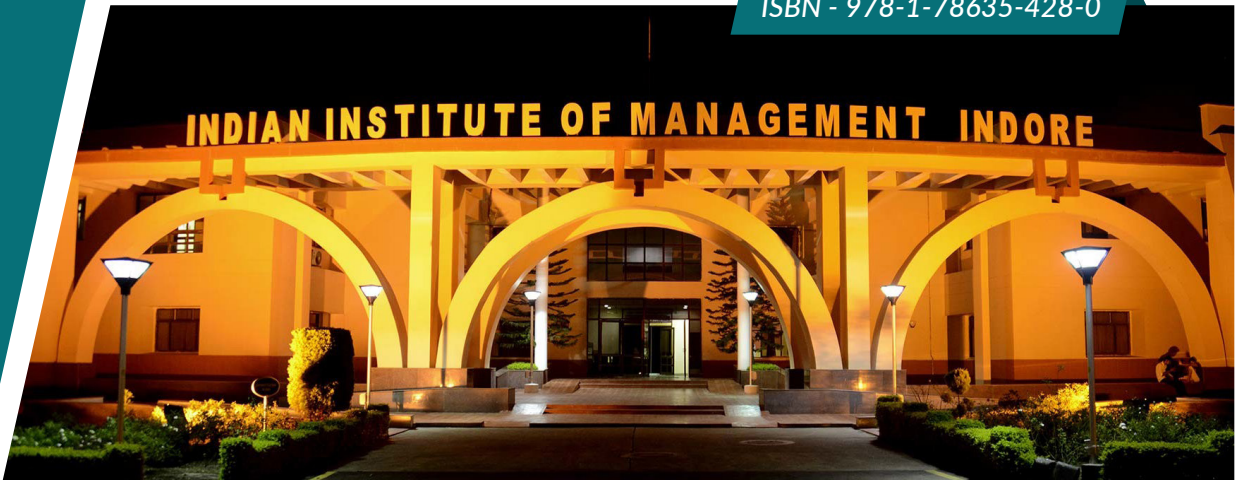


Book of Abstracts 2019

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Consequences of Cognitive Dissonance in Online Shopping: Conceptual Framework

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Abstract

Indian retailing environment has undergone a transformation over the past few years, a number of E-tailing organizations have cropped up and many of the conventional retailers are also adopting e-tailing to a greater extent. India is witnessing a huge shift in its demographics with more than 34% of its population being constituted by millennials. However, due to their higher awareness of technology and increasing plethora of choices, the customers in this age group can prove to be disloyal consumers with a lower probability of repurchase intentions. Most of the E-tailing organizations have been frantically finding ways to acquire and retain consumers, however, there is a saturation in the rising number of consumers. The paper provides a perspective to the e-tailing organizations as to how cognitive dissonance can cause several negative implications. The objective of this paper is to identify the significant consequences of cognitive dissonance in online shopping and to propose a conceptual framework that can be further tested by empirical research. The paper attempts to address the gap of understanding the consequences of cognitive dissonance within the Indian context. The methodology used for the study is a systematic literature review of peer-reviewed papers, websites, books, and reports on the basis of keyword search. Journal papers were mostly Scopus indexed, indexed on Ebsco, IEEE journals. The findings indicate significant consequences of cognitive dissonance on satisfaction and Word-of-Mouth (WOM). Online Shopping Experience (OSE) is moderating the relationship between satisfaction and cognitive dissonance.



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