

# Post-Purchase Dissonance

Marketing

The doubt after a big decision, and what reduces it.

*Causes and remedies.*

## **Raises dissonance**

**High price relative to income**

**Attractive rejected alternatives**

**Irreversible or hard to return**

**Public and visible choice**

**Long delay before delivery**

## **Reduces it**

**Confirmation and clear next steps**

**Onboarding that delivers early value**

**Accessible support at the right moment**

**Reassurance in owner communications**

**Easy returns, which are rarely used**

**Advertising is read most attentively by people who have just bought.  
Reinforcement is part of its job, not waste.**