

Reversibility: The effects of taste versus quality

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Abstract

While individuals generally prefer reversible decisions, extant research has shown that it actually lowers satisfaction than irreversible decisions. However, are reversible decisions detrimental for satisfaction for all decisions? In two studies, we show that reversible decisions lower satisfaction when it is based on quality. However, the detrimental effects of reversibility on satisfaction is attenuated when decisions are based on taste. These findings make novel contributions to research on reversibility and consumer beliefs on product differentiation, as well as practical implications for marketers on returns and customer satisfaction.

Keywords: *reversibility; taste; quality*

Track: Consumer Behaviour