

Understanding Post-Purchase Regret in Tourism E-commerce Livestreaming

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Cite as:

Jiang Yangyang, Stylos Nikolaos, Huang Yijin, Lyu Cenhua (2025), Understanding Post-Purchase Regret in Tourism E-commerce Livestreaming. *Proceedings of the European Marketing Academy*, 54th, (125219)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



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Abstract

Following the COVID-19 pandemic, a considerable number of tourism businesses have engaged in livestreaming promotional endeavors. Despite this, a substantial impediment persists in the form of diminished conversion rates. Moreover, many customers who purchased travel-related products have canceled their orders before traveling. This study aims to explore the factors that lead to post-purchase regret before and after consumption. Data were gathered through semi-structured interviews. We found that impulsive consumption, skeptical consideration, and objective factors are the three main reasons for post-purchase regret prior to the actual consumption of the tourism product. Following consumption, the primary causes of post-purchase regret include service asymmetry, process difficulties, and inefficient after-sales service. This research thus provides an in-depth understanding of consumer behavior in tourism e-commerce livestreaming and offers managerial implications for tourism businesses.

Keywords: live streaming; post-purchase regret; tourism services

Track: Tourism Marketing