

Example of essay on product satisfaction

[Sociology](#), [Shopping](#)



When we bring any newly purchased product, it gives us pleasure and excitement which remains intact for some time. Though amount of pleasure or excitement depends upon the utility and exclusivity of the product, it decreases gradually with time. People have a propensity for newly possessed items and this is one of very common and natural characteristics of almost every human beings.

People start feeling apathetic about such goods and their excitement for newly purchased products decreases after a certain period of time. When such product gets damaged or stops working, it causes trouble for the user and after getting things fixed, user again feels good but the amount of pleasure does not remain same as it used to be when the product was purchased. There is a difference between amount of happiness and excitement for getting new things and getting things repaired.

The difference of happiness for newly purchased items and repaired items also depends upon the price, features, period and purchasing capacity of the user. If a person is in capacity of purchasing new things without much botheration, he would be less happy for the repaired items on the other hand, if a person is not in condition to purchase new item, he will be happier after getting the item repaired. There is one exception of such behavior though; in some cases, people are emotionally attached with old things, they feel happy with their old things and happier after getting such older things in order. Such behavior of people, instead of being strange, is one of basic behaviors of human being. Since time immemorial, People have a tendency to like and adopting new things and leaving their old things or past behind.