

The Peak–End Rule

How Impressions Become Memories



<https://www.nngroup.com/articles/peak-end-rule/>

I WANT TO BE REMEMBERED!!!

In the bustling digital marketplace, businesses strive to stand out, offering unique products and services. Yet, it's not just the product that keeps customers coming back. It's the entire customer experience from the moment the customer first interacts with the business to the last touch point. As Maya Angelou wisely said, "People will forget what you said, people will forget what you did, but people will never forget how you made them feel."

By evaluating the customer recollective online purchase experience using the peak-end rule this research delves into the online shopping journey, seeking to understand the moments that matter most to customers. Using the peak-end rule, the study aims to pinpoint the stages where shoppers feel the highest satisfaction and how these moments influence their overall recollection of the experience.

A study was conducted by Linda Viljoen, a [Master's](#) student in the [Department of Marketing Management](#). The research breaks down the online shopping experience into eight distinct stages, from the initial need for the item/service to the moment the item/service arrives. Each stage is meticulously analysed, followed by evaluating the individual response within the journey of 262 respondents using the peak-end rule, focusing on the moments of highest satisfaction.

The peak-end rule, which emphasises the most intense and final moments of an experience, plays a pivotal role in shaping customer recollection. Time doesn't significantly impact memory recall; rather, it's the peaks and ends that linger in the mind. There are distinct moments within the customer journey that are remembered.

This means for companies that offers an online shopping experience, instead of making the entire experience better, companies should focus on two points within the customer journey, namely the peak and the end. By meticulously creating better experiences within these moments, companies can ensure a more positive customer recollection of the experience. For businesses, understanding these pivotal moments can be a game-changer. By enhancing the peak experiences and ensuring a positive

end to the shopping journey, companies can leave a lasting impression, fostering loyalty and repeat business. Not only does this have the potential to lower company expenditure, but increase the need to really understand customer heuristics and the physiological journey of customers within an online shopping experience.

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This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2023 with the [Department of Marketing Management](#) by Linda Viljoen under the supervision of [Prof. Adré Schreuder](#).