

Cognitive Dissonance: Dissonant Buying Behaviour of Consumer towards Cell Phones



ISBN: 978-81-924713-8-9

Omvir Gautam

V.K Singh

Pooja Agrawal

GKV

(omvircool@gmail.com)

This article explores the implications of psychological feature dissonance on varied aspects of consumer shopping behaviour. A number of the factors resulting in dissonance post purchase and prior to it are comprehensively studied in this article. It is not certain that cell phone users are fully satisfied since they are usually confused with abundant information during purchasing period. It begins with the identification of the degree of involvement in the purchase of a product which creates dissonance for a consumer. The higher the degree of purchase involvement on behalf of the patron, the lesser would be his dissonance level. If a consumer takes the purchase decision by his own, he/she would be a lot of gorged along with the decision as compared to an acquisition decision taken in consultation with others. Additionally it is proposed, that the longer a consumer devotes to his purchase decision, the lot of content he would be along with his decision and lesser would be the dissonance hooked up with the choice. The study additionally unveils that, a consumer is probably going to face a lot of dissonance over his decision, which involves the purchase of branded and sophisticated cell phones whereas less dissonance was found to be associated with the purchase of low featured cell phones. In other words, purchase of branded cell phones would create customers a lot of dissonant as compared economical cell phones. Furthermore, there's ample area for enhancements. For marketers, the patron perceptions toward communication messages ought to incline high priority. The messages got to be simple and clear within the consumers' interpretation. Hence, present study will act as a catalyst for consumers owning branded cell phones.

Keywords: Consumer behaviour, cognitive dissonance, cell phones, marketing, consumer dissonance.

1. Introduction

When a purchase takes place, the company or the sales force can start the relationship with the customer. We must take into account that the beginning of this relationship is in coincidence with post-purchase stage, when the consumers feel the purchase is over. In purchasing a cell phone, comparing the alternatives available to consumers, they may feel a mental discomfort, since consumers have to make one choice out of many. This discomfort intensifies as the consumer makes a purchase of high involvement such as a more featured cell phone or a basic-featured (Solomen *et al.* 2012). This feeling is professionally coined as “cognitive dissonance” Kotler (2011). In this situation, consumers feel as if they are involved in annoying comparisons of buying another choice or making the purchase from another brand. Dissonance in consumer behaviour has captured the imagination of the marketers the world mover. Since consumer behaviour and its extensive study has been a root cause of the marketing strategy of every firm, a detailed and comprehensive study of all its aspects become imperative for the success of an organisation. The concept of cognitive dissonance and its effect on the consumer behaviour while purchasing a branded cell phone is of great significance. Various significant research studies as well (Aronson 1969) one of the greatest author even termed it one of social psychology's greatest theories.

Cognitive dissonance is a psychological phenomenon that occurs when there exists a discrepancy between what a person believes in and the outcome. Festinger described cognitive dissonance as a state which comes into existence when a person gets confused between two cognitions (thoughts), which cannot exist together and hence create tension for him. As the person believes both the thoughts to be true, it invokes mental tension in his mind. The resulting dissonance motivates the individual to bring harmony to inconsistent elements and thereby reduce psychological tension. Dissonance is known to arise mainly in three ways – First, any logical inconsistency can create dissonance. Second, dissonance can be created when a person experiences an inconsistency either between his attitude and his behaviour or between two of his behaviours. Third, dissonance can occur when a strongly held expectation is disconfirmed, notes (Loudon & Della Bitta 2002). All these mentioned functions were pervasive and imperative for a consumers.

Dissonance occurs once a decision has been made as prior to making a decision an individual had an option of adjusting to any attitude or behaviour which he deemed right as per his choice but once a decision is being made, a commitment has been established between the buyer and the consumer, where he cannot further adjust himself and is liable to stick to his decision. This commitment and restriction might invoke dissonance in the consumer. India's home grown handset manufacturer Micromax has overtaken Samsung as the country's largest handset maker. As per the data released by Hong Kong-based counterpoint technology market research, Micromax was leading with a market share of 16.6 percent for the period of April-June of this year as compared to 14.4 percent share of Samsung. Market share of Micromax jumped from 13 percent in the January-March quarter. Nokia settled as the third largest handset maker at 10.9 percent, while another Indian manufacturer

Karbons captured a share of 9.5 percent during the period. In the Smartphone segment, Samsung however continued to top the table with a share of 25.3% in April-June quarter, followed by Micromax and Karbons at 19.1 percent and 5.9 percent market share, respectively.

Motorola, which re-entered the Indian market with an exclusive tie-up with e-commerce website Flipkart, bagged the fourth position in this category with a market share of 4.3 percent, overtaking Nokia which closed at 4 percent during the quarter under review. As per the data, overall mobile phone market grew a modest 2 percent annually, while the Smartphone segment grew 68 percent annually as demand for feature phones fell 16 percent annually in the three-month period. "Majority of growth in smartphone segment during the quarter was driven by long tail of local and other Asian brands operating in this huge market," said the release issued by Counterpoint Technology Market Research. "Micromax has widened the gap with the third largest smartphone player as the race for the third place is up for grabs with fierce competition between Karbons, Motorola, Celkon, Nokia, Apple and Sony,".

Indian brands together captured more than two-thirds of the total cell phone shipments. Intense cognitive dissonance can be seen as the shift is observed from less-technological cell phone to higher one. It causes dissatisfaction among consumers and leads to buyer's remorse (Lake 2009). Alternatively; buyer may regret making the purchase. There are some evidences from various researchers propounded ways to reduce the dissonance caused can have on cognitive dissonance as to influence buyer behaviour after a purchase. Thus, it is important to empirically examine the relationships between the variables. Brands and consumers have an inseparable relationship. Micromax had started working on CRM strategies due to which its shares jumped across the whole globe up the rankings becoming the tenth largest handset brand in terms of mobile phone shipment volumes. As per the experts, the competition is expected to intensify further in the Smartphone segment with the entry of Asian players like Xiaomi, Gionee, Huawei and Asus as they offer premium-like hardware at an aggressive price-point attracting young tech-savvy but price-conscious urban buyers.

2. Theoretical Background and Literature Review

Researchers regarded cognitive dissonance from different perspectives. The latter can encourage incremental sales, and other incentives that finally can end in cost savings for the company (Palmatier et al. 2007) and through utilitarian and hedonic value lead to customer loyalty (Chiu et al. 2005). (Palmer 2006) also mentioned that relationship marketing has three levels including tactical, strategic, and philosophical levels. Dimensions of cognitive dissonance orientation are also included in the literature. According to (Palmer 1996) commitment, interdependence, and trust are central to relationship marketing. (Pressey and methews 2000) also outlined high commitment, high trust, open communication, and long-term relationship as the indicators of relationship marketing. This dimension mainly looks for establishing loyalty. Empathy is the dimension enabling the two parties to see the situation from the perspective of each other in a cognitive sense and understand the desires and goals of someone else. Reciprocity is the dimension that causes each party to provide favour for the other in return of favours. Trust is the belief about the intentions of the other party within the relationship and, as a result, is the level to which each party feels that they can rely on the promise of the other. Trust is considered as the heart of other dimensions, since the greater the trust, the longer the relationship (Berry 2002; Yau et al. 2000).

Once the purchase has been made, a human mind starts assessing the pros and cons of the purchase transaction made. This phenomenon leads to emanation of myriad of conflicting thoughts in the mind of the buyer. The positive aspects of a choice forgone and the negative aspects of the decision made create ascending strain in the human mind and make the buyer rethink about the decision made, notes (Kassarjian and Cohen 1965). Dissonance though is a psychological concept but has a great bearing on the way consumers plan their purchase and effect of the purchase made on their future alliance with the organisation. In an era of marketing, where a consumer is spoilt with a plethora of choices as regarding the product to buy, it is difficult to avoid a situation of confusion which leads to dissonance among the consumers. Since cell-phones are augmented with enormous features. However, consumers make their efforts in different ways to reduce the conflicting views which arise in their mind. When a purchase transaction gets completed, most of the consumers feel that their decision has got hugely effected by the words of mouth, sales interventions and deeply involvement in variety-seeking. Hence, their cognitive consistency has been compromised to the various marketing interventions made by the seller (Bell 1967; Cummings and Venkatesan 1976).

(Menasco and Hawkins 1978) measured this conflict as far as the buy choice trouble that the shoppers feel while settling on a choice which prompts cacophony arousal. (Kumar et al. 2003) utilized the term relationship plan rather than relationship promoting and tended to that it alludes to a client's eagerness to create an association with a firm (brand) whilst purchasing something ascribed to the firm and expressed that relationship aim contrasts from dedication, since a client may respect fleeting results, for example, cost and accessibility and purchase an item and not as a result of unwaveringness – a point in accordance with the outcomes of relationship advertising at a strategic level laid out by (Palmer 1996).

2.1 Post-Purchase Behaviour and Cognitive Dissonance

Consumers consider various objectives whilst making purchase decision, but the four major ones include maximizing decision accuracy, minimizing decision effort, minimizing negative emotions during decision making, and maximizing the ease of justification of a decision. In decision making, bounded rationality plays a key role and consumers deal with limited information available to them and need to make a decision on this basis in decision making, there is a cost to processing information, and consumers suffer from such a cost as it rises along with the increase in the complexity of decision, (Kotler 2001) considered this cost as a psychic cost in the value equation, where consumers get benefits and assume costs. A point to

regard is that when the complexity of decision increases, people try to reduce the complexity using their own strategies or simply repeat their last decision to arrive at a satisfactory level. The issue of processing information arises when consumers try to search for information and evaluate alternatives to reach a decision.

As consumers proceed with the rest of purchase process, they may feel the previously mentioned discomfort, or dissonance, intensifying. Some scholars (*Festinger, 1957*) noted that dissonance has two types – one is cognitive dissonance which mainly deals with the knowledge and the cognition of individuals about themselves, and the other is emotional dissonance which in Festinger's view is the painful aspect of the decision task, (*Sweetney et al. 2000*) also mentioned that cognitive dissonance in purchase decision making has two dimensions. One is “wisdom of purchase” and the other is “concern over the deal”. Thus, one can conclude that cognitive dissonance both covers the necessity of a product being purchased and the fairness of the purchase. Basically, cognitive dissonance is a duality in which people find their attitudes different from the reality, or at least feel in this ways. In fact whenever we make a decision, we often have some degree of cognitive dissonance). In consumer behaviour, cognitive dissonance is basically regarded as a phenomenon occurring in the post-purchase stage, after the purchase is over and consumers face the actual performance of the product and compare that with their expectations, thereby feeling a duality or a mental discomfort (*Solomen et al.2006*)

The mental discomfort – cognitive dissonance – mostly occurs whilst making a purchase of high involvement, such as a shopping product or a specialty product (*Peri 2013,chen 2011 and solomen et al.2011*)deduced that the degree of cognitive dissonance lies heavily on the importance of the decision, the attractiveness and the number of the available alternatives, and also the inter-similarities between the alternatives. However,(*Gbadamosi 2009*) found that cognitive dissonance is even present in purchase of the products of low involvement. This researcher found that even in products of low involvement, decision makers experience cognitive dissonance. This fact shows the ubiquity of cognitive dissonance in decision making. Another important point to regard is that cognitive dissonance is a precedent for satisfaction High cognitive dissonance can cause dissatisfaction and reducing cognitive dissonance can prevent dissatisfaction and encourage satisfaction and motivate the person to justify the decision and reduce the dissonance (*Cooper 2007*).

As the literature on relationship marketing suggests, relationship marketing activities lead to customer satisfaction regarded customer satisfaction as an outcome of relationship marketing. Various authors (*Pressey and methews 2000*) studied the factors facilitating relationship marketing and found that a high level of personal contact and a high level of customer involvement facilitate conditions for relationship marketing. In other words, in such conditions the customer feels delighted with the purchase experience, leading to satisfaction. This research provides an in-depth insights to causes of dissonance observed with lined to demographical aspects it also attributed cemented reasons why the consumers felt reluctant to cell phones after their buying decisions.

3. Objectives

The main objectives of the study are:

1. To study the role of celebrity endorser in forming and preventing cognitive dissonance of the consumer.
2. To examine the relationship between celebrities and impulsive purchase decision of consumers.
3. To study how the (Demographics) age influence the purchase decisions of the consumers.

4. Hypothesis

H1: *Celebrities influence purchasing pattern of consumers with varying degree of frequency.*

H2: *Relationship between ages of consumers is significantly related with the purchase decisions of consumers.*

5. Research Methodology

5.1 Sample and Data

All cell phone users in Metro cities of India constitute the population of the research. We selected four metros using cluster sampling (*Adams et al. 2005*) in each metro; we selected three sections as the research population. It took us forty five days to gather data on 160 questionnaires. 112 respondents were returned and 102 questionnaires were completed and 100 questionnaires were acceptable for carried out the further research.

5.2 Instrument and Measurement

To gather the data necessary for the study a self-questionnaire was adopted. The questionnaire was designed based upon the purpose of the study and the measures in the literature involved using a five-point Likert scale, where 1 represented “strongly agree” and 5 represented “strongly disagree”. The study was conducted in the participants’ English language. The self-administrated questionnaire consisted of two parts. First, the respondents answered to demographic questions and some other questions about their cell phones including the brand of their cell phones, level of education, occupation and then to the items covering the variables of the study.

5.3 Sample Adequacy Test And Reliability Analysis

The value of Kaiser-meyer-olkin is 0.724, revealing the adequacy of sample and deduced that the sample is enough to carry on the further research .The Cronbach’s Alpha was calculated at 0.781, hence indicating acceptable reliability for all the measured constructs.Here the number of items were ($N=18$).

5.4 Sample Demographics

We considered gender, age, education, marital status, level of education as demographics of the sample depicting the result of sample demographics. A point to mention is that all the respondents had at least one experience in buying a cell phone. Out of 160 questionnaires which were distributed, however, based on 100 returned (Valid) questionnaires the data analysis is carried out. The sample consisted of 67 percent of male and 33 percent of female respondents. Majority of the respondents were between ages of 24-30 years 53.3 percent. This is followed by age group of 30-36. The educational background was done in order to find out how they perceive the dissonance among themselves with cell phone purchasing and whether it makes any remarkable impact on their satisfaction level of consumers or not. About 31.2 percent are from monthly income of more than Rs 50,000 and hence maximum respondents are graduate and post graduate. About two-third of the employees were married while 31 percent were unmarried and Moreover, according to this survey it was found that majority of the respondents. After analyzing the demographic profile of the respondents, this section below deals with hypothesis testing of the study.

5.5 Data Analysis Procedure

The research instrument that was used for carrying out the research was questionnaire. A survey was conducted among 160 respondents who were enquired about their consumer behaviour when affected by dissonance. The sample size was selected using the non-probability sampling technique known as stratified cluster sampling. Strata of the sample were selected from four metros where in the research was conducted. Hence the following strata were made on the basis of gender, age, education and income to authenticate the research. The final sample size was 100.

The data collected from the respondents was checked twice in order to discard any incomplete forms. In order to make sure that the results obtained from the research are accurate to the maximum possible level, SPSS 21 Software package was used to derive the main values so as to accept or reject the formed hypotheses.

6. Analysis and Interpretations

The high degree of involvement with brands of cell phones while purchasing of a product led to lower degree of dissonance among the respondents surveyed as they presumed that their personal involvement in the purchase decision whilst seeking information about the cell phone and making an actual purchase.

Table 1 indicates that there is an impact of celebrities on teenagers (are of respondent) .The respondent making final purchase decision on his own without consulting with his family, friends or peers and him never having to ponder over his purchase decision again. This indicates that a consumer doesn't feel an after purchase dissonance if he is highly involved in the purchase decision himself where he doesn't consult with many. Similarly, respondents claimed that if the purchase decision is made after they have searched information about the product prior to making a final decision on their own; they would be less sceptical about their decision, hence, stating a strong interrelationship between the variables.

Table 1 ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.148	1	27.148	25.023	.000 ^a
	Residual	113.917	99	1.085		
	Total	141.065	100			

- Predictors: (Constant), Many cell phone brands need continuous change to sustain in the market due to changing preferences of the consumers.
- Dependent Variable: Marketers are targeting more on the young consumer(s) to introduce their new cell phones. Since, the dependent variable is a young consumer which signifies that the value is significant at .05 percent level of confidence and the p-value is lower than .05. So, the hypothesis will be rejected.

H2: Relationship between age of consumers is significantly related with the purchase decisions of consumers. **(Rejected)**

Table 2 Regression coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.977	.245		3.987	.000
	Many cell phone brands need continuous change to sustain in the market due to changing preferences of the consumers.	.456	.091	.439	5.002	.000

- Dependent Variable: Marketers are targeting more on the young consumer(s) to introduce their new cell phones.

H1: Celebrities influence purchasing pattern of consumers with varying degree of frequency. **(Rejected)**

Moreover, Table 2 reveals that ($\beta=.439$ and $B=.456$) marketers are trying on young consumers as the degree of dissonance is less among them as compared to mature consumers. Indicates that those respondents who had been personally involved in making a final purchase decision always felt post purchase that they have made the best possible decision and were less likely to feel dissonance after the purchase transaction. So, here the **B** value was taken into account Likewise, a strong impact was

also observed between the respondents being actively involved in garnering first hand information about the product and they being less dissonant. Hence the correlation shows that high involvement in the purchase always brings less dissonance along with. Thus, the first hypothesis can be rejected.

Table 3 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.439 ^a	.192	.185	1.042	2.105

- Predictors: (Constant), Many cell phone brands need continuous change to sustain in the market due to changing preferences of the consumers.
- Dependent Variable: Marketers are targeting more on the young consumer(s) to introduce their new cell phones

Since table 3 shows Durbin-Watson statistics is 2.105 hence, there is no problem of autocorrelation or serial correlation. So, the proposed model will show that there is almost linear correlation with buying behaviour of consumers with respect to marketers targeting on young consumers. Based on theoretical framework we concluded that celebrities influence shopping pattern of consumers. Figure 1 shows that consumer dissonance level is parallel to young consumers attitudes towards cell phones.

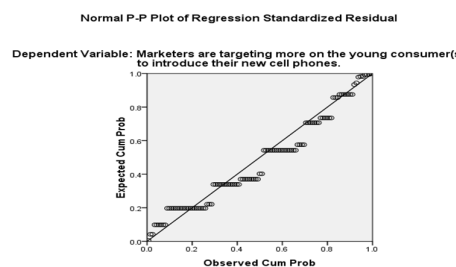


Figure 1 Dissonant Behaviour

Dissonance has always been a significant aspect of assessing consumer behaviour. The survey conducted revealed that the more time the respondents spent while making the purchase, the more satiated they were with their decision. In order to test the hypothesis and to ensure the authenticity of the result Test was used depicting that those respondents who had consumed more time during purchase transaction never pondered over their buying decision, they always felt that they had made the best possible decision and even post purchase it would never spurt in their mind to ever return the product which is often a first reaction after the dissonance is being felt.

7. Discussion

Our data support majority of the proposed hypotheses. However, there is an exception. Communication, as a construct of relationship marketing, did not have a meaningful impact on cognitive dissonance, many cell phone brands need continuous change to sustain in the market due to changing preferences of the consumers. ($\beta=0.439$). As a result, the communications of the brands involved in our study could not reduce cognitive dissonance among the population of the study. We inferred that demographical factors could have sufficient impact on cognitive dissonance. The indirect influence on customer satisfaction, behavioural and attitudinal loyalty creates susceptibility between the consumers. Similarly, the hypothesis testing proved the role endorser's on cognitive dissonance on behavioural aspects of consumer. A consumer after making a desired decision may feel that by choosing a certain brand, he has forgone the positive traits of an alternative brand which he could have possessed if he had chosen the alternative brand. The guilt might get accentuated if bought brand doesn't perform as per the desired expectations of the consumers. In such a scenario, the consumer might ignore the positive traits associated with a product and consider them redundant. Though dissonance can be felt by the consumer at any stage during the buyer's decision making process, it is during the post purchase stage that dissonance could cause even emotional discomfort in the consumer's mind. Cognitive cacophony can completely be found in the post buy arrange as well as is effectively obvious in the pre-decision organize also, as indicated by *Koller and Salzberger* (2007). Discord has the ability to make the complete purchasing knowledge as sophisticated and hostile. Keeping in mind the end goal to hold long haul clients, organizations generally have a tendency to evade such plans and such showcasing systems which can make discord among the customers after the buy exchange is constantly finished. At the point when a customer rejects the positive characteristics of a renounced item, he picks the negative qualities of an item which he picks over the option accessible and this is the fundamental explanation for the conflict that a purchaser feels in his contemplations and thoughts, thus

8. Theoretical Contribution of The Present Research

This research follows the previous efforts made to uncover the impacts of cognitive dissonance on customer satisfaction. However, we regarded the role of cognitive dissonance in this relationship, and regarded cognitive dissonance as the

precedent for customer satisfaction with attainment of ultimate goal of marketing firms (Park *et al.* 2012). We found that the impact of cognitive dissonance on customer satisfaction is meaningful and really considerable, the β coefficient for the impact is 0.439. Additionally, cognitive dissonance has indirect impacts on behavioural and attitudinal loyalty. Indeed, this fact uncovers a key factor in customer satisfaction or dissatisfaction. Thus, researchers must consider this influence and look for ways to curb it and could have better thoughts for the improvement.

In our research, we studied the impacts of cognitive dissonance on consumer satisfaction level, which constructs of customer relationship marketing with respect to consumers, and assessed to see whether they can reduce cognitive dissonance and foster satisfaction and acceptance of cell phones in the consumers mind. In summary, our research has an emphatic view of consumer psychology in catalytic marketing. The results of our study provide managerial implications to be used in formulating marketing strategy of marketers.

9. Managerial Implications

This research has some practical implications. First, it implies that all customers and consumers experience cognitive dissonance to some extent. As cognitive dissonance is a precedent for customer satisfaction, marketing managers must look for ways to eliminate the cognitive dissonance caused, since it can discourage satisfaction and thereby brand equity towards the brands. They can fortify relationship marketing activities – such as communication and trust in our study – to follow customers after a purchase of high-involvement and reduce severe cognitive dissonance. As (Jarcho *et al.* 2003) concluded consumers efforts to reduce dissonance on their own, even through justification of a decision. This happens in this research as it emphasizes on the cell phones which are promoted (marketed) by celebrities (Opinion leaders). Thus, marketing managers can accompany such inherent efforts and reduce cognitive dissonance after the purchase. In this way, they can guide their efforts and strategies towards customer retention and care.

Second, we conclude that *classy endorser* did not have a meaningful impact on cognitive dissonance. Thus, marketing managers must regard this fact as a key factor and accompany their communications with their customers with other activities such as building trust as to strengthen their communications.

Third, in the case of cell phones, we found that cell phone users in our study exhibited attitudinal loyalty more than behavioural loyalty. This shows that in case of a product of high-involvement such as a cell phone, consumers mainly think about the brands that make consumers involved rather than act in a real situation and repeat a purchase. Thus, marketing managers must look for ways as to address their relationships with their customers in a way that their relationships encourage them behaviourally along with attitudinally to the point of purchase to increase sales.

10. Limitations and Future Research Directions

The study has opened many doors for the future research that could be undertaken. One of the basic reason that make the personal involvement of a customer in the buying decision an intriguing part of studying the dissonance in consumer behaviour can be more comprehensively studied. Besides, the significance of time constraint having a greater effect on a customer being dissonant can also be studied in depth.

While contributing important issues to areas of consumer psychology in relationship or consumer marketing, we have some limitations. First and primarily, our research suffers from the usual limitation of consumer-oriented that is we work on paper pencil mode in spite of practical aspects measures of human behaviour, which in essence is absolutely complicated and hard to measure. Few researchers like as (Jarcho *et al.* 2011) relied on functional magnetic resonance imaging to meet this limitation. Additionally, another limitation in our study is the age of respondents, which might partially affect our findings. The maximum age of respondents in our research was 42 and above. However, this is mainly the nature of consumers of high-tech cell phones, they are considered as quite young ones in India. Third, the conclusions are based upon our empirical findings from a survey on users of cell phones. To expand the external validity of the study, it must be reconfirmed in various high-tech cell phones, as products of high-involvement.

As (Cooper 2007) said and also the gap in the literature of cognitive dissonance is a proof of, there are still a lot of areas still untapped. Taking the motivational aspect of cognitive dissonance – excluded early in 1970s since it was so subjective and the likely impacts on consumers into account is of high value, and of course of challenge. Interested researchers can work on the impacts of strategic marketing communication mix on cognitive dissonance; in the meantime a closer look at each marketing communication can help develop the literature so far. Researchers can also work on brand and brand personality to find the impacts on cognitive dissonance. In this study, we mainly focused on cognitive dissonance as a phenomenon in post-purchase stage, as it is mainly considered with special reference to cell phones. However, future research can address the impacts of communication and endorser's attitude on cognitive dissonance and satisfaction whilst decision making at the shoppers' choice.

11. Conclusion

The present study has attempted to fill the research gaps pertaining to dissonance and its implications in consumer behaviour. The literature shows that cognitive dissonance is the precedent for satisfaction (Solomen *et al.* 2006). In other words, it is a determinant for customer satisfaction, as it can encourage both satisfaction and dissatisfaction among the consumers and hence in our study a major part of the consumers are satisfied and even somewhere they are feeling cemented with their featured cell phones. For decades, many companies have tried to delve in to the deep rooted grasp that this psychological

concept has over the minds of the consumers guarding and clouting their buying behaviour? While, in modern scenario, dissonance has always been a paradoxical term for the marketers' world over. It is being an enigmatic concept for the marketers and agencies who have been trying to relate it with the consumer behaviour as accurately as possible.

The research sprinkles light on the interrelationship between the involvement of the consumer in the purchase decision and the level of dissonance associated with it. The research concluded that if the consumer is more personally involved in making a decision – that is, he himself seeks information about the probable product to be purchased and the makes the buying decision on his own, then he is less likely to come across the uncomfortable feeling of dissonance. Hence, it is safe to assume that the involvement level of the consumer in his purchase decision would have an imperative effect on the dissonance he feels post purchase and which might guide his future consumer behaviour as well. An organisation looking to control the unpleasant feeling of anxiety in their consumers post purchase should ensure that their customers are directly involved in the purchase decision and should not take the purchase decision in consultation with others or under influence of others. Since, dissonance is a psychological concept; it becomes a human tendency to doubt the validity of his decision if it has been taken in compliance with others.

Time also plays a pivotal role in leveraging with the feeling of dissonance. If the purchase decision is made in the haste and the consumer doesn't spend much time in making the purchase decision, then the consumer would get more anxious over his decision as compared to when he takes considerable time before making a purchase decision. Hence this aspect of research can be used while training the sales employees in any organization. Often, salespeople are trained to be pushy and persistent but this study shows that the more time the consumers would take to make the decision, the better chances of them being happy, hence, salesmen should never push the customers to make the decision in the fit of fury lest they might regret their decision later on. The more time the salesmen give to the customers to make the decision, the more content they will be with their decision and might return to the same seller again.

(Shao and Shao 2011) studied the impacts of dissonance on decision satisfaction and concluded that dissonance negatively influences consumer decision satisfaction. Dissonance is found to be prevalent more in the customer's decisions when they involve the purchase of luxury cell phones. Since the value attached with a luxury product is more, the level of anxiety and dissonance is more as well. In other words it means that the more the dissonance, the less the satisfaction, and vice versa. Thus, the impacts of cognitive dissonance on satisfaction levels of consumers on branded cell phones is high with respect those of high consumption rate (low-featured phones).

12. References

1. Aronson. E., (1969), 'The theory of cognitive dissonance: A current perspective', *Advances in Experimental Social Psychology*, Vol. 4, ed. L. Berkowitz, Academic Press, New York, 1– 34.
2. Festinger. L., (1957), *a theory of Cognitive Dissonance*, Stanford University Press, Stanford, CA.
3. H.H., Kassarian. and B .C., Joel., (1965), 'Cognitive Dissonance and Consumer Behavior', *California Management Review*, Vol. 8(1), 55-64.
4. G. D., Bell (1967), 'The Automobile Buyer after Purchase', *Journal of Marketing*, Vol. 31(3), 12-16.
5. Koller, M. and Thomas. S., (2007), 'Cognitive dissonance as a relevant construct throughout the decision-making and consumption process: an empirical investigation related to a package tour', *Journal of Customer Behaviour*, Vol. 6(3), 217-227.
6. Sweeney, J.C., Hausknecht, D. and Soutar, G.N., (2000), 'Measuring cognitive dissonance: A Multi dimensional scale', *Psychology and Marketing*, Vol. 17(5), 369–386.
7. Sharon, B. E., and Kahle, R. Lynn., (1988), 'Alternative hierarchies of the attitude- behavior Relationship: The impact of brand commitment and habit', *Journal of the Academy of Marketing Science*, Vol. 16(2), 1-10.
8. Smith. J.B, and Bristor, J. M., (2006), 'Uncertainty orientation: explaining differences in purchase involvement and external search', *Psychology and Marketing*, Vol. 11(6), 587-607.
9. Traylor, M. B., and Joseph. B. W., (1984), 'Measuring Consumer Involvement in Products: Developing a General Scale', *Psychology and Marketing*, Vol. 1(2), 65-77.
10. Bui, M. , Krishen, A.S. and Bates. K., (2011), 'Modeling regret effects on consumer post-purchase decisions', *European Journal of Marketing*, Vol. 45(7/8), 1068-1090.
11. Andrew, K. and Kaikati., (2004) , 'Stealth marketing: how to reach consumers surreptitiously', *California Management Review*, Vol. 46(4) , 6-22.
12. Gautam, O. and Singh, V.K., (2014) .Acceptance of cell phone services: an empirical dissection on Indian consumers ,*European Academic Research*, Vol. 2(3), 3513-3532.
13. Festinger, L. (1957). *A theory of cognitive dissonance*. Stanford University Press.
14. Fonell, C. (1992), 'A national customer satisfaction barometer: The Swedish experience', *Journal of Marketing*. 56(1), 6-21.
15. Hair, J. F. J., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998), 'Multivariate Data Analysis' (5th ed.). NJ: Englewood Cliffs. Prentice-Hall.