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Factors contributing ‘Cognitive Dissonance Behaviour’ among Customers of Luxury Cars

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Abstract:

The luxury automobile market accounts for 6 per cent of automobile sales among the USA, resulting in a little low however a significantly gratifying fragment. Companies desperate to extend their luxury vehicle sales at automobile show have to be compelled to understand the factors that drive luxury automobile shoppers throughout this sector. This information provides live marketers the insight they have to make personalised electronic communication competent of changing extravagance patrons.

Cognitive dissonance is one among the foremost deeply determined phenomena within the history of psychological science. The term psychological feature dissonance describes a condition during which an individual's cognition—beliefs, attitudes, and behaviors—are at odds (Festinger, 1957). Psychological feature dissonance is incredibly abundant connected with perspective modification. It's a condition during which two cognitions are conflicting with each other. The psychological feature dissonance theory dissension or need of harmony or contradiction happens once a private holds contradictory thoughts a few beliefs or a perspective object. Once psychological feature dissonance happens when a sale it's referred to as post-purchase dissonance. As a result of purchase call typically needs some quantity of compromise, post purchase dissonance is kind of traditional. Shoppers will rationalize the choice as being wise, hunt down advertisements to support their selection or look to glorious happy house owners for support (Schiffman & Kanuk, 2008).

The theory of “cognitive dissonance” is of nice importance in client behavior and marketers have various interests in analyzing the post purchase behavior of shoppers toughened by them. This paper has effectively broached the associated factors that contribute to understand the ‘Cognitive Dissonance behaviour of shoppers of luxury cars.

Keywords: Cognitive Dissonance, Customer Beliefs, Attitude, Consumer Behaviour, Post Purchase Behaviour.

1. Introduction:

Cognitive dissonance happens once tension arises between a human attitudes or beliefs and a decision that contradicts those pre-existing modes of thinking. The psychological development jointly happens once a personal chooses between two equally engaging and equally unappealing decisions. In line with the Business Dictionary's website, the foremost common example of psychological feature dissonance at intervals the business world is that the incidence of "buyer's sadness." This happens once a consumer makes a decision to shop for academic degree item and, shortly once, experiences guilt over the choice, curious if the alternative equally appealing item may have brought larger satisfaction.

Marketing and Dissonance:

Cognitive dissonance can occur across multiple product lines additionally as a competitor's product. Marketers work to combat dissonance by providing customers with ways in which of narrowing down product choices and separating product from the competition. Advertising and promotional campaigns can facilitate raise consumer confidence regarding making product purchases and deflate the chances of buyer's rue which will cause customers to return product in favor of those offered by the competition.

Dissonance-Fighting Tools:

Marketing campaigns may search for to manage consumer doubts regarding making product purchases with the utilization informative advertising. This allows marketers to herald testimonials and freelance studies confirming the quality construction and choices of a company's product. Marketers may also use persuasive promoting, beside humour or celebrity appearances in commercials, as a way of encouraging customers to associate positive emotions with obtaining the company's product. Once customers feel sensible regarding obtaining a company's product, there's a lower chance that dissonance will occur.

Managing the buying methodology

Customer can experience rue over a product purchase at any purpose at intervals the sales experience, beside well once the patron makes the acquisition decision. Marketers search for to carry the buyer's emotional standing through comforting post-purchase services, beside a money-back guarantee or free product service for the period of the acquisition. As associate degree example, several vehicle dealerships across the country maintain service departments to form vehicle repairs and supply free safety inspections of vehicles purchased through the dealerships for as long as a result of the cars unit on the road. These incentives can set corporations except competitors and allow patrons to form less-stressful obtaining decisions.

2. Review of Literature:

Quite a heap of researches are meted out antecedently on "Cognitive Dissonance" and have established the ways that & means that of sinking this from purpose of read of the marketers. "Determinants of psychological feature Dissonance and its relative importance to shopper Product Purchase" that has been conducted by Hamza & Zakkariya within the year 2012. Within the study conducted by them, they need ascertained with relation to 'Cognitive Dissonance and its relative behaviours among the varied students of the University, relating people of nineteen to twenty-five years, and people WHO recently concerned within the purchase of a 'durable product'. It had been ascertained therein they possess varied determinants and conjointly totally different class of influences within the construction of 'Cognitive Dissonance' among the scholars contained within the on top of people.

Egan et al., (2007) have conducted a probe named "The Origins of psychological feature Dissonance: proof from youngsters and Monkeys. The study was expected subjects to alter their angle toward the unchosen different, deeming it less valuable. Then they conferred subjects with an alternative between the unchosen choice associate degree a choice that was originally as enticing as each choice within the initial alternative. Each teams most popular the novel over the un-chosen choice during this condition, however not during a standard during which they didn't participate within the initial call. These results offer the primary proof of call rationalization in youngsters and apelike primates.

Another study done by Lieberman et al., (2001) named "do amnesic exhibit psychological feature dissonance reductions? The role of express memory and a spotlight in angle change". It has known the roles of express memory and basic cognitive {process} resources within the process of behavior-induced angle amendment.

Though most theories of angle amendment (cognitive dissonance and self-perception theories) assume a vital role for each mechanism, they planned that behavior-induced angle amendment will be a comparatively automatic method that doesn't need express memory for, or consciously controlled process of, the discrepancy between angle and behavior. Employing a free-choice paradigm, they found that each amnesic and traditional participants beneath psychological feature load showed the maximum amount angle amendment as did management participants.

Kaish (1967) conducted a probe on psychological feature dissonance titled "Cognitive Dissonance and therefore the Classification of shopper Goods" to seek out its impact on commodity things. Korgaonkar & Moschis (1982) conducted a study titled "An Experimental Study of psychological feature Dissonance, Product Involvement, Expectations, Performance and shopper Judgment of Product Performance" to seek out its significance on product & customers.

Cognitive Dissonance & Attitudes:

Cognitive dissonance is another very important factors poignant customer's angle. It's a state of affairs once to cognition (knowledge or thoughts) unit inconsistent with one another. By dynamic his angle he may bring psychological feature dissonance consistency. An individual may expertise, either internal dissonance or intra-attitude dissonance, if there is a conflict ensue between the emotional associate degree psychological feature parts of associate degree angle. Thus, marketers may bring modification to consumer's angle by influencing their psychological feature. It's done by dynamic the beliefs of some angle objects. As associate degree example: if a bunch of shoppers believes that a specific complete or product is not smart, the marketer of the aforesaid complete may develop academic degree informative and persuasive publicity to gift the whole to the consumers in a slender approach, therefore it'll bring changes to their attitudes (Festinger, 1957).

Cognitive Dissonance:

Cognitive dissonance can be a psychological development that refers to the discomfort felt at a discrepancy between what you already acknowledge or believe, and new information or interpretation. It so happens once there is a demand to accommodate new ideas, and it's planning to be necessary for it to develop therefore we tend to become "open" to them makes the generation of acceptable dissonance into a big feature of academic (and other) teaching: he shows the simplest way to drive this sort of intellectual wedge between learners' current beliefs and "reality". Psychological feature dissonance was initial investigated by Festinger (1957) and associates, arising out of a participant observation study of a cult that believed that the earth was near to be destroyed by a flood, and what happened to its members — considerably the terribly committed ones World Health Organization had given up their homes and jobs to work for the cult — once the flood did not happen. Whereas fringe members were further inclined to acknowledge that they'd created fools of themselves and to "put it right down to experience", committed members were further ostensibly to re-interpret the proof to point that they were all along (the earth wasn't destroyed as a result of the fidelity of the cult members).

A classical illustration of psychological feature dissonance is expressed at intervals the fable: The Fox and so the Grapes by storyteller. At intervals the story, a fox sees some high-hanging grapes and desires to eat them. Once the fox is unable to contemplate how to reach them, he decides that the grapes unit presumably not worth consumption, with the justification the grapes presumably are not ripe or that they are bitter (hence "sour grapes"). This instance follows a pattern: one wants one issue, finds it undoable, and reduces one's dissonance by criticizing it. Jon Elster calls this pattern "adaptive preference formation".

Smoking can be a typical example of psychological feature dissonance as a result of its wide accepted that cigarettes can cause malignant neoplastic disease, and smokers ought to reconcile their habit with the desire to live long and healthy lives. In terms of the speculation, the desire to live associate degree extended life is dissonant with the activity of doing one issue which is able to presumptively shorten one's life. The strain created by these contradictory ideas is reduced by any kind of changes in cognition and behaviors, beside quitting smoking, denying the proof linking smoking to malignant neoplastic disease, or justifying one's smoking. For instance, smokers may rationalize their behavior by terminal that alone several smokers become sick, that it alone happens to very important smokers, or that if smoking does not kill them, one issue else will (Wikipedia, psychological feature dissonance).

Factors creating psychological feature Dissonance:

People tend to hunt steadiness in their beliefs and perceptions. The term psychological feature Dissonance is utilized to clarify the feeling of discomfort that results from holding two conflicting beliefs. Once there is incongruity between beliefs and behaviors, one issue ought to modification therefore on eliminate or reduce the dissonance. Several factors unit in charge of creating psychological feature dissonance. Variety of those unit like values, belief, attitudes, customs, political philosophy, non-secular worth, emotional reaction, norms, culture, position, generation influence etc. people living in a {very} very express culture may hold a sturdy belief that he or she will be able to obtain that product that needs to be accepted by that specific culture. In obtaining product conflict may arise concerning whether or to not get or not. Will or not it's accepted by my society? This case creates psychological feature dissonance. Besides, people might need whole totally different values, belief, customs that may manufacture dissonance simply just in case of shopping for product. A religious worth is one of the foremost very important factors that unit in charge of generating psychological feature dissonance. People of varied religion purchase things supported their theological virtue. Some things unit powerfully prohibited by some religion and once people obtaining those, it creates dissonance. In addition to the present political worth, emotional reactions, position in addition have a bearing on purchase decision and so creating psychological feature dissonance (Bhasin, 2010).

Importance of measure psychological feature Dissonance in commission and products Industry:

In the area of service promoting customer's perspective plays a significant role for the marketers. It's one in every of the mandatory determinants in buying behavior. Marketers should worry relating to the service connected issues that directly affects the customer's perspective. Success within the business principally depends on delivering quality merchandise to the target markets. Psychological feature dissonance is associated degree of obstruction throughout this business. Marketers therefore got to be awfully careful in delivering merchandise to the target markets therefore on avoid generating psychological feature dissonance (Festinger, 1957). Psychological feature dissonance theory suggests that dissonance or inconsistency happens once a non-public holds conflicting thoughts a couple of belief or academic degree object. Once the dissonance happens the individual will try to produce a balance in his psychological feature, that's he will try to reduce dissonance. By dynamic his attitudes he may bring psychological feature consistency. A non-public may experience either the inside dissonance or the inter-attitude dissonance.

Marketers got to even watch out that the message that is ready to be delivered to the target customers ought to be free from any dissonance, that is it ought to be matched with the customer's culture, values, belief, non-secular worth, political philosophy, emotional reaction. Thus, a seller may bring change in consumer's attitudes by influencing their psychological feature Behaviour. This can be finished the help of promoting promotional tools. As an example if a gaggle of consumer believes that a specific complete of product is not sensible, the seller of that aforementioned complete may develop academic degree informative and persuasive advert to gift the whole to the purchasers in a {very} very means that which is able to bring change in their attitudes. As a result of the shoppers get new knowledge, that weren't known to them, they're going to change their attitudes towards their complete. This may happen as consumer's cognition change. Marketers could in addition try to change the emotions or the emotional a part of customer's attitudes. By presenting the whole in academic degree emotional context marketers could in addition bring changes in customers mind.

Marketers could in addition try to manufacture dissonance towards their competitive brands at intervals the mind of target customers. Thus, it's a necessity for the service marketers to chop back psychological feature dissonance from the customer's mind & therefore survive competition at intervals the business.

3. Research Objectives:

The objective of this study is to identify the factors contributing to Cognitive Dissonance Buying behaviour of customers of Luxury Cars.

4. Research Methodology:

Sources of data: This research was mainly done by considering the secondary data, which was extracted from previous studies.

5. Discussions:

Perceived value

Luxury brands have a better perceived value compared to utterly completely different firms. Customers' unit of measure willing to pay higher costs for a vehicle once they feel that the price reflects the value that they are getting into return. Some luxury vehicles unit of measure functionally clones of lower-priced models; however the tiny print and then the fashion the automotive square measure positioned makes the excellence.

Effective promoting will elevate a vehicle brand's perceived value associated build it a lot of fascinating for luxury patrons academic degree attempt / attempting to maximise their investment in an automobile purchase.

Status image

A luxury automotive will act as a standing image for the consumer. Firms that need to convey they're in might need employees drive around in luxury vehicles once they visit shopper sites. A typical story shut luxury vehicle getting is that the mid-life crisis. The patron wants a replacement, elegant automotive to represent academic degree modification of pace in their life or to purpose that they've reached a private milestone.

According to a study written within the Journal of mercantilism, there unit of measure 2 differing kinds of motivations that drive customers to buy for product, additionally as vehicles. These 2 motivations unit of measure indulgent and utilitarian. Whereas utilitarian motivations unit of measure a lot of targeted on positioning the patron nearly as good and accountable, indulgent motivations unit of measure a lot of targeted on self-promotion, and elevating them to a better category on the social scale.

Thus, people who purchase luxury cars a lot of potential crave rank and material wealth, as against utilitarian cars that customers purchase automatically.

The luxury company ought to maintain their word and quality to draw in these customers. They pay shut attention to, however folks react to the corporate and might keep one's hands off from vehicles that return from businesses that do not align with their personal or hot values.

Self-esteem

Some folks gravitate towards luxury brands because the thanks to boost their shallowness. This issue would possibly cross over with utterly completely different purchase influencers, like wanting a standing image to extend confidence. This development is termed antagonistic consumption. The action would possibly occur thanks to psychological threats or negative life events that impact the person's ego.

The promoting messages for approaching this market half ought to target the emotional impact of owning a luxury vehicle. Once marketers will turn out this association at academic degree wheeled vehicle show, they go to point out the consumer that they are capable of fulfilling the customer's shallowness goals.

Passion

Car enthusiasts love vehicles as a part of their hobby, thus as that they have a durable attachment to brands that supply distinctive experiences or ranking performance. They are doing not seem to be making an attempt to hunt out a vehicle to urge from purpose A to purpose B. each a part of the automotive contributions to the fashion they get pleasure from their free time, that means this sort of consumer pays shut attention to each aspect of a luxury automotive.

They are better-educated patrons, as they generally consume automobile content in publications and on-line. Selections that get unmarked by the standard shopper find yourself front and center for the enthusiast.

In academic degree analysis of luxury consumption, individual Humeira Aslum Bilge observes "In recent years, the conception of luxury has distended from materialism to time and fervour, and become eventually a lot of out there. As customers satisfy their feelings of enjoyment and gratification through the luxurious product, the out there luxury product jointly will still enhance its charm for purchasers."

Auto show marketers ought to even bear in mind that this shopper demographic would possibly share careful info about the complete purchase expertise with their social circles or on enthusiast forums.

Consumer expertise

"Luxury" covers quite the standard of the best product. It put together sets academic degree expectation that the patron expertise are becoming to be elevated compared to buying from another automobile company.

According to Autotrader, the bulk of shoppers (54%) same they'd purchase from a priority that options a superior expertise over one with rock bottom worth.

Marketers ought to regard each shopper bit purpose within the strategy and confirm it meets or exceeds the assumptions that the consumer brings to the table. Some that} inside which luxury automotive brands will convey this at academic degree wheeled vehicle show embody having enough workers to provide one-on-one attention, providing extra perks to the booth and delivering a bespoken expertise that they can not get anyplace else.

Build Quality

Some luxury automotive brands merely have academic degree improved build quality than their competitors. The premium costs for the vehicles turn out it doable for the corporate to use high-end finishes, higher quality materials and innovative selections.

When the consumer has to possess the best-in-class vehicle, they understand apparent for luxury brands that deliver all the bells and whistles.

Exclusivity

The luxury automotive market incorporates a high barrier to entry for the everyday shopper, that produces it academic degree exclusive club that no-one square measure a part of. Some automotive householders notice themselves being the sole real person with that specific model in their town or region, that might provide them grade of native fame that is in person fascinating.

One way to bolster this issue at academic degree wheeled vehicle show is to speak about the restricted vary of vehicles free by the complete terribly} terribly year. The little numbers would be a negative for a budget automotive whole, however it lands up adding to the value and desirability of the luxurious whole.

People want product they can not have, and this consumer enjoys evoking these feelings once they have a part of a restricted run. They might put together notice themselves maintaining the value of their investment if they understand that no utterly completely different cars get created once the initial producing amount.

Optimizing a promoting strategy for luxury cars at associate wheeled vehicle show wishes a deep understanding of the audience and what drives them to seem for these cars. Leverage these triggers to maneuver patrons on their journey and increase the chances of attracting qualified leads inquisitive about moving forward.

6. Conclusion:

The present study has tried to fill the analysis gaps relating dissonance and its implications in shopper behaviour. For many years, would possibly firms have tried to want in to the deep stock-still grasp that this psychological thought has over the minds of the purchasers guarding and clouting their shopping for behaviour. Dissonance has incessantly been a self-contradictory term for the marketers' world over. In state too, it's been Associate in nursing enigmatic thought for the promoting gurus and agencies World Health Organization are making an effort to relate it with the client behaviour as accurately as get table.

The analysis sprinkles light-weight on the interrelatedness between the involvement of the client within the acquisition call and then the number of dissonance hooked up with it. The analysis all over that if the client is additional in person concerned in creating a range – that's, he himself seeks information relating to the probable product to be purchased and then the makes the shopping for charm his own, then he's less potential to come back across the uncomfortable feeling of dissonance. Thus, it's safe to assume that the involvement level of {the shopper / the client / the patron} in his purchase call would have an important result on the dissonance he feels post purchase which would possibly guide his future shopper behaviour still.

An organization eager to regulate the unpleasant feeling of tension inside their customers post purchase ought to make certain that their customers unit of activity directly concerned inside the acquisition call and shouldn't take the acquisition call in consultation with others or at a lower place influence of others. Since dissonance might even be a psychological thought, it becomes somebody's tendency to doubt the validity of his call if it's been taken in compliance with others. Time as well plays a polar role in leverage with the sensation of dissonance. If the acquisition call is made within the haste and then the patron doesn't pay copious time in creating the acquisition call, then the client would get additional anxious over his call as compared to once he takes considerable time before creating a purchase call. Thus, this aspect of analysis might even be used whereas coaching the staff in any organization.

Often, salespeople unit of activity trained to be useful and extended, however this study shows that the longer the purchasers would wish to create the choice, the higher possibilities of them being happy, hence, salesmen ought to push the patrons to create {the call / the choice} within the match of fury lest they'll regret their decision presently. The longer the salesmen supply to the patrons to create the choice, the additional content they're going to be with their call and would possibly come to identical marketer once more. Dissonance is found to be prevailing additional within the customer's choices once they involve the acquisition of luxury merchandise. Since the value hooked up with a luxury product is additional, the extent of tension and dissonance is additional still.

Scope for any Research:

The study has unfastened many doors for the potential analysis which could effectively be performed to unearth the facts. The reasons that make the non-public involvement of a shopper inside the buying decision associate fascinating an area of examining the vital reasons for the dissonance in shopper behaviour which could tons of typically studied. Besides, the importance of it slow constraint having a bigger result on a shopper being dissonant can also be thought-about in profundity.

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