IMPACT OF COGNITIVE DISSONANCE

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ABSTRACT

The hypothesis of "subjective cacophony" is of awesome significance in shopper conduct and advertisers have loads of enthusiasm for breaking down the post buy conduct of buyers experienced by them. This paper has investigated the components that make intellectual cacophony in shopper purchasing choice making especially among the customer products buyer in the city range. Some of these are family status, religious worth, traditions, conviction and so forth the concentrate likewise uncovers the issues and recognized plausible answers for defeat these problems. This article investigates the ramifications of intellectual discord on differed parts of customer purchasing behavior. Some of the components prompting disharmony post buy.

Keywords: Cognitive Dissonance

INTRODUCTION

Dissonance - Defined

Purchasing Behavior is the choice procedures and demonstrations of individuals included in purchasing and utilizing items. Individuals tend to look for consistency in their convictions and discernments. So what happens when one of our convictions clashes with another already held conviction? The term subjective discord is utilized to portray the sentiment uneasiness that outcomes from holding two clashing convictions. At the point when there is an inconsistency in the middle of convictions and practices, something must change keeping in mind the end goal to take out or diminish the difference.

Needs to Understand

Why buyers make the buys that they make? What variables impact shopper buys? The changing elements in our general public Shopper Buying Behavior alludes to the purchasing conduct of a definitive buyer. A firm needs to examine purchasing conduct for: Buyers responses to an organizations showcasing procedure has an awesome effect on the organizations achievement. The showcasing idea focuses on that a firm ought to make a Marketing Mix (MM) that fulfills (offers utility to) clients, consequently need to investigate the what, where, when and how purchasers purchase. Marketers can better anticipate how customers will react to advertising.

OBJECTIVES

1. To understand various terminologies related to cognitive dissonance with examples
2. To identify the ways in which its negative impact can be reduced
3. To have a broad understanding of consumer behavior through stages of buying process

Discord in Consumer Behavior in Changing Business Environment

Advertisers have dependably been attempting to secure new client base, holding the current one by giving worth, fulfilling clients' trade desires. It has been found that client maintenance is exceptionally
connected with consumer loyalty which along with holding the client with the organization, influences income, procuring per share and stock value (Williams and Naumann, 2011). A definite and thorough investigation of every perspectives of consumer conduct gets to be basic for the achievement of an association. What's more, subsequently, the idea of psychological discord and its impact on the customer conduct has been a piece of different huge exploration concentrates on too. One creator even termed it one of social psychology’s most prominent speculations (Aronson 1969). Sweeney, Hausknecht and Soutar (2000) noted, „dissonance incorporates both psychological viewpoints, as the title „cognitive dissonance suggests, and additionally a passionate measurement, the same number of definitions, including Festinger’s unique definition, imply. The subsequent disharmony persuades the person to convey congruity to conflicting components and in this way lessen mental tension. Dissonance is known not chiefly in three ways –First, any consistent irregularity can make discord. Second, disharmony can be made when a man encounters an irregularity either between his state of mind and his conduct or between two of his practices. Third, disharmony can happen when a firmly held desire is disconfirmed. Further, discord happens once a choice has been made as preceding settling on a choice an individual had a choice of changing in accordance with any mentality or conduct which he regarded perfectly fine his decision yet once a choice is being made, a guarantee has been built up between the purchaser and the customer, where he can't further modify himself and is obligated to adhere

Reducing Dissonance

There are three key systems to lessen or minimize intellectual discord:

1. Focus on more strong convictions that exceed the noisy conviction or conduct.
2. Reduce the significance of the clashing conviction.
3. Change the clashing conviction so it is reliable with different convictions or practices.

Subjective cacophony assumes a part in numerous quality judgments, choices and assessments. Getting to be mindful of how clashing convictions affect the choice making procedure is an awesome approach to enhance your capacity to settle on speedier and more precise decisions

Example- Cognitive cacophony can happen in numerous ranges of life, however it is especially obvious in circumstances where a singular’s conduct clashes with convictions that are basic to his or her self-person. You can consider perceptions convictions. On & off chance that you like smoking then this is a perception. Then again realizing that smoking is hurtful is another insight. Presently when 2 insights (like the ones said) are offensive then you can call this marvel intellectual cacophony. Since a great many people who smoke realize that smoking is awful they encounter intellectual cacophony. Be that as it may, the inquiry is, the reason do most smokers never surrender smoking regardless of the possibility that they are encountering psychological cacophony?

It is suggested in this article about the association between subjective disharmony and smoking conduct.

How Smokers Manage Subjective Discord

Since intellectual disharmony is not an open to thing smokers have a tendency to change their convictions deliberately just to dispose of the psychological cacophony.

One celebrated samples would be modifying the convictions about the risks of saying so as to smoke something like ”i know a 70 years of age man who smokes since he was 20 and who is exceptionally sound”.

As should be obvious the smoker for this situation killed psychological cacophony by contorting his convictions. A dear companion of mine used to overcome subjective cacophony of reminding so as to smoke me and himself once in a while that he can surrender smoking at whatever time he needs despite the fact that he has neglected to do this few times some time recently.
A few smokers dispose of psychological disharmony by including new insights, for example, "i don't drink, so smoking won't hurt me at any rate just like a sound individual"

Another escaping so as to gather of smokers keep intellectual disharmony from any new realities that would help with the arrangement of psychological discord. For instance those smokers may cease from perusing any late studies that discussion about the risks of smoking.

**In what manner can smokers forestall intellectual discord the right way?**

As should be obvious most smokers trick themselves when they confront subjective cacophony. The initial move towards forestalling psychological cacophony the right path is to quit tricking yourself and making lies through the arrangement of new insights.

In the Solid Self certainty program i said that numerous individuals need fearlessness as an aftereffect of managing mistakenly with subjective disharmony. Rather than conceding reality and chipping away at their issues they shroud them by framing new cognitions.

We people are bosses of self misleading and in the event that you didn't pay consideration on how you manage subjective discord you will wind up tricking yourself and you will never have the capacity to surrender smoking.

A more normal illustration of intellectual cacophony happens in the acquiring choices we make all the time. The vast majority need to believe that they use sound judgment. At the point when an item or thing we buy turns out seriously, it clashes with our already existing conviction about our choice making capacities.

When the buy has been made, a human personality begins evaluating the advantages and disadvantages of the buy exchange made. This action prompts transmission of bunch of clashing musings in the psyche of the purchaser. The positive parts of a decision sworn off and the negative aspects of the choice made make climbing strain in Cognitive Dissonance and Its Impact on Consumer Buying Behavior. The human personality and make the purchaser reevaluate about the choice made, notes Kassarjian and Cohen (1965).Dissonance however is a mental idea yet has an awesome bearing in transit shoppers arrange their buy and impact of the buy made on their future partnership with the organization. In a time of showcasing, where a customer is spoilt with a plenty of decisions as with respect to the item to purchase, it is hard to dodge a circumstance of perplexity which prompts disharmony among the customers. Be that as it may, customers endeavor their endeavors in distinctive approaches to diminish the clashing perspectives which emerge in their psyche. At the point when a buy exchange gets finished, the majority of the buyers feel that their choice must effected by the business mediations being made by the dealer and consequently their subjective consistency has been bargained to the different showcasing intercessions made by the vender (Bell,1967; and Cummings and Venkatesan,1976).A purchaser in the wake of settling on a coveted choice may feel that by picking a sure brand, he has done without the positive qualities of an option brand which he could have had on the off chance that he had picked the option brand. The blame may get complemented if purchased brand doesn’t execute according to the craved desires of the customer.

**Types of Consumer Behaviour**

Sorts of purchaser purchasing conduct are dictated by: Level of Involvement in buy choice. Significance and force of enthusiasm for an item in a specific circumstance. Buyers level of contribution decides why he/she is roused to look for data around a sure items and brands however basically disregards others. High inclusion buys - Honda Motorbike, extravagant merchandise, items noticeable to others, and the higher the danger the higher the contribution.

**Sorts of danger**

1. **Personal danger**
2. **Social danger**
3. Economic danger

**The Four Kind of Shopper Purchasing Conduct Are**

1. **Routine Response/Programmed Behavior** - purchasing low inclusion regularly bought ease things; require next to no inquiry and choice exertion; obtained consequently. Illustrations incorporate sodas, nibble sustenance, milk and so forth

2. **Limited Decision Making** - purchasing item at times. When you have to get data about new brand in a natural item class, may be. Requires a moderate measure of time for data gathering. Illustrations incorporate Clothes - know item class yet not the brand. Extensive Decision Making/Complex high contribution, new, costly and/or rarely purchased items. High level of monetary/execution/mental danger. Samples incorporate autos, homes, PCs, instruction. Invest alot of energy looking for data and choosing. Data from the organizations MM; companions and relatives, store work force and so on. Experience every one of the six phases of the purchasing procedure. Impulse purchasing, no cognizant arranging. The buy of the same item does not generally inspire the same Buying Behavior. Item can move from one classification to the next

3. For Example: Going out for supper for one individual may be broad choice making (for somebody that does not go out frequently by any stretch of the imagination), but rather constrained choice making for another person. The explanation behind the supper, whether it is a commemoration festivity, or a dinner with two or three companions will likewise decide the degree of

**Foundation of Dissonance Theory**

The hypothesis of intellectual disharmony is richly straightforward: it expresses that irregularity between two insights makes an aversive state likened to appetite or thirst that offers ascend to an inspiration to lessen the irregularity. As per Leon Festinger (1957), perceptions are components of information that individuals have about their conduct, their states of mind, and their surroundings. In that capacity, an arrangement of comprehensions can be inconsequential, consonant, or conflicting with one another. Two discernments are said to be cacophonous when one takes after from the front-side of the other. The resultant inspiration to decrease disharmony is specifically relative to the extent and significance of the discrepant discernments, and conversely corresponding to the greatness and significance of the reliable insights. This pressure is normally lessened by changing one of the perceptions, or including new comprehensions until mental `consonance' is accomplished

Use of this hypothesis has yielded numerous shocking and non instinctive forecasts. An early and regularly imitated analysis shows the force and unreasonableness of the hypothesis. In what is presently known as the affected consistence impact, Festinger and Carlsmith (1959) solicited people to perform 30 minutes from a psyche numbingly repetitive action, and afterward to induce a holding up member that the movement was indeed very fascinating. This circumstance made intellectual cacophony in most individuals—they trusted that the errand was exhausting, yet mysteriously ended up belligerence a remarkable.

There have been three noteworthy modifications important to present day translation of cacophony wonders. Aronson's self-consistency model (1968) recommended that discord came about because of practices that were discrepant with one's origination of oneself as a respectable and sensible individual. Steele's self-attestation hypothesis (1988) recommended that disharmony rose up out of dangers to the larger self-framework, and that cacophony decrease depended on re-building up the uprightness of the worldwide self-idea. Cooper and Fazio's 'New Look' model (1984) recommended that disharmony came about because of making undesirable aversive outcomes and did not require subjective irregularity. A late combination examined by Cooper (1999) and Stone (1999) recommends that disharmony is created by an inconsistency between the result of a behavioral demonstration and the standard to which it is thought about.
Stages of Buying Behaviour

The need recognition is the first and most important step in the buying process. If there is no need, there is no purchase. This recognition happens when there is a lag between the consumer’s actual situation and the ideal and desired one.

However, not all the needs end up as a buying behavior. It requires that the lag between the two situations is quite important. But the “way” (product price, ease of acquisition, etc.) to obtain this ideal situation has to be perceived as “acceptable” by the consumer based on the level of importance he attributes to the need.

The recognition of a need by a consumer can be caused in different ways. Different classifications are used:

Internal stimuli (physiological need felt by the individual as hunger or thirst) which opposes the external stimuli such as exposure to an advertisement, the sight of a pretty dress in a shop window or the mouth-watering smell of French “pain au chocolat” when passing by a bakery.

Classification by Type of Needs

- Functional need: the need is related to a feature or specific functions of the product or happens to be the answer to a functional problem. Like a computer with a more powerful video card to be able to play the latest video games or a washing machine that responds to the need to have clean clothes while avoiding having to do it by hand or go to the laundromat.

- Social need: the need comes from a desire for integration and belongingness in the social environment or for social recognition. Like buying a new fashionable bag to look good at school or choose a luxury car to “show” that you are successful in life.

- Need for change: the need has its origin in a desire from the consumer to change. This may result in the purchase of a new coat or new furniture to change the decoration of your apartment.

The Maslow’s Hierarchy of Needs

Developed by the eponymous psychologist, this is one the best known and widely used classifications and representations for hierarchy of needs. It specifies that an individual is “guided” by certain needs that he wants to achieve before seeking to focus on the following ones:

- Physiological needs
- Safety needs
- Need of love and belonging
- Need of esteem (for oneself and from the others)
- Need of self-actualization

Information Search

When the need is recognized, it’s the ideal opportunity for the buyer to look for data about conceivable answers for the issue. He will seek pretty much data relying upon the multifaceted nature of the decisions to be made additionally his level of association. (Purchasing pasta requires little data and includes fewer buyers than purchasing an auto.)

At that point the shopper will look to make his assessment to guide his decision and his choice making procedure with:

Internal data: this data is now present in the purchaser's memory. It originates from past encounters he had with an item or brand and the assessment he may have of the brand.
Inner data is adequate for the obtaining of ordinary items that the shopper knows – including Fast-Moving Consumer Goods (FMCG) or Consumer Packaged Goods (CPG). Be that as it may, with regards to a noteworthy buy with a level of instability or more grounded association and the purchaser does not have enough data, he must swing to another source:

External data: This is data on an item or brand got from and acquired by companions or family, by audits from different customers or from the press. Also, obviously, official business sources, for example, a publicizing or a merchant's discourse.

Amid his choice making procedure and his Consumer Buying Decision Process, the buyer will give careful consideration to his inward data and the data from companions, family or different customers. It will be judged more "goal" than these from a publicizing, a merchant's discourse or a business pamphlet of the item.

**Elective Assessment**

Once the data gathered, the shopper will have the capacity to assess the diverse choices that offer to him, assess the most suitable to his needs and pick the one he believe it's best for him.

Keeping in mind the end goal to do as such, he will assess their qualities on two angles. The goal attributes, (for example, the components and usefulness of the item) additionally subjective (discernment and saw estimation of the brand by the shopper or its notoriety).

Every shopper does not ascribe the same significance to every quality for his choice and his Consumer Buying Decision Process. What's more, it fluctuates starting with one customer then onto the next. Mr. Smith may lean toward an item for the notoriety of the brand X as opposed to somewhat more intense however less known item. While Mrs. Johnson has an awful impression of that same brand.

The customer will then utilize the data beforehand gathered and his discernment or picture of a brand to set up an arrangement of assessment criteria, alluring or needed elements, group the distinctive items accessible and assess which option has the most opportunity to fulfill him.

**Buy Choice**

Since the purchaser has assessed the diverse arrangements and items accessible for react to his need, he will have the capacity to pick the item or brand that appears to be most fitting to his needs. At that point continue to the real buy itself.

His choice will rely on upon the data and the choice made in the past step in light of the apparent quality, item's elements and capacities that are essential to him.

Be that as it may, his Consumer Buying Decision Process and his choice procedure might likewise depend or influenced by such things as the nature of his shopping knowledge or of the store (or internet shopping site), the accessibility of an advancement, an arrival approach or great terms and conditions for the deal.

**Post-Buy Conduct**

Once the item is obtained and utilized, the customer will assess the sufficiency with his unique needs (the individuals who brought on the purchasing conduct). What's more, whether he has settled on the right decision in purchasing this item or not? He will feel either a feeling of fulfillment for the item (and the decision). On the other hand, despite what might be expected, a failure if the item has missed the mark regarding desires.

A supposition that will impact his future choices and purchasing conduct. On the off chance that the item has conveyed fulfillment to the buyer, he will then minimize phases of data quest and option assessment for his next buys with a specific end goal to purchase the same brand. This will deliver client faithfully.
Then again, if the involvement with the item was normal or frustrating, the purchaser is going to rehash the 5 phases of the Consumer Buying Decision Process amid his next buy yet by barring the brand.

Positive or negative, purchasers will likewise have the capacity to impart their insight on the brand. Whether in their family or by listening in on others’ conversations? On the other hand on a much more extensive scale now with informal communities or on purchaser item audit sites. An inclination not to be disregarded in light of the fact that now with the Internet, a troubled client can have an in number energy to hurt for a brand.

That is the reason that is critical for organizations to have consciousness of that matter. Notwithstanding advancing the client encounter, a surety (for instance, for a clothes washer), a proficient client administration and a particular call focus are a percentage of the advantages that can be created to enhance post-buy conduct if there is any issue with the purchase.

**Example of Five Stages**

In no way like a genuine sample to better comprehend the five phases of the Consumer Buying Decision Process. Perhaps this circumstance sounds well known to you.

Stage 1 – Need acknowledgment: It's Sunday night. You're eager (inward physiological jolts) and there is nothing in the refrigerator. You will arrange sustenance (explanation of need).

Stage 2 – Information seek: You as of now have requested to the Indian eatery in your road a month ago (interior data). A companion prescribed a pizzeria in your neighborhood (outer data from environment). Furthermore, toward the beginning of today you've discovered a flyer for a sushi eatery in your post box (outer data from publicizing).

Stage 3 – Alternative assessment: You have a terrible feeling of the Indian eatery since you've been debilitated the last time (awkward set). The pizzeria is both prescribed by your companion furthermore happens to be a surely understood brand (positive observation – evoked set). With respect to the sushi eatery, it got great surveys on Trip advisor (positive observation – evoked set).

Stage 4 – Purchase choice: After assessing the conceivable outcomes, you've chosen to pick the surely understood pizza conveyance chain. Also, another scene of your most loved TV show is shown today evening on TV.

Stage 5 – Post-buy conduct: The pizza was great (positive audit). Be that as it may, you know there was an excess of calories and you lament a tad bit (blended emotions about yourself). Whenever you will pick the sushi eatery, there is less fat in sushi than pizza.

**CONCLUSION**

This concentrate additionally has proposed some technique which benefit association may diminish psychological discord and it is critical for the administration association to lessen cacophony identified with obtaining and along these lines get by in the opposition in the nearby and also in the worldwide Markets. a portion of the prescribed methodologies to decrease subjective discord are:

1. Concentrate on convictions balancing the noisy conviction or conduct.
2. Decrease the significance of the opposing conviction.
3. Change the clashing conviction to make it reliable with different convictions
4. Searching for believable source which the objective customers trust. In the meantime informal correspondences should be expanded.
5. Stress on selecting an amiable source.
6. Discovering the sources coordinating with client's past conviction.
7. Surprising source now and again may have more effect on customer's dispositions.

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