

Conceptualizing Consumer Rationality Through the Narrative of Dissatisfaction

Ignasius Heri Satrya Wangsa

Universitas Katolik Musi Charitas, Palembang, Indonesia

ignherisw@oum.edu.my

ig_heri@ukmc.ac.id

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Abstract: Within the assumption of economic rationality consumer has treasured sufficient resources to make the best decision that lead him to satisfaction. Meanwhile it may happen the condition of dissatisfaction. Consumer may not be able to get what he expects. By mixed-method approach the concept of need-benefit relevance in the narrative of consumer's dissatisfaction is explored. Results show pattern of participants' narrative that significantly indicate the dynamic change of need and creative efforts by the business to offer various level of product benefit. This conceptual research may contribute references in Consumer Behaviour specifically in the integrated areas of consumer's need, product benefit and need-benefit relevance.

Keywords: consumer's need, product benefit, need-benefit relevance

1. Introduction

Consumer has resources to make his best decision. In the context of economic rationality consumer's best decision refers to his capability to recognize the benefit of the product that fits with his need (Arcidiacono, 2011 ; Balakrishnan et. al., 2000). It is within product capacity to maximize its benefit that the condition of consumer's satisfaction will be created. This perspective introduces the discourse of dissatisfaction as the falling of ideal condition which is experienced by consumer in his effort to satisfy his need (Liu & McClure, 2001 ; Yang & Mattila, 2012).

The phenomenon of dissatisfaction is in contrast with consumer's authority (Smith, 1987) to choose the relevant product benefit. As the rationality would always be directed to the fulfillment of expectation, the dissatisfaction seems to be in the opposite direction. Meaning to say the rationality does not seem to work in dealing with the best decision that leads to consumer satisfaction (Escalas, 2004).

Economic rationality has so far been directed to the discussion of need and product benefit. There is an interactive process of consumer's engagement in choosing the relevant product benefit. While the nature of rationality in economic perspective is to find the relevance between need and product benefit, indeed it is not always a successful effort (Bettman et. al., 1998). Within trend of competitive environment consumer's need might be challenged by the attractiveness of product benefit. Innovative mindset of the business have been able to produce various level of benefit covering all aspects of human need.

It is common to know the reality of competitive environment where creativity and innovation have led the business to employ their best resources i.e. the creation of product benefit in order to win the competition and the heart of consumer as well. As technology has become part of the industry the demand for efficiency is growing.

This conceptual article aims at finding pattern of consumer's dissatisfaction narrative that may contribute references in Consumer Behaviour specifically in the integrated areas of consumer's need, product benefit and need-benefit relevance

2. Theoretical review

Bruner (1986, 1990) in Escalas (2004) explains how people use written expression as manifestation of their experiences. This will be the foundation that the narrative is a common way to tell about connectivity. Connectivity refers to the interactional producer-consumer where the process of satisfaction takes place (Yang and Matilla, 2012). In the economic activity setting the interaction is made between those who intend to exchange their resources. The exchange itself is conditioned within the atmosphere of getting connected. In other words, those involved in this connectivity may have equal capacity exchanging their resources in a single