

motive ie. need fulfillment. While rationality refers to careful consideration of resource allocation, it drives the actors in the commitment of maximum satisfaction (Gottman, 1959 in Arcidiacocono 2011:6). The relational commitment between consumer and producer is that they have different interpretation of value. Consumer would always seek value following the motive of need fulfillment so that maximum satisfaction could be achieved (Balakrishnan et. al., 2000). Likewise, producer would find the way maximizing the profit by creating marketable values (Strong, 1997; Carrigan & Attalla, 2001 ; Marguerat & Cestre, 2004 in Arcidiacocono 2011:6).

Liu and McClure (2001) have explored pattern of post-purchase dissatisfaction and classification of consumer complaint and introduced the concepts of collectivism and individualism in the discourse of dissatisfaction. This perspective of the externality has expanded the conceptual discussion of dissatisfaction into multi-cultural space ie. certain cultural context contributes to the expression of dissatisfaction. In the culture of collectivism the expression is more reserved and people might withdraw from telling something in a direct manner as required by the collective agreement or social norm. On the contrary, the culture of individualism has given more space for direct expression.

In the frame of producer-consumer connectivity the function of exchange is targetted to the highest performance. Yang and Mattila (2012) proposed the concept of failure in which the connectivity is failed. This gives idea that the dissatisfaction issue is related to the unsuccessful relation between producer and consumer. The creative business-mindset which is manifested through the creation of product benefit fails to get connected with market demand. On the other side, consumer has difficulty to perceive product benefit.

The proposed notions in the consumer rationality adapted from Bettman et. al. (1998, p. 189) can be described as follow: (1) Decision making and related factors ie. total amount of information processed, the selectivity in information processing, and the pattern processing; (2) Choice and the problem of options, attributes, and values of the attributes; (3) The environmental traits (Dijksterhuis et, 2005, p. 193).

Based on the above theoretical view, content analysis framework is proposed as the followings diagram (see Figure 1 and Figure 2). Those diagrams explain the territory that is used to mediate insightful discussion related to consumer rationality in the narrative of dissatisfaction. There are two territories that are used to facilitate the understanding of consumer rationality. First, the application of three concepts of dissatisfaction as the problem of disconfirmation of expectation, perceived attribution, and equity. Second, the use of two relevant keywords ie. need and product benefit.

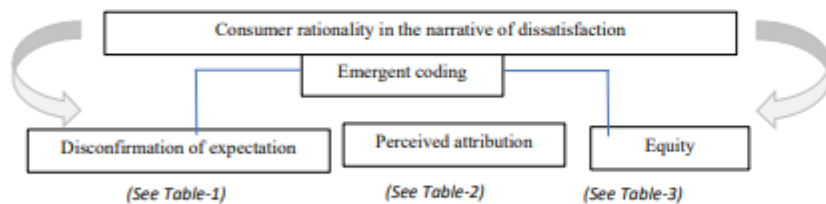


Figure 1: Content analysis framework (1) through emergent coding

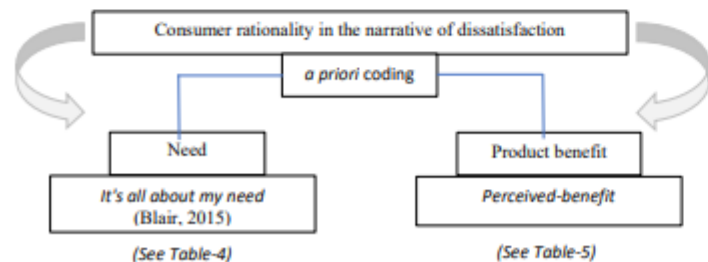


Figure 2: Content analysis framework (2) through a priori coding

Figure 2 shows the discourse of consumer rationality in the narrative of dissatisfaction which is explored by the application of emergent coding technique. The exploration covers three areas related to consumer rationality in the narrative of dissatisfaction. They are disconfirmation of expectation, perceived attribution and equity. The objective is to produce supported proposition that would explain need-benefit relevance. In Figure 3 a priori coding is applied, and the two related keywords are used. They are need and product benefit. The purpose is to validate the possible relevance between need and benefit.

3. Research method

Participants were selected among undergraduate students at the Faculty of Business and Accountancy - University "X" Palembang-Indonesia taking Marketing Management subject. They were given take-home assignment and required to write one-page composition entitled "My Story of The Worst Ever Product". Two participants' narratives were chosen. Interpretative and reflexive principles were employed to reveal the hidden message (Blair, 2015) of dissatisfaction which later on would be oriented to produce proposition related to consumer rationality. Therefore, content analysis was used using emergent coding (Stemler, 2001 in Blair, 2015 p. 16) collected from the participant's narrative of dissatisfaction, and an a priori coding system drawn from template analysis (Crabtree & Miller, 1992; King, 1998 in Blair, 2015, p. 17). Next, 100 respondents were required to fill up questionnaire, and quantitative approach ie. regression analysis was applied to measure the correlation between variables in product benefit and belief in benefit. This approach was used to provide references that would explain the concept of consumer rationality in the narrative of dissatisfaction by exploring consumer's need, product benefit and need-benefit relevance.

4. Results and discussion

Results from qualitative approach are presented at the following table. In Table-1 the emergent coding is used to find and identify word/s that are related to the disconfirmation of expectation. Each word/s that has been identified are coded. Next, concept and theme are derived.

Table 1: Results

The emergent coding (1)
Disconfirmation of Expectation (DE)

Participant	Coding	Concept	Theme
AB (518 words)	wondering (DE-1), really sucks (DE-2), weren't the product (DE-3), thought its good performance (DE-4), wasted a lot of effort (DE-5)	DE-1, DE-2 = emotional involvement DE-3, DE-4 = unexpected product DE-5 = wasted effort	resourceful
JY (831 words)	I realized there was this kind of small damaged (DE-6), I was really disappointed not only of the product but also of myself (DE-7)	DE-6 = unexpected product DE-7 = emotional involvement	

From Table-1 the result shows the quality of being resourceful. There is a strong sense of ownership and selectivity (DE-3) that participants are trying to negotiate their own economic capacity while developing an interaction with the product. Rationality calculates how much the portion need to be allocated in exchange of certain benefit. There is emotional element involved in the rationalization of dissatisfaction (DE-1, DE-2). Additionally, participant expresses wrong buying. In this case the limitation of rationality as natural phenomenon ie. cognitive biases is revealed (Arcidiacocono, 2011). The disappointment also explains the essential part in buying decision (DE-7). Meaning to say, the dissatisfaction is a shared system that provides a link between the self and the product. Expression of disappointment found in unexpected goal was made when participant actually began to think about a relationship with the product (DE-4, DE-6). In "wasted a lot of effort" (DE-5) participant's manifestation of dissatisfaction is materialized by not being able to manage time resources effectively.

Table-2 shows a perception that price corresponds with quality. Lower price attractiveness is still dominant (PA-4, PA-8, PA-10). The strong expression of blinded (PA-9) means a disappointment which is directed to wrong decision. This reveals price-related attractiveness may potentially have a risk in which consumer cannot get what