

he/she pays. Sacrificial values of consumer's resources are not well transferred. It is participant's regret to have failed in making the best decision. Rationality does not seem to operate in a correct way as expected.

Table 2: Results

The emergent coding (2)
Perceived Attribution (PA)

Participant	Coding	Concept	Theme
AB (518 words)	a little bit expensive (PA-1), save money (PA-2), comparing prices strategy (PA-3), were cheaper compare to (PA-4), quality (PA-5), a quality kind of product (PA-6)	PA-2, PA-5, PA-6 = investment PA-1, PA-3, PA-4 = price sensitive	price consideration
JY (831 words)	it simple yet attractive (PA-7), it was sold at a low price (PA-8), we are blinded if we see a low price product (PA-9), low priced (PA-10), I was so blinded by the low price (PA-11)	PA-7, PA-8, PA-9, PA-10, PA-11 = attractiveness	

Table 3: Results

The emergent coding (3)
Equity (EQ)

Participant	Coding	Concept	Theme
AB (518 words)	he knew a lot of products well better than me (EQ-1), disappointed me as a consumer (EQ-2), prove it through their products (EQ-3)	EQ-1 = objectivity EQ-2, EQ-3 = fairness	contribution
JY (831 words)	I also learned something from this incident (EQ-4)	EQ-4 = learning experience	

Equity is a condition of fairness. It is a participant's acceptance that product is able to be perceived as fair (EQ-4). In any case of being unfairly treated the participant is also able to interpret as an experience of learning (EQ-4). The theme of contribution is identified as the unfair experience in the narrative of dissatisfaction is able to produce values. Concept of objectivity (EQ-1), fairness (EQ-2, EQ-3) and learning experience (EQ-4) have become major component for the identified theme ie. contribution. Objectivity means the ability to value the product by objectively making comparison with other product. Fairness is psychological condition when consumer is dealing with the potential loss of his/her rights for product benefit.

Table 4: Results

A priori coding (1)
"It's all about my need." (ND)

Participant	Coding	Concept	Theme
AB (518 words)	with my very own money (ND-1), opt to choose (ND-2), in my own point of view (ND-3), would just like to comment (ND-4)	ND-1, ND-2 = authority ND-3, ND-4 = subjectivity	individualism
JY (827 words)	When we are disappointed to a product, of course we don't buy it the next time (ND-5)	ND-5 = consequences	

Table-4 show consumer's independence in authorizing resources (ND-1, ND-2), and together with the value subjectivity (ND-3, ND-4) and consequences (ND-5) those two components create theme individualism. The value of individualism means the higher level of self-confidence. Participants are very independent in term of making his decision to use their own economic resources.

Table 5: results

A priori coding (2)
perceived-product benefit (PB)

Participant	Coding	Concept	Theme
AB (518 words)	I was satisfied with its performance (PB-1), it didn't function well as much as it did for the last months (PB-2)	PB-1 = generalization PB-2 = endurance	achievement
JY (827 words)	sometimes we sell products like this (PB-3)	PB-3 = value-added	

Consumption experience is about achievement (Table-5). In the discourse of dissatisfaction the participants express the positive side when they are able to recognize product benefit (PB-3). Despite the disappointment over participants' relationship with the product they are able to find resolution (PB-1, PB-2).

Table 6: Results

Regression Analysis
Variables in Perceived-Benefit

Model: Y = 0.249 + 0.524X1 + 0.004X2 + 0.375X3			
Y	Perceived-Benefit (PB)		
X1	Visual Benefit (VB)	t _{value} = 4.022 / Sig. 0.000	t _{table} = 2.365 / Sig. 0.01
X2	Emotional Benefit (EB)	t _{value} = 0.031 / Sig. 0.975	t _{table} = 2.365 / Sig. 0.01
X3	Experiential Benefit (EXB)	t _{value} = 2.917 / Sig. 0.004	t _{table} = 2.365 / Sig. 0.01
R ²	0.618		
F	51.781 (Sig. 0.000 < 0.01)		
N	100		

Table-6 shows the simultant correlation between Visual Benefit (VB), Emotional Benefit (EB) and Experiential Benefit (EXB) towards Perceived-Benefit where F_{value} is significant at p value < 0.01. Coefficient of Determination (R²) is accounted for 0.618 which indicate that 61.8% of variables VB, EB, EM and EXB can explain the Perceived-Benefit. Also, results show the partial correlation of VB and EXB that significantly contribute to Perceived-Benefit.

As it is shown on Regression Analysis the perception of product benefit is determined by the involvement ie. effort to participate in building connectivity with the product. From this view the role of participants is significant. They are the ones who will qualify the product benefit through their willingness to engage in a consumption experience.

5. Conclusion

This preliminary research is meant to trigger in-depth study in consumer rationality within the discourse of narrative of dissatisfaction. As we have found that dissatisfaction can provide indication of revealing consumer block-box, it is argued that scientific inquiry may be involved by the business to respond the trend of competitive market. Meaning to say there should be certain boundary that need to be reconsidered in dealing with the study of consumer.

There would always be a gap between consumer's economic-related efforts that lead him into a rational man and his expectation to reach his idealism. This phenomenon has put the narrative of dissatisfaction into its contributive role providing sufficient reference in consumer rationality.

The narrative of dissatisfaction gives an idea about consumer involvement ie. his participation in developing certain level of relationship with the product. It tells how the need and product benefit can be recognized