

COGNITIVE DISSONANCE THEORY IN HA HA BILLIARD MANADO

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ABSTRACT

Marketer that can win consumers' heart will survive in the business competition because the duty of marketing is not just how to get more consumer but how to require and retain the loyal consumer. However cognitive dissonance also is a part of consumers' mindset. It is crucial for marketer to learn more about this theory. Through the dissonance feeling, marketer will know the real perception of consumer towards their product or service. Therefore, an effective marketing strategy approach could enable companies or organizations to build stronger customer relationship as well as improve their sales performance and profitability. This research uses qualitative research and case study analysis. The research objective is how cognitive dissonance affecting consumer buying decision in Ha Ha Billiard Manado. The informant or participant of this research consist of ten consumer of this particular business and divided into five adult informants and five as college student informants. Results and conclusions are Beliefs, Religious Value, Custom, Politeness, Family Status, Emotional Reaction, Word of Mouth and Peer Group are the factors that can make consumer feel dissonance to go to Ha Ha Billiard or to spent more time in this place; law is not a factor that make consumer feel dissonance to go to this particular business and to stay longer in that place. There are several consumer that still pay attention, even hold tightly the rules of eastern culture, because the factors such as custom, religious value, politeness, family status that related with eastern culture can create dissonance towards most informants in this research.

Keywords: *cognitive dissonance*

INTRODUCTION**Research Background**

Marketing is about identifying and meeting human and social needs which later called as consumer. It is simply providing opportunities to create personal values by offering a certain product and service. Any marketer that can win consumer heart, they can survive in the competition of business and even win the competition. The duty of marketing is not just how to get a consumer, but how to acquire and hold the loyal consumer. Hence, so many product or service company competes to keep survive and win the competition by marketing strategies that conducted to defeat their competitors.

Keegan and Green (2011:43) stated that marketing practices will vary from country to country, for the simple reason that the countries and people of the world are different, it means that a marketing approach that has proven successful in one country will not necessarily succeed in another country. This is means that the marketing strategy that would be implemented in one country should be different with another country. This is happening because the variation background of people in the world such as culture, values, religion, and economic condition. It makes the need and desire of people become different. So, marketers should adjust their marketing strategy with the condition of the country itself, especially the condition about their culture, the daily activities of the citizen, and the norms of society in that country.

Indonesia is a country that has eastern culture. Actually the trade of product and service in Indonesia should adapted into the daily activities of citizen in Indonesia that still hold an eastern culture especially the norms that prevailing in Indonesia at this time. But over time, with the globalization which led to entry of

foreign cultures in this country, such as westernization, so it will begin to erode eastern culture of this country and will slowly disappearing eastern culture and being replaced with foreign cultures. Products and services are sold in Indonesia started to follow foreign cultures, because Westernization is happening in Indonesia at this time like billiard as an example. This sport originated from Europe, but has become popular in Indonesia. In Manado, there are so many service companies that run such as Billiard venues. One of them is Ha Ha Billiard Manado which can be categorized as one of famous Billiard venues in Manado. Besides the role of this place as the sport station, this particular business in the mindset of society as the place that have a bad image due to some misbehaviours, such as smoking, liquor, and free sex due to the globalization of western culture. This issue come from society, so it means that the image of this place in consumer's perspective already become negative.

Company or marketers also should control the consumer's mind. Company should know the variation perceptions of consumer perspective, so company will know what they will do with their service; in this case Ha Ha Billiard and how to maintain their customer to keep make a purchase of their service. Usually, in pre-purchase, after-purchase and post-purchase situation, consumer will keep thinking, considering and comparing towards two things, which are: "Is it correct to buy this product or use this service?" and "Is it wrong to buy this product or use this service?" This is the time when Cognitive Dissonance appears. Sarker and Bose (2012) stated, cognitive dissonance happens when belief in people's mind conflicting with the information outside because these two things are different. Everything always has a pro and cons including the products and services that always have a good and bad perception in consumer point of view. The question above always appears in consumer mind because consumer consider about the perceptions about the product or service. In after-purchase condition, when consumers realize that they bought inappropriate product or service for them, they will regret it and it is called Buyer's remorse. That is why sometimes consumer neglect the two questions above, because they just buy a cheap product or service. In this case, the service that consumer use is not about the expensive price, because the service has an affordable price. Thus, this place is not an expensive service but a risky service viewed from the Image. Whereas Billiard is a sport that actually worth to be played and should be maintained and preserved. In one hand, there are people that like to play this sport but they do not want to come to Billiard venues including Ha Ha Billiard because they are afraid of bad image that already attached in this place and another billiard venues. If the consistency of consumer that want to play this sport is bigger than their inconsistency that afraid of bad image, so they will decide to keep come to Ha Ha Billiard. It is good for this place to gain more consumers. But how is the opposite? What if consumer's inconsistency is bigger than their consistency about this place?

Consumer in this particular business have the different attitude. Some of them feel comfort with the bad image, but commonly feel uncomfot. The people who feel uncomfot of this place is the people that ever come to this place but not always. It makes sense because for the people that always come, it means that they like the place, meanwhile for the people that not always come, there are possibility of something wrong in their mind towards that place. That is why this research specialized for consumer that ever use the service of this place but not as the loyal consumer, because this research only searching for answer about why consumer feel dissonance to come viewed from the image. So, the possibility of loyal consumer to become dissonance is smaller than the dissonance of consumer that come to this particular business seldomly. But in order to make a comparison among loyal consumer and moderate consumer's feeling of dissonance, it is being needed to add loyal consumer in this research but will be dominated with consumer that come seldomly.

Cognitive dissonance that often reveal in consumer mind should be a big deal for the marketers or company, in this case Ha Ha Billiard, because basically, marketers sell a product or service to make consumer buy and then make a post-purchase of the product or service itself. Sarker and Bose (2012) stated that with the rapid growth of service industry marketers of different service organization are facing huge challenges to meet up consumer expectations, so it is important for the service organization to reduce dissonance related to purchasing and thus survive in the competition in the local as well as in the global markets. The statement of Sarker shows how important the cognitive dissonance towards a company. When the object of this research let the dissonance appear in people's mind because of the bad image that attach in common billiard venues, they will lose their customer. So, Ha Ha Billiard should consider about this cognitive dissonance, and seek for some strategy to solve the dissonance of consumer thus Ha Ha Billiard will not lose their consumer but instead, consumer will keep use the service.

Research Objective

The research objective formulated to analyze is how cognitive dissonance affecting consumer buying decision in Ha Ha Billiard Manado.

THEORETICAL REVIEW

Theories

Cognitive Dissonance

Sarker and Bose (2012) stated, cognitive dissonance is a psychological phenomenon which refers to the discomfort felt at a discrepancy between what you already known or believed, and new information or interpretation. Festinger (1957), cited by Sarker and Bose (2012) stated, when the dissonance occurs, consumer will try to reduce the dissonance by balance his or her cognition or belief that already in mind before the dissonance appear, and by changing his or her attitude it will bring him or her to cognitive consistency. Meanwhile, Hazan ad Nazreen (2012) stated, since consumer behavior has been a backbone of the marketing strategy of every firm, a detailed and comprehensive study of all aspects become imperative for the success of an organization. Dissonance is a part of consumer behavior, thus marketer should learn about consumer behavior.

Consumer Behavior

Solomon (2004:33) stated that consumer behavior is teh study of the process involved when individuals or group select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. From this definition, the cognitive dissonance can appear in the stage of select and purchase behavior.

Evaluated Variables that Enable to Creating Cognitive Dissonance

First factor is religious value. Second factor is family identity. Deaux (2001) stated that identity is a term that is widely used as a consequence in different things and people. third factor is peer group. Sarker and Boss (2012) stated that peer group is an influence of purchase on fellow mates' comment and habits. Fourth factor is word of mouth. Iuliana and Raluca (2012) stated that word of mouth is a form of person conversation regarding a brand, a product, an organization or service. Fifth factor is belief. Osterholm (2009) stated that belief is a psychological property and related to what others claim to belief or know. Sixth factor is emotional reaction, and seventh factor is custom, while eighth factor is law and the last factor is politeness. Custom, law and politeness are the part of norm, and norm is a factor that create cognitive dissonance in previous research.

Previous Research

Sarker and Bose (2012) found that several factor among ten variables measured are influential in creating cognitive dissonance among the costumers of consumer goods such as family status, religious value, customs, belief, norms, etc. Awa (2010) found that Festinger's theory which is cognitive dissonance theory has the widest perspective of emphasizing on psychological tension and means of achieving consistency within and between the cognitive system and ultimately overt and covert behaviours. Hazan and Nasreen (2012) found that if the consumer make a purchase decision based on his own involvement and without influence of others, the dissonance would decreased, and time also have an important role in dissonance feeling that the more time consumer take to make decision, the better chances of them considering about the purchase and the more content they will be with their decision and might return to the same seller again.

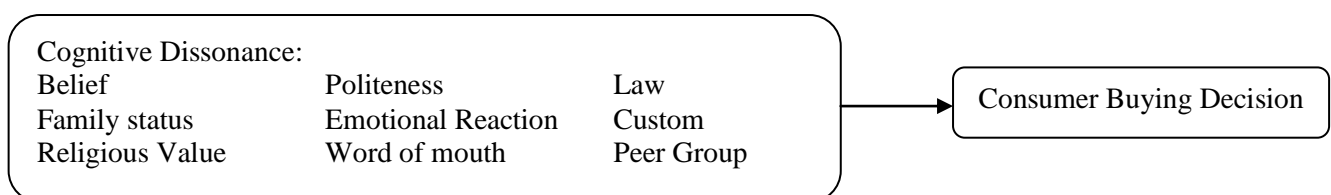


Figure 1. Conceptual Framework

RESEARCH METHOD

Type of Research

This research uses descriptive research in writing the report through qualitative research. Grimes and Schulz (2002) stated that a fundamental element of descriptive reporting is a clear, specific, and measurable definition of the disease or condition in question.

Place and Time of Research

This research held in Manado with the object of research in Ha Ha Billiard Manado approximately in June up to July 2013.

Procedure of Research

Observation Procedure

Researcher go into the field of research which is Ha Ha Billiard Manado with the tools and instruments of research such as notes and recorder to observe the situation and condition in Ha Ha Billiard, how the social interaction that is going on in that place, search and ensure the issues that related with the image of this particular business, by take an attention of the consumer attitude when playing billiard in that place, and identify who is the most dominant for the people who come to that particular business to ensure the consumer that can be as representative informant in this research to be interviewed.

Interview Procedure

Researcher bring the writing equipment such as notes and pen, camera to take a picture while interview between interviewer and informant in order for the validity of research, and recorder in order to record the results of interview.

Participant

The participants of this research determined by purposive sample (representative participant – choose the participant that can explain many things and knows many things about the object or situation). The informant or participant of this research consist of ten consumer of Ha Ha Billiard and divided into five adult informants and five as college student informants. But in order to make a comparison among loyal consumer and moderate consumer's feeling of dissonance, it is being needed to add loyal consumer in this research, but it will be dominated with consumer that come seldomly.

Data Collection Method

Data source in this research consist of primary data and secondary data. Primary data originated by the researcher specifically to address the research problem through the data collection technique. In secondary data, several sources such as books that dominated used in theoretical review, several articles to compare and analyze the previous research about cognitive dissonance, and relevant literature from library and internet about another key words that contain in this research.

Operational Definition of Research Variables

1. Cognitive dissonance is the belief in consumers' mind of Ha Ha Billiard are conflicting with the outside information about that place because the belief of consumer are opposite with the outside information more specifically, the belief and outside information only around the image of that place.
2. Buying decision making is the consumer in Ha Ha Billiard that make a decision to use the service of Ha Ha Billiard.

Data Analysis Method

This research uses qualitative approach in collecting the data and designing this research. According to Hancock (2002), qualitative research is concerned with developing explanations of social phenomena. In designing this research, the researcher uses case study. Yin (2003) cited by Baxter and Jack (2008) stated that

researcher can use case study approach to consider about the question of study that focus on “how” and “why” questions, and the discussion of study should be contextual and relevant with the phenomena.

RESULT AND DISCUSSION

Results

Interview Result

The result of this research, law is not affecting the informants to feel dissonance in their buying decision making towards Ha Ha Billiard, while peer group is actually affecting informants to feel dissonance if they have a friend that banned them, but unfortunately they have no friend that do that. Meanwhile other factors such as beliefs, religious value, custom, politeness, family status, emotional reactions and word of mouth are the factors that can create dissonance in consumers mind especially these ten informants as the representative.

Belief

The result in previous research, belief in purchase is a very influential factor in cognitive dissonance. While from the interview towards these ten informants, all of them have a positive mindset that actually Ha Ha Billiard is a positive place that provides positive activities which is billiard sport. This place should be called as a sport centre as one of informant stated. But in other side, all these informants know exactly about the bad image and all of them admitted that it is true. But they do not blame on this place, because according to these ten informants, the bad situation and condition that happening in that place now due to the bad attitude of commonly people itself such as smoking, drinking and rumour about commercial sex workers. That is why the informants appreciate to go to this particular business because their mindset about this place as a good place that providing their favourite sport which is billiard. The things that make these ten informants feel dissonance to visit this particular business or stay longer because of the common people's bad attitude in this place.

Religious Value

The result in previous research, religious value is a very dominant factor in creating cognitive dissonance generally. While from the interview result, six informants stated that religious value is the factors that create cognitive dissonance towards them to go to Ha Ha Billiard or to stay longer in that place. For them religious value againts the attitude in this place, such as liquor, smoking even free sex, that damage God's house which is humans' body that is why they are afraid of fall into temptation if they go to this particular business or spent longer time. Meanwhile, the other four informants declared that religious value is not against this place, so it does not have any influence to make them feel dissonance. Three informants have the same reason that the real function of this particular business is a sport centre and sport will make our body healthier, it is a positive thing that supported by what God says. About the bad image that attached, it is depending on each people they want to do a sin or not. But as long as the activities in this place are positive, there is no reason to against religious value. While for this one informant, she has the same statement that religious value actually in line with that place, but she keep decide to bounding her time to go to that place and sometimes feel dissonance, because she want to keep her image to be misjudge by another people as a unreligious girl if she come to this particular business often. Informants who declared religious value as a factor that makes them feel dissonance to go to this place are five college student and one worker. This worker informant is a religious one, so his perception is different with another workers informant. While the informant that against if religious value is a factor that create cognitive dissonance are a worker informant. It does not mean that worker has less faith into their religion compared to college student, but it means that worker informant has more mature mindset, because they can control them self to be unaffected by the bad attitude, while college student deem religious value as a factor that makes them dissonance due to afraid of fall into temptation, means that it is hard for them to handle them self to be unaffected.

Custom

The result in previous research, custom is a very prevailing factor in creating cognitive dissonance in case of purchasing and family acceptance as a measurement variable of custom in that research. Based on the interview result, most of informants stated that they have different custom with the common people in Ha Ha Billiard related with the bad image such as smoke, drink liquor and free sex and they feel moderately dissonance

about that reason that they hate smell of cigarette and liquor, especially for girls. Male informants that do not smoke actually can adapt with the condition and situation in this place because they are a man. But girls commonly cannot do that. The informants that deem custom as a factor that make them moderately dissonance are dominated by college student. While the other four worker informant stated that they do not care about the custom in this place, because they just focus on play billiard, even some of them said that they already familiar with the condition like that.

Politeness

Politeness is a part of norm, and in previous research, norm is a very dominant factor that can create cognitive dissonance. Meanwhile, based on the interview result, all these ten informants have the same statement that there is less of politeness in Ha Ha Billiard among the consumers with several reasons. There are stated that it is because of the rough words when talking to one each other, no respects towards the older one from the younger one viewed from age, and some informant stated that the mini clothes of some girls is really impolite. But the responds of each informant towards this impoliteness that occurs in this place are different. Four informants argued that they feel dissonance with the impoliteness itself because they do not familiar with kind of that attitude. While three informant stated that they understand with the situation and condition in this place because they realized that personality of each people are different, even though sometimes that manner is annoying for them, and sometimes they feel disturbed but their desire to play billiard is bigger than that stuffs that is why they do not care about that and they can try to understand. Then the rest of informants stated that they do not care at all with the manners of people in that place, as long as they enjoy the game and no one will disturb them.

Family Status

The result in previous research, family status is a very dominant factor in creating cognitive dissonance measured with importance of a product in respect to family status variable measurement. Based on the interview result in this research, not all informant have the same opinion, most of informants argued that the family status is not a factor that can create cognitive dissonance towards them to go to Ha Ha Billiard. There are varieties reasons stated by this three informants such as, their parents do not forbid them to go to this particular business, it means that their parents think it is fine to go to this place, and then a male informant stated that a guy who go to this place is normal generally, that is why, when he go to that place, it is not have any relation with family good image. While two informants said that they feel dissonance to go to this particular business or to stay longer because they afraid their parent's job will be tarnished if they visit a negative place as society point of view. Moreover, parents of one informant that feel dissonance have an occupation as a priest. So, for him, family status is the most factors that create dissonance in his mind towards the image of this particular business. For the rest of informants, actually they have the same opinion with both informant that disagree if family status as a factor that creates dissonance to go to this place, but they still consider about the image of their family in society's point of view. They are afraid when another people will judge their family as the parents that could not educate their children to do not go to place like billiard venues that already judged as a negative place. While some of them still banned by their parents to go to place such as Ha Ha Billiard. The informant disagree if family status is a factor that create dissonance is a worker informant, while the informant that agree if family status considered as the factor that create dissonance dominated by student informant. It can be concluded that people that already have job, tend to be more independent than people that still in parents responsibility that tend to obey what their parents says and more care about what another people says about their family.

Peer Group

The result in previous research, peer group has an influence in creating cognitive dissonance generally, but not as much as another factor in that previous research. While in this research, with different object of research which is service company such as Ha Ha Billiard, based on the interview result, for all informants, involvement of peers is really effected towards them whether they will go to that place or not. Mostly, the informants decide to go to this particular business due to their peers persuasion. But unfortunately, these ten informants only have friend that tend to persuade them to go to this place and they do not have friend that forbid them to go. Hence, peers involvement does not make these informants feel dissonance to go to that place but instead. Informants just argued that if they have friends that forbid them to go, there are possibility for them to be affected by what their friends says, because according to them, go to Ha Ha Billiard with friends is more fun.

Otherwise, when there are friends that banned them to go, while they want to go to that place because they like to play billiard, the dissonance will reveal in their minds because in one hand, it would be more fun if go that place with friends, and when decided to go alone, they will feel uncomfortable. But in another hand, when they decide to do not go, they cannot play billiard. Dissonance appears in their mindset.

Emotional reactions

The result in previous research, emotional reaction is a very dominant factor in creating cognitive dissonance measured with variable measurement of emotional reaction which is getting involved emotionally in purchasing process variable. In line with the result in this research, based on the interview result, all informants ever felt not in the mood to go to Ha Ha Billiard because of having problems, forbidden by parents, sleepy, bored, and for women informant because on that day she had just washed her hair so lazy to come. When they are not in the mood to go, their peers call them to go and sometimes they cannot deny, but sometimes they can, it depends on the reason why they feel not in the mood. When they have problem, most of informant decided to deny to go to this particular business but some of them think maybe with looking for some fun, their stress will disappear, sometimes it works, but sometimes their mind getting worse because the situation in this place do not supported. When it is getting worse, it is time dissonance appears. For another informant that not in the mood to visit this place just because of sleepy or bored or another small things, and when they called by their peers to go and they cannot deny, dissonance can appear in this case too, because they come to that place by forced not by their own desire.

Word of Mouth

The informants in this research ever heard about the negative image of Ha Ha Billiard from another people such as full of smoke whiff, issue about commercial sex worker, and for another bad social intercourse that can ruin the young generations. All informants have the same arguments to respond what people say about this place. They think that actually the bad image reveal caused by the bad behave of each person who visit this place. Actually, the function of this particular business as a sport station is not as a negative place. So, if there are negative issue about this place, it made by the common consumer that misuse the real function of that place. Even though these several informants realized that information from certain source is being needed in attempt to be more careful of something, but according to them, it does not work in this case. They thought that they already known more specifically the things of this place, thus, they do not need to hear from others. But some informants still deem Word of Mouth as a factor that create dissonance towards them, because what they heard and what they saw in this place is in line. That is why they decide to keep consider about what people say even though not one hundred percent, because sometimes issues often exaggerated and often also reduced.

Discussion

The qualitative research that already conducted by researcher have found there are seven factors that certainly create dissonance in consumer's buying decision making in Ha Ha Billiard, such as beliefs, religious value, custom, politeness, family status, emotional reaction and word of mouth. While, there is one more factor that actually can create dissonance in consumer's mind which is peer group. But unfortunately, the informants do not have friends that make them feel dissonance to go to this place, but they just have friend that support them to go. But, from the statement of informants in the interview, can be concluded that peer group is an influential factor in creating cognitive dissonance in their buying decision making. hence, there are eight factors in creating cognitive dissonance in buying decision making in this research which are beliefs, religious value, custom, politeness, family status, emotional reaction and word of mouth and peer group.

The previous research by Hazan and Nasreen (2012), have been proven that there are three general factors that can create cognitive dissonance in consumer buying behaviour generally, which are time due to the more time a consumer devotes to his purchase decision, the more content he would be with his decision and lesser would be dissonance attached with the decision. Second factor is involvement that proven as an influential factor in creating cognitive dissonance in consumer buying behaviour, because when the consumer takes the purchase decision on his own, he would be more satiated with his decision as compared to a purchase decision taken in consultation with others. The third factor is buying an expensive and luxury product or service dut to the consumer is likely to face more dissonance over his decision, which involves the purchase of luxury and expensive products whereas less dissonance was found to be associated with the purchase of FMCG (Fast Moving Consumer Goods).

The previous research, implied the correlation among the involvement factor and these eight factors in creating cognitive dissonance on consumer buying decision making in Ha Ha Billiard. Beliefs, religious value, custom, politeness, family status, emotional reaction and word of mouth and peer group are the factor that more specifically as an influential factors in creating cognitive dissonance in consumer buying decision making in this particular business, meanwhile involvement, time and buying luxury product are the general factors in creating cognitive dissonance on consumer buying behaviour. As mentioned above, there is a relationship only among the involvement and these eight factors in this research which is Beliefs, religious value, custom, politeness, family status, emotional reaction and word of mouth and peer group are the part of involvement factor. As explained in the previous research, involvement in the previous research refers to the degree of involvement from others on behalf of the consumer, whether it would be higher involvement from outside, or no involvement at all in determining the decision making on consumer buying behaviour. Whereas after found the eight factors that create dissonance in consumer's buying decision making in that place, researcher need to broaden these eight factors as individual component to become broader themes so the factors would be easier to be compared and contrasted. It is necessary due to imply an exploration of the dynamics that exist at the intersection of these eight factors in interview analysis.

The eight factors researched in this research as the influential factors in creating cognitive dissonance in consumer buying decision making in this particular business are broaden into two themes based on the previous research which are involvement from outside and involvement from inside based on the correlation among each factor in this research and these two themes, which are belief and emotional reaction factors refers to involvement from inside theme, meanwhile family status, religious value, politeness, word of mouth, custom and peer group refers to involvement from outside.

Belief classified into involvement from inside theme, due to belief are mental and emotional that drives people as the root of all purpose and all actions, as explained in Theoretical Review. It means that, beliefs always comes from inside. Hence, automatically belief has correlation with involvement from inside. When consumer decide to go to this place without any kinds of influence from outside but his or her own mind that decide to use the service of this particular business because him or her beliefs of this place are good or instead. He or she decides to does not go to this particular business, because their beliefs of this place are not good. Similar statement with belief, emotional reaction classified into involvement from inside theme, due to emotional reaction is a factor that comes from inside which is based on the mood of consumer, whether they will go or not, they will feel comfort to be in that place or not, and they will stay longer or only for awhile in that place. So, it is based on consumer decision without any involvement from outside.

Family status, religious value, politeness, word of mouth, custom and peer group are the factors that classified into involvement from outside. In this research, factors such as peer group and word of mouth are the factors that comes from consumer of Ha Ha Billiard and another people directly, while factors such as politeness, religious value and custom are the factors that comes from the rules that exist and obeyed by the people in this case by consumer, and for family status, in this research is a factor that can comes from rules and people's influence.

Peer group is classified into involvement from outside theme, due to the cognitive dissonance appeared in consumer's mind because of the comments opinion from their peer in or friends, and consumer decide to go to Ha Ha Billiard or instead, because of their friend's persuasion towards the consumer itself. That is why peer group factor refers to involvement from outside. While religious value is classified into involvement from outside theme, because of the rules of a religion that obeyed by consumer that makes them feel dissonance in deciding whether they will use the service or not, and this factor that makes them feel dissonance not comes from their own mind, but based on the influence of their religion. Family status is classified into involvement from outside theme, because in this research, consumer family status refers to the command of parents towards their children and the rules that exist in a family. That is why in this research, consumer often consider about their parents status, and the image of their family before they decide whether they will go to that place or not. Politeness classified into involvement from outside theme, due to the politeness itself is an element from eastern culture and already become an unwritten rule in eastern society and it is come from outside as a culture our country that still hold tightly the eastern culture. Hence, politeness factor refers to involvement from outside. Custom also classified into involvement from outside theme. The reason is the similar with politeness factor because both of these factors are parts of norm. Norm is rules in society, and in norms there are custom and politeness. Custom is a habitual thing that have been done in generations and then deemed as culture of society means that custom is not a thing that be born from people's mindset, but as an agreement from society to

preserve that thing as a custom. That is why custom categorized as an involvement from outside. While word of mouth also classified into involvement from outside, due to word of mouth in this research is an information about the service of this place from people based on their experience when they used the service, and then they tell their experience towards another people whether about the negative or positive things of Ha Ha Billiard itself. Hence, word of mouth categorized as involvement from outside towards consumer buying decision in this particular business.

Consumer also has three types of characteristics to respond the dissonance that they feel because of the factors above which are belief, emotional reaction, religious value, custom, politeness, family status, word of mouth and peer group. First characteristic is the consumer that cannot tolerate their dissonance feelings because their feelings of dissonance are bigger than their desire to play billiards in this place. The amount of informant that categorized in this characteristic is two informants. These two informants that have this type of consumer deem that these eight factors makes them feel dissonance to go to this place or to stay longer in this place, so they decide to really bounding their times to visit this place. Second characteristic is the consumer that can omit their dissonance feeling towards bad image and manners in this place because they have very high desire to play billiard so they do not care at all about the behaves inside of this particular business. The amount of informant that categorized in this characteristic are two informants. In another hand they can think like that because they already familiar with the situation and condition in this place. Some informant stated that it does not matter for them to smell the cigarette whiff and liquor. That is why they decide to keep using the service of this place normally except if they have some business or not in the mood to go there, to prevent dissonance occur.

The third characteristic is the consumer that seen these eight factors that make them feel dissonance but, their dissonance feeling cannot defeat their desire to play billiard in Ha Ha Billiard. The amount of informant that categorized in this characteristic is six informants. So, even though somehow they feel dissonance towards the situation and condition that do not supported in this particular business, but they try to adapt and try to do not care about other things besides playing billiard and having fun with their friends. Even though sometimes they already felt uncomfortable with the cigarette whiff or liquor, but they just try to reduce their uncomfortable with keep playing billiard and enjoy it. That is why this type of consumer decides to do not go to this place too often, when they really wanted to play, and then they will go.

CONCLUSION AND RECOMMENDATION

Conclusion

The conclusions of this research drawn as follows: (1) Beliefs, Religious Value, Custom, Politeness, Family Status, Emotional Reaction, Word of Mouth and Peer Group are the factors that can make consumer feel dissonance to go to Ha Ha Billiard or to spent more time in this place; (2) law is not a factor that make consumer feel dissonance in this research, because that place is a place that already have formal authorization from the appropriate authorities. So consumers feel safe to go to this place in terms of legal security; (3) averagely, there are several consumer in this research that still pay attention, even hold tightly the rules of eastern culture, because the factors such as custom, religious value, politeness, family status that related with eastern culture can create dissonance towards most informants in this research; and (4) it is crucial for Ha Ha Billiard to care about this cognitive dissonance problem. When the dissonance feeling of consumer being neglected, sooner or later that place will lose their customer. But, if they can reduce the cognitive dissonance problem, even change their image to be better than before, they can maintain their consumer as a loyal costumer, and add new consumer.

Recommendation

Cognitive dissonance is a psychological theories, in economics is often used to learn about consumer perspective in determining the purchase of a product or services. Study of cognitive dissonance is crucial for marketers to know the character of consumers and may prepare a strategy to win the hearts of consumers to buy the product or service being offered. Ha Ha Billiard can reduce the cognitive dissonance that felt by consumers started by repositioning the image in consumers and society's mindset to be a good image, such as put forward this place as a sport station and improve the control of consumer that have impolite manners and disturbing another consumer. Based on three types of consumer's characteristics, this particular business can separate into

two area which are smoking area for consumer that have less dissonance feeling and non-smoking area for consumer that have high dissonance feeling and moderate dissonance feeling.

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