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<B>'s notion of cognitive dissonance can be understood with consumers' use of information processing strategies explained in <A>. I believe that 'trust' can play an important role in minimizing cognitive dissonance of consumers.

<A> states that consumers use different information processing strategies when making a purchase: heuristic and analytical. When the product's information perfectly aligns with their beliefs, they engage in 'heuristic' processing, putting less effort in making final purchasing decisions. The other is when the product's message fails to align with their beliefs; they then engage in 'analytical' processing, investing more effort in decision making, while considering all possible inputs. This phenomenon naturally evokes the rise of cognitive dissonance among consumers. When consumers purchase products that don't fall in accordance with their beliefs, and therefore engage in 'analytical' information processing, the gap between the product's message and their personal beliefs widens, and this imbalance causes much discomfort. For instance, consumers use analytical processing and experience the stage of cognitive dissonance when the cars they've already purchased don't seem like the best choice and arrives at the conclusion that alternatives could have been a better choice. These consumers are experiencing cognitive dissonance, struggling to find a balance between the product's value or message and their ever-changing beliefs or views. In order to reduce this sort of undesirable state, consumers try to regain cognitive balance by forming self-justification, or by relying excessively on WOM.

Consumers often struggle in the state of cognitive dissonance as they fail to 'trust' their exchange partners. Consumers, in other words, fail to reduce the gap between their beliefs and purchasing behaviors because their exchange partners were not able to provide an adequate level of trust. When the customers' pre-existing beliefs and the product's message don't align, it is the seller's role to actively engage, give sufficient explanations, and eventually reduce the gap that causes cognitive dissonance. And since the sellers failed to do so, consumers' trust in them decreased. In order for these exchange partners to regain consumer trust and eliminate cognitive

dissonance, they must work on three concerns mentioned in <C>: competence, benevolence, and problem-solving skills. Companies must show their competence by giving explanations on the product's messages and how these messages can possibly align with consumers' beliefs. They must also approach their consumers with benevolence, as there's nothing better than kindness that forms emotional trust. Then they must show their problem solving skills by addressing customers' concerns arising from cognitive dissonance. After these steps, companies will reclaim trust and help consumers cope with cognitive dissonance.

To sum up, cognitive dissonance arises when consumers engage in analytical information processing, failing to find a balance between their beliefs and the message that the product conveys. Companies' formation of trust can play an important role in combating this dissonance.