



Analyzing consumer behavior has always been a pressing task for companies throughout history. Although there are many factors that affect a consumer, some of the most important are trust and satisfaction. With this in mind, [A] could explain the notion of cognitive dissonance in [B] through the example of consumers altering their strategies depending on the consistency of their existing beliefs with new information. In addition, the 'trust' in [C] relates to [B] as 'trust' effectively counteracts cognitive dissonance and post-purchase anxiety.

Cognitive dissonance is the syndrome where two conflicting beliefs lead to a person removing or justifying one of them to regain balance and mental peace. This is demonstrated in [A], where consumers tend to perceive information with close scrutiny if it is inconsistent. People do this in order to justify their choices and to avoid regretting their purchases. They look long and hard at a product so that they will not experience cognitive dissonance after their purchase. On the other hand, if the information and product is consistent and trustworthy, customers justify their choices through believing the credibility of the company and the source. They attempt to lessen the discrepancies of their expectations and the actual evaluation, believing that there will be no problem with their purchase. Word-of-mouth information affects customers greatly because it has empirical value coming from a credible person. Furthermore, in the case of dissatisfaction, people could simply blame the other person and regain mental stability. In the end, the various strategies that consumers adopt can all be understood as an attempt to counteract cognitive dissonance.

[C] describes the unique notion of customer trust. Customer trust can be defined as the belief of the consumer that the company is competent and trustworthy. Having the three important variables of competence, benevolence, and good problem solving, consumer trust relates to [B] as trust negates post-purchase anxiety and ensures a healthy relationship with the consumer. As mentioned in [B], many customers experience stress after they cars or expensive products. As companies do not want their customers to undergo post-decision anxiety, they establish a strong



relationship with the consumer through trust. Friendly customer service, long and worthwhile warranties, and a good product overall all contribute to trust. Ultimately, this amounts to consumers being satisfied with their products, having no discrepancies or second thoughts about their purchases. In the end, through trust, consumers no longer experience cognitive dissonance and keep on purchasing the companies product.

To conclude, [A] shows us how people attempt to avoid and remove the cognitive dissonance mentioned in [B]. Also, the 'trust' in [C] is a major factor in negating anxiety.