UNDERSTANDING THE EFFECTS OF POWER DISTANCE TRUST ON CONSUMER ATTITUDES WHEN DEGRADED IN LOYALTY PROGRAMS: THE DYNAMICS OF MONEY AND MENTAL LOSSES

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Abstract

The dynamics of monetary and mental losses and the role of power distance belief effects in influencing consumer attitudes when experiencing demotion in loyalty programs have become increasingly relevant research subjects in the context of marketing and consumer psychology. This research aims to investigate how monetary and mental losses influence consumers' attitudes toward status changes in loyalty programs, as well as the extent to which power distance belief effects play a role in this process. Through in-depth literature analysis and synthesis of relevant concepts, this research highlights that monetary losses, such as the loss of potential financial gains and the value of investments that have been made, can cause consumers to feel disappointed and frustrated. Meanwhile, mental losses, such as emotional stress and feelings of loss of identity or self-esteem, can disrupt consumers' mental and emotional well-being. Psychological adaptation mechanisms, such as cognitive justification and seeking social support, become important strategies in overcoming these negative impacts. Additionally, the effect of power distance beliefs plays an important role in influencing consumers' responses to changes in status, with people who have high power distance beliefs tending to be more accepting of such changes. A deeper understanding of these dynamics has important implications for marketing practitioners in developing more effective strategies for managing status changes in loyalty programs and maintaining consumer loyalty.

Keywords: Money loss, mental loss, power distance belief effects, consumer attitudes, loyalty programs.

INTRODUCTION

The power distance trust effect is a phenomenon that has long been the focus of study in a variety of fields, including psychology, anthropology, and other social sciences. In a social context, the concept refers to the degree to which power is unequally distributed within a hierarchical structure, and how this affects individual behavior and attitudes. Research on the trust effect of power distance has shown that societies with high power distance tend to have strong hierarchies and accept power inequality more easily. On the other hand, societies with low power distance tend to reject power inequality and prefer to express themselves independently. In the context of consumers and loyalty programs, understanding the effects of power distance beliefs is important because it can affect how consumers respond to status changes, such as demotions in loyalty programs.

The importance of understanding the effect of power distance trust on consumer attitudes when demoting in loyalty programs is also related to the dynamics of monetary and mental losses. Consumers who demote in loyalty programs often experience financial losses, both in the form of lost potential profits and loss of exclusive benefits gained from their previous status. However, these losses are not only material, but can also impact consumers' mental and emotional well-being. Feelings of disappointment, rejection, or even embarrassment may arise from this change in status, especially if the consumer has a strong identity associated with their previous status in the loyalty program.

In the face of the monetary and mental loss dynamics of demotion in loyalty programs, consumers may exhibit varying attitudes. Some consumers may experience significant stress and anxiety at the loss or threat of losing benefits that they have identified as an important part of their identity or social status. On the other hand, there are also consumers who may be more receptive to such changes and focus on the benefits that are still available in the new membership tier. Consumers' attitudes towards demotion in loyalty programs can also be influenced by factors such as their previous level of involvement in the program, perceptions of fairness in the status change policy, and the social support they receive from their surroundings.

In addition, it is important to recognize that the trust effect of power distance not only impacts individual responses to status change, but can also affect group dynamics in loyalty programs. In societies with high power distance, consumers may tend to be more passive in voicing dissatisfaction or taking protest actions against perceived unfair status changes. In contrast, in societies with low power distance, consumers may be more likely to openly express their dissatisfaction and even organize collective actions to demand change or compensation.

Minimize their negative impact on customer loyalty and satisfaction. In the contextof the relationship between power distance trust effects, monetary and mental loss dynamics, and consumer attitudes when demoting in loyalty programs, it is important to consider the role of customer relationship management (CRM) strategies. Loyalty programs are often one aspect of a company's efforts to build and maintain strong relationships with its customers. Therefore, effective customer relationship management can help companies to better manage status changes, through transparent communication, offering appropriate incentives or compensation, and emotional support to affected consumers. Overall, understanding the effects of power distance trust on consumer attitudes when demoting in loyalty programs involves a holistic understanding of the psychological, social, and economic dynamics involved in the process. By taking these factors into account, companies can develop more effective strategies in managing status changes and

METHOD

Qualitative research methods can be an appropriate approach to deeply understand the effects of power distance trust on consumer attitudes when demoting in loyalty programs, as well as the dynamics of associated monetary and mental losses. One method that can be used is in-depth interviews with consumers who have experienced a change in status in a loyalty program. Through such interviews, researchers can gain a deep understanding of consumers' experiences and perceptions of the status change.

In addition to in-depth interviews, participatory observation can also be used as a research method to understand the effects of power distance trust in the context of loyalty programs. By directly observing interactions between consumers and companies in real-life situations, researchers can observe how consumers react to status changes, as well as how companies respond to and manage these changes. Participatory observation allows researchers to understand the social and cultural context that influences consumer attitudes in a given situation.

Qualitative research methods may also include the use of conceptual modeling or concept mapping techniques. Using this technique, researchers can identify the relationships between key variables such as power distance trust, monetary loss, mental loss, and consumer attitudes in the context of status change in loyalty programs. Conceptual modeling allows researchers to develop a more comprehensive framework for understanding the complex dynamics of the phenomenon under study.

Through a combination of these methods, qualitative research can provide a deep understanding of the effects of power distance trust on consumer attitudes when demoting in loyalty programs, as well as the dynamics of the associated monetary and mental losses. As such, this research can provide valuable insights for companies in developing more effective strategies in managing status changes in loyalty programs and minimizing their negative impact on consumer loyalty and satisfaction.

RESULTS AND DISCUSSION

This study aims to understand the effects of power distance beliefs on consumer attitudes when demoting in a loyalty program, with a focus on the dynamics of associated monetary and mental losses. Power distance trust refers to the degree to which power is unequally distributed within a hierarchical structure, and how it affects individual behaviors and attitudes. In the context of consumers and loyalty programs, understanding the effects of power distance trust is important because it can influence how consumers respond to status changes, such as demotions in loyalty programs. Moreover, demotions in loyalty programs often result in financial and psychological losses for consumers, which can affect their attitudes and behaviors. Therefore, this study aims to investigate how the power distance trust effect affects consumers' attitudes towards status changes in loyalty programs, as well as the dynamics of the associated monetary and mental losses.

Variabel	Description
Power Distance Trust	- High: People tend to accept power inequality more easily. - Low: People tend to reject power inequality and prefer to express themselves independently..
Consumer Attitude	- Positive: Consumers accept the change in status well. - Negative: Consumers feel disappointed or threatened by the change in status.
Money Loss Dynamics	- Financial Loss: Consumers lose the potential exclusive benefits and advantages of their previous status.
Dynamics of Mental Loss	- Emotional Stress: Consumers experience stress, anxiety, or other negative feelings due to the change in status. - Psychological Adaptation: Consumers develop justification or understanding mechanisms to reduce psychological discomfort.

From the table above, it can be seen that power distance trust can affect consumer attitudes when experiencing a change in status in the loyalty program. People with high power distance beliefs tend to accept the change more easily, while those with low power distance beliefs tend to resist it. In addition, status change can also cause monetary and mental losses for consumers, which include loss of potential financial gains and emotional stress. In the face of these losses, consumers may develop psychological adaptation mechanisms to reduce the psychological discomfort arising from the status change.

The power distance trust effect affects consumer attitudes when experiencing demotions in loyalty programs

The power distance trust effect plays a key role in shaping consumers' attitudes when they experience demotions in loyalty programs. In the context of a society with high power distance trust, where social hierarchy is emphasized and power is distributed unequally, consumers tend to accept status changes more easily. They may have a tendency to respect authority and conform to the existing hierarchy, even if it means moving down the ranks in the loyalty program. In contrast, in societies with low power distance beliefs, where equality is valued and authority is not seen as absolute, consumers may be more likely to resist such status changes and maintain their status or even leave the loyalty program itself. This difference in response to status change reflects how power distance beliefs influence consumers' mindsets and behaviors in situations involving redistribution of power or status.

In societies with high power distance beliefs, where authority is respected and hierarchy is considered important, consumers may have a tendency to internalize their role in the existing social structure. They may feel that moving down the ranks in a loyalty program is a natural part of the existing hierarchy and accept such changes as part of an immutable reality. As a result, the attitudes of consumers in such societies may be more inclined to show acceptance of the change in status and even to continue actively participating in the loyalty program, even though they have been demoted. Social factors such as cultural norms and social expectations may reinforce this attitude, emphasizing the importance of deference to authority and conservatism in maintaining the status quo..

On the other hand, in societies with low power distance trust, where equality is more emphasized and social hierarchies are more open to question, consumers may have a tendency to resist status changes that reduce their equality. They may be more active in expressing their dissatisfaction with demotions in loyalty programs and even seek ways to resist or oppose such changes. Consumers in such societies may be more inclined to show resistance to changes in status and may even take action to fight for restoration of status or compensation for losses. Factors such as egalitarianism and a spirit of resistance to social injustice may reinforce this attitude, emphasizing the importance of fairness and equality in social relations.

However, it is important to remember that consumer responses to status changes in loyalty programs are not always static and can be influenced by a variety of contextual factors. For example, while societies generally have high power distance beliefs, certain individuals within those societies may have preferences or values that are more in line with low power distance beliefs. Conversely, individuals in societies with low power distance beliefs may have experiences or identities that make them more receptive to status change. Therefore, it is important to consider individual diversity in responses to status change in loyalty programs, as well as its impact on overall consumer behavior..

Thus, the effect of power distance trust on consumer attitudes when experiencing demotions in loyalty programs can be understood as the result of a complex interaction between individual, social, and contextual factors. While there is a general tendency for different responses in societies with high and low power distance beliefs, individual diversity and social dynamics can lead to significant variations in consumer attitudes and behaviors. Therefore, it is important to adopt a holistic approach in understanding this phenomenon, which considers the complexity of the factors involved and allows for a more nuanced and contextualized analysis.

Dynamics of monetary losses experienced by consumers when demoting in loyalty programs

The dynamics of monetary loss experienced by consumers when demoted in a loyalty program involves financial aspects that can influence consumer attitudes towards the status change. One of the main disadvantages experienced is the loss of potential financial benefits typically associated with higher status in a loyalty program. For example, downgraded consumers may lose access to larger discounts, higher point or bonus rewards, or other exclusive benefits offered to members with higher status. This loss may be felt directly in the form of higher spending on previously discounted products or services, or in the form of lost opportunities for additional rewards or incentives. This financial impact can generate feelings of frustration, disappointment, or even anger in consumers, especially if they have invested time, money, or effort in achieving that status.

In addition, consumers who experience demotions in loyalty programs may also experience monetary losses in the form of losing the value of investments they have made to achieve or maintain their previous status. For example, consumers may have made additional purchases or spent more money than they planned to in order to meet point earning requirements or other criteria to maintain a higher status in the loyalty program. When they demote, their financial investment may feel wasted or disproportionate to the benefits they receive, which may result in feelings of regret or remorse. This can affect consumers' attitudes towards status changes, making them feel like they have lost more than just financial gains.

In addition to the financial losses directly associated with status in the loyalty program, demoted consumers may also experience additional monetary losses as a result of their reputation or identity associated with their previous status. For example, consumers who had high status in the loyalty program may have enjoyed extra benefits in the form of social acceptance or recognition from friends or business associates. When they demote, they may experience a decline in social status or self-image, which may result in feelings of shame or rejection. These psychological impacts can affect consumers' decisions in terms of purchase or participation in loyalty programs, by making them more likely to seek alternatives that better maintain their compromised self-image or to withdraw from social interactions related to the program.

In addition to the obvious financial losses, consumers who experience demotions in loyalty programs may also experience significant mental losses that can affect their attitude towards the change in status. One of the main mental losses experienced is emotional stress or anxiety arising from an unwanted or unexpected change in their status. Consumers may feel threatened or destabilized by losing the benefits or privileges they associated with their previous status, which can be detrimental to their mental and emotional well-being. These psychological impacts can produce feelings of anxiety, uncertainty, or even depression in consumers, which can affect their ability to make rational decisions or participate in consumption activities.

In addition to the emotional stress directly associated with a change in status in a loyalty program, consumers who experience a demotion may also experience additional mental losses in the form of feelings of loss of identity or self-esteem. For example, consumers who have high status in a loyalty program may have built their identity or self-image largely around their status, and losing that status may disrupt their view of themselves and their value in society. This psychological impact may produce feelings of loss, confusion, or even inferiority in consumers, which may affect their perception of the value or benefits they receive from the loyalty program. This can result in a negative or apathetic attitude towards the change in status, by making consumers feel less motivated to continue participating in the program or to maintain their relationship with the brand or company in question.

Dynamics of mental losses, such as emotional stress and psychological adaptation mechanisms

The dynamics of mental disadvantage, such as emotional stress and psychological adaptation mechanisms, play an important role in influencing consumers' attitudes when they encounter status changes in loyalty programs. Emotional stress arising from unwanted or unexpected changes in their status can have a significant impact on consumers' mental and emotional well-being. Consumers who experience emotional stress may experience feelings of anxiety, uncertainty, or even depression, which can interfere with their ability to make rational decisions or participate in consumption activities. In the context of loyalty programs, this emotional stress can stem from losing the benefits or privileges they associated with their previous status, as well as feelings of uncertainty about how the change in status will affect their relationship with the brand or company. In addition, the feelings of loss of identity or self-esteem that may arise from demotion in a loyalty program can also cause significant emotional stress, as consumers may feel threatened or destabilized due to changes in their view of themselves and their value in society.

In the face of emotional stress associated with a change in status in a loyalty program, consumers may develop various psychological adaptation mechanisms to reduce the psychological discomfort they feel. One common psychological adaptation mechanism is cognitive justification, where consumers try to rationalize or justify the status change by finding reasons or interpretations that support acceptance of their new situation. For example, consumers may rationalize their demotion by thinking that the loyalty program no longer fits their needs or preferences, or that the change is actually an opportunity to explore more lucrative alternatives. These cognitive justifications can help consumers to cope with the emotional stress they experience and better accept the change in status..

In addition to cognitive justification, consumers may also adopt different coping strategies to cope with emotional stress and reduce its negative impact on their attitude towards status change in the loyalty program. One common coping strategy is social support seeking, where consumers seek support from friends, family, or other community members to help them deal with the emotional stress they are experiencing. Social support can provide consumers with feelings of connection and validation that can reduce feelings of isolation or loneliness often associated with emotional stress. In addition, social support can also provide consumers with different sources of information and perspectives that can help them view the change in status in the fidelity program from a more positive perspective or obtain practical support in dealing with the consequences of the change.

However, the power distance trust effect may also play an important role in influencing the dynamics of consumers' mental losses and psychological adaptations in the face of status changes in loyalty programs. In societies with high power distance trust, where social hierarchy is more emphasized and authority is respected, consumers may tend to accept status changes more easily and even internalize their role in the existing social structure. As a result, they may be better able to rationalize or justify the change and adopt more effective psychological adaptation mechanisms to reduce the emotional stress they experience. On the other hand, in societies with low power distance beliefs, where equality is more emphasized and authority is not seen as absolute, consumers may be more likely to resist such status changes and experience higher emotional stress as a result. Therefore, the role of power distance beliefs in consumers' psychological adaptation process and emotional stress experience may vary depending on the social and cultural context that influences their attitudes and behaviors.

CLOSING

In conclusion, it can be concluded that the dynamics of monetary and mental losses that occur when consumers experience demotions in loyalty programs have a significant impact on their attitudes and behaviors. Monetary losses, such as the loss of potential financial gains and the value of investments made, can lead to feelings of disappointment and frustration in consumers. On the other hand, mental losses, such as emotional stress and feelings of loss of identity or self-esteem, can impair consumers' mental and emotional well-being. To cope with these negative impacts, consumers develop psychological adaptation mechanisms, such as cognitive justification and social support seeking, which can help them cope with emotional stress and reduce the psychological discomfort they experience. However, the role of power distance trust effects is also important in influencing consumers' responses to status changes in loyalty programs.

People with high power distance trust tend to be more accepting of such changes and are able to internalize their role in the existing social structure, while people with low power distance trust tend to resist such changes and experience higher emotional stress. Therefore, an in-depth understanding of the dynamics of monetary and mental losses, as well as the role of power distance trust effects, is important for developing more effective strategies for managing status changes in loyalty programs and minimizing their negative impact on customer loyalty and satisfaction.

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