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Abstract
This research is basely replicated the consumer confusion model of Mitchell et al. (2005) to test the relationship among of demographic characteristics on consumer confusion, the influence of consumer confusion on its consequences and the influence of confusion reduction strategies on consequences of consumer confusion in Cambodian mobile phone market. To examine the influence of confusion reduction strategies in Cambodian mobile phone market, the questionnaire was designed eight situations coming from the combination of three confusion reduction strategies: narrow down the set of alternatives (discount), seek additional information (salespeople), and share/delegate the purchase decision (friend). Based on the response of 207 samples, there is no significant evidence shows that gender difference and education difference can lead to different level of confusion. But there is significant result shows that age difference can lead to different level of confusion. The consumers of the age less than 19 years old perceive a lower level of confusion than the consumers of the age of 20-39 and between 40 -44 and 55-59.
The research shows that the three dimensions of consumer confusion have significant positive impact on decision postponement. While there are only similarity confusion and overload confusion have significant negative impact on dissatisfaction but and there is only overload confusion is significant negative impact on cognitive dissonance as well.
The findings also show that the “narrow down the set of alternatives” strategy significantly reduces the level of decision postponement and cognitive dissonance but insignificantly reduces the level of dissatisfaction. The “seek additional information” strategy has significant impact on reducing the level of dissatisfaction but insignificant effect on other two consequences of consumer confusion. There is also a significant result showing that the level of decision postponement and cognitive dissonance is reduced if the “share/delegate the purchase” strategy is used by consumers. While there is the combination among three strategies, there is only one significant result showing that it can reduce the level of cognitive dissonance if the “narrow down the set of alternatives” and “ share/delegate the purchase” strategies are simultaneously used. Beside this the result is insignificant. From the findings, several managerial implications can be contributed into marketing practices particularly mobile phone business such as: market segmentation strategy, product strategy,

distribution strategy and confusion reduction strategies. This research found few limitations which can be suggested for future research directions. This study can contributed for both academic and marketing field
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