

Theories of Personality-1



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Learning Outcomes



- **What is personality?**
- **What are the characteristics of personality?**
- **Individual Theories of personality**

What is personality?



Personality is defined by Schiffman (2008) as the unique dynamic organization of physical and psychological characteristics of a person, which influence his/her behaviour and responses to the social and physical environment.

Characteristics of personality



- Personality reflects individual differences
- It is a distinctive combination of inner characteristics
- No two individuals are exactly alike
- Personality allows marketers to divide people into different groups based on their traits
- Personality is steady and permanent

Characteristics of personality (contd)



- Marketers cannot alter consumer's personalities to convene their products.
- By understanding which specific characteristic brings in required response can help marketers to plea to these traits in their target audience
- Personality can change.
- It can be altered by major life events—birth of a child, death of loved one, personal tragedies—accident, health problems, divorce, significant career promotion.
- Personality changes can also be part of budding process.
- Women's personality in general has been shifting faster.

Individual theories of personality



All individual personality theories have the following two common assumptions:

- All individuals have internal characteristics or traits.
- For these characteristics, there are consistent and measurable differences amongst the individuals.
- The external environment or events around us (situations) are not considered in these theories.
- Most of these theories state that the traits or characteristics formed at a very premature age are relatively static over the years.
- However, the differences between individuals' theories centre on mainly the personality traits or characteristics.

Single-trait Theories



- Single-trait theories underline one personality trait as being particularly relevant to understand a specific set of behaviours.
- They do not suggest that other traits do not exist or are not significant enough; rather, they study a single trait for its relevance to a set of behaviours; for example, consumption-related behaviours.
- Some examples of single-trait theories are those that deal with consumer innovativeness, materialism, ethnocentrism, etc.

Single-trait Theories (contd..)



- For launching new products and services, the marketer may try to understand the innovativeness trait of customer personality for the target segment.
- Schiffman et al (2010) differentiated consumer innovators and non-innovators based on the extent of innovativeness, dogmatism, social character, need for uniqueness, optimum stimulation level, sensation seeking and variety/novelty seeking.
- Marketers of organic food can target innovative customers for buying and consuming organic food products. For the highly dogmatic customers, who are not open to new brands and ideas, can be offered traditional food products. Moreover, the concept of permission marketing may be applicable here.

Single-trait Theories (contd..)



- Depending on social character, customers may be classified as inner-directed and outer-directed. **Inner directed** customers are likely to be innovative customers with inner value system. They can be purchasers of brands like Peter England, which stand for honesty and integrity. **Outer directed** customers rely of the guidance of others for purchasing and are less likely to be innovators. They buy brands like *Lux* Flower bomb, which is endorsed by their favourite filmstar Kareena Kapoor.
- The need for **uniqueness** leads the customer towards choosing expensive designer apparel as they want to stand out of the crowd.
- High **optimum stimulation** levels results in greater willingness to take risk, try new products, and be innovative.
- Similarly, **sensation seeking** and **novelty seeking** customers also want to stand out of the crowd.

Single-trait Theories (contd..)



- Materialistic customers think that possessions are necessary for well-being and satisfaction in life. They measure their success and satisfaction with possessions. In one of recent ads by Tanishq, Amitabh Bachchan gifts his wife Jaya Bachchan diamond jewellery on their anniversary indicating that they are being materialistic and their happiness depends on material possessions.

Single-trait Theories (contd..)



- Ethnocentrism indicates customers' affinity for country-of-origin brands and their affinity for foreign brands. For ethnocentric customers, marketers focus on 'made in', premium price, exclusive locations, etc. 'Bishwa Bangla' sells Bengali ethnic items like dress materials and readymade garments in traditional Bengali handloom, household items, food and sweets, Darjeeling tea, handicrafts from various districts of the state other items to premium customers at airports.
- "Biswa Bangla has achieved success. Foreign and international tourists are buying its products from the stall in Kolkata airport," said Mamata Banerjee, the Chief Minister of West Bengal.

Multi-trait theories



- In contrast, multi-trait theories specify several traits in combination that capture a considerable part of an individual's personality. Cattell's theory illustrates this view of personality. According to Cattell, traits are acquired at an early age through learning or are innate.
- A distinctive aspect of his approach is the demarcation of surface traits, or observable behaviours, which can be grouped together on the basis of their resemblance and source traits that stand for the causes of these behaviours.
- Cattell suggested that if we could identify the surface traits that correlate highly with one another, we would be able to identify an underlying source trait. For example, a source trait of insolence could account for the surface traits of aggressiveness, competitiveness, and obstinacy.

Cattel's Source Vs Surface Trait Theory (contd..)

Table: 6.1 Source trait vs. surface trait

Source trait: surface trait	V	Source trait: surface trait
Reserved: detached, critical, aloof, stiff	E	Outgoing: warm-hearted, easy going, participating
Affected by feeling: emotionally less stable	R	Emotionally stable: mature, faces reality, calm
Humble: stable, mild, easily led, docile, accommodating	S	Assertive: aggressive, competitive, stubborn
Sober: taciturn, serious	U	Happy-go-lucky: enthusiastic
Expedient: disregard rules	S	Conscientious: persistent, moralistic, staid
Shy: timid, threat-sensitive		Venturesome: uninhibited, socially bold
Tough-minded: self reliant, realistic		Tender-minded: sensitive, clinging, overprotected
Practical: down-to-earth		Imaginative: bohemian, absent-minded
Forthright: unpretentious, genuine, but socially clumsy		Astute: polished, socially aware
Self-assured: placid, secure, complacent, serene		Apprehensive: self-approaching, insecure, worrying, troubled
Conservative: respecting traditional ideas, conservatism of temperament		Experimenting: liberal, freethinking, radical
Group dependent: a joiner and sound follower		Self-sufficient: resourceful, prefers own decisions
Undisciplined: lax, follows own surges, careless of social rules		Controlled: exacting willpower, socially precise, compulsive, following self image
Relaxed: tranquil, torpid, unfrustrated, composed		Tense: frustrated, driven, overwrought

Source: R.B. Cattell, H.W. Eber and M.M. Tasuaka (1970), Handbook of the sixteen personality factors questionnaire, Institute for Personality and Ability Testing, Champaign, IL, pp.16–17.

Use of Trait Theories in Marketing



A study of trait theory helps marketers appreciate why people behave differently in different situations.

- Mapping the brand personality with consumers' personality.
- Useful in market segmentation and positioning.
- Very useful in choosing celebrities to endorse.
- Designing the overall marketing mix.

For example



- Dhoni has been roped in for a deal with Rhiti Sports Management Private Limited and Mindscapes. The INR 210 crore is the minimum guaranteed amount to Dhoni for a period of three years which is INR 70 crores per year. Brand-personality mapping for brand Reebok with Dhoni is as follows:

MS Dhoni – Personality

- FIT
- HEALTHY
- PERFECT BODY
- SPORTS PERSON

Reebok – Brand Attributes

- FOR FITNESS
- FOR HEALTH CONSCIOUS
- SPORTS SHOE
- RUGGED AND STURDY

For example



- Sushmita Sen has been spotted in a wide array of brands such as Olay, Tag Heuer, Kiah Diamonds, Pantene and others.
- Hrithik Roshan remains excelling as ever with John *Players*.
- Saif Ali Khan for *Taj Mahal Tea, Royal Stag, Asian Paints Royale*.

Theories of Personality-2



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Learning outcomes



- **Freudian Theory of Personality**
- **Neo-Freudian theories of Personality**
- **Briggs Myers theory of Personality**

Freudian Theory of Personality



- Sigmund Freud (1856–1939), a Vienna-based neurologist, developed his psychoanalytic theory while working with mental patients. He claimed that there are basically three components that elaborately explain the human behaviour—id, ego, and superego.

Freudian Theory of Personality

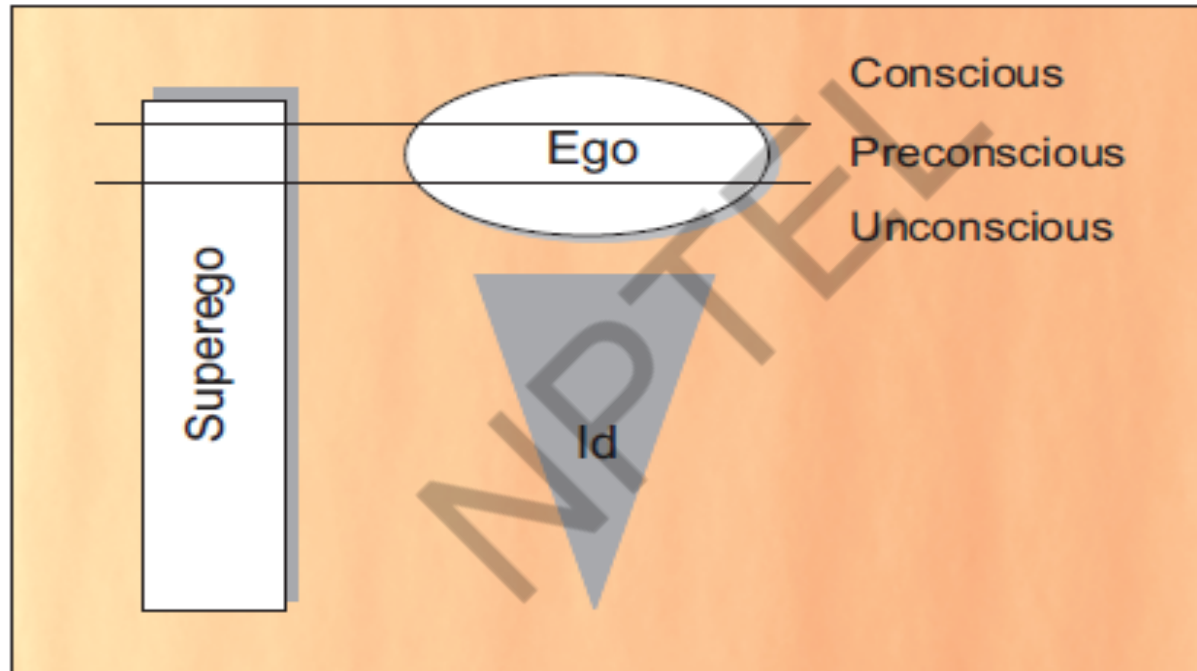


Figure 6.2 Freudian theory of personality

Stages of Freudian Theory of Personality



- **The Id**

- **The id is the only component of personality that is present from birth.**
- **This aspect of personality is entirely unconscious and includes the instinctive and primordial behaviour.**
- **The id is the source of all psychic energy, making it the primary constituent of personality.**
- **The id is driven by the pleasure principle, which strives for immediate fulfillment of all desires, wants, and needs. If these needs are not satisfied immediately, it results in the state of anxiety or tension.**

For example: The TVC of Snickers

Stages of Freudian Theory of Personality



- ***The Ego***

- **The ego is the component of personality that is responsible for dealing with reality.**
- **The ego is developed from the id and it ensures that the impulses of the id can be articulated in an approach acceptable in the real world.**
- **The ego functions in the conscious, preconscious, and unconscious mind.**

Stages of Freudian Theory of Personality



- ***The Superego***

- The superego is the facet of personality that holds all of our internalized moral standards and ideals that we obtain from both genetic background and society—our conventional sense of morality.
- The superego provides the course of action for making judgments.
- The superego begins to materialize at around the age of five.

Stages of Freudian Theory of Personality



There are two parts of the superego:

- The ego ideal encompasses the norms and benchmarks to behave in appropriate societal way. These behaviours are those that are acceptable by parental and other authority figures. Compliance with these norms leads to feelings of self-satisfaction, value, and triumph.
- The conscience comprises information about behaviours that are considered as acceptable by elders and society. Any violations of these behaviours are normally forbidden and lead to penalty, reprimand, or feelings of guilt and lament.

The superego acts to perfect and civilize our behaviour. It works to suppress all unacceptable urges of the id and struggles to make the ego act upon idealistic standards rather than upon realistic principles. The superego is present in the conscious, preconscious, and unconscious.

The Interaction of Id, Ego and Superego



- With so many competing forces, it is easy to see how conflict might arise between the id, ego and superego.
- Freud used the term ego strength to refer to the ego's ability to function in spite of these dueling forces.
- A person with good ego strength is able to efficiently manage these pressures, while those with too much or too little ego strength can become too unbending or too troublesome.
- According to Freud, the key to a healthy personality is a balance between the id, ego, and superego.

NEO-FREUDIAN PERSONALITY THEORY



- Although Freudian theory sheds light on customer personality traits to a large extent, several colleagues of Freud were of the opinion that personality is not only a function of instinct and sex. These new Freudians focused on social relationships, style of life and feeling of inferiority and anxiety as important determinants of personality.
- The most talked about Neo-Freudian theory was propounded by Stack Sullivan and Karen Horney. Sullivan said that individuals constantly attempt to develop significant relationship with others and try to reduce tensions and anxiety.
- On the other hand, Horney proposed that individuals can be classified into three personality groups, namely compliant, aggressive and detached (CAD theory).

NEO-FREUDIAN PERSONALITY THEORY



- Compliant individuals are those who desire to be loved, wanted and appreciated. They are found to be looking for branded products like Colgate toothpaste as the family uses it.
- Aggressive individuals are those who desire to excel and win admiration. They may prefer brands like Apple considering them to be superior in technology and elegant than competing brands.
- Detached individuals desire independence, self-reliance, individualism and freedom from obligations. Detached individuals may try different brands and see which satisfy their need to the best extent. IKEA invites to start something new by showing how an old man is carrying his seat for all occasions.

Jungian Theory of Personality



- According to Carl G. Jung's theory of psychological types [Jung, 1971], people can be characterized in a bipolar way by their preference of general attitude:

Extraverted (E) vs. Introverted (I),

Sensing (S) vs. Intuition (N),

Thinking (T) vs. Feeling (F)

Isabel Briggs Myers, added to the Jung's theory another bipolar dimension, i.e. judging-perceiving relationship as a fourth dichotomy influencing personality type [Briggs Myers, 1980].

Judging (J) vs. Perceiving (P)

16 different Personality Types (Briggs Myers, 1980, Jung, 1971)



ESTJ	ISTJ	ENTJ	INTJ
ESTP	ISTP	ENTP	INTP
ESFJ	ISFJ	ENFJ	INFJ
ESFP	ISFP	ENFP	INFP

to be more detailed.....



Extraverting	Introverting	Sensing	Intuiting	Thinking	Feeling	Judging	Perceiving
Initiating	Receiving	Concrete	Abstract	Logical	Empathetic	Systematic	Casual
Expressive	Contained	Realistic	Imaginative	Reasonable	Compassionate	Planful	Open-ended
Gregarious	Intimate	Practical	Conceptual	Questioning	Accommodating	Early Starting	Prompted
Active	Reflective	Experiential	Theoretical	Critical	Accepting	Scheduled	Spontaneous
Enthusiastic	Quiet	Traditional	Original	Tough	Tender	Methodical	Emergent

Source: Development Edge Consulting Ltd.

Now for ESTJ



Extraverting	Sensing	Thinking	Judging
Initiating	Concrete	Logical	Systematic
Expressive	Realistic	Reasonable	Planful
Gregarious	Practical	Questioning	Early Starting
Active	Experiential	Critical	Scheduled
Enthusiastic	Traditional	Tough	Methodical

Carl Jung Differed from Freud

Source: <http://www.simplypsychology.org/carl-jung.html>

Assumption	Jung	Freud
Nature and purpose of the libido.	A generalize source of psychic energy motivating a range of behaviors.	A source of psychic energy specific to sexual gratification.
Nature of the unconscious.	A storehouse of repressed memories specific to the individual and our ancestral past.	A storehouse for unacceptable repressed desires specific to the individual.
Cause of behavior.	Past experiences in addition to future aspiration.	Past experiences, particularly in childhood.



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Brand Personality and self concept



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Concept of Brand Personality



- Brand personality is defined as ‘the set of human characteristics associated with a brand’ (Aaker, 1997, p. 347).
- A distinctive brand personality can help to create a set of unique and positive associations in consumer memory and thus construct and boost up brand equity (Keller, 1993; Johnson et al., 2000; Phau and Lau, 2000). As a result, brand personality is considered to be an imperative aspect for the success of a brand in terms of preference and choice (Batra et al., 1993; Biel, 1993).
- Indeed, a well-established brand persona can result in stronger emotional knots with the customers and thereby, higher mutual trust and loyalty (Siguaw et al., 1999; Johnson et al., 2000), thus providing an enduring basis for differentiation (Aaker and Fournier, 1995; Halliday, 1996; Haigood, 1999), which is hard to imitate (Aaker, 1996).

Concept of Brand Personality



- Earlier studies on consumer personality based on Freud's psychoanalytic theory have shown that human motives for buying a product are largely unconscious. This means many times customers are not aware of the actual purpose of purchase and what they are purchasing.
- Researchers like Allen Hirsch (2001) have proved that the customers' buying situations are quite often reflected by their own personality. For example, their choice of snacks, drinks, clothes, gadgets, etc. are not only the reflection of their own economic standards, but also their personality traits.
- TVS Scooty brand also rationalized its portfolio to three sub-brands - Scooty Pep, Scooty Teenz and Scooty Streak for different customer personalities. Although Scooty Teenz and Scooty Pep are targeted towards the same customer group, the personality of the targeted customers of Streak is quite interesting.

Concept of Brand Personality



Sub-Brand	Tagline	Customer personality
Scooty Pep	Do your own thing, girls	New age girl with the bold attitude
Scooty Streak	Sinfully Black	rebel, indulgent, sexy, naughty, independent, young

Self-Concept



- Self-concept is the totality of individuals' thoughts and feelings having reference to him/her as an object.
- Life style, in many ways, is an outward expression of one's self-concept. The idea holds that an individual has a concept of self based on how they think they are (*the actual self*) and a concept of how they think they would like to be (*the ideal self*).
- These concepts are linked with two key concepts of psychoanalytic theory, the ego and the superego. In fact, ego is similar to one's objective reality, so it can be treated similar to the actual self. On the other hand, superego is defined by the way things should be and hence can be seen as a reflection of the ideal self.

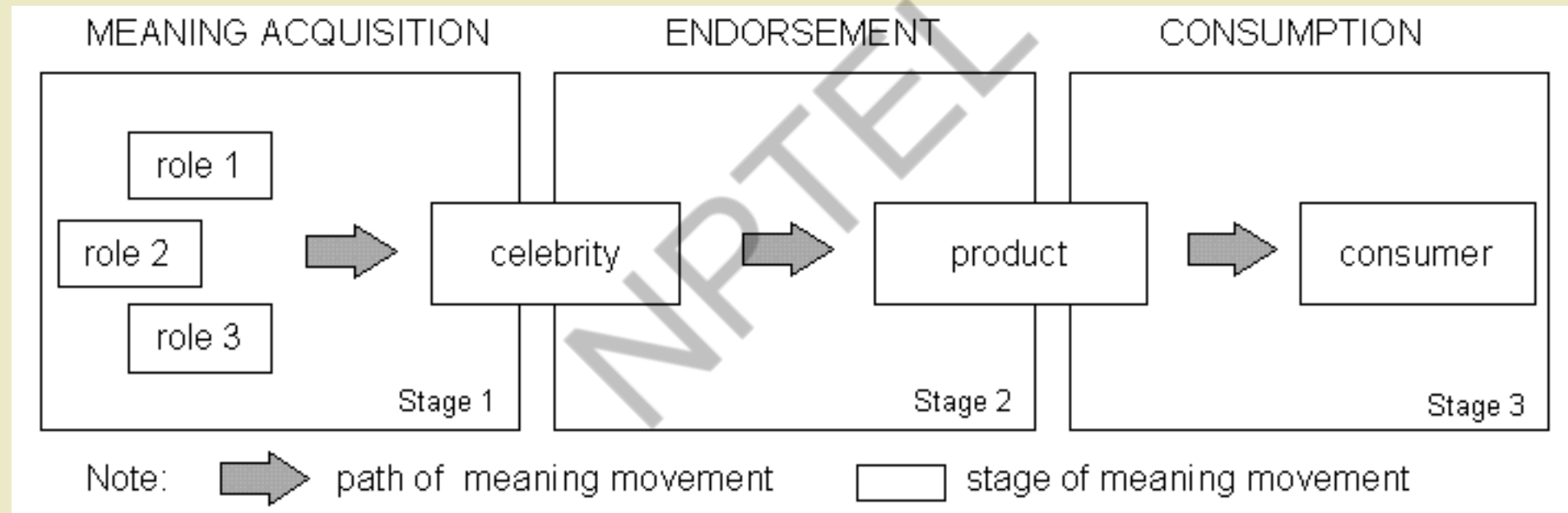
Meaning-Transfer Model



Mc Cracken (1989) suggested a comprehensive model commonly referred as meaning-transfer Model.

- This three-stage model suggests how the meaning associated with a famous person flows from the endorser to the product or the brand.
- Thus, meanings attributed to the celebrity get associated with the brand in the consumer's mind.
- Finally, in the consumption process, the customers comprehend the brand's meaning.
- The third stage of the model states about the significance of the consumer's role in the process of endorsing brands with famed persons.

Meaning-Transfer Model



Factors matching celebrity and brand image



- Celebrity fits with the brand image along with celebrity–target audience match.
- Celebrity associated values and celebrity–product match.
- Costs to obtain the celebrity and his or her popularity along with the controversy risks associated with the celebrity.
- Credibility, availability, and physical charisma of celebrity.



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Theories of Learning



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Chapter Goals



- **Behavioural theories of learning (classical, operant, and instrumental conditioning).**
- **Cognitive theories of learning**

Learning defined



- Learning may be defined as the changing pattern of responses of consumers arising out of experience.
- Domjan and Burkhard (1986) opined that learning is the process of “enduring change in the mechanism of behaviour that results from expertise with environmental events”.
- As per the studies of Hoch and Deighton (1989) in the contemporary market, the process of learning occurs when consumers implement their beliefs to interpret a new set of data. They have viewed learning as a psychological attribute. It includes the learning of attitudes of consumers.
- According to Hoyloak, Koh and Nibsett (1987) learning is a process of adaptation whereby an individual alters the goal directed behaviour in reaction to the changing environmental situations.

Therefore...



Consumer learning is the process by which individuals acquire the purchase and consumption knowledge, and experience and form a predisposition which they apply to future-directed behaviour.

Hence,

- Consumer learning is a process.
- Consumer accumulates knowledge and experience through the process of learning.
- The knowledge and experience thus accumulated forms predisposition in consumer's mind and thereby shapes the foundation of his future behaviour.

Types of Learned Behaviour



- **Physical Behaviour**
- **Symbolic learning**
- **Problem-Solving Learning**
- **Affective learning**

Principal Elements of Learning



- ***Motives***

Motive, motivation, or drive is very important for learning. People learn on being driven by some motives or motivating factors.

- ***Cues***

Motives stimulate learning, whereas “cues” are the stimuli that give direction to these motives.

- ***Response***

Response is how the consumers react to the motives or cues, and how do they behave.

- ***Reinforcement***

Reinforcement is an important element which increases the probability (tendency or likelihood) of a particular response to occur in future as a result of a given set of motives and cues.

Learning Theories- Pavlovian Classical Conditioning

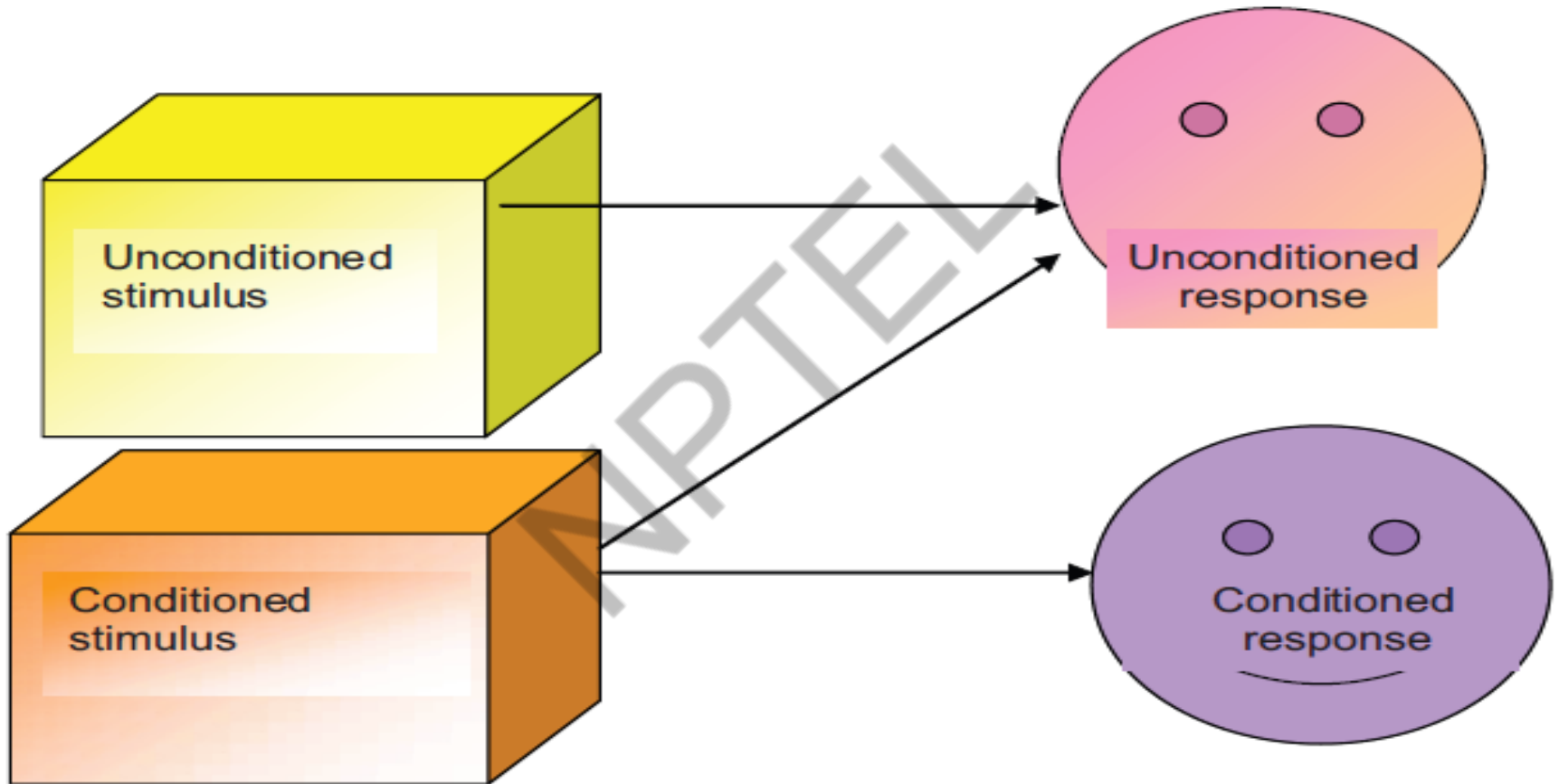


Figure 7.5 Classical conditioning process

Instrumental Conditioning (B.F. Skinner)



- It suggests that consumers learn by means of trial-and-error method in which some purchase behaviour results in more favourable outcomes (i.e., rewards) than others.
- Thus, a favourable experience becomes “instrumental” in teaching the individual to repeat a specific behaviour.
- For example, a consumer, who tries several brands and styles of jeans finally finds a particular brand and style that fits her figure and personality best, has in fact undergone instrumental learning. Presumably, this is the brand she is likely to continue buying.

Cognitive Learning Theory



- Another out-of-the-box learning theory is based on using the individual's psychic ability to notice, form perception, and develop knowledge about them.
- In this process, the individual resorts to either extensive information search or sudden impulse learning to gratify his motives.
- As this process of learning focuses on the mental activity, it is often referred as 'cognitive learning'.

Cognitive Learning Theory



- Cognitive theory is perhaps best understood looking at the experiment of Wolfgang Kohler with a chimpanzee.
- The animal was put in a cage containing a wooden box. Some bananas were hung from the roof of the cage in such a way that the chimpanzee could not reach them.
- Within a short span, the animal started jumping to catch hold of those bananas. But as they were kept out of its reach, it was not able to do so.
- Out of the blue, the chimpanzee placed a box just beneath the place where the bananas were hanging. Now, it jumped on to the box to get to the bananas and succeeded.
- This behaviour of the animal clearly portrays that it did learn to reach its objectives by a spontaneous insight into the problem-solving process. Although the bananas in this experiment do not reinforce any rewards, nonetheless, motives still play a crucial role for developing such cognitive ability for rational/impulsive problem-solving techniques.

Various forms of Cognitive Learning



- Various forms of cognitive learning could be as follows:

(i) *Iconic Rote Learning: This encompasses the association between two or more concepts in the absence of conditioning. An ad slogan which says, 'Dove is a moisturizing soap' or 'Johnson baby soap is too mild and gentle for baby skin' can be some examples of iconic rote learning.*

Various forms of Cognitive Learning



- A substantial amount of low-involvement trial purchase involves iconic rote learning. Numerous repetitions of a simple message invariably results in the essence of the message being learned.
- Through iconic rote learning, consumers may form beliefs about the characteristics or attributes of products without being aware of the source of information. When the need arises, a purchase may be made based on those beliefs.

Various forms of Cognitive Learning



(ii) Vicarious learning:

- *This is another important way in which consumer learning takes place. It is not necessary for consumers to directly experience a reward to learn*
- *. Instead, a consumer can observe the behaviour of others and adjust that of his accordingly. Likewise, he may also use imagery to anticipate the outcome of various courses of action.*

Various forms of Cognitive Learning



- *This type of learning is common in both low- and high-involvement situations.*
- *In a high-involvement situation (such as purchasing a mobile phone or an ipod which are costly and reflective to one's personality), a consumer may deliberately observe the styles in vogue at that point of time, or that are worn by the role models from other environments, including advertisements.*

Various forms of Cognitive Learning



(iii) Reasoning:

- *This process represents the most complex form of cognitive learning. In reasoning, an individual engages in creative thinking to restructure and recombine existing information as well as new information to form new association and concepts.*
- *For instance, Saffola, Horlicks Lite, Sundrop super refined sunflower oil cater to special health needs.*
- *Anti-dandruff shampoo like Clinic Plus or health nourishing shampoo like Pantene Pro V also draw association between specific hair care needs and choice of shampoo brands.*

Marketing Implications of Learning



To be precise, consumer learning is a process by which individuals acquire knowledge and experience from different sources which they apply in future events. Marketers, however, are principally concerned with:

- how consumers possibly learn
- what are the barriers of their learning process
- how certain cues such as brand, corporate names, packaging, and advertising meet consumer's expectations in specific product-buying situations
- how consumers process information regarding what, when, and where to buy in terms of different products and services
- elements of positive and negative reinforcement
- how to develop associations among different offerings with similar brand names (brand extension).
- how consumers across different segments decide to buy new products or dispose of the old ones

Marketing Implications of Learning



- Thus learning can facilitate a marketer to build demand for a product by associating with strong drives using motivating cues and providing positive reinforcement.
- In general, marketers try to make a typical consumer learn about their brand names, specific features or attributes, spectrum of consumer benefits, etc.
- However, consumer learning is continually evolving and changing as a result of newly acquired knowledge due to extensive media exposure and social networking.
- To conclude, it may be said, it is really difficult to generalize a set of rules universally applicable to explain today's consumers' learning process.



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Attitude Formation-1

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Learning Objectives

- **The concepts of attitude**
- **Functions of Attitude**
- **The Hierarchy of Effects Model of Attitude Formation**
- **Tri-Component Attitude Formation Model**
- **Response Hierarchy Models**

ATTITUDE DEFINED

A person's overall attitude towards an object is explained as a function of (a) strength of each belief that a person holds about various products/brands and (b) what is an individual's evaluation towards each belief associated with the particular tangible or intangible object.

In short, attitude may be defined as a 'learnt predisposition to behave in a consistently favourable or unfavourable manner towards a given object'. The term 'object,' in marketing purview, refers to products, brands, services, usage, promotional measures, price, point of purchases, etc.

Therefore...

- An attitude is a resultant factor of learned predisposition.
- Attitudes are targeted at specific objects, individuals, groups, or situations.
- The motivational-affective feature of attitude distinguishes it from simply being the predisposition or habit.

FUNCTIONS OF ATTITUDE

- *Utilitarian function* :

Consumers form a particular attitude about an object primarily based on its utility. To highlight the brand's positive aspects, the marketing communication is directed at evaluative attributes, like reliability, safety, cost-effectiveness, and definite need fulfillment. *Women's Horlicks* depicts in its advertisements the importance of consuming iron and calcium especially for Indian women. Similarly low calorie *Horlicks Lite* focuses on middle-aged customers (for maintaining calorie level) and *Mother's Horlicks* (supporting the nutritional requirement) on the lactating mothers.

- *Ego-defensive function*

- ❑ Consumers develop attitudes to attain personal goals and defend their self-images.
- ❑ For example, most of the commercials on cosmetics and personal care products stress on the sense of personal confidence and at sometimes on the fear of embarrassment. Indians have a tendency to believe that fairness and beauty are synonymous. *Fair & Lovely* encashed this prejudice and generated a revolution in the market. Specifically focusing on the fairness benefit, *Fair & Lovely* was launched in 1975 in India by the Hindustan Unilever. The brand crossed the national borders in 1988. Today, with a successful positioning, *Fair & Lovely* leads the INR1000 crore Indian fairness cream market with a share of over 70%.
- ❑ *Krack* cream was also a big hit in the Indian market because it addressed to the issues of winter scratches and crack marks by the 'fati ediah' advertisement.

- *Knowledge function*

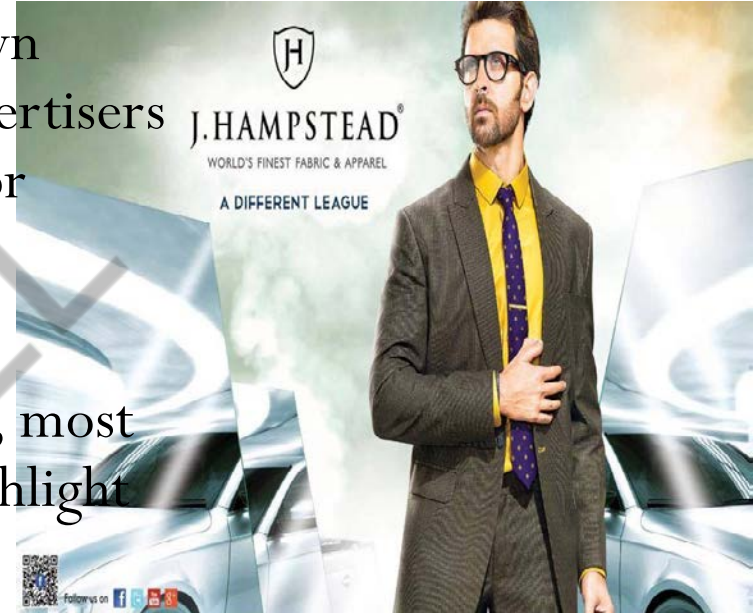
- ❑ Consumers strongly insist on more information about the products they use or want to use, often to assure their right selection.
- ❑ This inclination helps the marketers to make the customers recall about the advertising messages or themes and in resorting subsequent positioning/ repositioning decisions.
- ❑ This facilitates the consumer's evaluation of alternatives and, thereby, assists their decision-making process. For example, *Dell* usually advertise about their performance superiority and dependability features, and form the consumers' presumption about certain configuration of the systems.
- ❑ This trims down uncertainty and perceived risk of buying the product from consumer's view point.
- ❑ For majority of the hi-tech products' /brands' advertising message is primarily designed to inform the consumers about the key features or appeals of the product and, thereby, help the customers to understand why the brand would fit with their requirements.

- *Value-expressive function*

Attitudes are shaped to exhibit consumer's own values, lifestyle, and outlook. Sometimes, advertisers appeal to self upgradation, accomplishment, or liberty.

For stylish or noticeable consumption objects, most of the products/brands take an attempt to highlight their value-expressive functions or advanced lifestyle.

The distribution outlets of *Allen Solly*, *Louis Philippe*, *Peter England*, provide a portrayal of their lifestyle positioning while targeting towards the urban elites.



The Hierarchy of Effects Model

The hierarchy of effects model was developed by Robert J. Lavidge and Gary A. Steiner in 1961. It comprises of a sequence of seven stages:

- Unawareness: The assumption behind this step is that there exists a considerable set of potential customers fully unaware about the existence of the product.
- Awareness: At this step, the prospects are aware about the existence of the product.

The Hierarchy of Effects Model (Contd..)

- Knowledge: At this stage, the consumers become well informed about the attributes and substitutes of a product.
- Liking: On developing knowledge about the product, the consumers form a favourable attitude towards it.

The Hierarchy of Effects Model (Contd..)

- Preference: After a detailed comprehension and liking about the product, the consumers develop preference for a particular brand.
- Conviction: When the customer forms the desire to buy a product, he reaches the stage of conviction.
- Purchase: At this stage, the consumer is ready to purchase and actually procures the product.

Tri-Component Attitude Formation Model

Leon G. Schiffman in 2006 further condensed these seven stages into three distinct categories and named it as the tri-component attitude model.



- ***Cognition (Thinking)*** Cognition is the awareness about a particular object. Here, awareness include traits and benefits based on the customer's own knowledge and the information about the product collected from the marketers and other formal/informal sources. In Lavidge and Steiner's hierarchy, this phase encompasses the sequences of unawareness, awareness, and knowledge.
- ***Affection (Feeling)*** This phase encompasses the customer's outlook or sentiments about an object. Alternatively, this step refers to the evaluation of products or brands. This phase actually matches to the sequences of liking and preference as mentioned in the Lavidge and Steiner's hierarchy.
- ***Connation (Doing)*** In the connation stage, an individual forms either predisposition about the product or a purchase intention to buy it. Lavidge and Steiner divided this step into phases of conviction and purchase in their hierarchical theory.

Tamarind Candies Fly up and up (Source: Mukherjee, S.(2012). Consumer Behaviour, Ed 1st. Cengage Learning Pvt. Ltd)

Maujgarh, a small village in the Ferozpur district of Punjab, with a population of about 2500, is the principal supplier of the popular sweets and tangy tamarind candies in domestic flights. Commonly, they are known as Mili. Sandeep Jakhar, the man behind the venture, claims that it was not easy to enter the domestic airlines market. Originally, developed by the recipe of Madalsa Shastri, this tamarind product was selected by Jet Airways after a lot of quality checks. Jet approved this product based on the following assumptions about their customer's satisfaction.

1. Hygiene aspects were taken care of at the time of production. In fact, Sandeep had ensured that the ladies working in the project washed their hands before they started work. Working with mehendi in hands was never allowed.
2. Tamarind was considered to be good for digestion and contained vitamin C. It was also used as a remedy to heat stroke and cured several mouth and throat infections.
3. Tamarind was believed to reduce air-sickness, which was one of the most important reasons of its selection as a during-fly product.

The product gradually became so popular that it is now found in the stores of South Africa, France (as Bon Bon), and Canada. Sandeep got the order for Canada after a buyer tasted the product while traveling in Jet Airways. Interesting enough!

Response Hierarchy Models

Stages	Models			
	AIDA Model ^a	Hierarchy-of-Effects Model ^b	Innovation-Adoption Model ^c	Communications Model ^d
Cognitive Stage	Attention ↓	Awareness ↓ Knowledge ↓	Awareness ↓	Exposure ↓ Reception ↓ Cognitive response ↓
Affective Stage	Interest ↓ Desire ↓	Liking ↓ Preference ↓ Conviction ↓	Interest ↓ Evaluation ↓	Attitude ↓ Intention ↓
Behavior Stage	Action	Purchase	Trial ↓ Adoption	Behavior

Source: Belch, G. E., & Belch, M. A. Purani K. (2010). *Advertising & promotion*, Tata McGraw.

Thank you.