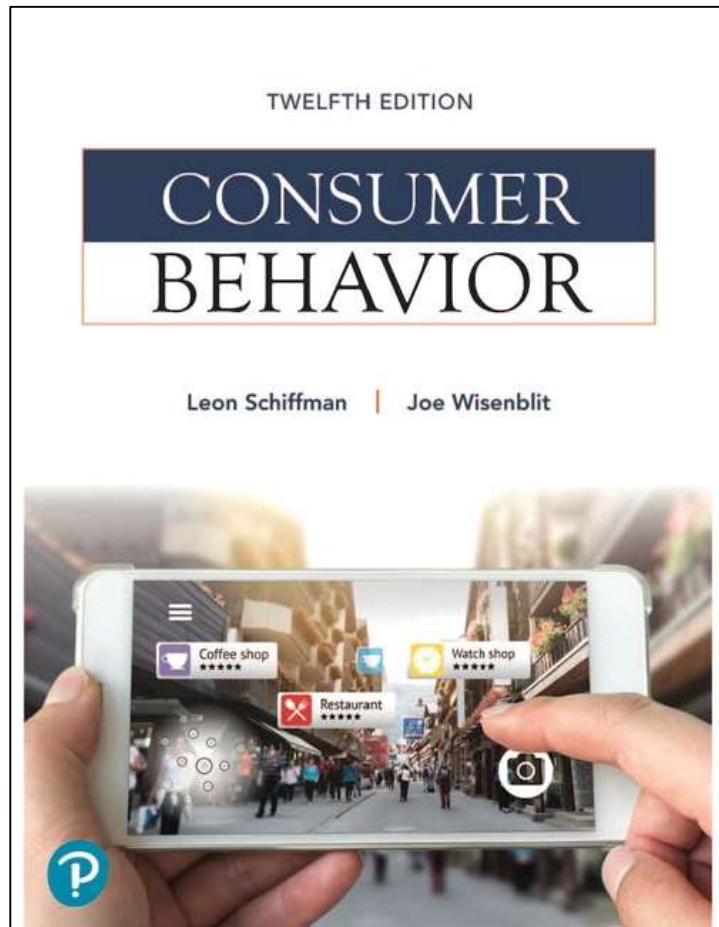# Consumer Behavior

Twelfth Edition

Chapter 6

Consumer Attitude Formation and Change

Learning Objectives (1 of 2)

6.1 To understand how consumers' attitudes influence their decision-making.

6.2 To understand the tri-component attitude model.

6.3 To understand how to apply multiattribute models to change consumers' attitudes.

6.4 To understand how to alter consumers' attitudes by making particular needs prominent.

Learning Objectives

6.5 To understand cognitive elaboration and the two routes to persuasion.

6.6 To understand cognitive dissonance and resolving cognitive conflicts.

6.7 To understand how people assign causality to events.

Learning Objective 6.1

6.1 To understand how consumers' attitudes influence their decision-making.

Attitude

Defined

A learned predisposition to behave in a consistently favorable or unfavorable manner with respect to a given object.

Example: Wrangler

Source: Wrangler, a VF Company

Attitude Formation

- Consumers learn attitudes

- Sources of attitude formation
    – Experience
    – Family and friends
    – Media/Internet/Social Media

Pearson

Role of Personality Factors

- Need for cognition

- Innovativeness

Role of Attitudes

- Attitudes are consistent with behavior

- **How do situations affect attitudes?**

Table 6.1 Situations Affecting Attitudes

Product/Service	Situation	Attitude
Energizer Batteries	Hurricane is coming	"I know that the hurricane is going to knock out my electricity, so I'd better be prepared."
Mini Cooper	Buying a new car	"With gas prices so high, I've got to trade in my SUV and buy a car that gets 30 mpg!"
Cheerios	High cholesterol	"They've been advertising how Cheerios can lower cholesterol for so long that it must be true."
The Wall Street Journal	Extra cash on hand	"I have to decide whether to invest in stocks or just put my money in a money market fund."
Delta Airlines	Friend's bachelor party	"My friend's bachelor party is in Las Vegas, and I want to be there."
Maxwell House Coffee	Need to stay awake	"I had a late date last night, but I've got a lot of work to do this morning at the office."
Stouffer's Easy Express Meals	Want dinner at home	"I'm tired of eating out night after night."

Learning Objective 6.2

6.2 To understand the tri-component attitude model.

Cognitive
- Knowledge and perception of product or brand features
- Expressed as beliefs about a brand

Affective
- Emotions and feelings about a product or brand
- Expressed as favorable or unfavorable attitude toward a brand

Conative
- Actions or behavior toward a product or brand
- Expressed as intention to purchase a brand
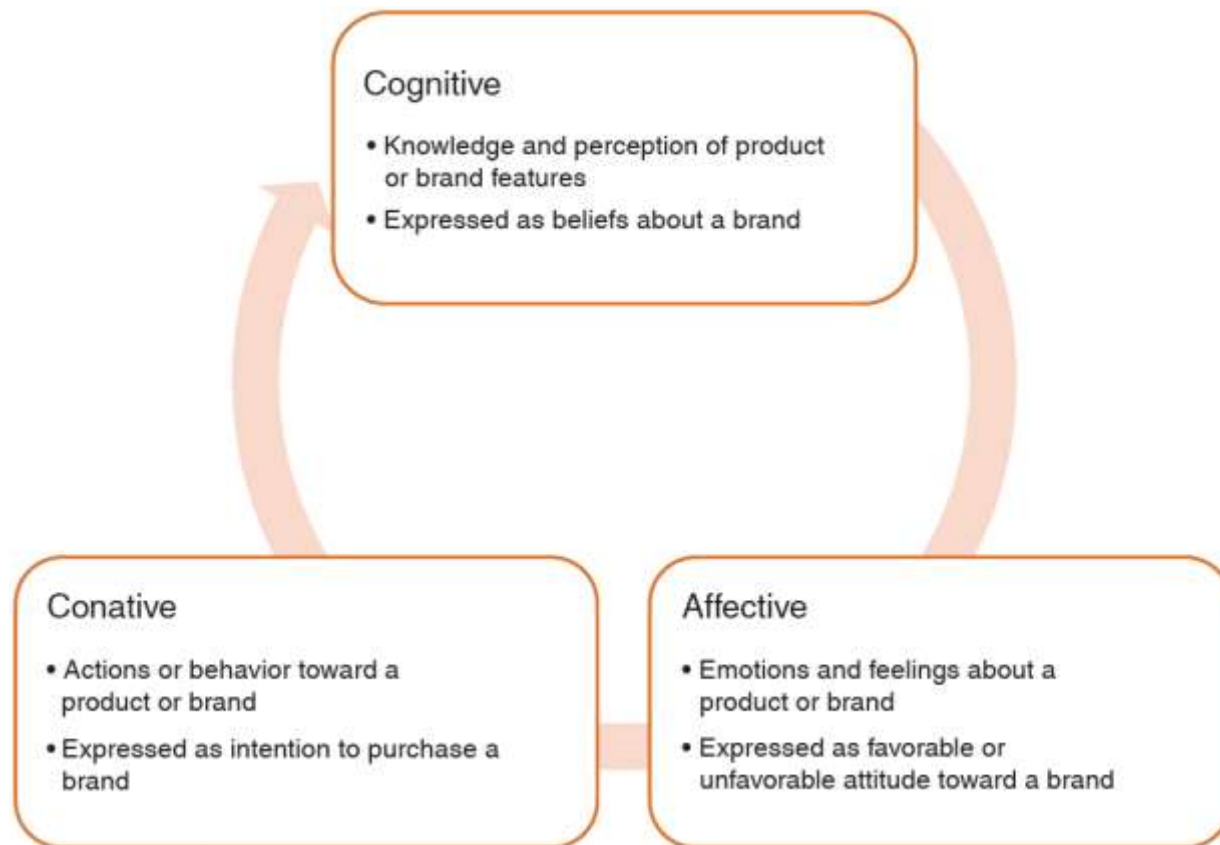
The Cognitive Component

Table 6.2 Beliefs about Two Smart Speakers

Product Attribute	Google Home	Amazon Echo
Responds to Voice Commands	Yes	Yes
Prompt Word	"OK Google" or "Hey Google"	"Alexa," "Echo," "Amazon," or "Computer"
Works with my Smart Home (Ecobee)	No	Yes
Customizable Appearance	Yes	No
Personal Assistant	Search Google, daily briefing, check traffic, calendar, flights, make shopping list, track packages	Add items to calendar, make shopping and to-do lists, check flights, track a package
Works with my Music Streaming Preference (YouTube Music)	Yes	No

Source: Adapted from: Andrew Gebhart, "Google Home vs Amazon Echo: Round 2—Google strikes back," CNET.com, 28, 2017.

The Affective Component

For the past 30 days, you have been using Dapper Dan Aftershave Balm. Please tell us how your skin felt after using the product. Please indicate your level of agreement or disagreement with each of the statements listed here.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Dapper Dan Balm refreshed my skin.	[1]	[2]	[3]	[4]	[5]
Dapper Dan Balm tightened my skin.	[1]	[2]	[3]	[4]	[5]
Dapper Dan Balm smoothed my skin.	[1]	[2]	[3]	[4]	[5]
Dapper Dan Balm suppled my skin.	[1]	[2]	[3]	[4]	[5]
Dapper Dan Balm revived my skin.	[1]	[2]	[3]	[4]	[5]

Likert Scale

Defined

The most popular form of attitude scale, where consumers are asked to check numbers corresponding to their level of "agreement" or "disagreement" with a series of statements about the studied object.

Semantic Differential Scale

For the past 30 days, you have been using HI Lipgloss. Please tell us how your lips felt after using the product. For each of the adjectives listed here, please mark an "X" in the box corresponding to how your lips felt after using HI Lipgloss.

Refreshed	[1]	[2]	[3]	[4]	[5]	Not refreshed
Refreshed	[1]	[2]	[3]	[4]	[5]	Not tight
Refreshed	[1]	[2]	[3]	[4]	[5]	Not smooth
Supple	[1]	[2]	[3]	[4]	[5]	Not supple
Revived	[1]	[2]	[3]	[4]	[5]	Not revived

The Conative Component

Which of the following statements best describes the chance that you would buy Dapper Dan Aftershave Balm the next time you purchase an aftershave product?

_____ I definitely will buy it.

_____ I probably will buy it.

_____ I am uncertain whether I will buy it or not.

_____ I probably will not buy it.

_____ I definitely will not buy it.

How likely are you to buy Dapper Dan Aftershave Balm during the next three months?

_____ Very likely

_____ Likely

_____ Uncertain

_____ Unlikely

_____ Very unlikely

Discussion Questions

- Explain your attitude toward your college/university based on the tricomponent attribute model.

- Be sure to isolate the cognitive, affective, and conative elements.

Altering Consumer Attitudes

- Changing beliefs about products

- Changing brand image

- Changing beliefs about competing brands

Source: Avocados From Mexico, Mexican Hass Avocado Importers Association
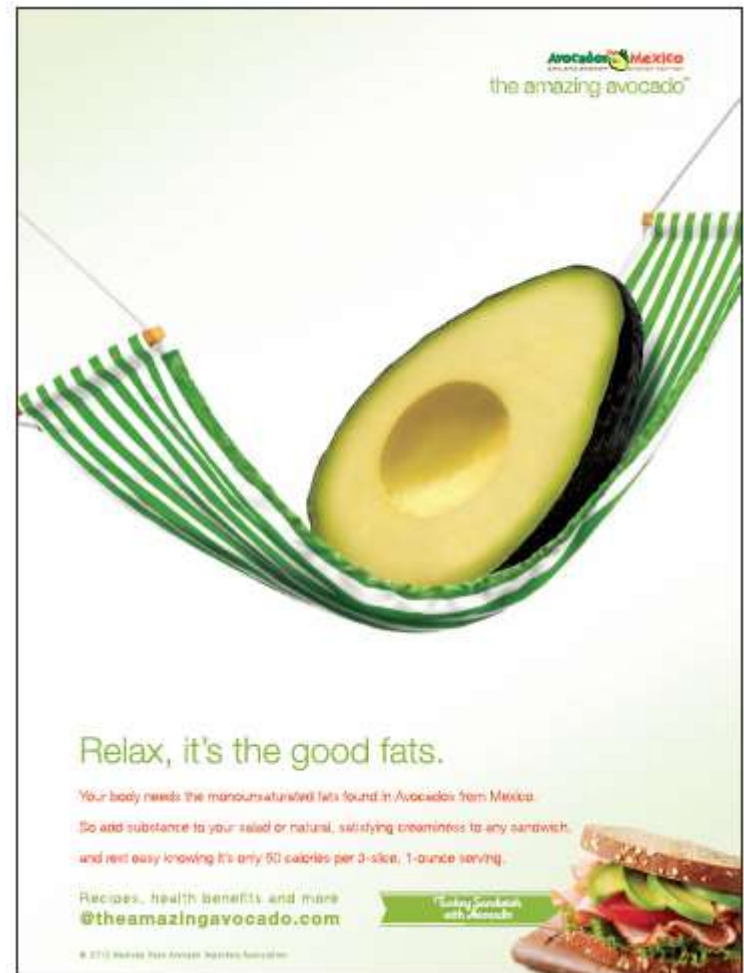
Learning Objective 6.3

6.3 To understand how to apply multiattribute models to change consumers' attitudes.

Attitude-Toward-Object Model

- Used to change attitudes

- Ways
    - Add an attribute
    - Change perceived importance of an attribute
    - Develop new products

Source: The Kraft Heinz Company

Other Multi-Attribute Models

- Theory of Reasoned Action

- Theory of trying-to-consume

- Attitude-toward-the-ad model

How are the models different from the attitude-toward-object model? From each other?

Multiattribute Models

Attitude Toward the Object

- Does a brand have the needed attribute?
- What is the importance of that attribute?

Attitude Toward Behavior

- Attitude toward the brand
- How do I feel about buying this brand?

Theory of Reasoned Action

- Tri-component attitude model
- Normative beliefs
- Motivation to comply with norms

Theory of Trying to Consume

- Attitude toward the behavior
- Personal impediments
- Environmental impediments

Attitude Toward the Ad

- Attitudes toward brands are formed based on how consumers feel about the advertisements for these brands.

Attitude-Toward-Social-Media Posts

- Attitudes toward brands are formed based on how consumers feel about what they see on social media about the brands.

Learning Objective 6.4

6.4 To understand how to alter consumers' attitudes by making particular needs prominent.

Functional Approach

- Utilitarian function

- Ego-defensive function

- Value-expressive function

- Knowledge function

- Associate brands with worthy causes and events

Example: Utilitarian Function

Spread harmful germs.

Kill harmful germs.

Only LYSOL Sanitizing Wipes contain the power of LYSOL to clean and disinfect. So don't just wipe up, wipe out 99.9% of germs.

Source: LYSOL is a registered trademark of Reckitt Benckiser LLC.

Learning Objective 6.5

6.5 To understand cognitive elaboration and the two routes to persuasion.

Elaboration Likelihood Model

Defined

The proposition that attitudes can be changed by either one of two different routes to persuasion – a central route or a peripheral route – and that the cognitive elaboration related to the processing of information received via each route is different

Central Route

- High involvement

- Considered thought and cognitive processing

- Learning through
    - Attribute-based information
    - High quality arguments
    - Exertion of effort to learn, comprehend, evaluate

- Comparative ads

- Objective knowledge

Pearson

Peripheral Route

- Low involvement

- Little thought and little information processing

- Learning through
  - Repetition
  - Passive processing of visual cues
  - Holistic processing

- Non-comparative ads

- Subjective knowledge

Applications (1 of 2)

- Comparative ads
  - Comparative ads processed centrally
  - Noncomparative ads processed peripherally

- Product knowledge
  - Higher objective knowledge for utilitarian products than hedonic products
  - Higher subjective knowledge for hedonic products than utilitarian products

Learning Objective 6.6

6.6 To understand cognitive dissonance and resolving cognitive conflicts.

Dissonance

- Cognitive dissonance

- Post-purchase dissonance

- Ways to reduce post-purchase dissonance
  - 1. Rationalize decision
  - 2. Seek advertisements that support choices (avoid competitive ads).
  - 3. "Sell" friends on the positive features of the purchase.
  - 4. Seek reassurance from satisfied owners

Pearson

Learning Objective 6.7

6.7 To understand how people assign causality to events.

Attribution Theory

- Self-perception attribution

- Defensive attribution

- Foot-in-the-door technique

- Door-in-the-face technique

Defensive Attribution

Defined

People generally accept (or take) credit for success (internal attribution), but assign failure to others or outside events (external attribution)

Applications (2 of 2)

- Why does the **foot-in-the door technique** increase the likelihood that the requestee will fulfill a larger request?

- How is it different from the **door-in-face technique**?

Analyzing Self-Attributions

Table 6.4 Reviewing Self-Attributions

Scenario	Distinctiveness	Consistency Over Time and Varied Situations	Consensus
An alumnus considering donating money to his MBA program	How distinctive will my contribution be? Do many others make larger donations? Will I become part of a select group if I donate?	Can I afford to donate regularly? Will I be able to contribute money if the university asks for a special donation (e.g., for building a new student center)?	If I ask my friends, would most of them agree that I should make a donation, or will their opinions vary?
An amateur photographer who sees that, when printed on the latest HP printer, her photos look much better	Am I the only one who sees this marked difference, or do others notice the same?	Will I see the same superiority of the HP printer when I take other photos? Or is the advantage I see mostly a function of what this articular photo shows?	If I ask my friends, would most of them agree that my pictures look better when printed on the HP printer, or would some notice the difference and others not?

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