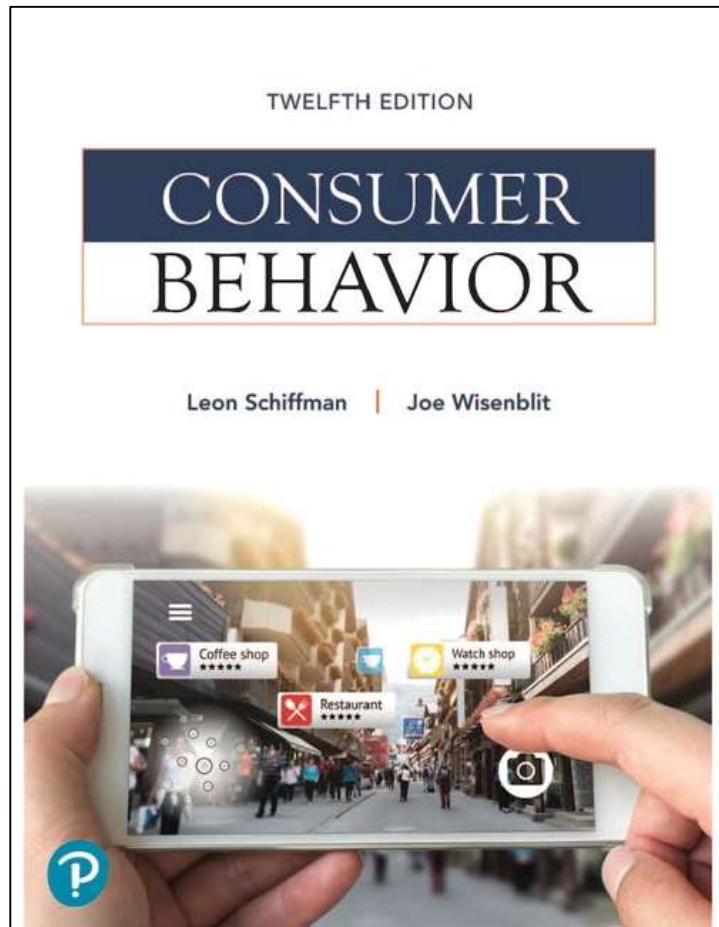


# Consumer Behavior

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 (2 of 2)

**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



**Wrangler®**

**INTRODUCING  
TRAVELER  
JEANS**

LOOKS LIKE DENIMS  
FEELS LIKE SWEATPANTS

**SHOP & GET A  
DUFFEL BAG FREE\***

\*Conditions apply

**Exclusive Stores:** Delhi - Dwarka, Vardhman B.P. Plaza, Sec - 5, Ashwari Chowk, T: 011 45586484; Connaught Place, D-1A, Inner Circle, T: 011 43582704; South-Ex, Gnd. Flr. Part - 2, T: 011 46841011; Khayala Pacific Mall, Community Centre, 1<sup>st</sup> Flr., Najafgarh Road, T: 9911118837; Laxmi Nagar, 1<sup>st</sup> Flr., V2S Mall, Near Nirman Vihar, T: 011 43011320; Raja Garden, Gnd. Flr., West Gate Mall, T: 05570838; Pitampura, Shop 24A, Jd Block, Gnd. Flr., Opp. Metro Pillar 358, T: 43847916; Paschim Vihar, Jwala Heri, T: 25256563; Janakpuri Dist. Centre, G7A, T: 64555401; Kamla Nagar, Shop No. 5, Banglow Road, T: 23849406; Lajpat nagar II Vp Searvkar Mang. T: 011 46303115; Karol Bagh, Ajmal Khan Road, T: 011 45531446; NCR - Noida, The Great India Palace, 1<sup>st</sup> Flr., Sec 38, T: 012 0-4353480; Spice Mall, 1<sup>st</sup> Flr., Sec. 29 A, 0120 4239083; Ansal Plaza, T: 4239911; Ghaziabad, Gnd. Flr., Mahagan Metro Mall, Sec - 3, Vaishali, T: 01204333948; Pacific Mall, 1<sup>st</sup> Flr., T: 4249701; Opulent Mall, Gnd. Flr., T: 0120 4159911; Shipra Mall, Ugar, Gnd. Flr., T: 4233045; Ansal Plaza Mall, Gnd. Flr., T: 0120 4158213; 24 WSM mall, Mahan Nagar, T: 0130 4836172; Faridabad, Crown Plaza Mall, Gnd. Flr., Sec - 13 A, T: 0129 4023063; Gurgaon, Sec - 34, T: 013 4042737; Rewari Brass Market, T: 012 74224577; BGF Mall, 1<sup>st</sup> Floor, T: 0124 4081849; LG Plaza, Rukhja Mall, Sohna Road, T: 0124 4139449; Wangun Near Radisson Hotel, T: 011 65023073; Noida - Dely Sports Sec. 13, T: 0120 4293122; GTB Nagar, T: 011 47726285; NBT Market, Faridabad, T: 012 0408 4088. **Trade & Franchise Enquiries:** Smachakra Prapathy: +91 99596 22966/93503 61401; Surjit Roy: +91 99538 43993.

**National Chain Stores:** CENTRAL, lifestyle, Reliance, Big Bazaar, Croma, Reliance Fresh, Reliance Smart, Reliance Smart Home, Reliance Smart Kids, Reliance Smart Pet, Reliance Smart Pet Care, Reliance Smart Pet Food, Reliance Smart Pet Accessories, Reliance Smart Pet Services, Reliance Smart Pet Insurance, Reliance Smart Pet Training, Reliance Smart Pet Grooming, Reliance Smart Pet Boarding, Reliance Smart Pet Daycare, Reliance Smart Pet Hotel, Reliance Smart Pet Spa, Reliance Smart Pet Salon, Reliance Smart Pet Boutique, Reliance Smart Pet Pharmacy, Reliance Smart Pet Veterinary, Reliance Smart Pet Hospital, Reliance Smart Pet Clinic, Reliance Smart Pet Center, Reliance Smart Pet Plaza, Reliance Smart Pet Mall, Reliance Smart Pet Town, Reliance Smart Pet City, Reliance Smart Pet State, Reliance Smart Pet Country, Reliance Smart Pet World.

**Source:** Wrangler, a VF Company

# Attitude Formation

- Consumers learn attitudes
- Sources of attitude formation
  - Experience
  - Family and friends
  - Media/Internet/Social Media

# Role of Personality Factors

- Need for cognition
- Innovativeness



# Role of Attitudes

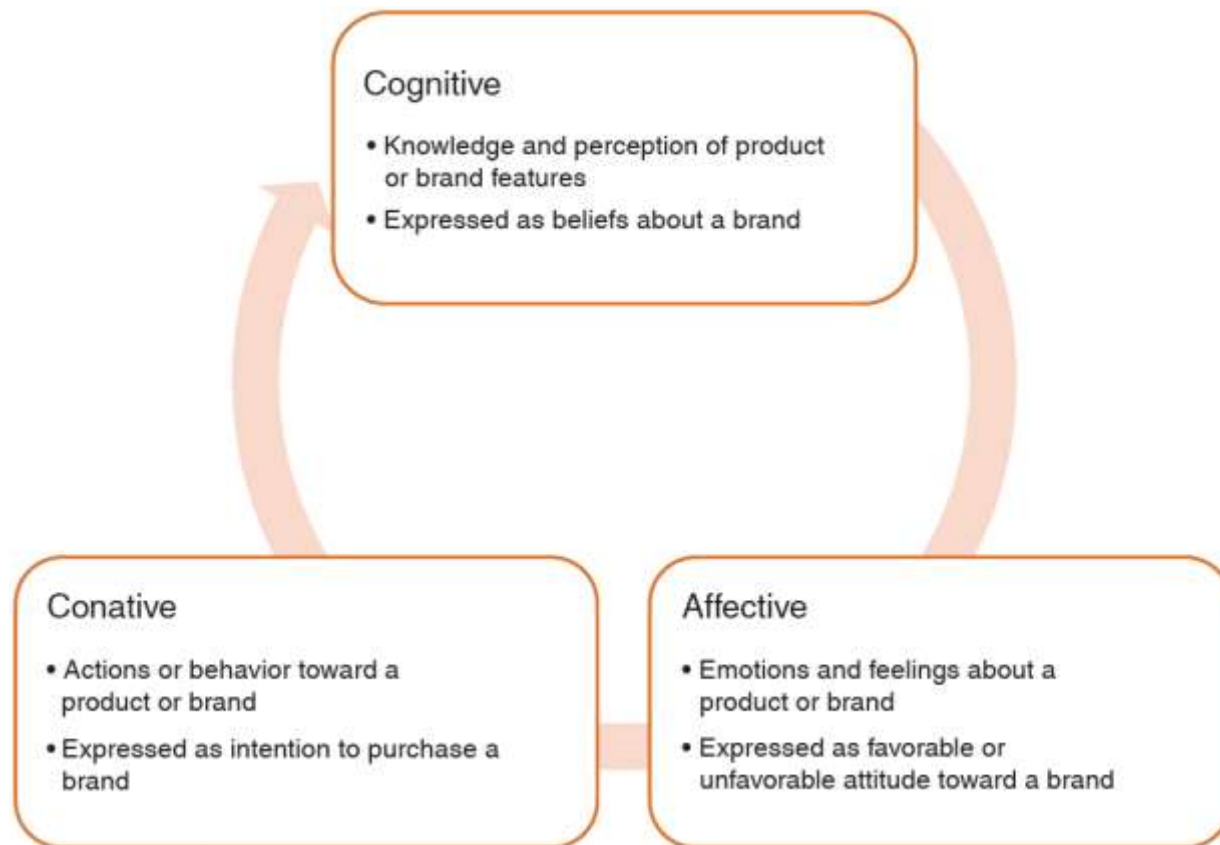
- Attitudes are consistent with behavior
- **How do situations affect attitudes?**

**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."
<b>The Wall Street Journal</b>	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.



# 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](https://www.cnet.com/news/google-home-vs-amazon-echo-round-2-google-strikes-back/), 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.

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
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

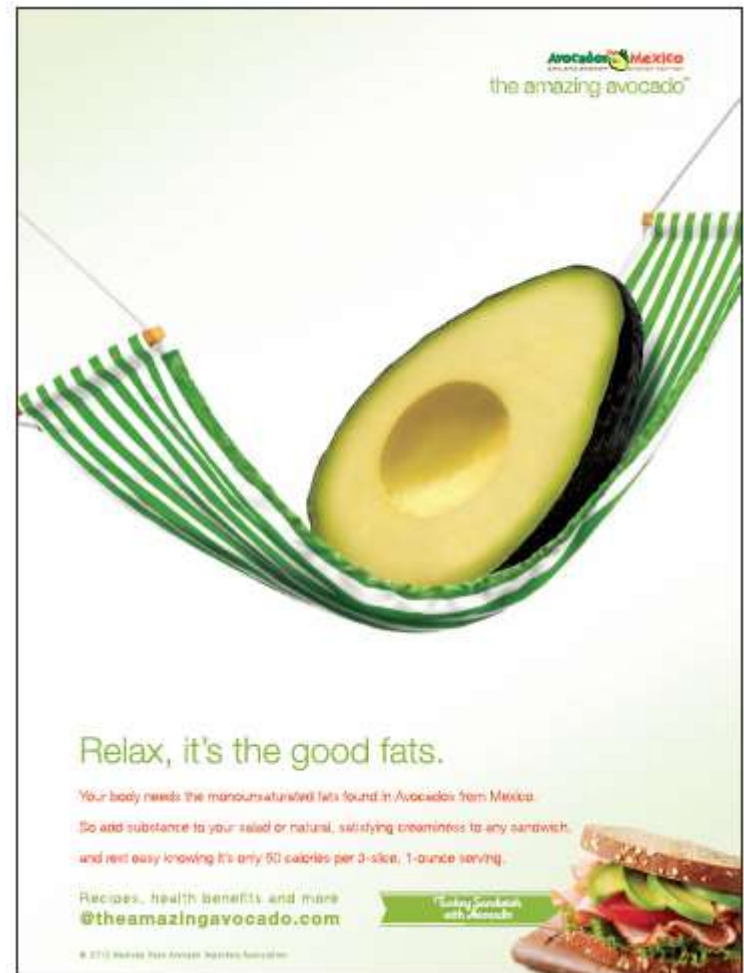
- Explain your attitude toward your college/university based on the tricomponent attribute model.
- Be sure to isolate the cognitive, affective, and conative elements.



# 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



**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

# 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

# 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 particular 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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