

Consumer Psychology
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Lecture – 16
Beliefs, Affect, Attitude, and Intention

Hello friends. Welcome, back to this lecture number 16 on the books course for Consumer Psychology. When the past few weeks what we have done is ventured through the idea of what is consumer psychology. We have looked at the psychological process of a decision making, and we have also looked at so the psychological variables which affect consumers and marketers into the marketplace.

So, what we did was we divided the whole unit into two basic sections. Section – 1, we dealt with what is consumer psychology; understanding what is consumer psychology in terms of consumer behaviour into the market place. And we also looked at how does the consumer actually take a decision; so decision process. And for explaining the decision process we use something called the Blackwell model. So, phases of the Blackwell model. Section number 2 in this particular course we were interested in looking at certain psychological factors which affect the behaviour of the consumer, and also how these psychological factors affect the behaviour of the marketers, the product manufacturers or people who put up products into the market. So, this is the two basic deviations that we had.

Now, we started off by in section one by looking at what is consumer behaviour we looked at what is the total product concept. And we emphasized upon the idea that consumers in the market place they buy benefits they do not buy products. So, benefit is what the consumer is after not the product bundles not the product not the services; benefit is the bottom line of what the consumer is actually looking in the marketplace.

And, then we looked at what is the total product concept. So, whenever somebody buys a product what is he actually buying. And then we looked at three different distinctions starting from the core to the psychological ring, to the accessory ring, to the time division. And all those divisions of what a product is and how they are divided into these rings, and what are these rings and what role do they play into the product.

Then, we went in to do something called market segmentation which is an important part in studying consumer behaviour and we looked at how manufacturers segment the market divide, the market, and how this division helps in making a better consumer and making a better market place betting making better exchanges into the marketplace. So, that is what the intention was. And towards the end of this lecture we looked at the scientific process of doing consumer behaviour research. So, what how do we do consumer behaviour research, that was what the goal was.

And, we looked at starting from observational methods to the method of experimentation and in several other methods that we looked into and you can refer this back from lecture number one and two, where we discussed all these things. Then we moved into the decision making process the consumer and this decision making process the consumer is divided basically into three parts. So, we started off by looking at how does the consumer actually search for information into the marketplace.

So, we looked at the first step in decision making which is recognition of the need or recognition that he needs information he needs a product or any consumer needs a product. So that recognition is important and we looked at all the factors which comprises of it. And, we moved on to how the consumer actually makes the search into the marketplace. So, basically in external search strategy and internal stretch strategy and all those strategies of search of how consumer actually gets information about products which are in the marketplace, and how does this information affect him and the marketer. So, that was what the first step in the EKB modulus.

Next we looked into the fact that when the consumer has enough information when the consumer gets enough information about products that he wants and his need is recognized about a particular product what does he do. And the next step, obviously, here is something called alternate evaluation and choice. And so the next chapter or the next unit focused on alternate evaluation and choice.

And, in this section there were two lectures that we looked into and these lectures define the process of alternative evaluation; how does alternate evaluation actually take place, what are the steps of alternate evaluation. So, there are two competing products how does the consumer actually decide which product to buy and which product not to buy.

And further on once, he makes this alternate evaluation he uses strategies for making this alternate evaluation how does he go about making the final choice. That was what was of interest in the next section of the EKB model or the next section of this lecture. And, from there on we moved into the section where we looked into how does the consumer make something called post purchase evaluation in post purchase decision.

So, after buying a product, after using a product, after consuming a product how does the consumer decide whether to retain with a product or to move away from the product and find new ones and that kind of whole process. And then we also looked at the whole dynamics of how the consumer can be influenced into sticking with the product. And in what circumstances he changes his product or he decides to go with some other product and the whole process of post purchase evaluation. So, you can refer back to those lectures and find detail there.

So, lecture number 1 to 9 was focused onto all this process of what is consumer behaviour, how to do it and how does the consumer make decisions into the marketplace, the whole process that is integrated into it. The next section that we are presently dealing was those psychological factors which influence the behaviour of consumer into the marketplace a number of psychological factors which is of interest to was. And we started off by looking at a very important psychological factor which is called perception.

So, in that section on perception we looked at what is perception first of all to start with what is the perception. And in these section number 2 what we have been doing basically, what I have been doing basically is the beginning of the lecture I am trying to explain to you the psychological definition or the psychological meaning of the various factors we are dealing with. And then towards the end of the lecture I am linking them with various consumer behaviour, consumer psychology related concepts.

So, I started off by explaining what is perception and the basic psychophysics of how perception really works, how consumer looks at a product what are the factors the stimulus factors which means that product factors, consumers internal factors, something related to stimulus discrimination, stimulus generalization, adaptation level and all those factors. And factors like colour, factors like taste, factors like shape, form all those things, how these things actually help the consumer in deciding what to buy and what not

to buy in to the marketplace. What is the role of these factors that was what was of interest to was in lecture number 10 and 11 we were looking at perception.

And, further on extending on we looked at several other kind of perceptions; For example, we looked at price perceptions, we looked at some other kind of perceptions into the consumer dynamics, into the consumer behaviour LM; and how these perceptions actually influence the consumer, and the marketer in making a better decision or in making a better marketplace so understanding these concepts in detail.

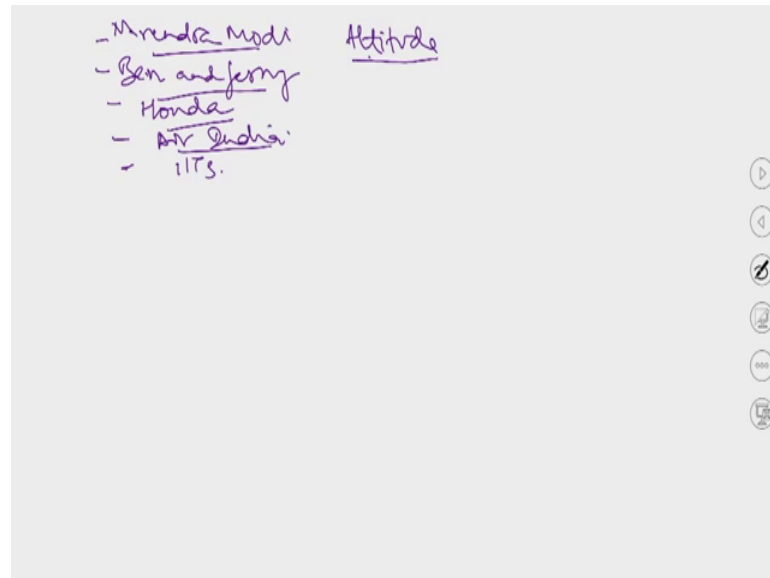
Then on we moved on to two important concepts of memory learning decision making complex thinking and another cognitive process; so basically the cognition of consumer. So, four dedicated chapters to each of this from memory to learning to the complex process of complex thought process or related to how consumers actually make categorizations. So, process of categorization all those things that we learnt into the next two or four lectures that is what we were doing; so looking at learning, memory categorization and complex thinking. And those are the factors that we are looking at and then we would of the concept of motivation and emotion. And how does motivation and emotion these two factors actually help consumer behaviour or actually modulate the behaviour of the consumer into the marketplace.

So, we defined what he is motivation and how what are the factors controlling it and what are the factors which influence the behaviour consumer in to the marketplace. And similarly we define what is emotion and how does emotion actually modulate the behaviour of consumer or shape the behaviour consumer or actions of consumer into the marketplace. So, in this present lecture we are taking another interesting variable, another interesting psychological factor which affects the behaviour of the consumer into the marketplace or which affects the psychology of consumer into the marketplace which makes the consumer do things into the marketplace or studying why a consumer does what he does.

So, welcome to this lecture when we are looking at something called beliefs of x attitude and intentions. So, the primary topic of interest in this lecture is attitudes and attitude as you know it comprises of three factors it is call the ABC of attitude and that is the effect the belief and intention. So, A, B and C; C is the cognition sometimes. And sometimes it is called intention behavioural intention or cognition is the same thing. So, let us start our

lecture and try and first understand what is attitude and look at several factors of the attitude. And then we will merge this particular thing attitude and see it in the context of consumer psychology.

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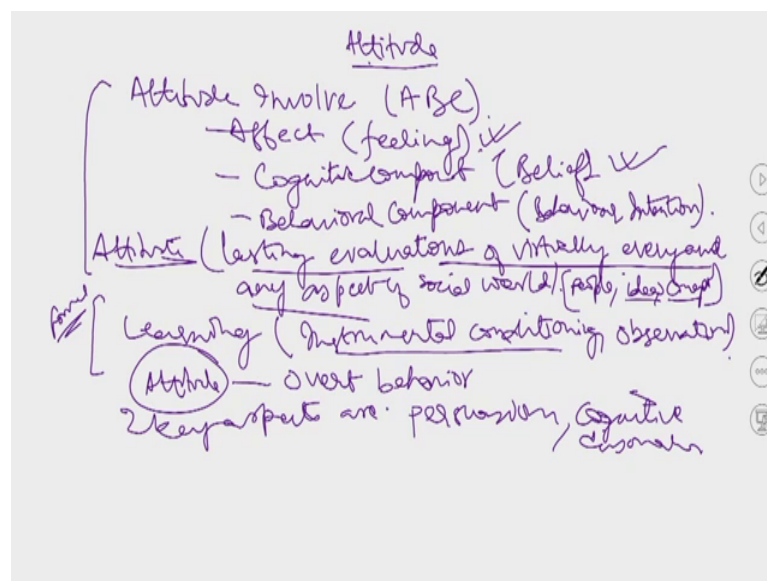
So, starting off what is attitude? So, attitude let me give you a very simple demonstration. I write five words here I write Narendra Modi, I write Ben and Jerry, I write Honda and then I write Air India. So, four different things are write here one is Narendra Modi, the other is Ben and Jerry's that there is Honda and this is Air India or let me take one more which is for our purpose IITs. So, wrote four or five things. What do you think about those things? What comes to your mind when you think about that? When you think about Narendra Modi you have particular attitude about him you think that he is a good leader, he is brought progress to India, you will be voting for him and a feeling of goodness or badness or whatever comes to you; so some belief, some knowledge.

When you think about Ben and Jerry it is a kind of an ice cream it is an ice cream company. When you think about it a certain likingness or dislikingness comes to you that comes from previous knowledge. So, whether you want it or not when you think about Ben and Jerry and if you have had Ben and Jerry ice cream before or for our case Vadilal or some other company Amul for that matter which is an ice cream company. When you think about the company you have a particular thinking or particular thought process

about it an a particular feeling related with it whether you like it you dislike it and this liking, disliking is what is called the effect when you think about Honda you think it is a good company you might think about buying it you are might display likingness you might display knowledge about it and so on and so forth.

And, similarly for IITs or Air India that matter you think about them for you think about IITs you believe it is a good institution filled with engineers, you like it positive feeling about it or negative feeling about it you might think whatever you might think. And so, whatever you think or whatever feeling comes to you when these words are displaced is what exactly is an attitude. So, what is an attitude? When you think about a particular when you think about a particular word think about a particular concept idea image whatever you think about whatever comes to your mind whatever feeling you comes to your mind is what is an attitude, right. So, that is what an attitude is all about.

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So, generally speaking, this attitude they involve an ABC component. An attitude generally involves an ABC component. The A component is called the effect which is the feeling that is generated on to you. So, when I say Air India what is the feeling comes that comes to you is what is an attitude, is what is the effect component of an attitude. What you know about Air India is the belief component is the knowledge component and how you feel about Air India is the effect component.

So, when I say the word Air India the feeling that comes to you, the emotion that comes to you, the likingness or dislikingness that comes to you about Air India is what is the cognitive the affective component. The second component is called the cognitive component which is the belief. So, when I say Air India you believe it is a government company. And so, it is a government company so, most people working into it will be like governments. And all the believes that you have whether you travel through it or not whether you heard something about Air India from a friend, whether it comes from perceptions of other concepts related to Air India. So, whatever you know thought about knowledge you have what Air India where from wherever you have gathered all those comprises of the cognitive component which is the belief, right.

So, when I say Air India that is certain believe that you have the cognitive component and a certain feeling that you have which is called the effect component. And the third component is the behavioural component which is your behaviour intention. So, based on what you feel and what you believe about Air India, if given a chance to travel through an airline and which is Air India how do you react to it is what is the behavioural component.

So, given the fact that you are given to travel by Air India whether you would like to travel by it or not based on the knowledge that you have, and based on the feelings that you have towards a particular company whether you like to travel to a distant place to Air India is what is the behavioural component. So, this intention of actually involving in the product involving in the service is a behavioural intention company. So, most attitudes are composed of this ABC part of it.

So, generally what are attitudes the attitudes are lasting evaluation. So, attitudes are these are lasting evaluations about what of virtually every and any aspect of to social world. So, this is the definition. This is so, what are attitude? The attitude is a lasting evaluation of virtually everything and anything or any aspect of the social world we people be it idea be it a concept. So, people about Narendra Modi idea the idea of travelling with Air India or a concept a concept like Ben and Jerry's or some other concept a concept of a holiday in Mauritius that concept. So, that kind of a thing is what is a attitude is.

The next important thing: so, this is what an attitude is next important thing is how our attitudes formed. So, it has been known that attitudes are formed to learning and mostly

it is through instrumental conditioning. So, in the chapter on learning we have looked at what is instrumental conditioning, and what is classical conditioning, and also looked at what is observational conditional.

So, generally speaking, attitude form through instrumental conditioning and observational learning. So, how does it really work? See, instrumental conditioning is about rewards and punishments. So, when you do particular behaviour when you do a particular act, and you are rewarded for it you want to do that act again and again because you get rewarded. And for certain acts if you are punished you do not want to do that act again and again. This is the simple distinction which is there, correct?

Now, when you do an act and you get rewarded and you do that act again and again you start feeling good about it you have gathered or you gather a good knowledge about it, positive knowledge about it and you do that act again and again that is the behaviour intention part of it. So, you have develop a positive attitude about it, but if you are punished for a certain act you start disliking that act you start moving away from that act you do not want to repeat that act again and again and you have everything back to say about it and that is what the attitude is, right. So, basically this attitude is formed through instrumental conditioning through reward and punishment.

And, sometimes attitudes are also formed through observation learning. So, how does attitude form from observation learning you see someone doing something good an act of charity and for that act of charity he is rewarded and so you have learn that doing charity helping people is going to provide you some kind of reward, whether this reward is an internal reward or an external reward. An external reward could be in terms of money, in terms of some kind of recognition or it could be in terms of internal reward which is motivations, internal motivations, internal happiness that you get by helping people. So, through observation learning and when you see somebody doing something, and because of that is punished you will not like to do that and you will feel negative what it. and you will have negative knowledge about it you would not do that act again and again and so, you develop a negative attitude about it.

Similarly, if you see somebody doing something and they get rewarded you learn from their behaviour to do the act again and again and you start developing a (Refer Time: 20:24) positive attitude about it. So, how does the attitude develop then? It develops

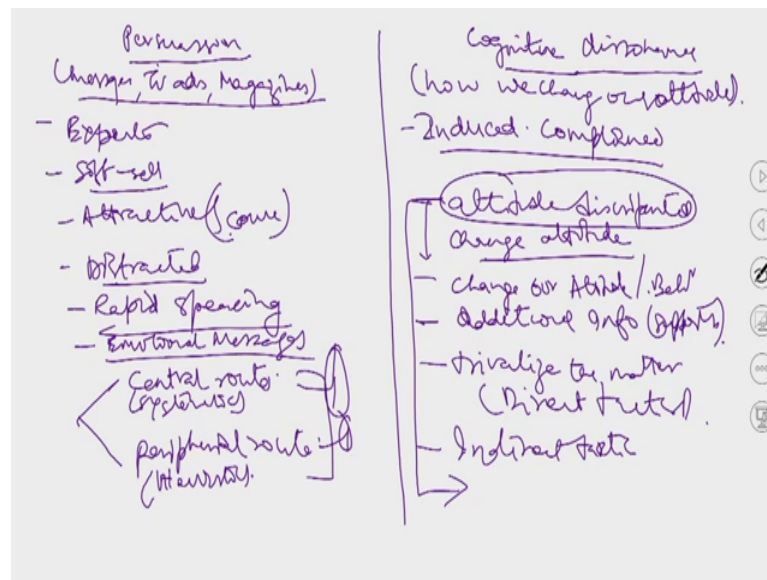
through either observation learning and instrumental conditioning two methods. So, generally speaking this attitude, why do we study? The study of attitude is because attitude affects our overt behaviour. Most of our behaviour is influenced by attitude and that is the reason why we study attitudes and that is why this psychological factor is being considered in this course.

We are looking at attitude because the attitude of the consumer decides how he is going to react in the marketplace. The attitude of the consumer decides how the marketplace how the marketer is going to reshape the marketplace and attitude also decides whether a particular consumer is going to buy a particular product. And so when once a marketer knows that he can position his product in that way that will come to later on. There are certain theories also there are a lot of theories which define how the marketer influences or how the consumer behaves into the marketplace which can be guessed from his attitude.

So, there are two key aspects of attitudes. So, once we have once we know what an attitude is an important part to study is attitude change. Once somebody has an attitude once the consumer has a particular attitude the marketer is in the market for selling his product. So, let us say Amul Kulfi you ate and you got a stomach upset. Now, Amul wants you to detain as a customer and because of that you develop and so, it had happened multiple times and so, you develop a negative attitude about Amul.

Now, Amul wants to keep you as a consumer, so what should he do? It should try to change your attitude towards Amul by doing some things, right. And so, that is what is important studying of attitude is important, because the study of attitude change has to be looked into. And, another important aspect that we have to look into here is something called attitude change. So, two important aspects of attitude is how do we change attitude of people, right. So, two key aspects of two key aspects of attitude are persuasion and cognitive dissonance, right. So, let us move to the next, ok.

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And, we will look at persuasion here and we looked at cognitive dissonance here. So, let me first explain what are these? Persuasion is using an external medium like an magazine like an ad like some kind of information into the marketplace like an kind of pamphlet to change people's attitudes. So, persuasion is that method. Persuasion is a way of changing people's attitude by using written messages, by using TV, magazines or some other kind of ads is basically making persuading people to change what they believe in or change the feeling of what a particular thing.

On the other hand cognitive dissonance is a process where people change their attitude through an internal process an external process is not there. So, people self change their attitude an external medium is not required. So, the basic difference if external medium is involved to change people's attitude it is called persuasion, but if an internal medium if people change their own attitude through some process that is called cognitive dissonance that is called dissonance. And that changing or that particular thing attitude leads to the leads to the lowering of this cognitive dissonance.

So, how does persuasion really work? So, as I said persuasion is using messages, TV ads, magazines to change people attitude. So, what are the factors which affect or what are the factors which help in making an effective persuasion so that people change the attitude? First thing experts; it is believed that experts are more persuasive than non experts, if using. And if an ad uses an expert and that expert asks you to buy a particular

product you are more prone to change your attitude toward that particular product than if a non expert is used.

And, that is why you have people like medical doctors who actually promote a particular medicine. The idea of soft sell messages, advertisements which are not meant or at the core of it which does not appear to change people's attitude are actually more capable of changing people's attitude than messages which are meant to change people's attitude. So, if some attitudes come in and say buy my product, because it is going to do this. That is not effective in making people change their attitude and buying a new product. Then an ad which gives you enough reason or does a soft sell, right, so, gives you some concrete reason, but does not actually bang on your head to change your attitude or to change the way you see a particular product.

Also attractiveness and we call it source attractiveness. So, source attractiveness is another reason or another factor we change which is more persuasive. So, you the source in the person who is asking you to change your attitude if a hero famous cricketer, a famous footballer comes in and says you to buy a particular product you will start feeling good about that product, and start buying that product or start thinking about that product, change your belief change your thinking about it because, attractive sources are more persuasive. And then lead to faster attitude change than non attractive sources.

Distraction if people are distracted while they are gaining information about a particular product particular information they are more prone to change attitude than people who are concentrating on a particular product or concentrating on particular information piece. Also rapid speaking people rapid speaking amazingly is one of the important factors which change attitude of people. And, emotional messages; emotional messages change attitude faster than non emotional messages. So, these are some of the factors which can change or can persuade people to change their attitude, right.

And so, there are two basic ways in which this persuasion really works there are two approaches there are two cognitive approaches which make persuasion work one is called the central route. And the other is called the peripheral route to persuasion. What does it mean? The central route uses something called the systemic processing and this uses heuristic processing what is the meaning of all this.

So, this persuasion, how does it go forward? How does p, how are people persuaded? There two ways to persuade people by using one of these factors one is through the central route the other is through the peripheral route. So, what is central route when people are made to focus onto a particular message or people are made to reevaluate their feeling in a very conscious way it uses a central route of changing people's attitude.

So, you want to change people's attitude towards BJP? Give them enough information, credible information through a credible source and make them think and make them feel once they use their own mind when a concept is very dear to someone, right. And when enough information is provided and people start employing their mind thinking about that concept, thinking about that idea. And because of that, they change their attitude that particular way of changing attitude through persuasion is using the central route.

But, suppose an idea a concept a particular person is not that important. Suppose, you are buying a new pair slippers which are not very costing, and so if you want a company comes in who is making a new slipper. And he wants people to change their preference for the old slipper to the new slipper which they are selling if that is what they are looking forward for they might use the periphery route. In the peripheral route, what they will do; they will bring an attractive source like Salman Khan he says: buy this slipper that is it.

People do not really need to think what this slipper is going to offer people they really do not need to feel or indulge into information which is providing by the product manufacturer. So, once it is people if people are involved in a concept in idea and they put their head into it. And because of that they change their attitude it is the central route, but if people are influenced; if you people are made to change their attitude about issue which is not important to them it is generally the peripheral route which is used for making attitude change.

And, similarly there is something called the idea of cognitive dissonance. So, what is the cognitive dissonance this is involved in how we change our own attitude right. And, so, let me give you an example one of the ways in which cognitive dissonance happens is something called induce compliance. So, what is cognitive dissonance? Cognitive dissonance in very briefly speaking it is; it is a state where you believe something and you are doing something else, right.

So, if people believe something, but they say something else that is cognitive dissonance that is the status cognitive dissonance or people believe something. And they believe something else and negative. So, they hold two attitude together, two alternate attitudes together or they hold an attitude and a behaviour which is inconsistent with each other. So, they say I like a particular thing, but when you are asked to do something for that particular thing you do a completely different thing you do something an act you act in a way which shows dislikingness this is called cognitive dissonance. So, when you say something and you do something else this is what is cognitive dissonance.

And, so, cognitive dissonance actually happens through induced compliance. What is induced compliance? Let us say there is a friend of yours who is wearing a sweater which is not a very good colour, but then personally you believe that the colour is very ugly and you do not like this sweater on the person, but then looking at your friend's face you say, I like it.

And so, here what is happened is you believe something else and you are doing something else, and the discrepancy which has been created by saying something and doing something, believing something and saying something else is what is called cognitive dissonance. This is the unrest and this happens because you believe something and you are saying something this is what is called induced compliance. Or your boss preaches an idea of a product sell, you believe that this is a very foolish idea it is going to a doom, but working in the company and you cannot say that in the face and so, you say that is a very good idea.

So, once you say something and you believe something the discrepancy which is caused the anxiety which is caused in your head is what is called cognitive dissonance. So, once this induced compliance happens we get involved into something called attitude discrepant behaviour attitude discrepancy, because you believe something make once you do this compliance you do something which is against your attitude which is against your belief and that leads to the change in attitude, right. So, you believe something you are saying something. And so, once it happens the number of times you start questioning yourself saying that maybe I believe something else maybe what I believe and what I am doing since the difference is there. So, what I am doing may be right and so, what I am believing is wrong and so you change your attitude, right.

So, what is cognitive dissonance? It refers to the feeling we experience when we notice a gap between two attitudes that we hold or attitude and a behaviour that we are doing. So, how do we solve it once we have this kind of an attitude discrepant behaviour? We either; so once we are into this attitude discrepancy we either change our attitude or behaviour first thing, next we look for additional information which supports our attitude that we are holding. So, either we change our attitude and behaviour or we look for a new information which supports our attitude or what we can do is we can trivialize the matter.

So, if you have this feeling that you have lied to your friend he is wearing a different colour sweater which you do not like really and you said something false to him, one way is to change what you say the other is to look for additional information ask other people whether they feel that the sweater was good or not or the third way is to trivialize the matter saying that this is not important to me. So, this is how we change our attitude and these are called that direct tactics of attitude change.

And, another tactic that we can use is called the indirect tactic of attitude change where what we do is we leave this attitude behaviour discrepancy intact. And we try thinking something positive instead of thinking about that what you said and what you believe and how you feel about it leave that matter aside start thinking something positive. So, when you said when you lied to your friend that that the sweater is very good. So, instead of thinking about that you start thinking about the fact that when you go home you will get cookies you will get a good AC to sleep in an something positive about it. So, there is an indirect method of changing or getting away from this attitude discrepancy.

So, this is basically what is attitude in this is basically how attitude really functions.

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Beliefs: The Cognitive Component of Consumer Attitude

- A consumer **belief** is a *psychological* association between a *product* or brand and an *attribute* or feature of that product or brand
- **Beliefs** are *cognitive* (based on *knowledge*) as opposed to *affective* (based on feelings)
- The *stronger* the *association* of *features* or attributes with the *product* or brand, the *stronger* the consumer's *belief*

So, let us dwell into, go into the idea of attitude or how these attitudes really work into the real name of consumer behaviour. So, let us start with the first factor which is called the belief and as I said what is belief? Belief is the cognitive component. This is the knowledge component, what you know about a product, what you know about a particular service what you know about a particular issue at hand, that is what is belief. So, belief is the cognitive component of consumer attitude. And let us see how this is belief, this knowledge, what role does it play into the behaviour of the consumer or the consumer psychology.

So, a consumer belief as I said is a psychological association between a product and a brand and an attribute or feature that particular brand has. It is an association between a product and a feature about a brand and an attribute about that brand. For example, Patanjali is a product and it is herbal, and because herbal products are good for use Ayurvedic products are good for use good for health. So, Patanjali is a good company. So, the attribute that Patanjali has is herbal, and the psychological association with the product that you have is this herbal nature plus the fact that the knowledge, the belief that herbal products are Ayurvedic products are good for health

So, this knowledge plus the fact that Patanjali is Ayurvedic in nature and the knowledge that Ayurvedic products are good for health, this association between this attribute that this product has Patanjali products are herbal and herbal products are good for health.

Combining this two together is what is called the belief, that is particular what is the consumer believe consumer belief is that particular thing, the fact that the attribute is there in the product and the fact that the attribute the product has something good, right. A psychological association between brand and attribute or feature that are particular brand has what is belief that herbal products are good for health and that Patanjali is a herbal product and relating this two together. So, Patanjali is good for health is how what is carried about and that is what a belief is.

So, beliefs are the cognitive based on knowledge as opposed to affective. So, beliefs consumer beliefs, consumer knowledge, consumer idea about the product those are basically cognitive these are knowledge based. Consumer belief is knowledge based whereas, consumers affect how you feel

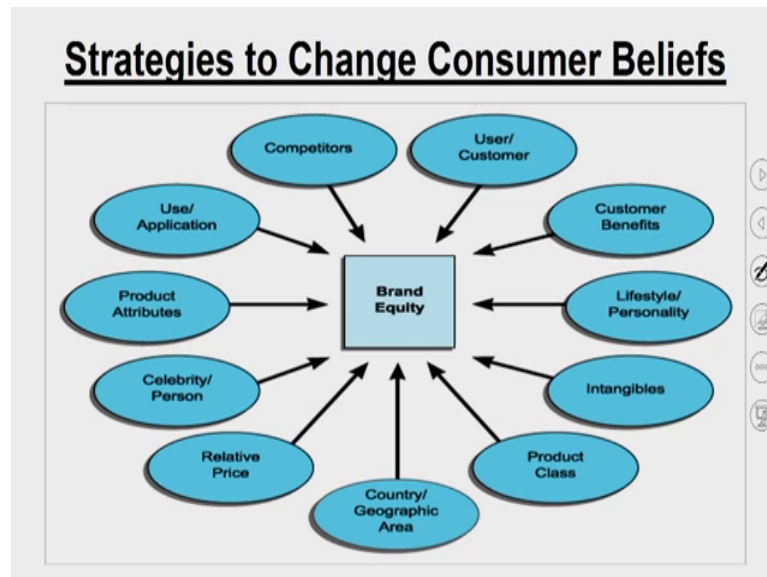
So, what you know about Patanjali as herbal product is the belief component. And it is based on the knowledge that you have gathered because that say that; they do something you have looked at their composition of what a Patanjali product has and based on whatever information you getting you believe that it is a herbal product on the other hand how you feel about Patanjali is the affective component. So, when you see a Patanjali product, when you use a Patanjali product the likingness or dislikingness that develops to you because it is a herbal product, because the knowledge says that it is a herbal product and herbal products are good for health. But, how you feel about it is called the affective component or the affective part of the attitude.

Now, the strongest association of feature or attribute with the product or brand the stronger the consumer belief. The more strong the more inform correct information that is given to you what Patanjali product, the more number of herbs that are added into the product. The more names of herbs that are that are added into the product for example, shankpuspi there, dhruva is there all these product are herbal products, all these products are herbs. And when you get this information that these are included and when you get this enough information these are included into a particular Patanjali product.

For example Chyawanprash: so, you have gold, you have silver and all those things silver is a good for immunity and all those facts when you know about these facts the stronger that these things are there into the product the more stronger belief that Patanjali is a herbal product and more stronger they belief that it is going to be good for you

because herbal products are Ayurvedic in nature and Ayurvedic has no side effect which leads to better health. So, that is what it is. So, the stronger the association of features or attributes with a product of a brand the stronger the consumer belief about that particular brand, that is what is of importance here.

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So, how do we change consumer's belief? What is the ways in which a belief of a consumer can be changed?

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Strategies to Change Consumer Beliefs

Positioning by product attribute – association of a particular attribute with a brand (hp excellent prints)

Positioning by consumer benefits – associating with important consumer benefits (natural protein saves hair)

Positioning by intangible benefits – associating with a intangible benefit (Maruti with value for money)

Now, strategies change consumer belief. So, consumer has a particular belief about a particular product how do we go about and change it in the marketplace we have looked about attitude we looked out attitude change. So, how do we change the belief component of attitude? There are several ways which can happen and one of the ways in which attitude of people consumers in the marketplace is changed is by product positioning. The way you position a product into the market and into the consumers mind will decide whether consumers attitude towards their product changes or not, whether consumers belief what the product changes or not, and whether consumer shifts his idea, shifts is the fact that he wants to buy the product or not that that particular thing is of interest.

So, let us look at some of those strategies which are used by marketers to change consumer's belief consumers' knowledge about a product. One is my product positioning your product with attribute. Suppose if you positioned the product by a particular product attribute that can change the belief of the consumer that can change the knowledge of the consumer that can change the way consumer reacts to a particular product.

For example, association of a particular attribute or a brand, if we are a hp manufacturer and the very fact that hp is a good company which leads to excellent prints. And so, if I manufacture a hp promotes his printer by saying that or promotes his product by saying that it is a good printing company, it gives good printouts. And so, this print out the idea of that good printouts or cheap printouts or fair printouts if hp pushes it is products through this attribute. Then people will look at if they are thinking about printer they will think about hp; if they are thinking about hp, they will think about it is a good company which gives out good printouts. And so, people will actually buy hp and hp will gain into the printing company; so positioning the product positioning your product through a product attribute.

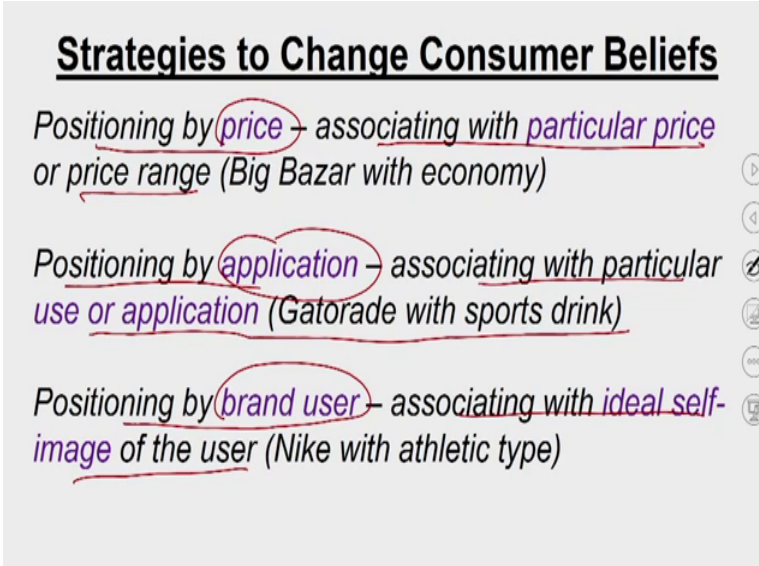
Also, positioning a product by consumer benefit; if you can position your product in such a way into the marketplace, so that particular consumer attribute is highlighted that can change people's attitude or peoples belief consumer belief. For example, associating with important consumer benefits natural protein saves health. So, if there is a company which manufactures shampoo, and it is saying that it has protein this company has protein, what you can do is this protein shampoo how should I show basically protein milk protein is good for health. So, how should I manufacture or should I position my product I should

position my products saying that look my particular shampoo has higher protein or milk protein which is going to enrich your hair, lead to lower hair fall. And so, if you use my product even twice or thrice a week that is not going to lead to hair fall, because it has protein. So, a good consumer benefit the consumer benefit is that protein leads to better health or better hairs. And so, even washing it twice or thrice will not lead to hair fall that kind of a thing.

Positioning by intangible benefits I can also position my product, but through intangible benefit and that can actually lead to change in consumers belief associating with a intangible benefit. For example, Maruti with value for money I can say or I can Maruti can actually position their product as a value from anything. So, I am Maruti can say my cars are value for money it has nothing to do with design, it has nothing to do with something else design or good mileage or some other kind of a thing, it will say that my product is value for money and so, buy Maruti why because value for money. So, what I have done is I have look at intangible benefit.

Now, the value for money is intangible, because you have to know how to make intangible value for money, right and so it is an intangible benefit.

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Strategies to Change Consumer Beliefs

- Positioning by price – associating with particular price or price range (Big Bazar with economy)
- Positioning by application – associating with particular use or application (Gatorade with sports drink)
- Positioning by brand user – associating with ideal self-image of the user (Nike with athletic type)

I can also position my product or market as can position my product through price and that can also leads to change in consumer belief. How can that happen; associating with particular prices or pricing. For example, Big Bazaar can always say that come to us we

are retailers who sell things in cheap or people can think about Kaiser's which is German company which sells products. In India you would be going to a good supermarket, right. So, big bazaar or fashion at Big Bazaar, fbb against Raymond's, right. So, Raymond's are high class products high price products and so, they will give you high class goods or high class clothes.

On the other hand I am looking at favour fashion and Big Bazaar fbb which is a Big Bazaar kind of a thing extension of Big Bazaar; and Big Bazaar is more or less like a retail store for everyone. And so, it gives you good fashion or manageable fashion at manageable prices. On the other hand looking at Raymond's or pantaloons or some other company Marks & Spencer we offers you good products, expensive products and expensive prices with a style. So, the same thing that that kinds so, positioning by price.

So, people who are so when I say comfortable clothes, good style clothes at lower price in big bazaar that actually changes peoples believe about big bazaar that it offers you style also it does offer you some kind of a style I can also position or people can, marketers can also position by their product through an application. For example, associating with particular use or application; Gatorade with sports drink. So, I can particularly have a company I can have particular kind of a product and relate to a particular application. So, I can say Gatorade are only sports drinks only sports people are going to the most suppose people drink that or some other product coffees for decaf for some kind of people that kind of think.

So, I can position my product by a through a particular application. So, decaf is for those people who are hardworking though who do not know who are not into who are caffeine addicted. So, caffeine addicted group take Nescafe decaf. On the other hand people who are sports take Gatorade. On the other hand people who are diabetic may use some kind of a different oil for that that leads to vivo; for example vivo fortune which lesser your diabetics tendencies. And so, that kind of a thing I can use I can position my product by that application and that can change people's attitude or peoples believe over the product positioning by a particular brand user.

So, I can also use associate with a particular ideal self image of the user. For example, I can say Nikes, Nike products are always for sports person that is the athletic type people or I could say Raymond's are for style people. And so, people who think them should be

style they will go they will have positive attitude what Raymond's or that particular attitude about Raymond's saying that the only people was stylish will go in there, or if I go in there then I will find stylish products which will change my style which is change myself image. So, I can use a brand user, I can use a positioning view based on brand user.

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Strategies to Change Consumer Beliefs

- Positioning by celebrity recognition – associating with celebrities (Tom Cruise with adventure)*
- Positioning by brand personality – associating with personality of the brand (Patanjali with natural)*
- Positioning by product category – associating with product category (Mazda with soft drink)*

I can position my product by celebrity recognition. So, what I can do is; I can use associate my product with a particular celebrity and the nature of the celebrity or the brand image of the celebrity gets associated with it. So, associating with celebrities; for example, Tom Cruise with adventure. So, any product that tom cruise uses any product which is related to Tom Cruise gets automatically related to adventure because Tom Cruise is believed to be a celebrity which actually enjoys adventure. And so, I can position my product based on that factor.

I can position my product by brand personality associating with a personality of the particular brand. For example, Patanjali is natural. So, all products that Patanjali makes everything that Patanjali makes is natural in nature. So, what I have done is I position my product in terms of brand personality. The brand personality of Patanjali is a natural product of natural Ayurvedic product which does not offer to you any kind of health problems that kind of a thing. And so, that is what Patanjali has to offer to you.

And, I can also position my product through product category associating with particular product categories. For example: Maaza with a kind of a soft drink. So, 7 or 7 up with uncool a kind of a thing. So, I am associating that Maaza which is now drink a mango drink I have associated that with a particular soft drink kind of a thing that it is a soft drink. So, I can do that also.

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Strategies to Change Consumer Beliefs

- Positioning by association with competitors – purposeful association with competitors to share consumer perception (Hyundai as 2 best selling car)*
- Positioning by country or geographical area – association with particular country or geographical locale (France with perfumes and fashion)*
- Products are positioned using combination of strategies*

I can also position my product by associating with competitors. So, what I can do is by purposefully association with competitors to share consumer perception saying Hyundai is a second best selling card. So, I will say of course, we know that Maruti is the number one selling car, but what I am doing what we are doing is number 2 with basically what I am doing is; I am basking in the glory of Maruti somehow. I am basking the spotlight of Maruti. And so, I am pushing my car Hyundai is pushing his car saying that it is the second best if not the best it is a second best all those of features that Maruti is offering is also being offered by Hyundai.

And, I can also position by country or geographic location. So, associating with particular country or developing location for example, saying that France everything from France comes with a perfume climate that kind of a thing. So, wine from France has a particular climate for the particular kind of a thing. So, country of origin I can position my product from the country of origin.

For example, Chinese products are cheaper French products are more classy, German products are more robust that kind of a thing I can position my products. And so, products are generally positioned using any of this combination of strategies. When we are produce, when I am positioning my products when I want to change people's belief knowledge about a product, or what they think about a particular product I can use any of this strategies in combination, or simply one strategy to change people's attitude that is what I can do; so how do I change people's belief; by using any of these strategies.

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Affect: The Emotive Component of Attitude

- **Affect** is the way we feel in response to marketplace stimuli such as brands
- Unlike belief, affect is emotive rather than cognitive in nature
- Affect is made up of beliefs plus the way we feel about or evaluate those beliefs

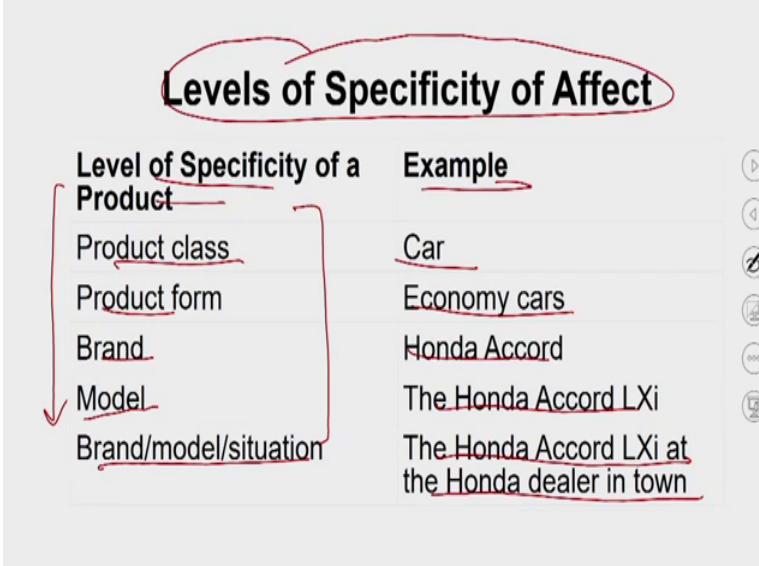
The second component of attitude is affect which is the feeling that you have. So, belief is about what you know, belief is about the knowledge that you have what a particular product. But, affect is how you feel about it? What do you feel about a particular product and that is what is important to it. So, affect is the emotive component of an attitude. And so, we look into those methods of how affect is changed, how peoples affective component is changed to change people's attitude. So, basically what is affect it is the way we feel in response to market place stimulus such as brands. So, how do you feel about Raymond's, how do you feel about Ben and Jerry's, how do you feel about Haagen-Dazs, how do you feel about Nike.

So, the feeling that you have when you think about this product that based on the knowledge that you have how do you feel, you feel do you feel good, do you feel liking, do you feel disliking, do you feel a threat all those things that is there all those feelings

that generates upon you is basically what is affect and that is a major component of attitude, because that decides whether you are going to change take that product or you are going to leave that product. So, unlike belief, affect is emotive rather than creative in nature. And so, we have seen that affective basically is emotional based.

Now, this affect is made up of belief plus the way we feel about it. As I said this affective component of attitude is dependent on what knowledge you have the based on the knowledge that you have what a particular product will decide the way you feel about it, right. So, the way you feel about a product has a lot to do with a lot to work with what knowledge you have what that product.

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Levels of Specificity of Affect	
Level of Specificity of a Product	Example
Product class	Car
Product form	Economy cars
Brand	Honda Accord
Model	The Honda Accord LXi
Brand/model/situation	The Honda Accord LXi at the Honda dealer in town

And so, for example, I have taken this level of specificity of affect for example, how does this affect really change from. So, you can have affect for a particular product, you can have a affective for a particular product class or you can have for a particular category of products, for a particular section of product. For example, look at this level of specificity for product an example for example, product class – car, how do you feel about car. So, this is one way of looking at an affect. Product form you can have economy cars what do you feel about.

So, you might feel positive what cars, but you might not feel good about economy cars. Or in terms of brand, so, you might feel good about cars, but if it is Honda Accord car you might not feel good or you might feel good about a Honda Accord you can also have

an effect for the particular model. For example, a Honda Accord LXi, I do not like Honda I do like Honda Accord, I do like the car I do like economy cars, but I do not like Honda LXi; I like say VXi or some other brand. And so, these are the level of specifications because it may so happen that your affect may change in any of this form.

So, this is the level of specificity. You might feel good about Patanjali, but you might not feel good about one of its products. Let us say Patanjali ghee I do not like, but Patanjali I like and that is what I am trying to tell you here. And so, at the level of brand model situation also the Honda Accord LXi at the Honda dealer in the town you might not like it. So, it could be also at the place of where it is being sold, that can also have an affect or that can also have something to do with the specificity of the affect that you are dealing with.

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Functional Theory of Attitude

- Marketers seek to influence affective responses by creating messages that appeal to consumers on the basis of one or more of four types of responses
- **Adjustment** is the tendency to develop affective responses that lead most efficiently toward perceived rewards and avoid most conveniently any perceived punishments (A consumer who learns he has heart condition starts using less salt to lower sodium content)

Now, there are several theories which have been proposed that actually look at how a changing the affect or how manipulating the affect affective component leads to change in attitude, and we will be looking at three theories. The first theory that I am going to discuss today is the functional theory of attitude and how this functional theory of attitude actually leads to change in the affective component of the attitude and further change in the attitude of the people. So, what is the functional theory marketer seek to influence affective responses by creating messages that upend appeal to consumers on the basis of one or more or the four types of responses.

So, most people most marketers when they put a product into the market what they tend to do is give them information and this information creates a feeling in them. And so, what they do not want to do is by looking at the response that these consumers are doing to their product by managing this response, by studying this response, by manipulating this response, by understanding this response they want to change or they want to create an attitude about their product. So, that is what we looking at.

So, there is a functional theory which says that people when they look at a particular product get information about a particular product a product group from the market what they do is they produce a particular kind of response based on the affect that is generated, because flow through that product and by studying these responses the company the many lecturer is actually looking at changing people's attitude.

So, what are the kind of responses that people do the affective responses that people do when they look at a product or get product information? The first kind of response is called adjustment. Now, it is the tendency to develop affective responses that lead to most efficiently towards perceive rewards and avoid most conveniently. Any perceive punishment adjustment is a response that people show when they receive information or when they have information knowledge about a particular product. And that comes from this adjustment comes from the feeling that develops because of this information. And so, what is this feeling? It is the tendency of people to develop affective responses.

So, to develop feelings that leads to about a particular product service or a product group or a category or anything that lately to. So, they develop that kind of affective response they develop that kind of emotion towards that product service or whatever it is. So, that the perceived reward is increased and perceived punishment is decreased. So, that reward is increased they develop that feeling what a particular based on the information. So, that they get the maximum out of it they get the maximum benefit out of it and avoid the most punishment or out of it.

Let us take an example a consumer who learns that he has a heart condition starts using less salt to lower sodium content that kind of a reaction. So, if a consumer understands that he has heart condition he starts looking for salt which has lower sodium and so, he shifts to those salt salts which has lower sodium. And so, what manufacturers then do is because he needs lower sodium. And so, what manufacturer can do is change their

attitude towards salt saying that there are now two categories of salt, one is the normal salt which has the normal levels of sodium plus there is another class of salt which has low sodium which are for people who are suffering from heart conditions.

And so, that way the attitude towards salt changes. The person who was who belief that salt can contain sodium which is going to affect them in some way they change their attitude towards all that they can also eat salt or defining sweet in such a way that people even diabetic people can use it coming up with Ben and Jerry's or Haagen Dazs ice cream for the diabetics, right where even people who are diabetics can consume these sweets; so, that way adjustment.

So, people we can we can create a product we can create an attitude about the product in such a way by coming up with a new product which creates to a favourable attitude towards the product. So, attitude towards ice cream remains the same, attitude towards the company remains the same what happens is that now people start believing that I can now eat Haagen Dazs ice cream which is for people who are diabetic right. So, ice creams do not change, you like ice creams, you like the company. And you also thank the company because, the company is giving an a opportunity to use that to eat that particular product. So, one of the ways is adjustment.

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Functional Theory of Attitude

- **Ego defense** is a means through which we try to realize personal goals and images (positive attitude towards self enhancement products like fashion, personal grooming)
- Through **value expression**, consumers display their own values to the external world (concern for environment)
- Application of **prior knowledge** has both positive (message filter) and negative effects (stereotyping) on affective response.

The second response that people have in the functional theory is called the ego defence response and what is this response? It is a means through which people try to realize

personal goals and images. This is another response. So, when even you when you buy a particular product when you have a particular product or you get information or a particular product the feeling that you have one of the responses due to that feeling is the ego defence response and what is that this response it is that response which makes us realize personal goals and images.

For example, positive attitude towards self enhancement products like fashion products, personal grooming and all. Why do we do that? Why do we get fluttered to this or some company says that there is there is a good ad coming up with says that even plus size clothes are good, that saves your ego defence. So, people who are plus sized it says or it says black brown is the new fashion, brown is the new thing I do not want to get fare brown is with me, brown is a new fashion if that is what it is.

So, these companies are actually promoting ego defence differences one. So, that peoples attitude changes peoples attitude gets. So, people who are not fair they also have this feeling or their attitude towards the particular product they stick with the particular products saying that; this is also good or the product manufacturer comes up with the idea that brown is the new thing in, right or only white is not the new thing in that that kind of a thing. Or companies which says that plus size clothes we are the company which is making you plus size clothes which means that even people who are obese, people who are little bit on the fatter side they are accepted into the society and companies are manufacturing clothes for them.

So, that kind of a thing which why they are doing that to prevent this ego defence response to actually and they anticipated this ego differences response because if they do that then people ego defence, we peoples self worth or this is a image will be highlighted. So, they focused on tool ego defence response and they come up with a new product and people's attitude towards what that company which was earlier manufacturing. For example, one of these companies is Levis.

So, they are coming up with the X size or the extra size jeans which actually know. So, earlier people who were who were a little bit on the obese side they had a negative attitude about Levis, but since they have come up with this X size or the extra size people now have positive about the. Even the obese people or people who want to obese side they have a positive attitude about this company Levis and this is through the ego

defence response because they believe that the company is also listening to them. And the ego defence is also respected because the X they do not say it is for fat people, it says that it is for the X size people and there they are also beautiful kind of a thing.

So, this is another kind of response which manufacturers can look into and how do people feel based on their affective responses they can use this for changing people's attitude. Also, people's attitude can be changed through very expression by studying peoples response or peoples value expression and how does that happen? Consumers display their own values to the external world, for example, concern for environment. So, people who are concern for environment they start using bicycle. And ones you know that these people have concern for environment what you tend to do this is value expression thing tries selling them or try telling them the product that you are selling that that has concerned for environments.

So, star systems on electronic products 3 star, 4 star which is or green the green symbol on products which says that people who are concerned for environments they actually buy your product and their attitude towards the product will change. They believe that you concern for the environment you have concern for the environment they have concern for the environment. And so, they will buy your product and they attitude towards that that the attitude that they had about you changes.

For example, some company which were earlier not manufacturing had no concern for the environment. Now says that they are they are donating so many dollars for saving the environment or for that matter the green label seeker on the on the product which says that it is recyclable. And so, people who have concern for environment their value expression is denoted by that. So, those people will also have positive attitude about this particular company which now says that they have concerned for environment.

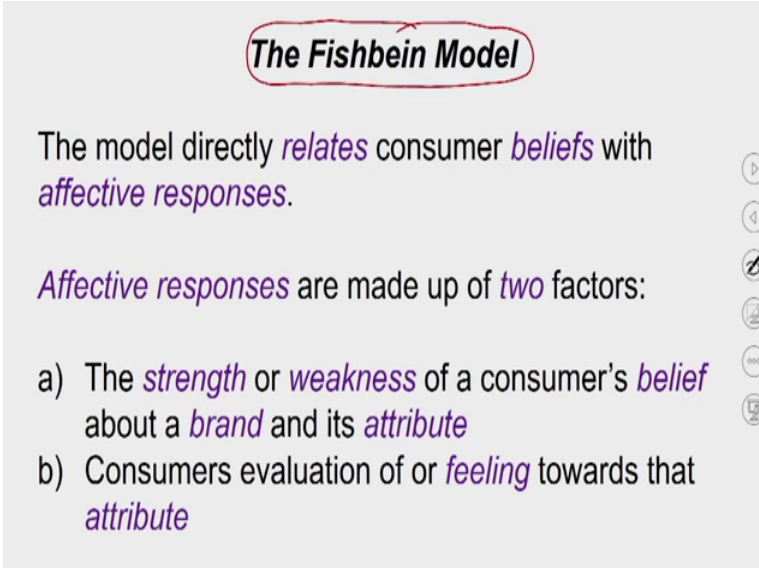
And, the fourth thing that first response that consumers do and which manufacturers can study to change people's attitude is application of prior knowledge. Now, this has both positive message and negative effects that is positive part of it is prior knowledge the positive part is message filtering, and negative part is stereotyping on affected responses. So, application of prior knowledge when a person uses prior knowledge one of the ways that this prior knowledge can help is by filtering. So, using prior knowledge occurs

consumer can filter what information to take in what additive to form what a particular product. So, that way it is helpful.

But, if this prior knowledge can also have a negative consequence for example, consumers will stereotype. So, if we use a particular kind of yogurt and the yogurt was not very good you will believe that all yogurts are of the same time. So, if that is what the consumer is feeling if that is what the consumer has attitude about yogurts; what you can do is as a company, what you can do is you can provide them enough information new information fresh information which says that yogurts are good and then companies your company is having another different kinds of yogurts. And so, prior knowledge that are using is not enough.

So, use more knowledge give them more knowledge. So that the prior knowledge then leads to better attitude or leads to more stronger attitude toward that particular product or product class.

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The Fishbein Model

The model directly *relates* consumer *beliefs* with *affective responses*.

Affective responses are made up of *two* factors:

- a) The *strength* or *weakness* of a consumer's *belief* about a *brand* and its *attribute*
- b) Consumers evaluation of or *feeling* towards that *attribute*

So, this is the second model of attitude or this is the second model of attitude change through affect the affect component that will go to see, but we will discuss this model in the this particular model in the upcoming next class. So, let us review what we did in the present class. So, in the present class what we did was we looked at we picked up and psychological component which is called attitude. And this components of this attitude the belief which is the cumulative part, the affect which is the emotive part and the

intention which is the behavioural part of this attitude we looked at what is attitude we dealt or we dwell into what is attitude, and what are the components of it and so on and so forth.

So, basically in the fast part of the lecture I explained to you what is attitude, what is attitude change, how does the attitude change happen and what are the two ways of attitude change through dissonance cognitive dissonance and persuasion. And, towards the end of the lecture what we did was we looked at this attitude this consumer attitude or attitude as such and a psychological factor, how does it merge in the context of or how does it play in the context of the consumer behaviour. So, we looked at what is attitude and we looked at how consumer attitude is change or consumers belief, the belief component of attitude change.

And we also discussed a model which was the functional model of attitude change through changing the consumers affect. In the upcoming class we will look at two more models of affect of affective change which leads to change in the attitude of the consumer. And we will also look at the intention part which is the third component the favourite part. So, how does behavioural part of changing something into the behavioural part changing the behaviour of the consumer leads to attitude change and formation of new attitudes or formations of new thinking about new product class.

So, for this class it is. This is what we have been doing in the next class will continue with this lecture.

Thank you.