

Consumer Psychology
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Lecture – 17
Attitude and Attitude Change - II

Hello friends, welcome to this lecture number 17 on the course on Consumer Psychology.

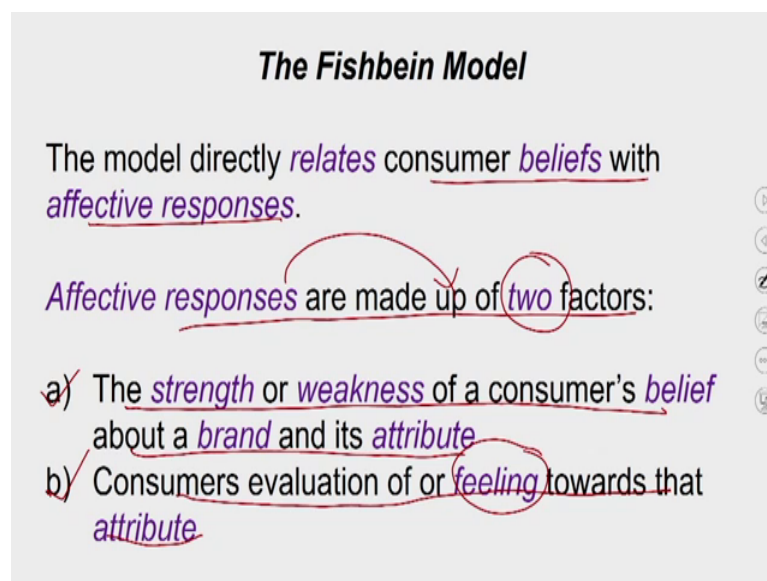
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The Fishbein Model

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



Now, in the previous classes we have dealt with two important sections in this consumer psychology class. We dealt in section one with what is consumer psychology, the basics of it the methodology is used in doing consumer research and understanding what is market; segmentation and what role does market segmentation has to play in consumer behaviour. And in this section itself we also dealt with something called the decision making process of the consumer.

So, right from information search to problem recognition, to understanding or realising the problem, realising the need for a particular product to looking at products and doing alternative evaluation and selecting the final product, and then doing something called post purchase evaluation. So, once you buy a product how are you satisfied with it or not and how do you stay with the product. So, that was section one. So, it was

describing the process of consumer behaviour and describing how consumers actually make decisions.

In the next section we dealt with some certain psychological factors which affect consumer behaviour. We started with perception important psychological variable, how it helps or shapes consumer's perception, consumer's behaviour into the market place and the marketer's behaviour into the market place. Then we moved onto memory learning and cognition which is an important psychological variable which modulates or which further shapes transforms the behaviour of consumer as well as the marketplace which enriches the interaction between the consumer and the marketer into the marketplace and these to a healthy relation between these two entities; the consumer and the marketer the one whose manufacturing and one whose actually use.

Then we looked at motivation and emotion as important psychological variables which shape the interaction between consumer and the marketer or in a better way it is how does it motivation and emotion shape or influences consumer behaviour.

Next with we saw in the last class another important variable which affects the consumer and that is attitude. So, what we did in the last class is we looked at attitude from the psychological point of view. We define attitude as reaction towards something an idea, a person, a concept anything, and this attitude is composed of 3 parts it is composed of a behavioural component, a cognitive component and an affective component.

Now, the cognitive component of an attitude is the believe you have for example, any person any idea you have a belief, you have some information about that its comes from previous knowledge. So, this is the belief component for attitude then there is something called affective component which is how you feel about that particular idea concept or person and then there is a behavioural component which is given the fact that you have to react to that person, concept, idea how you react with that is the behavioural component. And so these 3 parts what we studied into the last class.

Now, an importance concept or an important influencer of attitude is attitude change. Just studying the attitude not going to help us because we will just know what a person feels, what a person thinks and how person would react in a certain situation. So, what is important for the marketer, what is important for the consumer is how is attitude change for a marketer it is very important to find out how consumer attitude change. Hence we

look at two basic process of changing the attitude one is called persuasion the other is called cognitive resonance. Now, persuasion on one hand changes attitude through external mediums for example, TV advertisement written article editorials peoples view point word of mouth and so on so forth.

On the other hand attitude change through a person internal dynamics, through a person's internal system basically inverse cognitive resonance, right. So, how person changes attitude from within himself, and that happens when a person behaves and thinks into two different ways. So, if a person behaves in differently then what he thinks, there is a war between what he believes and what he thinks and this war leads to changing of the attitude either or changing of the behaviour one thing it can lead to trivialization of the matter or it can lead to change of the attitude as such. So, these are the direct method then there is indirect method where you forget this discrepancy and focus on some good thing. So, this is what we did in the last class.

Now, towards end of the last class we took this definition of attitude change and utilized it in understanding the behaviour of the consumer and marketer into the marketplace. So, what we did was, we looked at how the belief system basically in the last class we focused on the first two parts of attitude which is the belief, the cognitive component and the affect the affective component. So, how these two are change, because what is important through us as a consumer researcher is to understand how consumers attitude does change, because that will lead to him buying new products or involving in new products or moving on from his own products, right.

And so what we did was we looked at how the belief system is changed because belief is an important part of attitude, because change in the belief will lead to change in the consumer attitude toward the product class, product category, service or so on and so forth. So, we looked at several methods for example, there are several positioning systems, positioning of the product in certain ways which can actually lead to the belief the knowledge they have about the product.

Further on we looked at how the effective component can be changed, and there we discussed a very important model of changing of the effective component of an attitude and how this change in effective component leads to a further change in the attitude as such or the person towards the product or service. We looked at theory of functional

theory of attitude change. Now, in the present class what we are going to do is we are going to look at two important theories which are important in changing people's attitude. So, we look at Fishbein models and will also look at the belief importance model. And both these models look at how effective component of the attitude helps in changing people's attitude towards a product class or a product service.

And towards the end of this lecture we will also look at the behavioural component, how the behavioural component change in something in the behavioural component, change in the behavioural component or behavioural intention leads to change the attitude. That is what we are going to do into the class. So, let us start with the first model which is changing people's affective component which finally, leads to change in the attitude of the person

So, we have the first model which is called the Fishbein model. And so what is the Fishbein model? The Fishbein model basically it directly relates to consumers belief with affective response. So, basically what this Fishbein model does is it actually tries to study or relates what consumer belief and what they feel about a product and it explains how changing the belief or the affective component, what should be done or how it should be change so the overall attitude the person changes.

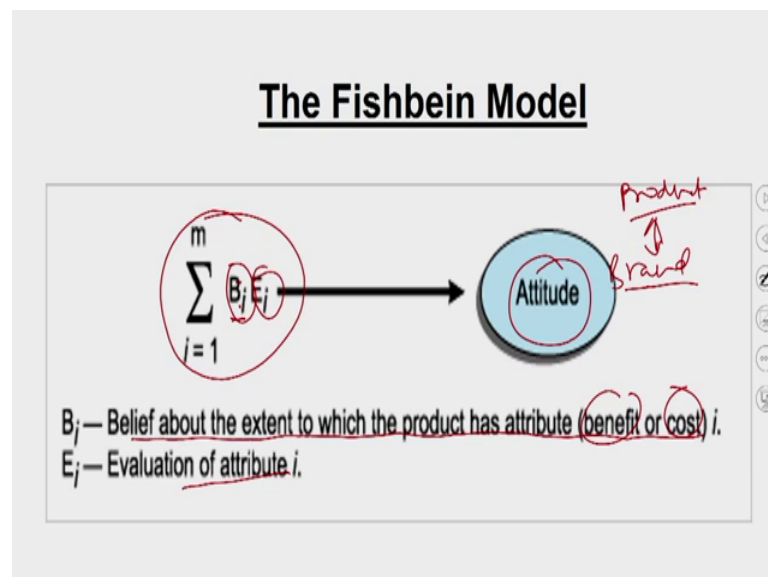
Now, the affective responses are made up of two different factors. The affective response which is the feeling response of a person towards a particular attitude in object is made up of two factors, the feeling that they have what something about a product or service is made up of two things, first the strength and weakness of a consumers belief about a brand and its attribute. So, the feeling develops from how strong the consumer believes that a brand or attribute of the brand is desirable, that is what it is.

So, how weak or strong he believes a certain attribute of a brand is for him. And this belief confirm the knowledge how much he has about the brand right. And the second component of which the affective response is made up of is consumer evaluation of the feeling towards that attribute. So, whenever person buys a particular thing or tries to feel about a brand or a service he gathers knowledge about it and develops a belief about that brand and an attribute. Anybody who buys anything buys it for certain reasons, buys it for certain attribute.

For example, I buy Patanjali product. Now, I buy a Patanjali product because it has a certain attribute which says it is herbal right and the belief that herbal medicines do not cause side effects and are good for health is the belief that is there is the knowledge that is there. And I know that Patanjali is a herbal product and so I buy that cause of this attribute. So, the stronger I believe that Patanjali is herbal which leads me to the strength to increase in the strength to belief that it is since it is herbal it is Ayurvedic and so it is not going to harm in anyway, is basically what is the belief strength.

And the second component of that makes the effective response of a person is the feeling towards it. So, based on the strength of the belief, based on how strongly I believe that Patanjali is herbal, and that herbal products leads to better health we will also develop a feeling towards the product. The more I see herbal the more I see herbs into Patanjali products, the more I see Patanjali products to be natural the more positive I will feel about it, the more happy I will feel about it, the more accepting I feel about it. And so what Fishbein model does is actually it looks at how this belief strength and this effective response actually leads to change in the attitude.

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So, basically the Fishbein model is explained in this way where in this case the B_i is the belief about the extent to which the product has a certain attribute which is a benefit or a cost. So the believe strength or the knowledge that you know that about a particular product that it has certain features that you want how strongly you believe that it has that

feature. And E_i is the evaluation rate which is the elevation of the attribute which is the desirability of the attribute.

Suppose you going to buy a camera how strong you believe that it has a good lens system, and E_i is the evaluation width which is how strong you want a good lens system to a camera, right. So, both of them together will lead to this particular summation which is in this case my attitude towards a particular brand is actually a some of the belief that an attribute i is present in the particular product of which I am forming an attitude show. So, product attribute or a brand attribute is basically a function of or a some of the belief that that particular attribute is there as well as I desire that attitude. Let me explain this through an example.

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FM. Radio station & Planning new campaign. (Pr. 10)

Attributes (A_i)	$B_i(x)$	$E_i(x)$	$B_i \times E_i$
Plays lots of music.	+3	+3	+9
Plays lots of commercials	+3	-3	-9
Good music up late	+1	+1	+1
Interesting RJ	+2	+3	+6
Sum			+7

Q1. Do you believe Radio station (xyz) plays lots of music.

Q2. How appealing do you find playing music is for xyz.

Let us suppose that a radio station is planning on new ad campaign. So, there are lots of radio station and new FM station is planning a; an FM station is planning a new ad campaign. But first it wants to know how listeners of this particular radio station feel about the key attributes or the key features of this radio station. So, what is does it is this radio station first find out the key attribute that it has.

So, my attribute these are the key attribute that the station has which is the i here, plays lots of music is one attribute, plays lots of commercial because most radio stations when they playing the music they also play lots of commercial. So, this is another attribute because if without commercial the radio station cannot work, right.

So, no matter how good FM station is and if it is planning an advertisement for it wants to make a new advertisement first it wants to know, what people think about its key attribute its key features and when the key features of the station is it place a lot of music. So, how do people think about it, how much they think about it and how much desirable the people are of this key attribute? The third key attribute is gives news updates. So, how much news updates are given by this, how much people believe that news and updates are given by this radio station and how interesting is the RJ which is the radio jockey.

So, 4 key attributes are considered about this radio station and I want to know what people think about it, what is the people attitude, peoples attitude towards these key attributes of the radio station. So, what it does is the radio station first finds out the B_i component which is the belief component, then it find out something called the E_i component which is the evaluation component the evaluative component, and then it finds out the B_i cross E_i because attitude a_i is actually B_i into E_i , right. So, how does it find B_i and how does it find E_i ?

What the radio station does is it gives some product related questions on 579 point (Refer Time: 15:20) scale to people who are the viewers of this radio station. So, questions like for B_j for finding the believe strength it can be questions like; do you believe radio station xyz, where xyz is the radio station in concern plays lots of music. And then the person has to give an answer on a 7 point scale with minus 3 minus 2 minus 1, 0, plus 1, plus 2 and plus 3, this is minus 3. So, this is my (Refer Time: 16:15) scale, and so this question do you believe the radio station xyz plays a lot of music is given to the viewers. Now, what the viewers will do this they will mark. So, let us say they mark plus 3 most people believe that and where plus 3 is very high and minus 3 is very low and 0 is neutral.

So, this is the 7 point scale which is given to people, and people actually then rate on this right. And so let us say that a thousand people rate it and this is the mean. So, plus 3 is the mean. Next what the radio station does is it gives an evaluative question in evaluative weight question to its viewers. For example, it can give an evaluative question like this how appealing do you think playing music is for xyz radio station. And again you have to rate it between minus 3 to plus 3, plus 2, plus 1, 0, minus 1, minus 2, and minus 3? And so how appealing means evaluative it how desirable, do you think playing music is.

And let us assume that this weight also comes up to plus 3. So, what happens here? When we look at this radio station and how it is evaluating the attitude of people towards its key attribute we are looking at these key attributes of the radio station and how this key attributes are forming the attitude. So, attitude towards the attribute playing music we will believe that most people believe that the radio station plays a lot of music and this is a key evaluative component people feel good about it, people desire this particular act similarly and these are the means. So, this is the mean I will say \bar{x} or I will put a bar above it which means that it is the mean.

Similarly let me fill up the other ones because I worked this problem before. So, let us assume that this is the hypothetical data plus 1 and plus 1 here, and in this case plus 2 and plus 3. So, this is what I have, now what happens is if I look at the final value I get a value of 9, I get a value of minus 9 here, I get a value of plus 1 here, and I get a value of plus 6 here the total value being plus 7. What is the meaning of all this? From this, we believe that most people have a very strong belief about the radio station in the belief that a lot of music should be played it does play and that should be kept. And this belief evaluative component gives the fact that the radio station is doing good in this aspect, right.

So, it should promote in this message in its advertisement it should promote this attribute, but this attribute is not good. Why? Because people do not want a lot of commercial and so what the consumer what the radio station should do the service station do is actually lessen the commercial because if you want if you look at it they believe that the radio station gives a lot of commercials, but the desirability to the commercials is very less. And so you do that if the lesson the commercial this is of importance because if the commercials are lessen then people will have positive attitude about that radio station and more people will flock to it.

Similarly if you look into it news update is doing fairly good into it and in terms of DJ also this particular radio station is doing good and so plus 7 overall strength is given to this radio station. So, if the radio station has to come up with a commercial it should focus on its music component as well as the interesting DJ because these are very high values and then on some attitude or on some level it should tell that it is also providing news updates. So, if you want to change attitude if you want to find out attitude about this radio station or this radio station is looking for attitudes of the people about its about

itself, this is what it is and if it is planning a new advertisement campaign the advertisement campaign should actually focus on these attributes. So, this is how attributes are there.

And if it wants to change people attitude or want more people to flock towards it what it should do is it should focus on this and then somehow show them that the radio station does not play a lot of commercial or bring down the commercial level because the evaluative criteria which means the desirability of this particular attitude is very less. So, this is the functioning of Fishbein model.

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Using the Fishbein Model to Change Affective Responses

1. Change B_i . Marketers can communicate to consumers that the brand no longer has a negative attribute consumers believe it to have or possesses a positive attribute of which they are unaware
2. Change E_i . Marketers can convince consumers to reassess their evaluation of a particular attribute of a brand
3. Add a new B_i/E_i combination. Marketers can introduce a new, often unexpected, attribute to increase the overall attractiveness of their brand

Now, how does the Fishbein model proposed to change affective response? How does the Fishbein model go about changing the affective response? The first thing that is says is change the B_i itself, change the belief. Now, marketers can communicate to consumers that the brand no longer has a negative attribute consumers believe it to have or posses a positive attribute of which they are unaware.

So, what can happen is the manufacturers or the company in this case my radio station will now come up with an ad campaign which say that it, now newer versions of this radio station has very less commercials and that will actually flock more people into it, it will change the belief strength. It will make people believe that it does not has too much commercial and reduce the amount of commercial which are there. So, one way is to changing the belief itself about that particular attribute of reason.

The second thing it can do is change the evaluative criteria change the desirability of a product. For example, marketers can convince consumer to reassess the evaluation of a particular attribute of a brand what the commercial could say. So, if it does not if it cannot lower down the commercial what it can do is you can cut it down and make an ad campaign in this way.

So, that people reassess this idea do not give them minus 3 in evaluative criteria of commercial say that we need commercials we need commercials to actually function and so some amount of commercial will be there, but then we reducing the commercial. And that way when you give them a reason enough why commercials are there most people will be happy to actually go about listening to commercials in between music and there evaluative criteria would change.

The third way to change attitude according to Fishbein model is add a new B i, E i combination. So, come up with a new attribute which was not there earlier, come up with the new attribute. For example, sale promotions or an lucky draw, some kind of gift coupons that kind of a thing, and find out how this is this gift coupon giving by this particular radio station, how much people believe that gift coupons or free offers are given by this radio station or celebrities are called in this radio stations, and how much desirability with this. If you add a new B i, E i if you add a new attribute and the belief of the attribute and the evaluation of the attribute may be due to this and new way of thinking would come about people and people start liking it.

So, something with the people were never considering, something that the people never told you about when you asked about a particular radio station; if you bring an a new attribute or highlight an old attribute where people were not thinking about in such a way that people start thinking about it may be that leads to changing the attitude towards the radio station that we are discussing in the question. So, this is one model.

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The Belief – Importance Model

The belief – importance model allows marketers to compare *affective* responses towards *competing brands*

Most people have an *evoked set* of brands before *buying decision* are made

The final selection is made only after we *evaluate* the *desirability* of *each brand* according to *same set of attributes*

The next important model is called the belief importance model now the only difference between the Fishbein model and the belief importance model is that in the Fishbein model we were comparing just one service station or just one product for that matter, and in the belief importance model what we are going to do is we are going to compare a number of companies a number of products and look at how people change the attitude towards a number of products.

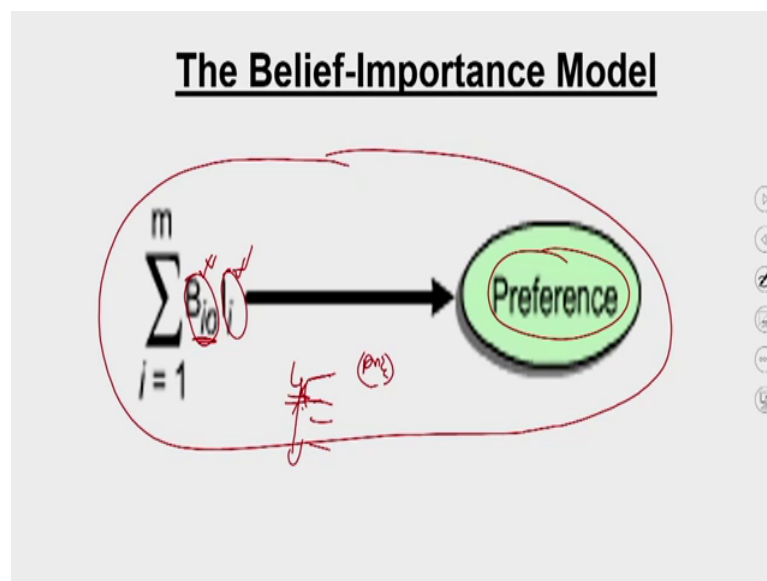
Now, rarely it happens that people have attitude or people think about one product if there is a radio station there will be number of radio stations and so people generally compare between them, right. And so in the Fishbein model we are just looking at one radio station and looking at their belief strength looking at whether certain attributes how people think about it how people believe about it, but given the fact in a real everyday situation people do comparison among a number of products or a number of systems, and so when we are doing that the belief importance model is of help there.

So, what is the belief importance model? The belief importance model allows marketers to compare effective responses towards competitive brand, where a number of radio station is taking care of, where a number of products are taking care of, when they competing, how do you compare between them and how do we make people change their attitude towards the particular brand or towards one brand over the other brand, right. So, most people have an evoke set up brands before buying decisions are made. What

happens is that when we are buying as I said when we buying it is not just one station radio station of just one product service that we are looking into we are looking at a competitive number of brand and services, and so how people evaluate all of them together and change the attitude towards one and fix over one brand is what the belief importance model will focus on.

Now, the final selection is made only after we evaluate the desirability of each brand according to the same set of attributes. And so what the belief model will do is he look at a number of attributes that the person wants and compare multiple brands across those attributes. And based on that we will find out how people believe about different brands and then provide enough reason for marketers to change their attitude or enough reasons for competing brands to change the attitude or to make new systems, make new ways to change the attitude or to manipulate the people's attitude towards their product.

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So, what is the, how does the belief importance model actually look at? The belief important model is actually a formula like this where the preference towards the particular brand is defined in terms of summation of B_{ij} , where the belief of the i th brand is denoted by B_{ij} and I_{ij} is the importance of that particular brand. We will take an example and I will try and show you how does this really work.

So, this is my belief towards a particular brand and this is the importance of that particular brand. Now, these belief is a about a particular attribute. So, if I have multi

plan brand, suppose I have 4 different brands I will take an attribute, let us say price and then compare all the 4 brands on the price. So, I will just this B i is the belief that how much this 4 brands how much the consumer believe then this 4 brands differ on price or the 4 brands have different prices, and i is the importance of price for these brands. So, let us take an example and try and understand how does is really the model works.

So, 3 brands of athletic shoes are scored on 10 different attributes and we will show you or I will show you how does this really work. So, let us say that a consumer is actually look at looking at 3 different brands of shoes, and you wants to know which shoe to buy and he has the favourite brand, but you wants to shift brand. So, how does is attitude change about that? That is one thing important thing. And we will look at 10 different attributes that these brands have and will look at what should a brand do to change its attitude or change people's attitude towards itself.

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Attributes	Wt.	Reebok x5.	Nike	Asahi
Price	20	-200	-1 x 20	12 x 20
Shock absorb	10	+3	+5	(+1)
Durability	15	(+2)	(+3)	(+1)
Color	(8)	(+2)	+4	+5
Comfort	20	+4	+4	+4
Arch support	10	+3	+2	+1
Perfor	2	+2	+2	+2
Material	2	+3	+3	+2
Specificity of performance	5	+4	+5	+3
Country of origin	1	+3	+3	+2
Sum	100	193	213	213

How good do you think brand x (2, 1, 4) has become.

4 1 2 1 0 0 1 2 3 4

So, in this case let we draw this way. So, the attributes of importance, 10 different attributes of importance. My first attribute is price, my second attribute is shock absorbency, third is durability, the fourth attribute is colour, then fifth attribute is comfort, sixth attribute is arch support, fastener seventh attribute, material through which it is made is another attribute, specificity of performance or I will say performance is another attribute, and country of origin is the last tenth attribute. So, these are the 10 attributes on which I will compare 3 brands of shoes and we will then tell you this is my

sum. This will tell you, this will tell you the attitude people have about these shoes and what should a company do actually to change this attitude.

Now, once we have this attribute we will also look at the importance that these attributes have towards a person, a consumer, how much do they believe that is attributes are dear to them, what is the evaluative criteria they are putting to that, what is the importance of these attributes to them that is what it is. And so out of a 100 importance of one hundred let us assign importance which is I naught to this attributes. For example, let us say price have an importance of 20, shock absorbency 10, durability 15, colour 15, comfort 20, arch support 10, fastener 2, material 2, performance 5 and country of origin 1. So, these are the importance and if you sum it up what you will get is a value of 100. This is the total importance level.

Now, let us compare 3 brands of shoes on these attributes. So, let us take one brand as Reebok, the third second brand as Nike, and the third brand as Asahi; Asahi is a German, is a Japanese company which actually make shoes. So, what we are doing here is we are looking at what do people believe, what do consumers believe, what is the attitude of consumer's on 3 different brands of shoes. And if a consumer has a positive attitude about a particular shoe what should the second company do so that consumer's attitude towards it is shifted. For that we first find out the number of attributes on which the shoes can be compared and then provide, and then get an importance of these attributes together. For example, then what we do is we give these people the possible customers questions like.

So, similar to what happens in the Fishbein model we give a 7 point scale, a 9 point scale generally here. So, a 9 point scale questions relating to this attributes. For example, how important or how much do you think brand x, x can be anything could be Reebok could be Nike or could be Asahi has scored on price. So, on basis on the basis of price or how much do you think the price of these brands are good for you or you are comfortable with a the price of these brands, right. And so we give 7 point 9 point scale here starting with minus 5 which says that I am not satisfied with all with it at all and plus 5 saying that I am fully satisfied with it then I have plus 4 I have plus 3, plus 2, plus 1, 0, minus 1, minus 2, minus 3, minus 4 and minus 5.

So, this is the scale and each consumer actually has two rate each of these brands Reebok Nike and Asahi on this question of price. Let us say the value that I get is minus 2 here minus 1 here and plus 2 here. Similarly I have values of plus 3, plus 5, plus 1 so since the problem has been worked out before I work it out before let me quickly fill it up and then explain it to you. So, these are the values that I get these are the mean values that I get on questions that have been put to the people. So, these are the values or these are the scale rating. So, what are these? These values are these generally values are the scale rating that you get on questions relating to these attributes.

So, these are the scale rating that you get which basically means that a price how much people think that Reebok is doing good on price minus 2 people are not satisfied with it. But if you look at Asahi; Asahi people believe has given an a good price for it shoes. Similarly on shock absorbency people believe that Reebok has moderate shock absorbency or on the other hand Nike has good shock absorbency and Asahi has ok, types of stock absorbency and similar to all the attributes. Now, what will do is we will multiply the scores the scale values with the importance values. So, 2 into 20 kind of a thing, and similarly here 20 multiplied by 20 which will give us a final value and the sum value that I get here is I get 193 for this. This is the overall score for Reebok, this is overall score for Nike and this is the overall score for Asahi.

And what does all of this tell? All of this will actually tell what does people attitude about these brands of shoes actually are, what is the attitude that people have these brands of attitude. Now, if the company wants to if any companies. For example, let us say Asahi want to change people's attitude towards its brand. What should it do it should? So, it comes to know that my plus 1 is the value that it gets in terms of shock absorbency an shock absorbency has a very high importance. So, it should actually improve shock absorbency or put messages, belief messages, knowledge, or some kind of information into its ad which with promote the idea that it has good shock absorbency.

See, this similarly this durability which has a 15 importance level has a value of plus 1 for Asahi whereas, if we look into these two companies they have Nike and Reebok have very high values are at moderately high value. So, it should work on this. So, it should work on similarly what this company. We find out that people are very good attitude about Nike, second is Asahi and third is Reebok. So, if Reebok has to do something it

has to look at the value scale values here and importance values and based on that put that message or change people's feeling about that particular attribute into its add.

So, it come up within an act for example let us take an any of this example in terms of in terms of colour. So, in terms of colour people rate it a plus 2. Now, if and colour is of 15 percent importance or it has a 15 value important in the consumers mind this attribute. So, what it could do? It come of the message which actually says that now we have Reebok has more number of colours which will actually help consumers in and selecting Reebok because they are giving a 15 percent importance to colour and so peoples attitude towards Reebok as one colour shoe will change. So, this is one way or this is one model of how attitudes could be changed first attitudes could be mapped and then attitudes will be change about a particular services and particular branch. So, this is a example of how it is now.

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Intention: The Behavior Component of Consumer Attitude

- Intention is the behaviour component of attitude
- **Behavioural intention** describes attitude not toward a brand but toward brand purchase and, as such, is a far better predictor of behaviour than either beliefs or affective responses

Now, let us look at the intention component of attitude. Now, up till now what we were doing is we were looking at the belief component the cognitive component as well as the second component which is the component of affect and we are looking at these two components of attitude. Now, let us come out to third component which is from the behavioural component or the behavioural intention component. What people do? And when they feel good about it and when they have knowledge about a particular brand how do they behave? That is what we going to study here. And how this behaviour can

be mapped, how this intention to purchase, how this behaviour to purchase, how this willingness to purchase?

Because, I might for a let us say I am looking for a car, now I might have a very good believe about a particular brand of car and feel good about that car, but that feeling good and belief does not lead any does not give any conclusion to whether I want to buy that car or not. The only way where I where manufacturer can understand how consumer is going to react what is the consumers actual attitude or how a consumer is believing or what the consumer is actually doing towards that car is measuring the behaviour intension which is how in what way is he going to buy that.

So, measuring behaviour intension is of importance because measuring of belief, strength and measuring of affect does not give us any conclusion on whether the consumer will actually convert his belief into actual purchase. And so we come to the second component which is the intention component which is the behavioural component of consumer attitude because the intention will actually tell whether the consumer whether he feels bad or good for the product, whether is going to buy the product or not.

And what is the intention manufacturing into the market place? The intension of the manufacturer into the market place is selling his product. So, measuring behaviour intension will actually directly provide us reasons or directly provides us hints of whether the consumer is actually going to buy a product or not. So, let us look into it.

So, intention is the behavioural component of attitude. The behavioural component attitude as in when I have an attitude when I have a positive feeling about something and I and I believe something is good what is my intention towards buying it what is my intention towards purchase of it is what is the behavioural component. Now, the behavioural intention it describes attitude not towards a brand, but towards a brand purchase as I said it does not tell you or behavioural intension will not tell you how you feel about the brand, but it will tell you what do you feel about the purchase of the brand, the buying of the brand which is important which is of a importance. And as such is a far better predictor of behaviour then either the believe or effective responses because believe and effective responses will just tell you how I feel about a particular thing; idea, person, concept, product, service. But whether I will buy that service, whether I will use

that service, whether I will go ahead and purchase that service or a product is measured through behavioural intention is a good predictor. So, studying this, is of importance.

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The Theory of Reasoned Action

Theory of reasoned action states that behavior is a direct result of intention BL=

There are two factors involved in behavioral intention

a) Attitude towards act (A_{act}) – it is the sum of the consumer's belief strengths in consequences that will result from a purchase and the evaluation weight assigned to each consequences

$$A_{act} = \sum_{i=1}^m B_i E_i$$

So, there are two different theories which I will look into closely in the the behaviour intention component the first theory is called the theory of reasoned action. And so I will not provide you any example here, but I just define the theory the theory is used. So, what I will suggest is read the book and it has these theories. So, what I will give you is an overview of this theories.

So, the theory of reasoned action is one theory of behaviour intention which actually explains how the consumer feels and how the consumer what is the consumers intend towards purchase. So, theory of reasoned action states that behaviour is a direct result of intention. When you have intention towards purchase you have more likely to buy a product then if you do not have any tension, but you feel just good about it. So, I might feel good about Apple product, but I am an not ever buy it, but if I have a intention of buying it then the chances are that this intention is very likely going to get converted into a purchase.

Now, there are two factors involving behavioural intention. Any behavioural intention which is the B i component here is made up of two factors, first the attitude towards the act how do you feel about it and then the second component is called subject the

enormity belief which is composed of how much do you believe other people wanted to buy as well as your motivation to comply to it. So, let us look into it.

My behavioural intention or my behavioural intention towards a purchase is actually a combination of my attitude towards the purchase attitude towards the product as well as what consideration I have for the people. So, it is basically Fishbein model added in the Fishbein model if I add the subjective not the normative belief the consideration other people it will turn off to be the theory of reasoned action. So, attitude towards that it is the sum of the consumer's beliefs strength in a consequence that will result from the purchase and the evaluation weight assigned to each of the consequences. So, attitude towards act A act is actually a summation of my B i and E i.

So, remember Fishbein model B i is the belief strength that I believe that a particular product has a particular attribute and E i is the desirability of the attitude. So if I buy a new camera what is the belief that a particular attribute which is the lens system or the capturing capacity whether it uses the CCD the Charge Coupled Device technology or the CMOS technology. And if this is of importance to me this attribute of importance to me B i is the belief that I believe one of that system, if I like CMOS how much believe that I have, that this new system of camera Canon has CMOS. What is the beliefs strength that I have, what is the knowledge? And this belief and is dependent on knowledge, and E i is how much do I want CMOS technology to be use in my new camera and that will give me an attitude towards that particular camera. So, that is the attitude towards that.

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The Theory of Reasoned Action

b) Subjective Norm – is our perception of what other people think we should do with respect to a certain behavior, such as brand purchase

It is determined by normative beliefs and motivation to comply with those beliefs.

Normative belief is the perceived expectation that significant others think the consumers should or should not behave in certain ways

In addition to that the second part of this theory of reasoned action is the subjective norm, now this was not there in Fishbein model, this is a new edition. Now, in terms of intention see what I believe is personal to me, but when I want to buy something I also have to consider other peoples advise, people friends, other people around me I also have to consider their advice because that is of importance to us.

And so I add this component of subjective norms of subjective believe into my Fishbein model my attitude my personal attitude and that will decide how much I want to buy a product. So, I might like a product, I might like Apple at all that much I might be a favoured person for Apple, but then my friends say that is not good and so I have to and I value them. So, I have to consider that also and when I consider that also it reduces my attitude towards that that is importance of it.

So, subjective norm what is it? It is a perception of what other people think we should do with respect to certain behaviour such as brand purchase. If I am going to buy something I also consider what other people do. Now, how is subjective norm define? It is determined by normative belief and motivation to comply what is normative belief, so two parts of it two components of it the subjective norm component. So, the theory of reasoned action has two part, one is my personal attitude the other is what other people think which is called subjective norm.

Now, this subjective norm has two components, the first component is something called normative belief and second is motivation to comply. What is normative belief? It is the perceived expectation that significant others think the consumer should not behave in a certain way. For example, I want to buy a new brand of camera and I am looking at one attitude and two attribute of that camera one is the lens system the other is the technology used for developing the photos. Now, I want a good lens system a good a aperture system as well as a CMOS technology into it.

Now, if I know that it has these two values and I want these two into it I have positive attitude towards it. But buying that camera will also depend upon other people in my life because normative belief is what other people believe about Nike and the attributes of concern. CMOS for example, if I have a very close friend who is a good photographer and he says that CMOS is not a good technology so that I will consider and so then I might not go for CMOS as a good attribute or I might not go for Nike is a good camera because he values to me, right that is one thing.

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The Theory of Reasoned Action

Motivation to comply – is the extent to which the consumer considers the possible opinions of significant others when forming an intent to purchase

$$SN = \sum_{j=1}^n (NB_j)(MC_j)$$

Combining A_{act} and Subjective Norm

$$\hat{B} = f(\hat{B}) = f[(A_{act})(w_1) + (SN)(w_2)]$$

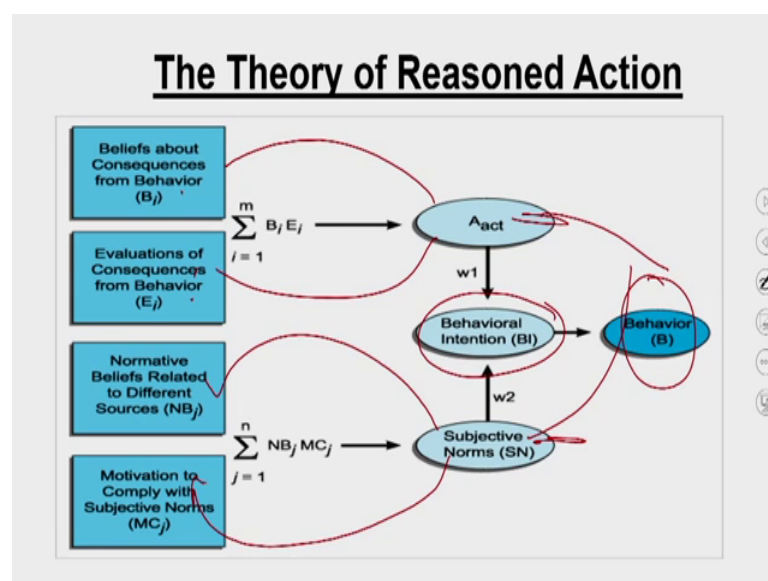
Normative belief is what other people think about my actions and the second part of it is motivation to comply. Now, other people might think that is CMOS is (Refer Time: 46:58) friend of mine might think that CMOS is not a good technology I should not consider it. But then personally speaking I believe that CMOS is a good technology and

my motivation to comply, my motivation to listen to him and consider his views into my buying is 0. It could be very high it could be good very low.

So, this motivation to comply is another factor; is the extent to which the consumer considers the possible option opinion of significant other where forming an intention to purchase. So, this subjective norm is actually a combination of my normative belief this is the j th belief I can have N number of beliefs. And so this is j th belief and similarly I have I could have N number of motivation to comply for the j th belief and that is the j , so combining these two things together my final formula for behavioural intention.

My final formula for behavioural intension or behaviour to buy is behaviour to buy or my behaviour is actually a function of behavioural intentions which is a function of attitude towards that particular brand. And this w_1 and w_2 are weights which are assigned and there is a method of assigning this weight. So, it is out of this the reference here from not defining it, but then certain weights the system of assigning weights. So, this behavioural intention to purchase is actually a function of attitude that I have towards the purchase plus the subjective norm, plus how much I value other people advice when how much advice of the people are given to me. If I had been together I will get the final intention and I will get the final way and so this is what my theory of reasoned action look like.

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My behaviour is actually a component of attitude towards act and subjective norm which is actually available intension, and this is resultant of belief about consequences of behaviour and evaluation of consequences of behaviour which is the attitude towards act, and normative belief related to different sources and motivation to comply to different sources to these two added together will give me a behaviour intension and then a final behaviour. So, this is my theory of reasoned action.

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Applying the Theory of Reasoned Action to Change Consumer Intentions

- The model guides the marketer to identify those attributes most important in causing consumers to develop positive (or negative) attitudes toward the purchase of a product
- Changing attitude toward purchase
- Changing subjective norms

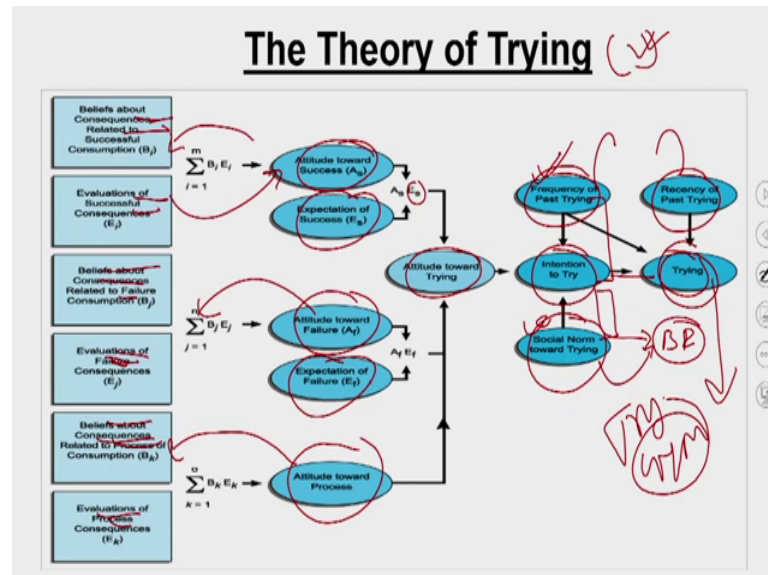
And then how do I apply the theory of reasoned action to change consumer's intention? First the model guides the marketer to identify those attributes most important in causing consumers to develop positive or negative attitude towards the purchase of the product.

So, the first thing that the marketer can do is find out those attributes which make a product likeable that is it. Find out those attributes which consumers likes and promote those attributes first things, I can do and that can lead to attitude change. The second thing, changing attitude towards purchase, I can change people's attitude towards purchase. For example, if I give the right attributes and people like it then people attitude towards purchase will be changed. I can also change people's subjective norm. Give them enough reasons why they should not trust other people in their life in the purchase or give them enough reasons why they should not comply to what other people say.

So, give them enough reasons why they should trust themselves and not other people in their life or provide them enough reasons of what other people are saying and how does

it translate to the actual purchase. If you can do that then you can change people's attitude, so how is a theory of reasoned action changing consumer intention.

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The next theory is a little bit detail theory. What I will do I just go over it and I will not explain to you in detail there is a book and the lot of books which will actually explain it. So, I will go about it and this what does the theory of trying actually do. Now, up till now behavioural intension is how much do you want to buy a product that was what behavioural intension is all about and we look at the theory of trying. Now, the theory of trying is for something that you buy for consumption.

Now, consumption can be of two types, you buy a product and eat it this is called (Refer Time: 50:57) use it this is called fixed consumption, but then that can be a consumption which is actually a more use kind of a thing, a consumption which is varied over a time. For example, let us look at cooking lessons. Now cooking lessons you are the consumption pattern is varying over time, consumption is not you just go do not go buy a cooking lesson and its end of it you have to practice it. Learning tennis, learning music not here the consumption process is not just buying the thing and using it you have to go through it for a period of time. And for a those kind of things for a joining the gym if that is what it is here the consumption process is basically distributed over a period of time. And so on those cases on those consumption patterns the change in behaviour intension

or the measure of the behaviour intention is done through by something called theory of trying.

Let us take the example of somebody who is trying to lose weight. So, let us say person a Ram is trying to lose weight or Sita is trying to lose weight right that is what it is how can I measure the behaviour intension of Sita towards a particular aerobic classes a particular gym gymnasium that she joins. Now, let us start from here the theory of trying says that Sita's attitude or Sita's behaviour intention towards join the gym is dependent on 3 things, frequency of past trying, how much in the past as Sita actually tried to lose weight. It is also component of recency of trying, how recently has this person Sita actually tried a gym, how recently she has been to a gym and in the past how many time she has been to the gym. And then also the in the social norms towards trying, what other people think how much does she value other peoples advice in terms of trying the gym.

So, Sita actually trying a new gym is dependent on 3 factors first factor is how frequently she has been to the gym in the past, second what does she believe other people believe about her in joining the gym, what do you think what Sita's thinks that other people has to say about she joining the gym and it is also dependent on how in the recent past how many times has actually been to the gym, the recency of past trying how recently she has tried this things. And so this is called intention to try. So, intention to try will lead to trying. So, intention to try is actually influenced by frequency of fast trying and social norm and this trying is also explains by recency of trying.

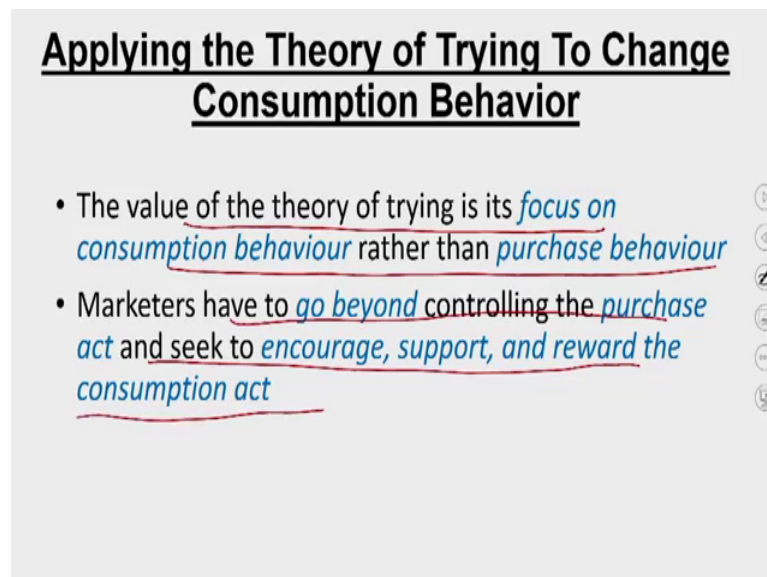
Now the intention to try this behaviour intension in terms of intention to try so intention to try in terms of theory of trying is behaviour intension. This behaviour intension is actually composed of the intention to trying is composed of 3 parts, first thing it is composed of attitude towards trying, and this attitude towards trying is composed the 3 parts: the attitude towards success, the attitude towards failure, and the attitude toward the process. Attitude towards success is how much does Sita believe that she will succeed in losing weight; first things that will decide her attitude towards the gym and that will decide whether she wants to join the gym or not.

And then the second part is how much Sita expects that she is going to get success in terms of losing weight to the gym she joins it. The second part of it is how much Sita believe that she is going to fail in terms of losing weight and the expectation that she is

going to fail and how much Sita believes that the process of gym, the use of gym is going to lose weight; how much what attitude she has. And so based on that this attitude towards success is based on, as we look at this attitude towards success based on the belief about consequences and evaluation of consequences the attitude towards failure is related to belief about consequences, as well as consequence related to failure as well as evaluation of failures and that you towards processes related to belief about consequences related to processes as well as evaluation of process.

So, basically what Sita's trying of a new gym is dependent on, how frequently she has been to a gym in the past how recently she has tried it and what do you she thinks other people think about it, which itself depends upon her attitude towards trying which is actually dependent on an attitude towards success, attitude towards failure and over the process of using gym to lose weight. And this attitude towards success is also and is enriched or is supported by her expectation how much she believes that she is going to success, how much she believes that she is going to fail. And all this combined together we will actually tell whether Sita is going to try a new gym, that I have come up with a new gym that I have proposed. So, this is the theory of trying.

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Applying the Theory of Trying To Change Consumption Behavior

- The value of the theory of trying is its focus on consumption behaviour rather than purchase behaviour
- Marketers have to go beyond controlling the purchase act and seek to encourage, support, and reward the consumption act

So, how does how do you apply the theory of trying to change in consumer behaviour? The value of the theory of trying is it is focus on consumption behaviour rather than purchase behaviour. As I said some purchases are instant some purchases are over a

period of time. And so why it is important? It is important because theory trying focuses on consumption behaviour over a period of time which is spread over a period of time so it is important.

Second marketers have to go beyond controlling the purchase act and seek to encourage support and reward the consumption act. So, what the market I can do is not only one Sita to buy the membership for the gym, but also help her think positive towards the gym and give her enough reasons so that she goes to gym and believes that she is going to succeed though the gym in losing weight because that is the final goal. So, it has to do things the manufacture has to do things over a period of time. So, that sita develops the positive attitude towards success, lowers her negative attitude towards failure and believes that the process of gymming, the process of going to gym is actually going to lose weight right. So, it has to do this these things if the marketer does that will lead to her positive attitude and joining the gym.

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Attitude-Behaviour Consistency

- A positive attitude towards a product or product purchase does not necessarily lead to buying
- Attitude – Behavior consistency – is the extent to which attitude leads to purchase.
- Attitude determined purchase is determined by consumer, situational and measurement factors.

Now, the last section here that we do is something called the attitude behaviour in consistency. So, basically what is it? Now, a positive attitude towards the product or product purchase does not necessarily lead to buying. If I have a positive attitude about a particular thing or a particular product person or product class service it does not mean that I am going to buy it. So, what happens is that attitude behaviour consistency is the extent to which attitude leads to purchase. So, I have to measure this consistency of

attitude and behaviour the more consistent the attitude and behaviour is the higher the chances that I will make the purchase and so a good thing in terms of attitude used to measure the behavioural attitude consistency.

Now, attitude determine the purchase, attitude determined purchase is determined by consumer factors, situational factors and measurement factors. So, 3 factors actually decide whether somebody who has a positive attitude about something or a particular feature or particular product is actually going to buy it or not.

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Relation between Attitude and Behaviour

Consumer Influences

The consumer's access to resources – whether he/she has money to buy (Installment, financing, reduced rates)

Consumer's past experience with a brand (product trials or similar incentives to increase consumer experience)

Consumer's orientation – action and state – influences purchase

So, let us look at consumer influences. What are the consumer influences, what are the consumer factors which leads to attitude behavioural consistency which means which leads to actual increasing purchases? The consumer's access to resources; how much the consumer has access to resources. It may happen that the consumer wants to buy it, it has a positive attitude towards something and wants to buy a product, but he does not has enough money, and so those factors can actually lead to not buying a product; so whether the consumer has money to buy. And what can the marketer do to improve this? Can the marketer, can provide instalments, can provide long term financing, can provide reduced rates these can help the consumers actually buying.

So, all those techniques of providing EMI, giving loans, giving long term loans, given instalment actually help the consumer in buying. When the consumer does not has

money, but he has a positive attitude towards a particular purchase and a particular behavioural intent positive behavioural intent what the marketer can do is these things.

The second factor consumer factor which increases this attitude behaviour consistency is consumers past experience with a brand. Now, product trials; so if a consumer how much consumer has in the past what kind of experience that he has with the brand. Now, the thing is it could the consumer could have a bad experience with the brand. Now, what the marketer can do to improve this? It can provide product trials or similar incentives to increase consumer experience. So, what the marketer can do is it can make in situations whether consumer actually uses the product in the presence of the marketer and the marketer can show what is good about the product. So, that kind of a situation will actually help.

And the third thing the third factor is consumer orientation. Now, there are two types consumer, one is called the action consumer and the other is called the action state consumer and the state oriented consumer. Now, the action oriented consumer is the one which takes immediate action, I will do it, I want to buy it, I will go ahead and buy it that kind of thing. And the state oriented consumer is the one which actually waits for a sometime and then makes the purchase right, so he wait. So, what the marketer can do is it can look at both the side for two different kind of consumers orientation and dependent on that make necessary changes into his products are advertisements and make the buying a success.

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Relation between Attitude and Behaviour

Situational Influences

- The time passed between attitude development and opportunity to buying
- Through a high level of message repetition attitude towards a brand can be translated into brand purchase.
- Social Influence is a strong factor affecting the extent to which brand attitude translates into brand purchase

Now, there are certain situational factors also which affect the relationship between attitude and behaviour. For example, what is the time pass between active development and opportunity to buying? If there is enough time which is pass between the attitude development and opportunity to buying the chances of buying behavioural intention towards buying increasing actually decreases. So, what the what the marketer can do here is, it can from time and again if a consumer has thought about buying a product, it can ask its people to get back to him over a over a period of time and then give them new news about what is good about their product and so on so forth.

The second factor which effects attitude behaviour consistency is through high level of message repetition attitude towards the brand can be translated into brand purchase. So, high level of repetition can be done about the message in that leads to high level of purchase. And the second thing is social influencers is a strong factor affecting the extent to which are brand attitude translation to brand purchase. So, you can have social groups which actually influence the consumer. So, social factors example good social group can actually help translate into final purchases or good purchases; that is one of the important factor.

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Relation between Attitude and Behaviour

Measurement factors

The relationship between intention and behavior is influenced by the level of specificity of measurement.

Attitude can predict behavior only if measured with a high level of specificity (1995 Honda Accord LXi from)

When consumers are asked about their attitudes, the timing of measurement is important (buying milk)

Now, there are certain measurement factors also which define the relationship between attitude and behaviour, and one of it is the relationship between intention and behaviour is influenced by the level of specificity of measurement. How specific the measurement is done? For example, remember the Honda Accord advertisement where we looked at the level of specificity. So, if the if attitude is measured about Honda itself that is not enough, but if measure of the attitude is done towards the Honda car of a particular model, of a particular year, of a particular, let us say place then the measure of specificity is very high.

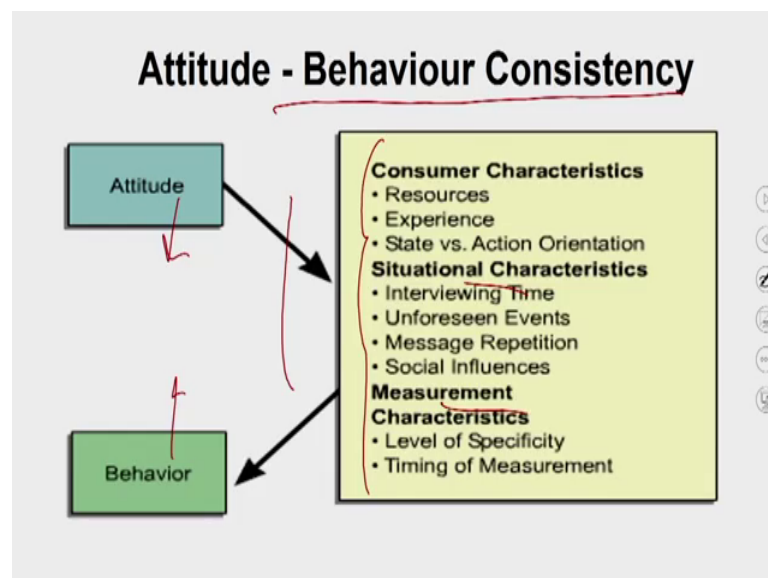
For example, attitude can predict behaviour only if measured with the high level specificity. So, not only looking at 1995 Honda is good, if I can get the attitude of somebody of a 1992 Honda Accord LXI model brought from a particular showroom if that is what I can do then the chances are attitude behaviour consistency could be there. So, I can have a positive attitude about company, but negative attitude about a particular car I have. I believe Maruti is good, but Maruti Wagon R is bad that kind of a thing. So, Wagon R or Wagon R LXI is bad that can happen. And so for you for a person marketer to measure or to translate this attitude behaviour in to purchase what it has to do? It has to be very specific of measuring.

Also the second thing is when consumers are asked about the attitudes the timing of measurement is also important. For example, let us say that I am measuring your attitude

buying milk on a Friday. Now, generally Saturday I buy milk and so on if I ask you on Friday whether you want to buy milk or not then Saturday is the day I want I say milk buying is a positive thing right because Saturday I buy milk. But if I ask this question to you on Monday, then there is no immediacy and so in those cases what would happen is the timing of measurement is actually ill put here or towards some other place here. And so what would happen in those cases is that the attitude that you measure, the timing of measurement will not actually provide you the right attitude about the particular behaviour of buying and that will not translated to the actual purchase.

So, the timing of measurement of when you measure the attitude is also of importance to ask in terms of attitude behaviour consistency.

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So, if you look and the attitude behaviour consistency this is my attitude and this is my behaviour. And if you look into it these are the characteristics of the consumer, situation and measurement of what defines how the attitude behaviour consistency actually defines attitude.

Now, what we did in this class is we actually looked at certain models of attitude and we looked at how these models actually predict attitude right, and what are the factors. So, how is attitude made and how this attitudes can be changed. So, we look at the model of Fishbein, where we looked at the how the belief, strength and expectation of that particular belief or that particular attribute is of importance. We looked at the belief

importance model where we looked at not only one product compare products across situations, we also looked at the behavioural intention component the intention component of behaviour and how does that measure attitude or what does it say about attitude because. That is another thing that we looked at.

So, in the behavioural intention section which says that attitude is not an actual measurement of purchase. What is the actual measurement of purchase? Behavioural intention, how much do you want to buy is actually a measurement of a good attitude you have or what good faith you have toward a particular product, that is what it is. And so in the behavioural intention section what we focused on is two theories, we focused on the theory of reasoned action where we will look at subjective norms and attitude towards act in combination defining my final attitude towards the purchase of behavioural intention towards the purchase.

And also looking at the theory of trying which says that, if the consumption is distributed over a period time, if the consumption process is a long thing is not just buying a product and ending it in those cases how does the thing translate, how does my attitude translate into buying.

Then we looked at attitude behaviour consistencies because positive attitude is to positive behaviour which leads to final positive purchase. So, we looked at 3 different factors we looked at situational factors, we looked at consumer factors, we looked at measurement factors which actually effect the final purchase intention which is the final buying of the product, so what determines my final buying of the product. And the final change of attitude towards the final purchase change in purchase intention towards the final purchase because any manufacturer is interested in selling his product and is interested in how much the consumer is actually going to buy the product.

So, in this class we focussed onto this, and this is what we were doing. In the next class we will again meet and discuss things on a new section on something called consumer communication. So, advertisements and how does advertisements actually help or advertisement as such in terms of as a psychological factor actually helps the consumer behaviour. So

Thank you.