

Consumer Behaviour
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Lecture - 27
Consumer Attitudes

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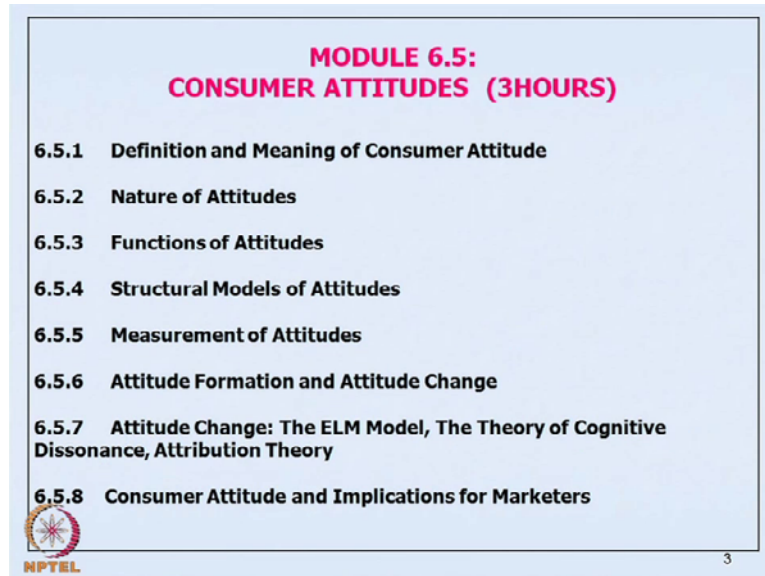
MODULE 6:
PSYCHOLOGICAL INFLUENCES ON CONSUMER
DECISION MAKING (19 hours)

- 6.1 Consumers Needs & Motivation, Emotions and Mood, Consumer Involvement
- 6.2 Consumer Learning
- 6.3 Personality, Self-concept and Self-image
- 6.4 Consumer Perception, Risk and Imagery
- 6.5 Consumer Attitude: Belief, Affect, Attitude and Intention, Attitude Formation and Attitude Change
- 6.6 Consumer Communication

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We will now start with our next module on the you know the consumer psychographics or the psychological influences on consumer decision making. This module is titled 6.5 and we will be discussing Consumer attitudes, Belief, Affect, Attitude and Intention, Attitude Formation and Attitude Change.

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A presentation slide with a light blue background. At the top center, the text "MODULE 6.5:" is in red, followed by "CONSUMER ATTITUDES (3HOURS)" in bold black. Below this, a list of topics is shown in black text: 6.5.1 Definition and Meaning of Consumer Attitude, 6.5.2 Nature of Attitudes, 6.5.3 Functions of Attitudes, 6.5.4 Structural Models of Attitudes, 6.5.5 Measurement of Attitudes, 6.5.6 Attitude Formation and Attitude Change, 6.5.7 Attitude Change: The ELM Model, The Theory of Cognitive Dissonance, Attribution Theory, and 6.5.8 Consumer Attitude and Implications for Marketers. In the bottom left corner is the NPTEL logo, and in the bottom right corner is the number 3.

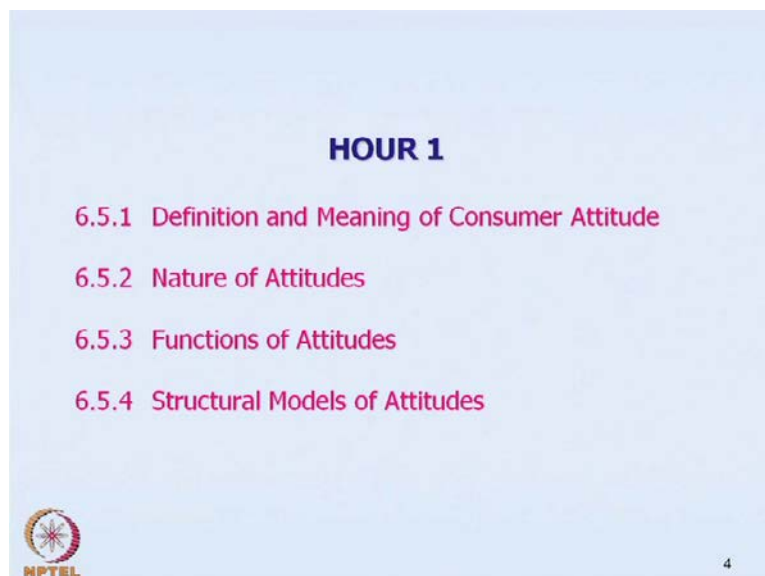
MODULE 6.5:
CONSUMER ATTITUDES (3HOURS)

- 6.5.1** Definition and Meaning of Consumer Attitude
- 6.5.2** Nature of Attitudes
- 6.5.3** Functions of Attitudes
- 6.5.4** Structural Models of Attitudes
- 6.5.5** Measurement of Attitudes
- 6.5.6** Attitude Formation and Attitude Change
- 6.5.7** Attitude Change: The ELM Model, The Theory of Cognitive Dissonance, Attribution Theory
- 6.5.8** Consumer Attitude and Implications for Marketers

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So, this module 6.5 which we will be completing in a total of three sessions includes the following topics: The definition and meaning of consumer attitude, the nature of attitudes, the functions of attitudes, the structural models of attitudes, measurement of attitudes, attitude formation and attitude change, attitude change with respect to the ELM theory, the theory of cognitive dissonance and the attribution theory, and finally the consumer attitudes and implications for marketers.

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A presentation slide with a light blue background. At the top center, the text "HOUR 1" is in bold dark blue. Below this, a list of topics is shown in red text: 6.5.1 Definition and Meaning of Consumer Attitude, 6.5.2 Nature of Attitudes, 6.5.3 Functions of Attitudes, and 6.5.4 Structural Models of Attitudes. In the bottom left corner is the NPTEL logo, and in the bottom right corner is the number 4.

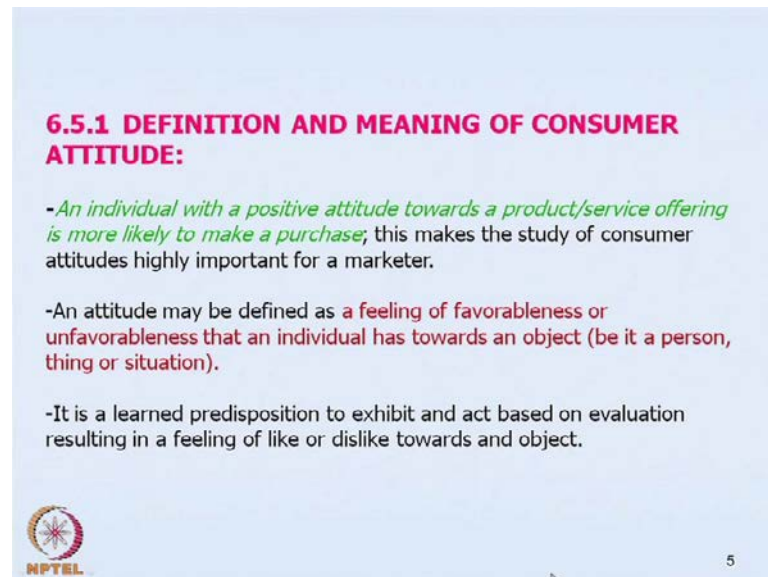
HOUR 1

- 6.5.1** Definition and Meaning of Consumer Attitude
- 6.5.2** Nature of Attitudes
- 6.5.3** Functions of Attitudes
- 6.5.4** Structural Models of Attitudes

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Today in session one we shall be speaking about the definition and meaning of consumer attitude, the nature of attitudes, the functions of attitudes and the structural models of attitudes, which we have discussing will be starting with the structural models of attitudes which will be continuing in the next session as well.

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6.5.1 DEFINITION AND MEANING OF CONSUMER ATTITUDE:

- An individual with a positive attitude towards a product/service offering is more likely to make a purchase; this makes the study of consumer attitudes highly important for a marketer.
- An attitude may be defined as a feeling of favorableness or unfavorableness that an individual has towards an object (be it a person, thing or situation).
- It is a learned predisposition to exhibit and act based on evaluation resulting in a feeling of like or dislike towards and object.

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So, starting with the definition and meaning of consumer attitudes. So, when we talk about an attitude we actually essentially speaking about some level of favorableness or unfavorableness positivity or you know negativity with which we look upon a person an object a situation or a thing. Now, an individual every each one of us possesses this feeling of favorableness or unfavorableness towards you know marketing stimuli could be a product or a brand or any of the 4 P's. So, we look upon such a marketing stimuli with favorableness or unfavorableness and this is referred to as consumer attitudes. We will be talking more about attitudes, but let me first talk about has to why this consumer attitudes becomes relevant for us or for relevant in this study of consumer behavior. It is generally perceived that a person who has favorable attitude towards product or a brand; the likelihood of his making a purchase is going to be definitely higher.

So, because of this it is very important that we study consumer attitude and marketers try to understand what leads to development of attitudes; what leads to development of favorable attitudes and try to device strategies. So, as to lead to favorable predispositions and attitude towards his product and service offerings which will increase the likelihood


of the purchase of his product, and or brand. Now, we will be discussing consumer attitudes in detail; we will be talking about how they are formed; we will be talking about how they are changed; we will be talking about theoretical various theories undermining the study of attitudes, but before that we will start with in general what an attitude is?

So, let us begin with our discussion. Now, as I just said an attitude is a feeling of favorableness or unfavorableness with which a person basically deducts towards an object; it could be a person, it could be a situation, it could be a thing; it is a learned predisposition to exhibit an act based on an evaluation resulting from a feeling of like, dislike or favorableness or unfavorableness towards the object. It is a learned predisposition to exhibit an act out a certain behavior based on evaluation of liking ness or disliking ness, favorableness or unfavorableness. Now, as I just said a person who has a positive attitude towards a product or service offering is more likely to make a purchase. So, this is what makes the study of attitudes more relevant to us in consumer behavior. So, in terms of consumer behavior in we speak consumer attitudes defined as the inner feeling of favorableness or unfavorableness towards a product or a service offering.

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-In terms of consumer behavior, consumer attitudes may be defined as an inner feeling of favorableness or unfavorableness towards a product or service offering and the 4Ps.

-As Schiffman has defined,
-"Attitudes are an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some "object" (e.g., a brand, a service, or a retail establishment)," and "Attitude formation, in turn, is the process by which individuals form feelings or opinions toward other people, products, ideas, activities, and other objects in their environment".



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Now, Schiffman has defined it very nicely, he says attitudes are an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some

object; this object could be a brand, it could be a service or a retail establishment. An attitude formation in turn is the process by which individual form either feelings or opinions towards people, product, ideas, activities and other objects in the environment. So, generally if we speak about consumer behavior, it is a feeling of likingness or dislikingness, favorableness or unfavorableness towards a product or a service or towards any of the 4 P'S. And Schiffman says it is an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed. An attitude formation is the process by which people individuals form such feelings opinions or you know this predispositions towards people or product or ideas or services or other objects in their environment.

Now, in terms of a consumer behavior an attitude is something which is reflective for consistent favorable or unfavorable feeling that a consumer or a prospect has a result of evaluation of an object. So, as a result of evaluation of an object a person, a consumer he could be consumer or a prospect begins to have a feeling of likingness or dislikingness towards the product or service or any of the 4 P'S. Now, this feeling of favorableness or un favorableness is consistent over a period of time and it is formed as a result of his evaluation of the object being a product or a service or a brand or a price or a store or an advertisement or a sales person or any of the promotion makes.

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-In terms of consumer behavior, an attitude is reflective of *a consistent favorable or unfavorable feeling that a consumer or a prospect forms as a result of an evaluation about an object*; the object being, a product/service offering, brand, price, store and dealer, salesperson, advertisement, promotion etc.

-As **Schiffman** puts it, it is "a learned predisposition to behave in a consistently favorable or unfavorable way based on feelings and opinions that result from an evaluation of knowledge about the object".

-It is noteworthy that attitudes cannot be directly observed, the reason being that they are impacted by psychographics like motivation, perception, and learning.

- *Attitudes can only be inferred from what people say or what they do and how they behave.*



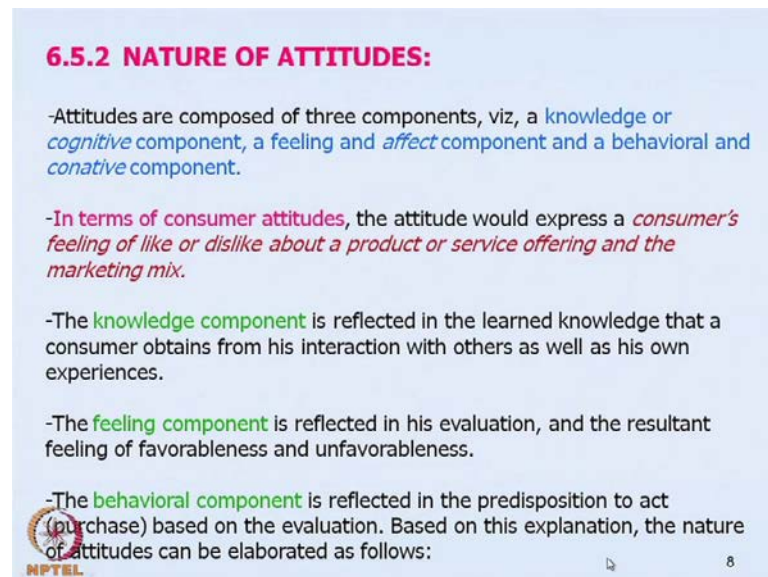
So, Schiffman says that it is a learned predisposition to behave in a consistently favorable and unfavorable manner based on feelings and opinions that result from evaluation of knowledge about the object. So, you know if we say that it is actually how it is reflective of consistent feeling whether favorable or unfavorable which people develop due to evaluation of an object, the object could be a product or service or a brand or any of the 4 P'S. And this feeling gets exhibited in the form of a physical act. Now, it is again very important to state here that because it is an inner feeling of like or dislike; it is not directly observed; further it is also impacted by psychographics like motivation perception and learning.

So, because it cannot be observed directly, it is only be inferred. In only by inferred by seeing what by hearing what people say or by looking at how they behave and what they do. So, attitudes basically can only and only be inferred from what people say or how people behave and what they do, and what they do not do, so in case a person a consumer or a prospect who has developed a consistent favorable or unfavorable feeling towards an object. Based on his evaluation about the object in case he develops a favorable feeling we will not be able to observe it; directly we will be able to only infer it; we will be able to infer it through the manner in which he acts, through the manner in which he behaves or through the manner in what he says for example, if he talks favorably about it we will infer that he has a positive attitude towards it. In case he places his hand on a shelf to pull out a particular brand, we say that he has a positive attitude towards it. In case goes to the shop and asks for it, he pulls out a particular brand we will again infer that he has a positive attitude towards it.

In case he goes and purchases the same brand again and again, we will again see that he has a positive attitude towards it. So, attitudes are learned predispositions based on feelings of likingness or dislikingness which get exhibited in action and that particular action could be could actually in for help us infer whether the people have a positive attitude towards it or a negative attitude towards it. So, this is what we mean by an attitude; an attitude again as I repeat is a feeling of favorableness or unfavorableness towards an object person situation or thing, this favorableness or unfavorableness in the marketing contexts could be a product or a service or a brand or any of the four p's; and people will you know have a feeling of liking or disliking towards such products or towards such brands or towards the 4 P'S and this would exhibit in an act of behavior

which marketer will use to infer that yes their brand is liked or disliked. So, it is a consistent form of a favorableness or unfavorableness towards an object and this feeling this is actually based on an evaluation of knowledge about the particular object.

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6.5.2 NATURE OF ATTITUDES:

- Attitudes are composed of three components, viz, a **knowledge or cognitive component**, a **feeling and affect component** and a **behavioral and conative component**.
- In terms of consumer attitudes**, the attitude would express a **consumer's feeling of like or dislike about a product or service offering and the marketing mix**.
- The **knowledge component** is reflected in the learned knowledge that a consumer obtains from his interaction with others as well as his own experiences.
- The **feeling component** is reflected in his evaluation, and the resultant feeling of favorableness and unfavorableness.
- The **behavioral component** is reflected in the predisposition to act (purchase) based on the evaluation. Based on this explanation, the nature of attitudes can be elaborated as follows:

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Now, let us come to the nature of attitudes. Now, attitudes are comprised of three components: the knowledge or the cognitive component, the effect or the feeling component and the behavioral or the co-native component. Now, in terms of consumer attitudes the consumers feeling of like or dislike towards the product or the marketing mix with reflectors attitude. What are the three components and how are they apart of attitude? For example, let us take first the knowledge component; it is reflected in the learned knowledge that the consumer obtains from his interaction with others in the form of communication whether inter person communication or marketing communication. Information here is derived by the customer through his interaction either with the marketer or with informal in personal friends, colleagues etcetera. It is also derived as it is art of experiences either of itself or of hearing of experiences of others.

So, this is what we mean by the knowledge or the cognitive component. Second is the feeling component which is reflected is valuation and results in feelings of favorableness or unfavorableness, feelings of like or dislike. So, that is what we defer to as the affect component. And the third is the behavioral component which is reflected in the form of predisposition to act here meaning purchase or not to purchase. So, if you talk about the

cognitive component it is actually wanting to purchase or not wanting to purchase. So, these are the three components of attitude; the knowledge component which comprises the knowledge and information which he gathers either on his own or from others either from the marketer or from interpersonal sources as well as own experiences; the feeling of like or dislike favorableness or unfavorableness from his evaluation of the object based on the knowledge; and behavior is the act of predisposition to act the feeling to act to buy or not to buy as expressed by the consumer.

Now, put together these three components comprise what we call as an attitude. We will again talk of this in terms of consumer attitude where knowledge about the product or the brand forms the knowledge component information about the product from experiences of self or others, from readings, from sources of information all of that becomes a part of the cognitive component. Based on this component you develop a feeling of likingness or dislikingness towards a product and or brand. So, that becomes the feeling component effect component and finally, we have the desire to buy or not to buy and that will become the behavior of the cognitive competent. Now, based on this we can discuss the nature of attitudes which we shall do subsequently. Let us discuss first we say that attitudes are directed towards an object.

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1. *Attitudes are directed towards an object* (product/service offering, price, store, dealer, promotion, advertisement etc.) about which a consumer has feelings and beliefs.

2. *Attitudes have a direction:*

- they could be positive or negative.
- A consumer could possess feelings of like/dislike, favorableness and unfavorableness towards a product or service as well as the mix.
- They vary in degrees and intensity, and can fall anywhere along a continuum from very favorable to very unfavorable.




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So, any and all attitudes are basically directed towards an object know that object here as we say it could be the product all the service or it could be any of the 4 P'S be price or

the store or the dealer or the promotion or the advertisement or any form of the other communication. Attitudes are basically directed towards an object about which the consumer will develop feelings and beliefs. Second is attitudes have direction; by this we mean that attitudes could either be positive. Consumers could possess attitude which are favorable or unfavorable, likingness or dislikingness towards a product or service or a brand; and such attitude was you know they vary in intensity, they vary in degree and again fall anywhere in a continuum from very favorable to very unfavorable. So, we have you know a continuum where you can place your feelings of likingness or dislikingness on a scale or on a continuum and you can scale it from very high to very low.

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3. Attitudes are consistent in nature, particularly with respect to the third component, i.e. behavior.

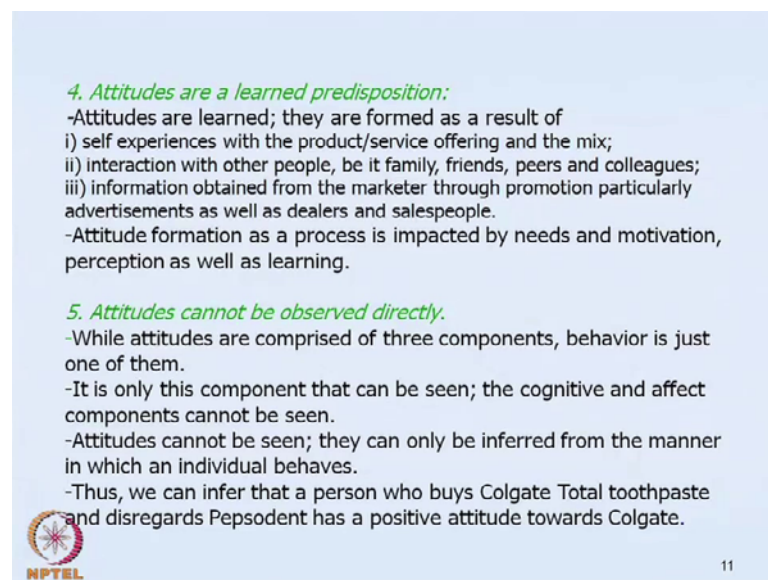
- However, they are not entirely permanent and may change if the cognitive or the component is changed.
- This implies that if the consumer witnesses new experience or is exposed to new information about product/service offering and the mix (cognition), and) feelings are changed from dislike to like (affect), attitudes towards the offering and the mix can undergo change.
- In other words, while attitudes are stable and do not change frequently, they can be changed if something is done to change them.*

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The third is attitudes have consistency; they are consistent in nature particularly with respect to the third component which is behavior; however, they are not entirely permanent and attitudes can be changed especially if the cognitive component has changed. This means in case the consumer gives more knowledge about our newer knowledge, about our newer facts, about a product or service offering or he has a new experience with the product or service offering. In that case his knowledge gets updated in his memory, his already existing facts, already existing beliefs, already existing opinions in his memory could get modified; they could get updated; they could change and this can ultimately bring about a change in the attitude, and correspondingly it will also bring about a change in the feeling component.

So, if a consumer witnesses a new experience or exposed to a new knowledge the feelings can change from dislike to like and ultimately attitude towards the product or service or the brand can also undergo a change. So, while we say attitude that consist they are stable; however, they can be changed something is done to basically bring about a change in them. So, that is how we say that attitudes are consistent yet we can of course, by bringing about a change in the knowledge component we can try and bring about changes in the attitude. The fourth characteristic of attitudes are that attitudes are a learned predisposition; they are based on the knowledge component; they are based on the cognitive component.

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4. Attitudes are a learned predisposition:

- Attitudes are learned; they are formed as a result of
 - i) self experiences with the product/service offering and the mix;
 - ii) interaction with other people, be it family, friends, peers and colleagues;
 - iii) information obtained from the marketer through promotion particularly advertisements as well as dealers and salespeople.
- Attitude formation as a process is impacted by needs and motivation, perception as well as learning.

5. Attitudes cannot be observed directly.

- While attitudes are comprised of three components, behavior is just one of them.
- It is only this component that can be seen; the cognitive and affect components cannot be seen.
- Attitudes cannot be seen; they can only be inferred from the manner in which an individual behaves.
- Thus, we can infer that a person who buys Colgate Total toothpaste and disregards Pepsodent has a positive attitude towards Colgate.




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Where the person or the consumer either a consumer a prospect gains information about the product or the brand either on his own or through here say from others either from the marketers, a source of communication or from informal inter person source of communication. So, he learns from his experiences as well as others experiences. So, that is why we say attitudes are learned; they are formed as a result of ones experiences ones interactions with family, with friends, with relatives, interpersonal communication as it is information from the marketer in the form of promotion or advertisements or personal selling or the dealer or the salesperson. So, attitudes are impacted by needs motivations perceptions and learning; that is why we say attitudes are learned predisposition. The next characteristics of attitude is that they cannot be observed directly; while attitudes are

comprised of three components: knowledge, effect and behavior that it is only the third component which is visible.

The other two components knowledge and feeling are not visible they cannot be fed, but attitudes and that is why attitudes cannot be seen they can only be inferred by the manner in which a person behaves or what he or she says; thus if a person buys Colgate and does not buy Pepsodent or disregard Pepsodent and we have we would say that he has a positive attitude towards Colgate. So, attitudes are something where two out of three components cannot be observed, it is only the behavior which can be observed and it is through the behavior that we get infer that whether a person has a positive attitude or a negative attitude towards the product or a brand.

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6. While attitudes can be inferred from our behavior, it is not synonymous to behavior:

- It has two other components, and reflects a learned predisposition to act favorable or unfavorably towards a product and service offering and the mix.

7. Attitudes are situation specific:

- They occur within a situation.
- Sometimes depending upon the situation, a consumer may exhibit a behavior that may be inconsistent with his/her attitude.
- He may prefer to buy Pepsodent over Colgate because the former is on a sales promotion and gets him a free toothbrush.

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So, that is why we say that attitudes cannot be observed directly. While attitudes can be inferred from a behavior, it is not synonymous to behavior; this is because attitude has two other components which are cognition and affect. So, it has two other components and reflects a learned predisposition to act favorably or unfavorably. So, we say that while attitudes can be inferred from a behavior, it is not synonymous to our behavior. We may have a positive attitude; we may think very highly of a product or service or a brand; we may have a feeling of likingness towards it, but it may not result in the desired behavior may be because of you know certain kinds of situational influences; may be shortage of time or financial resources or it could be also because of you know the

purchase act you know we can be influenced by the by other people in the store or by the dealer or by somebody who influences you at the store.


So, social effects or situational effects would have an impact and we person continues to have a favorable attitude; he has a strong opinion of the brand; he likes a particular brand, but he does not ultimately end up buying the brand. That is why we say that attitudes are inferred by the behavior, but they are definitely not synonymous to behavior. And the last characteristics of attitude is that attitudes are situation specific they occur in a situation sometimes depending on the situation a person may exhibited behavior as I just said which may be inconsistent with respect. So, he may buy something else although he likes something else or he may buy Pepsodent over Colgate, because the former is on a sales promotion and gets him a free tooth brush. So, it could either be because of social influences or social pressure or situational influences: be a time, be a discount etc. where a person got carried away and ends up buying something else although he intended to buy something else and he has a positive attitude for something.

So, although he has a favorable attitude towards to Colgate, but he prefers buying pepsodent, because with that he gets toothbrush free. So, that is all we say that you know attitudes are situation specific. So, if you see if we quickly you know have a recap, we see that attitudes are directed towards and object in our case the 4 P'S it has a direction; it could be positive or negative feeling of like or dislike; it is consistent; it can be changed they are learned predisposition; they cannot be observed directly while they are inferred from our behavior; they are synonymous to behavior and finally, they are situation specific.

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6.5.3 Functions Of Attitudes:

- Apart from helping a consumer make evaluations about a product/service offering ending up in purchase decisions (to buy/not to buy), attitudes play other functions as well.
- They perform **four basic functions**, viz.,
 - **utilitarian function**
 - **ego defensive function**
 - **value expressive function, and**
 - **knowledge function.**
- The four functions are not mutually exclusive.
- In fact, they are related to each other and consumer attitudes are illustrative of a combination of functions.



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Now, let us move on to discuss the functions of attitudes. Now, when we speak about the functions apart from helping a consumer make evaluations of a product or service ending up in a purchase decision about to buy or not to buy attitudes also play other functions. So, what are the other functions which attitudes play? Attitudes play four basic functions: the utilitarian function, the ego defensive function, the value expressive function and the knowledge function.

Now, the four functions are not mutually exclusive they cannot be put into four different what a type compartment. In fact, all of them are relative and consumer attitudes are reflective of all the four functions. So, let us discuss the four function subsequently the utilitarian function. So, consumers form positive attitude towards product or service offerings because they provide a utility or they have a functional value. In other words they provide the product service or brand may provide rewarding experience through the benefits that it actually provides and people begin to have attitude because of the utilitarian function. So, consumers form positive attitudes towards product or service because of the utility; because of the functionality; because of the benefits or because the rewarding experience that they derived after having used a particular product or service. So, that way the say that consumers form positive attitudes because of the utilitarian function.


Consumers learn to relate a reward with the use of an offering. On the other hand, if the product or service does not provide a rewarding experience, consumers form a negative attitude towards it. So, they form a positive attitude towards something because they find the purchase, consumption and usage as a rewarding experience; in case it is not, they will form a negative attitude towards it. So, consumers basically form positive attitudes because the particular product or service provides them with a utility or a benefit or a value or a functionality. Second function is an ego defensive function. Consumers form attitudes because it helps them defend their ego, their self-concept or their self-image. For example, if a person is very high on (()) and he patronizes Indian products; he was having a positive attitude towards Indian brands; he would talk about such brand; he would speak about such brand to promote such brand even if he knows that a foreign brand provides more value.

So, attitudes are often developed to defend one's ego. So, people you know develop attitudes also to defend their ego or their self-concept or their self-image; they try to promote something which adds to and enhances and his congruence with their self-image and with their ego. The third function which attitudes perform is a value expressive function. So, positive attitudes form when a product or service expresses a person's values and lifestyles; his personality; his self-concept and his image. So, this actually is important because the product, the attitude here resulting in product purchase will help him express his values. So, in case there is a mismatch between a product image and the consumer's image, a negative attitude is developed. So, we say that attitudes are reflective of one's value system. Finally, attitudes also are formed when consumers want to reaffirm their knowledge. So, we say that attitudes play another function which is the knowledge function.

So, attitudes are formed when consumers want to reaffirm their knowledge base and trying to help them ultimately simplify their purchase decision-making process. If a consumer thinks positively about the brand, it helps reaffirm his opinion and makes decision making much simpler much faster. So, attitudes basically help you in making your purchase decisions, it makes your purchase decisions much faster. Attitudes have a component which is the knowledge and this knowledge here helps you talk about the product you know how better it is and the others; how much value it can provide to you and it reaffirms your knowledge.

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Table: Functions of Attitudes: Meaning and Examples			
Function of Attitudes	Meaning of function	Objects of Attitudes	Examples
Utilitarian function	- provide utility.	Such products that provide utility.	-Complan helps children grow faster and better. - Pepsodent fights tooth decay 24 hours a day.
Ego defensive function	-support a person's ego, self-image and self-concept.	Such products that relate to and support a person's ego, self-image and self-concept.	-Rexona Deo prevents body odour whole day long. -Close-Up toothpaste prevents bad breath and does not cause embarrassment when one is with friends.



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Now, let us discuss the function of attitudes and the meaning of such functions with examples. So, we have the utilitarian function which says you know through attitudes are formed because products provide utility. So, the object of attitudes here is that such provides such products that provide utility. And examples could be people could have a positive attitude towards complan, because complan helps children grow faster and better or he have a positive attitude towards pepsodent because pepsodent fights tooth decay 24 hours a day. So, in both these cases an attitude is formed because the product provides utility and that is how from attitudes performs a utilitarian function. Attitudes also perform an ego defensive function; the meaning here is support a person's self-image and self-concept and his ego.

So, such object of attitude here is such product that could relate to and support a person's ego self image and self concept. So, you have a rexona deodorant which prevents body odor whole day long or you have close-up toothpaste that prevents bad breath and does not cause any embarrassment when one is with friends. So, here you know attitude towards rexona is formed, attitude towards close up is formed because it helps a support a person's ego at towards any kind of social embarrassment and we say that attitude forms an ego defensive function.

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Table: Functions of Attitudes: Meaning and Examples

Function of Attitudes	Meaning of function	Objects of Attitudes	Examples
Value expressive function	- reflect values and lifestyle, personality and self image, and self concept.	Such products that reflect values and lifestyle, personality and self image, and self concept.	<ul style="list-style-type: none"> - Mercedes Benz, a car for the CEO or for the successful businessman. - Dove soap depicts softness and sophistication. - Raymonds, a complete man, status, style and sophistication.
Knowledge function	-structure knowledge and reaffirm it.	Such products that structure knowledge and reaffirm it; they provide conformance, certainty and reliability.	<ul style="list-style-type: none"> - Odomos mosquito repellent is safe for skin. - Crocin is a safe drug.

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Then we have the value expressive function which basically means that attitudes reflect values and lifestyle personality and self-image and self-concept. So, the object of such attitudes could be such products that reflect a person's values and lifestyle, personality and self-image and self-concept. So, we have a Mercedes Benz a car for the CEO or for a successful businessman; or you have dove depicts softness and sophistication; or we have Raymond's which is positioned as suiting's for a complete man exhibiting his status his style and his personality and his sophistication. So, all of these you see attitude towards a Mercedes or a dove or a Raymond's is because of the value expressive function. People develop an attitude used for them because it helps express their values their lifestyle their personality their self image and their self-concept. And finally, we have this knowledge function which is the structuring, the knowledge and reaffirming it. So, you could the object of such attitudes a product that structured knowledge and re affirm it they provide conformance certainty and reliability.

So, you have odomos mosquito repellent I would say that is safe for skin or you have crocin which is a safe drug for every one the young the old or the children. So, here it is you know attitude towards odomos or crocin is formed, because of the knowledge that that is provided alongside with them while they are being positioned. So, that is how we say that attitudes have four different functions which are not mutually exclusive, but related to each other and all of them helped in building and reforming of attitudes.

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6.5.4 Structural Models of Attitudes (I):

- Several studies have been conducted to study and research upon the dynamics underlying attitudes, their formation and change as well as their relationship with acts of behavior.
- The focus of the study has basically been intended to understand the formation of attitudes, so as to be able to predict acts of behavior; and influence them.
- Researchers have proposed a number of models that identify the underlying dimensions of an attitude and explain or predict behavior.
- Among the various models, the more researched upon and commonly used ones are
 - i) the tricomponent attitude model,
 - ii) the multiattribute attitude model,
 - iii) the trying-to-consume model, and
 - iv) the attitude-toward-the-ad model.



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Now, let us come to the structural models of attitudes and we will be discussing it in two parts. So, we will talk of structural models of attitudes today where we have discussing the first two theories and within the second theory we will be talking of just two theories. So, we will speak here of the models of attitudes several studies have been conducted research has been conducted to study the dynamics underlying attitudes their formation there change; as well as their act relationship with the act of purchase or the act of behavior. So, the focus has been basically to understand the formation of attitude. So, that you can predict them and you can influence them. Researchers have come up with different models which basically underlying the different dimensions of attitudes or formation of attitudes, the change in attitude or you know how the attitude could be related to the act of purchase.

We have a large number of models; the more research upon commonly refer two models the try component attitude model the multi attribute model and the theory of trying to consume, and the attitude towards the ad models. So, you have these which basically talk about the dimensions underlying the act the formation of attitudes the change of attitudes and how they can be related to the physical act or the act of purchase. Now, it is important for the marketers to understand these different models of behavior. In these models of attitudes, they can understand consumer attitudes and they can predict them and influence them to their advantage. So, we shall speak about the tricomponent model


just now and we will also speak about two of the three multi attribute models in this particular session.

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I The tricomponent attitude model:

-As the name suggest, the tricomponent attitude model states that attitudes are composed of **three components**, viz.:

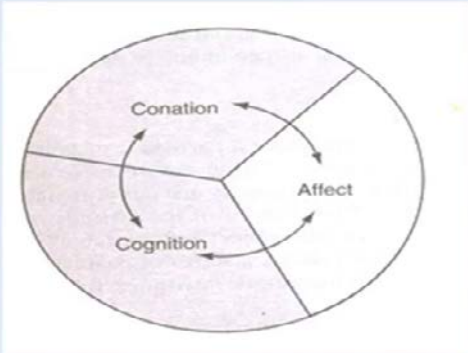
- knowledge (cognitive) component
- feeling and emotional (affect) component and
- action (conative) component.



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So, let us start with the tricomponent attitude model. As the name suggests early model consists of three components: the knowledge component, the effect component and the conative component.

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Tricomponent Attitude Model

Source: Schiffman, L.G. and Kanuk, L.L., Consumer Behavior, 9th Edition, Pearson, Prentice Hall.



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You have these three component; you have the knowledge or the cognition component, or you have the feeling or emotional effect component and you have the action and the

conative end component. So, if you see according to the try component models the three of them are related to each other you have the knowledge component other cognitive component which comprises the cognition processes that lead to the formation of attitudes. In terms of marketing the knowledge the cognitive component of this model consists of consumer's knowledge about the product or service offering and the mix. So, consumers attitudes are formed on the basis of experiences of their own self as well as information received from personal sources which is word of mouth, friends, peers colleagues or impersonal sources like the marketer sources, or through other sources which get treated in the consumer's memory.

So, in terms of marketing the knowledge component or the cognitive component consists of consumers knowledge about the product and the 4 P's and this knowledge is something which he would have gathered either from his own experiences of experience of others either through inter personal communication and word of mouth or through impersonal communication from the marketer in the form of advertisements and other print you know either in print or in our division with media. Now, all of this information is stored in his memory bank which he would retrieve later as and when required. Now, this information also gets shaped by values, believes, opinions and consumer begins to perceive that the attitude object whether the attitude object that is the product or the brand possess certain act attributes and processes some attributes an acts of behavior will lead to such outcomes. So, then beliefs and opinions get reinforced repeatedly and finally give rise to attitude. So, this knowledge component which is also shaped up by not only the knowledge which is a seat or the experiences which are gathered, but also by our opinions also by our believes all of this keeps getting reinforced goes to the memory and get stored there, and the first give rise to be attitudes. This knowledge component gets related to the second component which is the feeling component or the effect component or the emotional component.

Now, talking about the feeling or the emotional or the effect component it has actually emotional component of the attitudes; it is understood to be the attitude itself because it depicts emotional states like likingness or dislikingness, positivity on being neutral or negative or favorableness and unfavorableness. So, in terms of marketing, it is actually a feeling of like or dislike, favorableness or un favorableness towards a product or service offering or towards the brand or towards the mix. And it gets manifest through feelings

and desires and resulting experiences like happiness, sadness, anger, surprise and is also indicative of the consumer's reaction towards the offering and the mix which subsequently will affect the purchase decision making and the purchase process. So, such reactions and such resultant emotional states also get stored in the memory; their duty will they recall and recollection will impact consumer decision making later on. Now, that leads to the third component which is the conation or the behavior which will be the act of purchase or either to purchase or not to purchase or to purchase brand x and not to purchase brand y. Now, based on our knowledge and opinions and beliefs, we had the cognition then that gave rise to the effect which is feeling of like dislike of the positive neutral and negative feeling which is not going to have an impact on the actual act.


So, the behavior or the conative component actually is the outcome of an attitude. As attitudes are formed out of psychographic components they cannot be seen; the first two components as we just said are not expressive; only thing not expressive or illustrative, it is only the third component which is conative or behavior which can be inferred which can be you know it is through this that attitude it is this component which is seen and it just through this particular component attitudes can be inferred. So, the very fact that a person buys a product will illustrate that he has a favorable attitude towards it; and the very fact that he does not buy means he has either neutral or negative; very fact that he prefers x over y means that he is more positive towards x or he likes x better than y. So, the conative component is basically illustrative of its tendency to behave act or not to act, buy or not to buy in particular manner with respect to the attitude object which will be the product or service and the brand etc. So, as far this particular model the cognition and the affect, or the knowledge and the feeling components cannot be seen; they can only be inferred, it is only the conative or the behavioral component which can be seen an attitudes are inferred through this conative or through behavioral component.

So, this is what we mean that the conation the knowledge believes the opinions having an impact on the feeling like, dislike or actually judgment about the product having an impact on the tendency to decision or intention to buy or not to buy etcetera. So, the all are related with each other and the act of purchase is further going to result in a feeling of satisfaction or dissatisfaction, and this feeling I reaffirm the knowledge base or the cognition and reaffirms our values or opinions or beliefs about a particular product and or brand. So, this is how the three of them are interrelated to each other.

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II The multiattribute attitude models:

- The multiattribute attitude models state that a consumer's attitude towards an attitude object (product/service offering, brand, elements of the marketing mix) is a function of a consumer's perception and belief of the key attributes as well as his assessment of the key attributes.
- The multiattribute models have been variedly studied and numerous variations have been proposed by various researchers.
- Of these, the most famous of the models are those that have been proposed by Fishbein.
- Martin Fishbein and his associates have proposed a series of models like
 - a) the attitude-toward-object model,
 - b) the attitude-toward-behavior model, and
 - c) the theory-of-reasoned-action model. CONTINUED



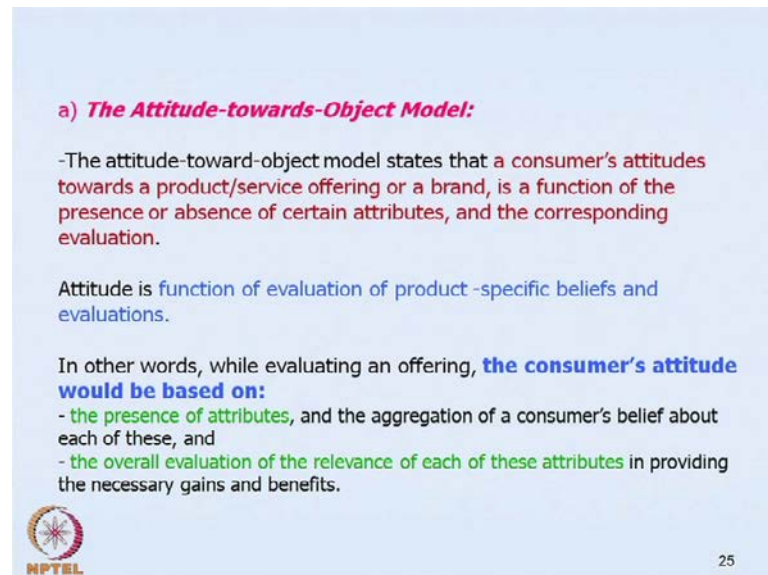
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Now, let us talk more about the multi attribute models; this will talk about this in little detail where they stated that the consumers attitude towards an object a product or service or a brand or any other elements of the 4 P'S is a function of the consumer's perception and belief of key attributes as well as assessment of the key attributes. So, they say that the consumers act attitude towards an object is based on his perception and belief of key attributes as well as assessment of the key attributes. So, it is the perception and belief of key attributes as well as the assessment of key attributes. So, these particular models they try to study attitude in the form of a consumer's perception and belief about key benefits, features or attributes or key characteristics as well as that assessment of such key attributes benefits and features and/or characteristics. Different multi attribute models have been proposed by various researchers; numerous variations have been proposed among the most famous models are those by the by the name of person by the name of fishbein.

So, martin fishbein and his associates proposed a series of models which like the attitude towards the object model, the attitude towards the behavioral model and the theory of reasoned action model. Now, Martin Fishbein and his fellow colleagues and his associates have proposed a many other models as well, but of particular relevance to us are these three models: attitude towards object, attitude towards behavior and theory of reasoned action model. We will be discussing the first two multi attribute theories provided by martin fishbein in this session and we would be doing the third theory in the

next session. The basic reminds of this theory is that that attitude is a function of a consumer's perception of key attributes as well as assessment of these key attributes.

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a) The Attitude-towards-Object Model:

-The attitude-toward-object model states that a consumer's attitudes towards a product/service offering or a brand, is a function of the presence or absence of certain attributes, and the corresponding evaluation.

Attitude is function of evaluation of product-specific beliefs and evaluations.

In other words, while evaluating an offering, **the consumer's attitude would be based on:**

- the presence of attributes, and the aggregation of a consumer's belief about each of these, and
- the overall evaluation of the relevance of each of these attributes in providing the necessary gains and benefits.



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So, beginning with the first model which is attitude towards object model. Now, the particular model says that consumer attitude towards particular product or service offering or a brand is a function of absence and presence of certain attributes and the corresponding evaluation. So, here we study attitudes in terms of the evaluation of a product specific believes and evaluations. In other words if we talk about this particular model, it says that while evaluating an offering consumers attitude will be based on one; the presence of certain attributes an exhibition of consumers belief of each of these and overall evaluation of the relevance of each of these attributes in providing necessary benefits and gains.

So, what we are trying to say is in simple words that a person has an attitude towards an object is based on one the presence of certain attributes and two the relevance of these attributes in the minds of the consumer. So, one is it is basically the presence or absence of certain attributes and two how relevant and how important and how significant is the presence of such attribute for in the minds of the consumer. So, one is presence attributes; two is evaluation of these attributes. So, per person will have a positive attitude towards a particular product in case the product has or a brand; in case the product or brand has certain characteristics or attributes which the consumer feel are

valuable or are relevant. So, in case the particular product or service offering or the brand has certain attributes, benefits and features and he finds his attributes benefits and features to be a value ought to be a relevance the consumer will automatically have a positive attitude towards this particular brand. So, this is what we mean by the attitude towards the object model; one, presence and absence of attributes; two, evaluation of these attributes. So, here it is one the presence of attributes to overall evaluation and relevance of these attributes.

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For example, let us take the example of Complan as a health drink.

- A lady wants her children to grow faster, taller and healthier.
- She would have a positive attitude towards Complan, if it contains vitamins and minerals, and she gives value (importance) to such vitamins and minerals.

The model is depicted in the form of the following equation:

$$\text{Attitude}_o = \sum_{i=1}^n b_i e_i$$

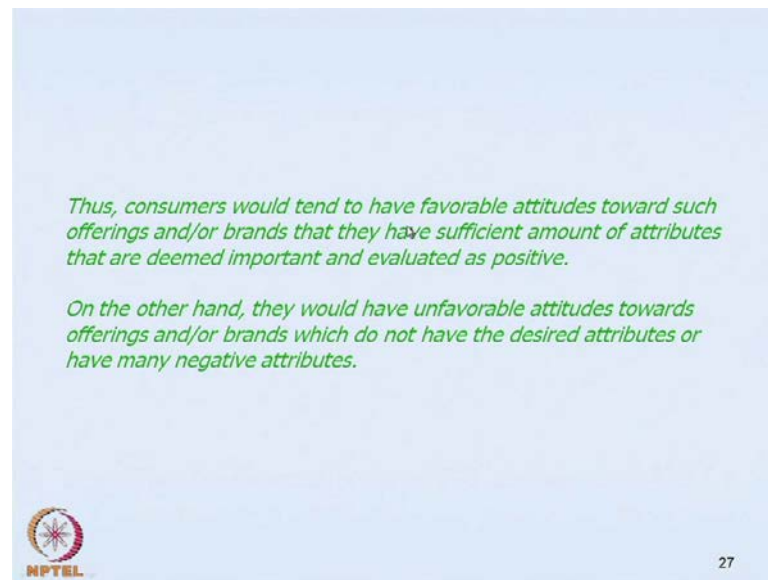
where

- Attitude_o = the overall affect for or against the object
- b_i = the strength of the belief that the object contains the ith attribute (e.g., the likelihood that Complan is a nutritious health drink with vitamins and minerals)
- e_i = the evaluative criteria associated with the ith attribute (e.g., how "good" or "bad" is a nutritious health drink with vitamins and minerals)
-  is indicative of the n salient attributes over which the b_i and e_i combinations are summated.

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So, if we have an example here let us take example of a complan a health drink. The lady is there she wants a child to grow faster, very taller, healthier. So, she has a positive attitude towards complain; if complan contains vitamins and minerals and if she gives importance, if she gives value to such vitamins and minerals. So, this particular model is depicted in the form of an equation where attitude for a complan will be a summation of b i e i where the overall attitude for the object will be based on the summation of the strength of the belief that the object contains the i'th attributes which means the likelihood that complan is a nutritious health drink with vitamins and minerals; e i is the evaluative criteria associated with the i'th attribute. So, how good or bad is a nutritious health drink with vitamins and minerals summation will basically be indicative of the n salient attributes over which b i and e i combinations are summited.

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Thus, consumers would tend to have favorable attitudes toward such offerings and/or brands that they have sufficient amount of attributes that are deemed important and evaluated as positive.

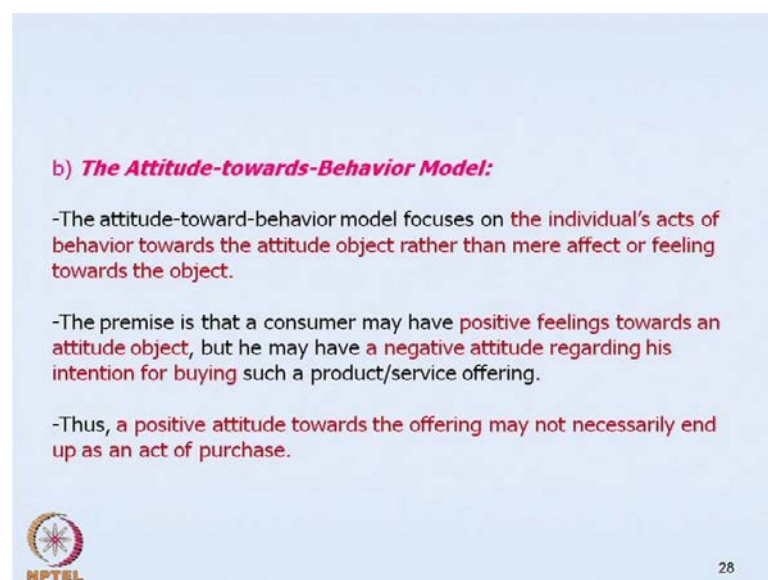
On the other hand, they would have unfavorable attitudes towards offerings and/or brands which do not have the desired attributes or have many negative attributes.

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So, the consumer basically will tend to have a favorable attitudes towards such offerings and towards such brand which have sufficient number of attributes which are deemed to be positive or which are deemed to be very important. On the other hand they will have a negative attitude towards those offerings or brands which do not have a sufficient amount of desired attributes or they have many a negative attributes.

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b) The Attitude-towards-Behavior Model:

- The attitude-toward-behavior model focuses on the individual's acts of behavior towards the attitude object rather than mere affect or feeling towards the object.
- The premise is that a consumer may have positive feelings towards an attitude object, but he may have a negative attitude regarding his intention for buying such a product/service offering.
- Thus, a positive attitude towards the offering may not necessarily end up as an act of purchase.

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Now, let us move to the second model which is the towards behavior model. Now, this particular model focuses on the individual's act of the behavior towards the object rather

than the mere feeling towards the object. So, the basic assumption on this model is that a person may have a positive feeling or a positive attitude towards a particular object, but he has a negative feeling or negative attitude the purchase of that particular product; he has a negative attitude towards the intention for buying such a product or service offering. So, what it actually means is that the positive attitude towards a product or service offering or towards a particular brand may not always lead to the act of purchase. So, here that the focus here is not only on the evaluation of the characteristic or the feature, but also of the act of purchase.

So, it is basically focuses on a person's act of behavior towards the attitude object rather than near feeling towards it. So, positive attitude towards the offering may not necessarily lead towards an intention to buy or may not end up as an act of purchase. So, that is how you will feel when you have a positive feeling towards a particular product or brand you may not actually end up buying it or you may have a negative attitude towards intention of buying. So, what it means is you may have a positive attitude towards the brand, but that does not mean that it is going to end up into an act of purchase. There is a positive action towards attitude towards the brand, but a negative attitude towards intention or to buy the brand or to ultimately buy the brand; this is the basic premise for this model.

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-For example, let us take the example of a Philips Home Theatre.

-A consumer is aware that a Philips Home Theatre would have a bigger screen, and better audio visual effects.

-He would also be aware of the high price, and may decide against the act of purchase.

-Either he would not have the money or he may not think it wise to spend so much of money for a TV.

-Thus, while he has positive feelings and a favorable attitude towards the product offering, he does not have a positive feeling to indulge in the act of purchase.



For example, let us take the example here of a Philips home theater. A consumer is aware that a Philips home theater would lead to better sign sound effects better visual effect bigger screen; he will also be aware of the high price and may decide against the act of purchase. So, either he would not have the money or he may not think it wise to spend so much of money. So, that is why he has a positive attitude towards and positive feeling towards the product offering; he likes it; he is aware of the better effects better visual effects better screen; he is aware of that, but he does not have a positive feeling to indulge in the act of purchase.


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The model is depicted in the form of the following equation:

$$\text{Attitude}_o = \sum_{i=1}^n b_i e_i$$

where
 Attitude_o = the overall measure of affect for or against carrying out an act of behavior
 b_i = the strength of the belief that an ith action will lead to an outcome (e.g., the purchase of a Home Theatre would lead to better audio visual impact);
 e_i = an evaluation of the ith outcome (e.g., the "favorableness" of a bigger screen, better audio visual effects, unfavorableness of the cost)
 Σ is indicative that there are n salient outcomes over which the b and e combinations are summated.

Consumers could tend to have favorable attitudes towards the product/service offering, but a negative attitude towards the act of purchase (behavior).



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So, here we have at this particular model which can be depicted as an equation particular where attitude is summation again of b_i and e_i attitude is over all major affect for or against carrying of the act of behavior; b_i is the strength of the believe that an ith action will lead to an outcome and e_i is the evaluation of the Ith outcome. So, which is b_i is the purchase of a home theater would lead to better audio visual impact and the e_i is the favorableness of a bigger screen better audio visual effects or the unfavorableness of the cost. So, here you have the summation where n salient outcomes over where a summation is indicated that is n assailant outcomes over which be any combinations are summated. So, consumers would tend to have a favorable attitudes towards the product for the brand, but they have a negative attitude towards the act of purchase.

So, this is where we see that although consumers may have a positive feeling a positive attitude or like feeling of likingness towards the brand, it may not actually end up in the purchase activity; it may not lead up to the act of purchase. That is why we say that we discussed earlier while discussing the nature of attitudes that attitudes can be inferred from behavior, but attitudes are not synonymous of behavior. The very fact that here you know you have a positive attitude, but it does not result in a favorable behavior or a purchase for which is a favorable, which would be favorable for the shop for the seller. So, it is a favorable attitude towards the brand, but does not actually result in favorable outcome in terms of a purchase. So, that is why we say that is this particular multi attribute theory says speaks of the relevance of the attributes as well as the importance of the act of purchase. So, here the consumer has a favorable attitude towards the object, but he does not have a favorable attitude towards the act of purchase, and that is why we speak of this particular theory as the attitude towards the behavior model.

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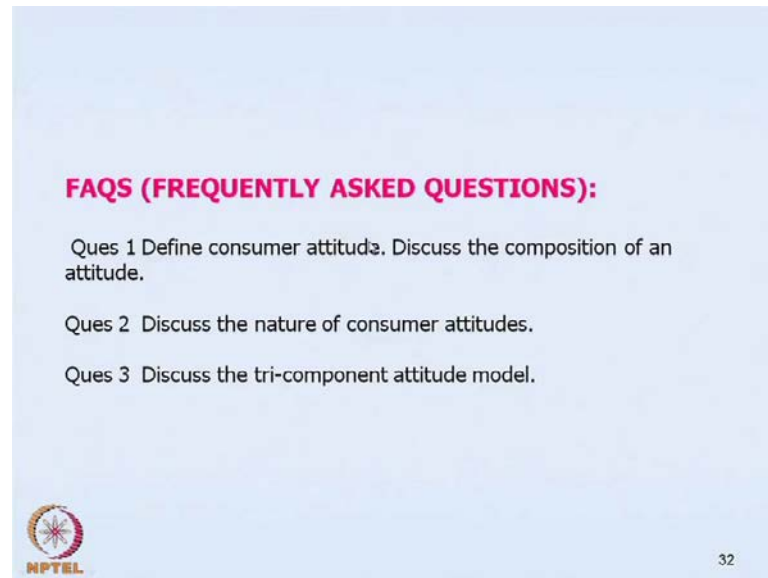
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This brings us to an end of this particular session. Let us go in for references for further reading Assael consumer behavior and marketing action fourth edition PWS Kent, Loudon Della Bitta consumer behavior fourth edition two thousand two Tata McGraw hill, Kotler and Kellet marketing management thirteenth edition two thousand and nine Pearson, peter and Olson consumer behavior and marketing strategy seventh edition McGraw hill, Schiffman and Kanuk consumer behavior eight edition two thousand four Prentice Hall, Vaughn and Richard how advertising works a planning model journal of

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FAQS (FREQUENTLY ASKED QUESTIONS):

Ques 1 Define consumer attitude. Discuss the composition of an attitude.

Ques 2 Discuss the nature of consumer attitudes.

Ques 3 Discuss the tri-component attitude model.

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Coming to frequently asked questions, define consumer attitudes, discuss the composition of an attitude? So, you will first see what a consumer attitudes are and then you will speak about the three components of attitude: the cognitive, the affective, or the conative. Question two discuss the nature of consumer attitudes? So, you will see discuss the different characteristics of consumer attitudes and question three discuss the tri component model attitude model. So, here you will speak about knowledge component, the affect component and the behavior component and how the three of them are related to each other, and how three of them effect each other.

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SELF EVALUATION TESTS/QUIZZES:

Section A True/false:

1. Attitudes can only be inferred from what people say or what they do and how they behave.
2. A consumer may have positive feelings towards an attitude object, but he may have a negative attitude regarding his intention for buying such a product/service offering.




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Coming to a test or a quiz, section a true/false: attitudes can only be inferred from what people say and what they do how they behave. So, this is a true statement or a false statement this is a true statement attitudes can only be inferred from what people say or what they do and how they behave. A statement question two consumer may have positive feeling towards an attitude object, but he may have a negative attitude regarding his intention for buying such a product or service offering. So, is it a true or false statement this is again a true statement he may have a positive attitude towards an object, but he may have a negative attitude regarding his intention of buying such a product or service offering.

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Section B Fill up the blanks:

1. _____ may be defined as an inner feeling of favorableness or unfavorableness towards a product or service offering and the 4Ps.
2. The _____ models state that a consumer's attitude towards an attitude object (product/service offering, brand, elements of the marketing mix) is a function of a consumer's perception and belief of the key attributes as well as his assessment of the key attributes.
3. The _____ model states that a consumer's attitudes towards a product/service offering or a brand, is a function of the presence or absence of certain attributes, and the corresponding evaluation.



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Fill in the blanks question one, dash may be defined as an inner feeling of favorableness or unfavorableness towards a product or service offering and the 4 P's. So, the answer to this is consumer attitudes consumer attitudes may be defined as a inner feeling of favorableness or unfavorableness towards a product or service offering and a 4 P's. Question two, the dash model states that consumer's attitude towards the attitude object product or service offering, brand, elements of the marketing mix is the function of consumer's perception and belief of the key attributes as well as assessment of the key attributes. So, the answer to this is the multi attribute model.

The multi attribute models state that a consumer attitude towards a attitude object is a function of a consumer's perception and belief of the key attributes as well as the assessment of the key attributes. Question three, the dash model state that the consumer's attitude towards a product or service offering or a brand is a function of the presence or absence of certain attributes and the corresponding evaluation. So, the answer to this is the attitude towards the object model states at the consumer's attitude towards the product or service offering or a brand towards is the function of the presence or absence of certain attributes and the corresponding evaluation.

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Section C Short answers:

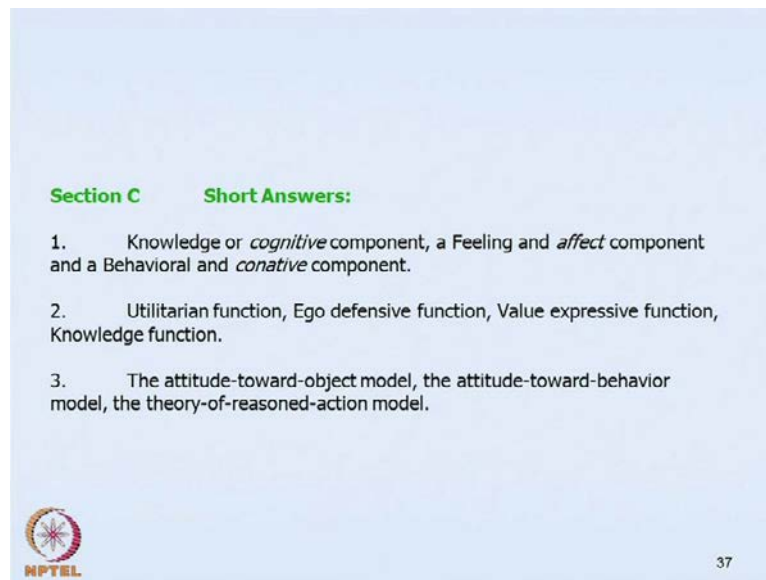
1. Attitudes are composed of three components. Name them.
2. Mention the four functions that are played by attitudes.
3. Name the multiattribute attitude models



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Short answers: question one, attitudes are composed of three components name them. So, three components are the knowledge component, the feeling component and behavioral component. We can also say the cognitive component the effect component and the conative to complement. Question two, mention the four function that are played by attitudes. So, the four functions are the utilitarian function, the ego defensive function, the value expressive function and the knowledge function named the multi attribute attitude models. So, the fishbein's three multi attribute models are the attitude towards the object model, the attitude towards the behavioral model and theory of the recent action model.

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Section C Short Answers:

1. Knowledge or *cognitive* component, a Feeling and *affect* component and a Behavioral and *conative* component.
2. Utilitarian function, Ego defensive function, Value expressive function, Knowledge function.
3. The attitude-toward-object model, the attitude-toward-behavior model, the theory-of-reasoned-action model.



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So, the answers are here. So, this brings us to a conclusion of this particular session on consumer attitudes; we shall be continuing with consumer attitudes in the next session.

Thank you.