


Consumer Behaviour
Prof. S. Sahney
Department of Vinod Gupta School of Management
Indian Institute of Technology, Kharagpur

Lecture - 28
Consumer Attitudes (Contd.)

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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

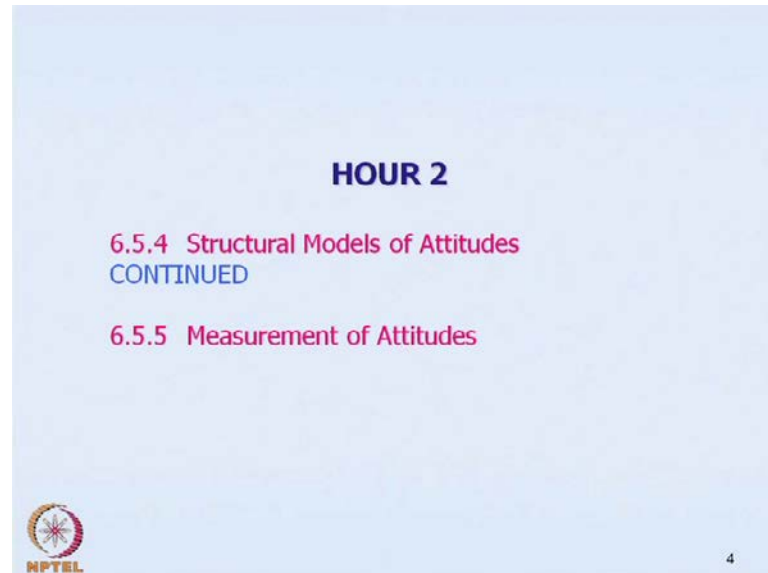
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Today, we will be continuing with our discussion on module 6.5 which is consumer attitudes, and we shall be moving on and discussing with the structural models of attitudes and we shall be talking about how to measure attitudes. Just a brief recap, in the previous session, we have spoken about the definition and meaning of attitudes, where we said attitudes (()) are positions and they are feeling of likeness or dislike of favorableness or unfavorableness towards an attitude, towards an attitude object, which could be a person; it could be an object, it could be a thing or a situation.

In terms of marketing, when we speak of attitudes, we are essentially speaking about how the feeling of like or dislike the consumer has towards a product or service offering and or the brand or the 4 P's. We discussed the nature of attitudes where we spoke about how they are consistent over a period of time, they are learned, they have pre disposition to act and they are you can place them on a (()) from high to low. So, in that terms, they have varying degrees of intensity and we also discussed that attitudes may be, they are inferred by behavior, but they are not synonymous to behavior. Thereafter, we discussed

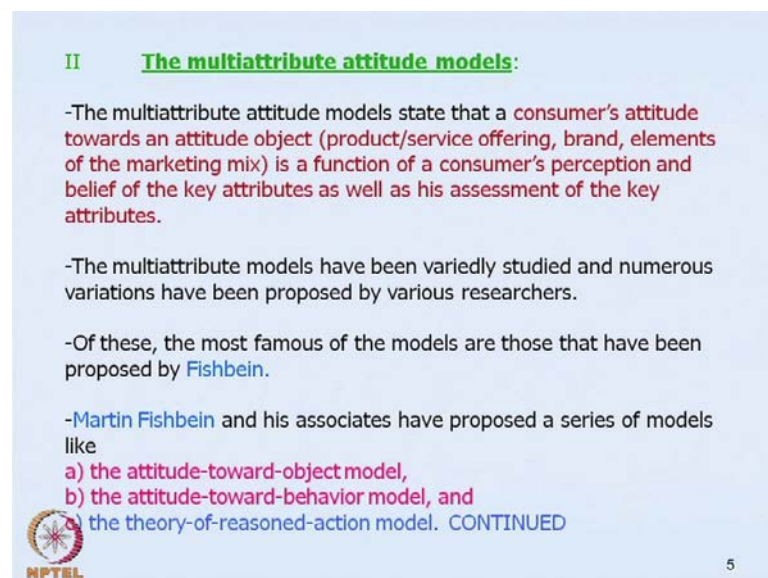
the functions of attitudes, where we discussed the knowledge function, the (()) function, the ego defensive function and the value expressive function.

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Then we then we moved on to discuss the various structural models of attitudes.

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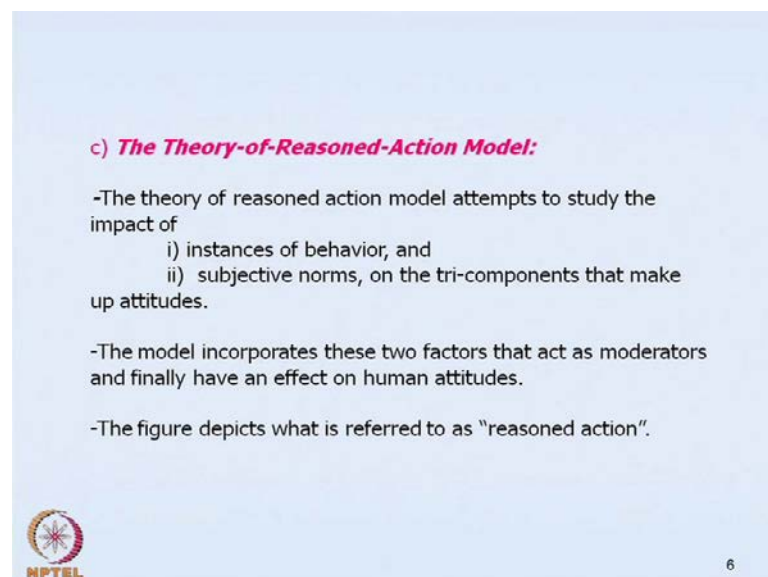


In the structure models of attitudes, we discussed two of these models, where we spoke about the attitude towards the object model and the attitude towards the behavior model. As a recap, we said that the multi attribute models state that the consumer's attitude towards an object, attitude object, is a function of his perception of key attributes as well

as his assessment of those key attributes. We said that while a number of multi attribute models have been proposed, the ones proposed by Martin Fishbein are one of the most important and most popular models. He proposed a series of models, out of which the three popular models were, the attitude towards the object model, the attitude towards the behavior model and the theory of reasoned action. So, we shall be actually discussing the; we have discussed the first two models and we will be discussing the third model, which is the theory of reasoned action.


Now, if you recall, when we spoke about the attitude towards the object model, we said that, if a person has an attitude, a positive attitude towards a particular brand and if the brand possesses certain characteristics or features or attributes or provides such benefits, which are of value or which are of relevance to the consumer. As per the attitude towards behavior model, we discussed that a person may have a positive attitude towards a particular product or a brand. But, that may not actually result in a purchase. So, he may have a positive attitude towards the product or the brand, but he has a negative attitude towards the behavior or towards the act of purchase or towards the intention to buy.

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c) The Theory-of-Reasoned-Action Model:

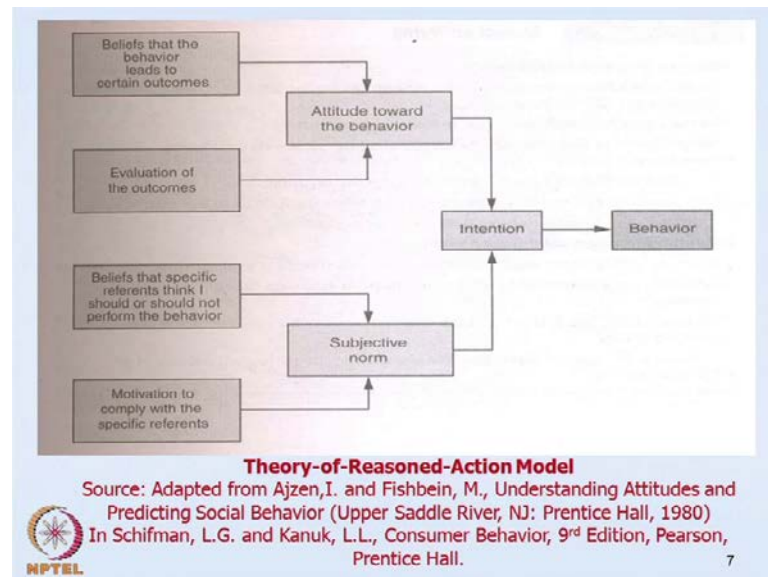
- The theory of reasoned action model attempts to study the impact of
 - i) instances of behavior, and
 - ii) subjective norms, on the tri-components that make up attitudes.
- The model incorporates these two factors that act as moderators and finally have an effect on human attitudes.
- The figure depicts what is referred to as "reasoned action".

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So, this is what we spoke of in the first two models. Now, we will move on to discuss the theory of reasoned action model. Now, the theory of reasoned action model basically tries to, you know, incorporate two factors. One is instances of behavior and two is the subjective norms. So, the title studies the impact of these two components, the instances

of behaviour and the subjective norms on the tri component model of that make ups the attitude. So, they try to see the impact of instances of behaviour and subjective factors on a cognition effect and behaviour. So, these two factors acts as moderators and we finally have an impact on consumer attitudes.

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So, here we have the model, which actually depicts what we referred to as the reasoned action. So, here if you see, we could explain the model whereas I just said, we have two components, the instance of behaviour and the subjective norms and these two are going to act as moderators upon the tri components and they are ultimately going to have an impact on attitude formation. Now, the model can be explained, you know, moving backwards if you see, we can explain the model. So, we move from the act of purchase and we start working backwards from the behaviour or the act of purchase.

So, this model can be explained working backwards from behavior, which is actually the act of purchase of product or service offering. So, the behaviour of a consumer is based on his intension to act, that is the overall favorability of a purchase. Now, these are consumer attitudes towards behavior. So, let us explain the theory of reasoned action model.

Now, the theory of reasoned action model attempts to study the impact of two factors, which act as moderators on the tri component model and finally, have an impact on consumer attitudes. So, we speak of two factors, which are instances of behaviour and

the subjective norm. These two factors act as moderators on the three components of the attitude and they act as moderators and they finally have an effect on human attitudes. So, we have here the figure, which is actually can be referred to as the reasoned action.

So, if you look here, the model can be explained working backwards from behavior. Behaviour is the act of purchase of a product or service offering. So, the behaviour of a consumer is based on his intention to act. That is the overall favorability towards his purchase. Now, there are certain factors that lead to the intention to act and these factors are the consumer's attitude towards behaviour and the subjective norm. Now, the consumer's attitude towards behaviour includes the beliefs and attitudes about specific acts of behavior. Factors underlined attitude are belief that behaviour will lead to certain outcomes and second, the valuation of the outcome.

In subjective norm, here which is the other factor if we see, refers to norms that exist in the social environment and the factors underlined these subjective norm are the belief that specific reference or think as to whether the act of behaviour should be performed or not and second the motivation to comply with specific, you know, reference. So, if you look at the model, if we go deep beyond the model, we have the act of purchase or the behavior, which is preceded by an intention to act. This intention to act is affected by two components.

One is attitude towards behaviour and the second is the subjective norm. Attitude towards behaviour is based on, one, the belief that particular behaviour will lead to certain outcomes and two, the evaluation of the outcome. On the other hand, we have the subjective norm, where, which is based on the belief that specific reference feel, I should (()) performance of behaviour or particular act of behaviour should be performed or not and the motivation to comply with these subjective elements or with these specific reference. So, this is the entire model.

Now, let us explain this model again with the help of an example. Let us take, there is a person, there is a boy by the name of Arjun. He is a young graduate and he wants go to the US to do his MBA. For this, he needs to give his GMAT exam. So, the behaviour here is studying hard, working hard for the GMAT, for preparation to the GMAT exam. So, intention is Arjun decides that he would study hard for the GMAT exam, but this intention is impacted by his attitude towards behavior, which is Arjun has a positive

attitude towards studying hard and the subjective norm, that is Arjun's parents approve of his decision to go abroad for further studies. Now, this leads to another factor here, which is consumer's attitude towards the behavior, which is impacted by belief that certain behaviour will lead to outcomes. So, Arjun believes that if he studies hard, he will be able to get a good score at GMAT and valuation of the outcome is that, a good score at the GMAT will get him an admission into a good business school.

Talking of this, subjective norms, which are impacted by beliefs that specific reference, you know, think as to whether the act of behaviour should be performed or not. So, Arjun's parents think that he should perform well and he should work hard and motivation to comply with specific reference implying here, Arjun wants to fulfill his parent's wishes. So, if you look at this, again as I repeat, we have this exam or, you know, which is GMAT which Arjun wants to prepare, so that he can get an admission into a good business school.

So, this act of working hard, the act of studying hard is what is behaviour is. It is preceded by an intention, which is Arjun wants to study hard, so that, you know, he is able to crack the or get a good score at the GMAT. So, he has a positive attitude towards studying hard. His intension is to work hard to get a good score. Now, his attitude, sorry, his intention is affected by attitude towards the behavior, which he says that, he has a positive attitude towards an intension to study hard and towards getting an admission to a good business school and subjective norm here, could be parents who also believe that Arjun; they approve of his decision and they approve of his desire to study hard, so that he can get a admission to good business school.

Now, his own behaviour is affected by belief that behaviour will lead to certain outcome. So, he believes that, if he studies hard, he will be able to get a good score at the CAT, at the GMAT and he will be able to get an admission. So, evaluation of the outcome, if he gets a good score, he will be able to, you know, get admission to good business school and on the subjective norm, where his parents approve. So, his parents actually approve of his decision and the specific reference here refers to, may be his parents, that they also feel that he should work hard and he should perform well and motivation to comply means, that Arjun wants to comply with his parent's wishes. So, wants to go ahead and study hard and you know, give his GMAT examination and get a good score and get an


admission into good business school. So, this is how we explain this model, which is referred to as the theory of reasoned action model.

That means behind every action, there is a series of thought and there is series of, you know, reason, where behaviour is preceded by an intention and intention is preceded by an attitude towards behaviour and subjective norms and the attitude towards behaviour is further impacted by the belief that where it will lead to an outcome and that the outcome will be something which is very positive. The subjective norm here meaning that the others think that he must perform his behaviour and he wants to go with the other person wishes and he wants to go and perform his behaviour.

So, this is how we speak about attitude towards behaviour and subjective norms, which actually act as moderators and they have an impact on the intention and ultimately on the act of behaviour. So, moving beyond, just see that, there are two factors which actually moderate the behavior; the instances of behaviour in the subjective norms impact the tri components and make up attitudes. So, they make up the attitude within a person. Now, the behaviour of a person is based on his intention to act, which is moderated towards by the attitude, towards behaviour and the subjective norms. They are further impacted by other underlined factors.

Thus, this particular model, which is the theory of reasoned action model, is illustrative of attitude components that are related to each other. Intention precedes actual behavior, beliefs and attitudes as well as subjective norms precede intention. So, the theory emphasizes that attitudes are linked to behaviour indirectly via intention. So, the attitudes are basically, again here the behaviour would actually reflect an attitude, which will actually or behaviour with something which will help us infer an attitude, but it will be preceded by an intention to behave in a particular manner. So, this is the third model as proposed by Fishbein. So, we have done, we have actually spoken about the tri component model and we have also spoken about the multi attribute models, where we discussed attitude towards object, attitude towards behaviour and theory of reasoned action.

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III The Theory of Trying to Consume:

-The theory of trying to consume focuses on a purchase situation where the action or act of behavior (in terms of actual purchase), is not certain and may even be sometime in future.

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Now, let us move to another model of which is referred to as the theory of trying to consume. Now, the theory of trying to consume basically is another theory which has been proposed to study the underlined dynamics, which you know within which actually take place during attitude formation. It focuses on a purchase situation, where the act or the action or the act of behavior, which is the actual purchase, is not something which is certain and may even be, it is not certain and it could be sometime in future. It is not something which is going to be very immediate or something which is a very certain and it may even be sometime in future. So, this is the basic assumption of this model.

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-As per this theory, the action or act of behavior is directed towards a goal (something that the consumer is planning to and/or attempting to do in future).

-In such processes of trying the resultant outcome (in terms of purchase, possession and use) cannot be predicted for certainty.

-The theory reflects the consumer's attempts at consumption, which get impeded by personal and environmental impediments, thus preventing the action (act of purchase) from occurring.

-Personal impediments would occur when the person faces an approach avoidance conflict, i.e. he desires a goal that also has a negative element associated along with it; for example, a lady likes to eat chocolate cake, but that also has a lot of calories that would lead to weight gain.

-Environmental impediments are said to occur when forces in the environment prevent an action from occurring; for example, a person desires to eat at a particular restaurant, but as he goes there, he finds no place to sit and eat; it is too crowded.

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So, according to this model, the action or the act of behaviour is directed towards a goal. The goal here meaning that, you know, the person is planning to or attempting to achieve something in future. So, in such processes of trying, the resultant outcome, you know, cannot be predicted for certainty or cannot be predicted for sure. So, if action or the act of behaviour is directed towards something for the future, it is something towards the goal and something which the consumer is planning and something he wants to do in future. So, the process of trying or you know and the process of trying, the resultant outcome or the purchase and the possession and uses of a particular product or service cannot be predicted for certainly.

So, the theory basically again reflects consumers attempts at consumption. So, you know, that here we are talking of again his attempt to consume and that is why we call it the theory of trying to consume, which is again impacted by two kinds of factors; personal impediments and environmental impediments, which may prevent action from occurring. So, you know, while a person is planning something for the future, he has some goal in mind or we have a situation where purchasers, possession and usage may not be predicted with certainty. It can be something which can be meant for the future and will take some time. So, the attempts of the consumer towards consumption may not be immediate and it may take some time and they often impeded by, they get affected by environmental and personal impediments. They can prevent an action from occurring.

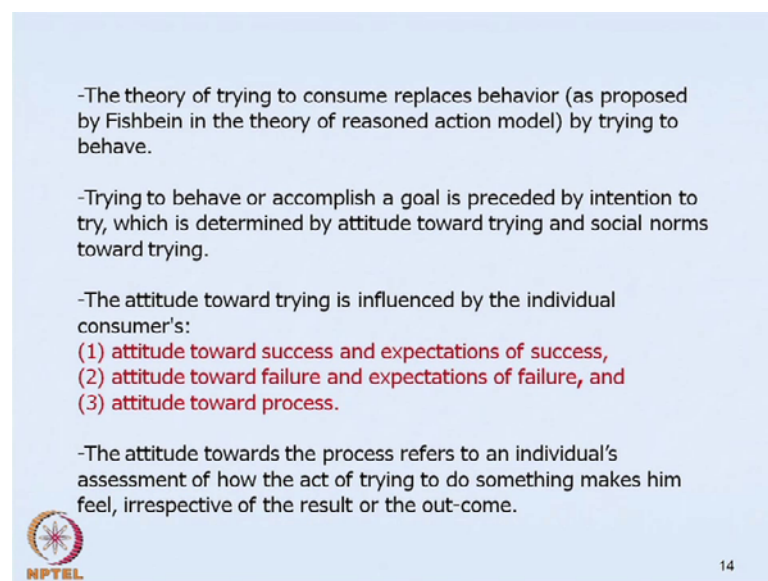
So, personal impediments occur when a person faces an approach and avoidance conflict. That is, he desires a goal that also has a negative element. For example, a lady wants to have a chocolate cake, but also she is aware that it has lot of calories and it will lead to, you know, weight problems. So, or it lead to lot of calories. So, these are personal impediments, which may actually, you know, prevent an action or prevent an action from being occurred, action here meaning the purchase of a product or service offering.

So, just because a person, you know, due to certain personal impediments, often reflected in the form of approach avoidance conflict, the persons, you know, is prevented from taking action or prevented from purchase and consumption. The second factor, which we spoke of is the environmental impediments. They occur when forces in the persons environment prevents something from occurring. For example, you know, a person wants to eat in a particular restaurant and he cannot because he finds there is no place to

eat and it is too overcrowded. So, if we speak a little more about this theory, we will say that it focuses on the purchase situation, where the act or the purchase process is not certain and it may happen sometime in future.

Now, I repeat why it is we, if the consumer is looking at a goal, which is sometime in the future, he would try to actually consume. He will put in efforts for consumption and usage, but these attempts may not always be successful and while model shows people attempted consumption towards the product and service offerings, they may get impeded by environmental and personal impediments. Personal impediments relate to a person or an individual on a zone or phases in approach and avoid conflict and environmental impediments refers to forces and the external environment, which may actually, you know, impact the process and prevent an action or prevent a purchase to be actually, you know, complete. So, it may prevent a purchase process from occurring.

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-The theory of trying to consume replaces behavior (as proposed by Fishbein in the theory of reasoned action model) by trying to behave.

-Trying to behave or accomplish a goal is preceded by intention to try, which is determined by attitude toward trying and social norms toward trying.

-The attitude toward trying is influenced by the individual consumer's:

- (1) attitude toward success and expectations of success,
- (2) attitude toward failure and expectations of failure, and
- (3) attitude toward process.

-The attitude towards the process refers to an individual's assessment of how the act of trying to do something makes him feel, irrespective of the result or the out-come.

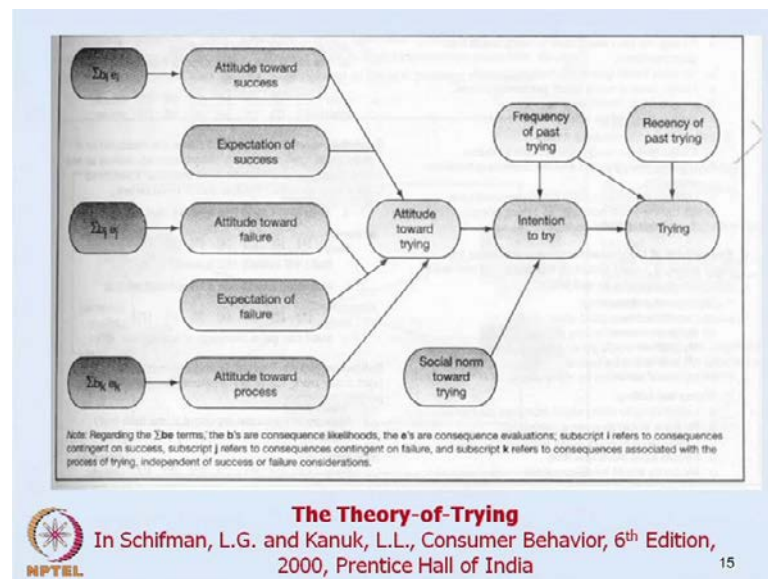


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So, this is what this particular model speaks of. Now, this particular theory as we will see tries to replace behaviour by trying to behave. So, if we go back and if we look at Fishbein's model, which we just discussed, which was behavior, which was the end outcome and behaviour was preceded by intention. But, if we look at this model, which is trying to presume, we say that behaviour is actually replaced by the trying to consume. So here, behaviour is something, which is not, because it is not certain, because it may happen or may not happen. So, we substitute it with the term trying to consume. So,

trying to consume or trying to behave or accomplish a goal is preceded by intention to try, which we will just see, which is again determined by the attitude towards trying and social norms towards trying. We just see this in the model. So, the attitude towards trying is influenced by consumers, you know, attitude towards success and expectation of success, attitude towards failure and expectation of the failure and attitude towards the process.

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So, if we look at the model here, we will go little, I will explain here. As you see, try if the behaviour has been (()) by trying to behave and trying to behave is preceded by an intention to try and this particular intention to try is preceded by attitude towards trying. Now, attitude towards trying or is actually going to be impact, your intention to try is also going to be impacted by social norms towards trying and a person's attitude towards trying will be affected by the attitude towards the, you know, towards the success and expectation of success, attitude towards failure and expectation of failure and the attitude towards process.

So, the attitude here, if we see, if we go into the model and if you see the model, you know, you are trying preceded by intention to try, preceded by attitude towards trying and intention to try is also affected by social norms and attitude towards trying is affected by attitude towards success, expectation of success, attitude towards failure, expectation of failure and attitude towards process. So, the attitude towards process here

basically refers to an individual's assessment of how the act of trying to do something makes him feel, irrespective of the outcome or irrespective of the results. So, how does he feel when we talk about its attitude towards success, you know, an expectation. So, it is more to do with attractiveness, attitude towards failure and expectation of the failure, may be, it will lead towards negative side and attitude towards a process is high. How the person feels or his experiences, what he experiences during the process, you know, it makes him, what is, you know, how does he feels irrespective of the particular outcome. So, we will speak about the model little, you know, more in detail. We have moving backwards again. We will speak about the model again in, you know, explaining it in the backward direction just as we explained the theory of reasoned action. So, again similar to theory of reasoned action, here also we will move backwards. So, we have the act of trying to behave, which is impacted by intention to try, frequency of past trying and recency of past trying. So, the intention to try is impact by attitude towards trying, frequency of past trying and the social norms towards trying.

So, you have the intention to try which is impacted by attitude towards trying, frequency of past trying and the social norms towards trying and then you have attitude towards trying, which is impacted by attitude towards success, failure and process and expectations towards success and failure. So, you have intense again. As we see, we have the act of trying, which is preceded by the intention to try, the frequency of past trying and recency of past trying. There will be a intention to try, which is impacted by attitude towards trying, frequency of past trying and the social norm towards trying. Attitudes over trying are impacted by attitude towards success and failure and the process and expectations towards success and failure.

So, each of these attitudes, attitude towards success, failure and the process are determined by the summation of the product of the consequence likelihood and the consequence evaluation. Attitude towards trying is affected by attitude towards success, expectation towards success, attitude towards failure, expectation of failure and attitude towards the process and each of these attitudes, whether for success, failure or process are determined by the summation of the product of the consequence likelihood and the consequence evaluations.

Now, let us take an example here. You know, Arjun, we take the example forward, where Arjun is wanting to do his MBA and he wants to go to the US to do his MBA and

he is wanting to actually appear in the GMAT exam, so that he gets a good school and he gets a good score and he is able to secure admission in a good business school in the US. So, if we go forward with the same example, so the act of trying here means, Arjun is basically trying hard to, you know, to get a good GMAT score. He is working very hard. He is studying very hard, so that he gets a good GMAT score. So, the act of trying is, Arjun trying to work hard to get a good GMAT score. Now, this trail is affected by three things as we said, intension to try, the frequency of past trying and the recency of past trying. So, intention to try here means, Arjun has a positive intention towards trying for the GMAT exam. The frequency of past trying, he is already being able to clear competitive exams in the past and recency of past trying, Arjun appear for a competitive exam one year ago. So, put together all of this, we will have an impact on act of trying.

Act of trying, as again repeat, Arjun trying to get a good GMAT score. Intention to try, he has a positive intention towards studying hard and towards trying for the GMAT exam. Frequency of past trying, he has been able to clear competitive exams in the past and recency of past trying; he has appeared and successfully cleared an exam, a competitive exam about a year ago. So, this is what will have an impact on the act of trying. Now, we come to the intention to try. Now, the intention to try is affected by the frequency of past trying, the social norm towards trying and the attitude towards trying.

So, if you look at that, we have Arjun says that he will appear apply for the GMAT. So, attitude towards trying is Arjun decides that he will apply for the GMAT. Frequency of past trying, he has already been able to clear exams in the past and social norms towards trying, Arjun's parents are in favor of him in doing his MBA abroad and so they encourage him to write the GMAT. So, his intension to try is impacted by his attitude, which is positive, attitude towards studying hard and clearing the exam. Past trying, frequency of past trying, he gave competitive exams about a year ago and cleared them successfully and social norm is where his parents also agree with his decision. They approve of his decision to basically, you know, go what he wants to go abroad and do his MBA.

Now, we move backwards again and we will come to the attitude towards trying. Now, attitude towards trying is impacted by attitude towards success, expectation of success, attitude towards failure, expectation towards failure and attitude towards the process. So, attitude towards success, Arjun wants to get a good GMAT score, so that he can get

admission to a good business school. So, his attitude towards success is to, you know, get a good score, so that he can get admission into good business school and what is his expectation towards the success? He believes that he will be able to get a good GMAT score. Attitude towards failure is, Arjun does not want to fail in the GMAT exam and his expectation of failure is, he believes that he will not fail in the GMAT exam. The attitude towards process is, where he is ready to work hard for the GMAT exam.

So, you have attitude towards trying, which is impacted by attitude towards success, expectation of success, attitude towards failure, expectation of failure and the attitude towards process. So, Arjun basically feels that, if he studies hard, he will be able to get a good score at the GMAT exam and he expects to get a good score, once he studies hard. He feels that, you know, it is very unlikely that, you know, he will fail. So, his attitude towards failure is that, he does not want to fail in the exam. He does not want to get a poor score in the exam and expectation of failure he feels is low, because he is confident enough that, if he studies hard, he will get a good GMAT score and get an admission into a good business school and an attitude towards the process where Arjun is ready to work hard, so that he can get admission into a good business school. He is ready to work hard to get good score at the GMAT level.

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Each of the three attitudes, towards success, failure and process are determined by the summation of the "product" of the:

- a) **Consequence likelihood:** the chance that Arjun is able to get admission in a good business school in the US; represented by b
- b) **Consequence evaluations:** how happy and proud Arjun will be when he gets an admission in a good business school in the US; represented by e

$b_i =$ Consequence likelihood contingent on success
 $e_i =$ Consequence evaluations contingent on success

$b_j =$ Consequence likelihood contingent on failure
 $e_j =$ Consequence evaluations contingent on failure

$b_k =$ Consequence likelihood contingent on process



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Now, each of these attitudes to success or failure and the process are further determined by the summation of the product of the, you know, consequence likelihood and the

consequence evaluation. Now, consequence likelihood is the chance that Arjun is able to get admission in a good business school in the US represented by the and the consequence evaluation is where, you know, where he will be happy and how happy and proud he will be when he gets an admission in a good business school, which is represented by e. So, if we go back into the model and see here, we have consequence likelihood represented by b and we have consequence evaluation represented by e. So, the consequence likelihood represented by b, basically reflects the chance that Arjun is able to get admission in a good business school and the consequence likelihood represented by e is illustrative of how happy and proud Arjun will be when he gets an admission into a good business school. So, if you look at here, summation $b_i e_i$, b_i is the consequence likelihood contingent on success, e_i is consequence evaluation contingent on success and b_j is consequence a likelihood contingent on failure, $b_j e_j$ is consequence evaluation contingent on failure and b_k is a consequence likelihood contingent on purchase.


So, each of these attitudes towards success, towards failure and towards process is further determined by the summation of the product, of the consequence likelihood and the consequence evaluation. So, this is where we have a model, where the focus is not on the act of behaviour or on behaviour, but it is on the act of trying. So, trying to consume which is impacted by the intention to try, which is further impacted by attitude towards trying, which is further impacted by attitude towards success, failure and the process and expectation of success or failure and which is further impacted by the consequence, which is further impacted by the summation of the product in terms of consequence likelihood and consequence evaluation. So, we have this model, where we discussed the attitude towards trying to consume.

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IV The Attitude-towards-the-Ad Model:

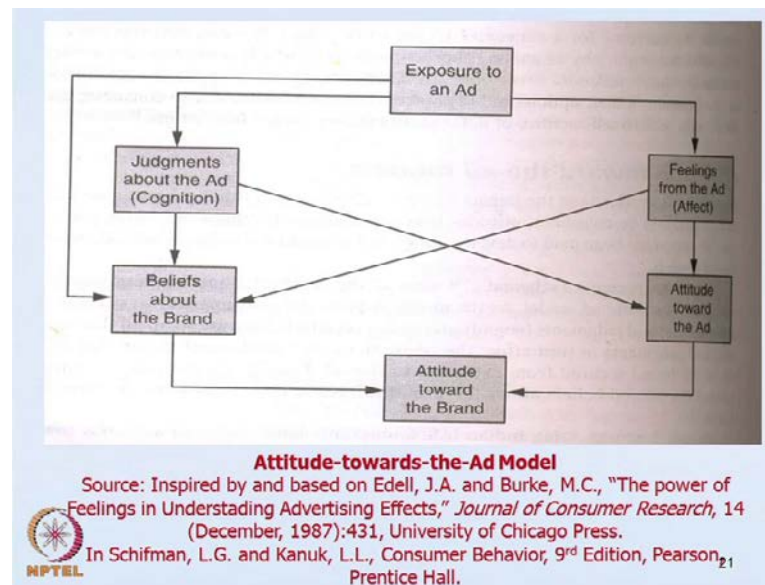
-This model lays emphasis on the impact of an advertisement, either in print or in audio-visual on the formation of consumer attitudes towards product and service offerings and or brands.

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Now, let us move to the next model, which is the attitude towards the ad model. This is the fourth model apart from the tri component model, the multi attribute model, the theory of trying to consume and now we have the attitude towards the ad model. Now, this particular model lays emphasis on the impact of advertisements either in the audio visual or in print and it basically speaks of the formation of attitudes towards a product or service offerings or brands on the basis of the z advertisements. So, the model lays emphasis on the impact of the ad in creating attitudes towards a product or a service or a brand. The assumption is that, attitude towards an ad will lead to attitude towards the brand. So that, with that assumption we move further and this particular model lays emphasis on the impact of advertisements either in print media or in audio visual media and the impact that they would have on the creation of attitudes towards a product or service offerings and the brand.

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So, we have this model here, where a person is exposed to an advertisement. Once he is exposed to the advertisement, he forms judgments about the ad, feelings from the ad and then he develops belief about the brand and attitude towards the ad and finally, there is an attitude towards the brand. So, if he goes deeper into this, he sees how once exposed to an advertisement, a consumer forms cognition and effect components of the attitude. So, the judgment about the ad is the cognition and the feelings from the ad are the effect. So, an exposure to the ad leads to two components of attitudes. One is cognition and one is effect. The exposure to the ad leads to judgments about the ad in terms of cognition and it also leads to feelings on the ad in terms of effect. Now, the cognitive component leads to belief about the brand as well as attitude towards the ad. So, the cognition component judgment about the ad leads to belief about the brand and it also leads to attitude towards the ad. On the other hand, the effect component or the feeling component leads to belief about the brand and also leads to attitude towards the ad. Finally, the belief towards the brand as well as the attitude towards the ad lead to attitude towards the brand.

So, if look at it a little more, this particular, the theory behind the model is that consumers form judgment and feelings as a result of an exposure to an advertisement. Not only do they form attitude towards the advertisement, but they also developed opinions towards the brand. So, marketers have to be very careful while formulating ads, especially when they are coming up with newer products or with innovative products.

So, they have to be very careful. They have to be very careful in designing their ad because if consumer reaction or consumer formation of attitude for this new product or for this new brand will basically be determined by his judgment to about the advertisement and his feelings about the advertisement.

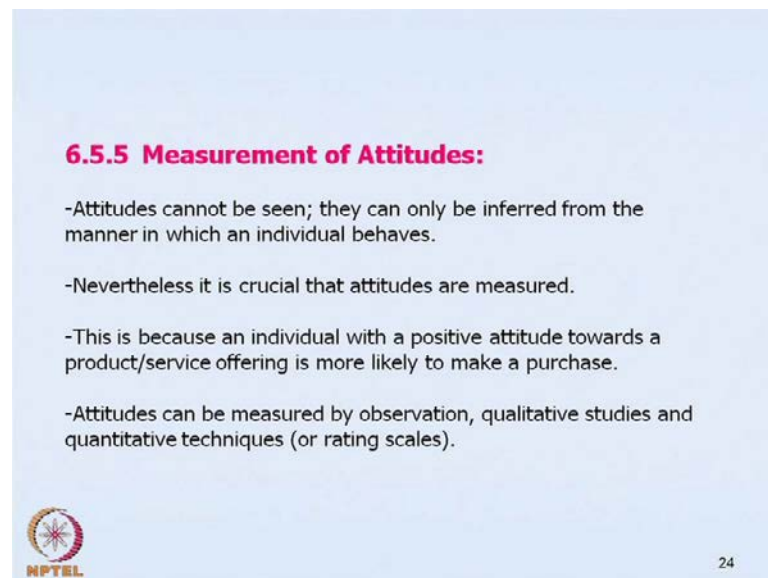
So, these judgments will lead to beliefs about the brand and attitude towards the ad On the other hand, feelings towards the ad will lead to, you know, have an impact on beliefs about the brand and about attitude about the ad and finally, it is going to have an impact on creation of an attitude towards the new product or the new offering. Now, research has basically shown that irrespective of the level of consumer involvement, whether it is high or whether it is low or in incase of whether it is, you know, any incase of either it is root of persuasion, whether it is central root to persuasion or peripheral root to persuasion, whether it is the message content or whether it is the message context, the influence, you know, all of these influence the belief, formation of beliefs and attitude towards the brand, which ultimately leads to attitude towards the brand.

So, research has shown that, irrespective of the levels of high and low involvement, whether, you know, both the central and the peripheral roots, both the message content and the message context, influence the formation of beliefs and attitude towards the brand leading to final attitude towards the brand. So, you know, in spite of whether a product is high involvement or low involvement, both the message content and context, both central and peripheral root to persuasion will have a role to play and the particular ad will have an impact on the belief towards the advertisement and the judgment and the opinion towards the ad or the attitude towards the ad and finally, leading to an attitude towards the brand. So, these findings have relevance, greater relevance for marketers, especially when he has to design his communication strategy and when he has to design his advertisement. So, the entire message content, message context, what to say, how to say it logically and how to say it symbolically, will all, the visual effects, the music, the jingles, if each, the feels, whether it is rational or emotional, all of these will have an impact on or will be impacted by this particular model. So, one has to be very careful because exposure to the ad will ultimately lead to attitude towards the brand.

Now, this leads us to our next topic of discussion, which is consumer attitude. So, measurement of consumer attitudes. How do we measure attitudes? We have discussed earlier, while we were discussing the nature of attitudes, that attitudes are something


which cannot be observed. They can only be inferred. While the, you know, the cognitive and the effect remain hidden. It is only the behavior is observable. But, again we said that, behavior is not synonymous to attitude because attitude comprises two other components also. So, we also said that, while we can infer attitudes from behavior, attitudes are not synonymous to behaviour or behaviour is not synonymous to attitude because we may have, you know, positive attitude towards a product or a brand, but we may have a negative attitude towards the purchase of the same. So, because of this dichotomy, we said that, we will, because of this fact, we said that, we cannot put both of them together. We cannot, you know, use both the attitude and behaviour together as synonym. As synonyms, they are absolutely different in nature.

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6.5.5 Measurement of Attitudes:

- Attitudes cannot be seen; they can only be inferred from the manner in which an individual behaves.
- Nevertheless it is crucial that attitudes are measured.
- This is because an individual with a positive attitude towards a product/service offering is more likely to make a purchase.
- Attitudes can be measured by observation, qualitative studies and quantitative techniques (or rating scales).

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Now, as we have said earlier, attitudes cannot be seen. They can only be inferred in a manner, you know, through which what people say and how they behave. Nevertheless, it is very important that attitudes are measured, because any individual with a positive attitude is more likely to make a purchase. So, attitudes are measured by a number of, you know, ways. We can measure attitudes by observation. We can also measure them by qualitative studies and we can measure them also by quantitative techniques or rating scales.

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a) Observation:

- Attitudes can be inferred from the manner in which an individual behaves.
- By making observations of behavior, a marketer can infer a consumer's attitudes.


For example, if a person patronizes Colgate toothpaste and buys it, it can be inferred that he likes that brand.

- Observation as a process of measuring attitudes, has both pros and cons.

Advantages: On the basis of past experiences, market researchers can make quick inferences.

Disadvantages: The process is expensive in terms of time and money; further findings may not always be reliable and valid.

Thus, the method is used to complement other tools and techniques in research, and is generally not used as the sole method of research.

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Let us come first to observations. So, attitudes can be inferred by observing the manner in which a person behaves. So, by making observations of a behavior, a marketer can infer about consumers attitudes. For example, if a person patronizes Colgate and buys it, it can be inferred that he likes the brand. However, we see that, if we use observation as a technique for measuring attitudes, it has its both advantages and disadvantages. So, advantages like, you know, on the basis of past experiences, the researchers can make quick decisions or quick inferences. But, the disadvantage is that it is expensive in time and money and findings may not always be very valid or very reliable. Then you know, findings will not always be accurate. You know, they are very subjective in nature and they lack any kind of accuracy or ability to make generalization. So, that is the problem with observation. However, this particular method is used in conjunction with other tools, whether qualitative or quantitative in nature, but it is advisable to use this method solely or, you know, as a method of measuring attitudes.

So, nevertheless we infer attitudes by observing people, by seeing how they behave in a market place and what their reactions are, what their body language is, what is, you know, their facial expressions are and we can infer some kind of, you know, we can make some inferences with respect to attitude. But, this cannot be accurate. May be, may often be inaccurate and miscalculation on the part of the market researcher.

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b) Qualitative studies:

- Attitudes can also be measured through qualitative tools and techniques that help identify consumer opinions and beliefs as well as their feelings, by getting them involved in open discussions.
- Such techniques could take the forms of *focus groups, depth interviews, and psychological tests.*




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The second technique of studying attitudes or measuring attitudes is through qualitative tools, which can help identify consumer opinions and beliefs as well as their feelings by involving them in open, you know, discussions. There are many of such methods which we can use. You know, we can have focus looped interviews or depth interviews and psychological tests. So, we can measure them by any of these qualitative tools, where we can have an insight into their values, their opinions, their beliefs or their feelings by getting them involved in open discussion.

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a) Focus groups:

- A group of consumers between 6-12 in number are called together, and discussion is initiated about a product or service offering.
- The discussion could range across a wide spectrum related to the offering, the brand, the dealer or any of the 4Ps.
- The people are made to openly discuss their ideas, opinions and feelings, and the discussion is controlled by a moderator.
- As they begin to discuss an issue, they move towards related issues about the product and service offering, and this provides valuable insights to a researcher.
- However, the problem with focus group interviews is that the sample may not always be truly representative of the segment to which the product is targeted.



So as a tool, focus group interviews are not used in isolation, but are used with other tools and techniques, so as to lead to be truly representative and provide valid findings.

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Talking about focus groups, focus groups is group of, you know, a technique where a group of 6 to 12 consumers are brought together and you know, made to sit as a group and topic for discussion is, you know, is opened and people start discussing. You know, in terms of marketing, it could relate to a product or a service offering or a brand. So, this group of people are involved are, you know, put into a discussion forum. So, discussion could be anything with the product or the 4 P's. People are made to discuss openly their views, their thoughts, their opinions, their likes, their dislikes about the product or the service offering or any of the 4 P's and whatever discussions are being done, the people are allowed to talk freely without any constraint.

However, there is a moderator who tries to moderate the discussion and as the people talk about an issue, they start with a general topic and gradually they move towards the specifics and they move towards related issues with respect to the product or service offering and this gives a lot of insight into the consumer psych. On the part of the researchers, they get an opportunity to go deeper and deeper into the consumer psych to understand the consumer like or dislike and what their values are, what their opinions are and what their beliefs are. Although it is a very useful tool, the problem with focus group is that, you know, choosing a sample may not always, you know, choosing a sample may be problematic. The sample may not be always representative of the universe or of the population or of the segment to which the particular product is targeted.

So, the problem with the focus group is that, you have to choose your sample very, very carefully and you have to choose your, you know, group 6 to 12 consumers very carefully. You have to pick them up, so that they are truly representative of the sample or of the, so that the sample is truly representative and they are truly representative of the universe or of the population. So, this is, otherwise this as a tool is a useful tool. Again focus groups are not used in isolation, but they are used with other techniques to be truly representative and provide valid findings.

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b) Depth interviews:


- A depth interview is similar to a personal interview, where a consumer is interviewed about the product/service offering, the brand, and any or all of the 4Ps.
- The consumer is asked questions for a considerable period of time, and his opinions and beliefs are recorded, so are his feelings and bodily gestures.



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We have another technique which is depth interviews. Again depth interviews, similar to a personal interview, where the market researcher interviews a consumer and he talks to him about a product or service offering or of the 4 P's. The consumer is asked a number of questions about the product or about the brand and these questions relate to, you know, anything to do with respect to the brand or the marketing makes and his, you know, it basically deals with his values, with his beliefs, and with his judgments. So, the person who is interviewing on the market researcher tries to gain as much possible information from the consumer. He tries to make the consumer talk and talk and talk, so that, he can get, you know, he can keep getting valuable information and valuable insights into the consumers psych. He also studies the feelings which are, you know, which are exhibited by the consumer and he also studies the body language or the body gestures. So, this is another form or another technique of measuring attitudes through qualitative tools.

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- The researcher asks a question and the interviewee is encouraged to talk in length about his reactions and feelings about the product and service offering and the 4Ps.
- The encouragement to talk in length provides valuable insights and reveals things that the interviewer may not have thought off or imagined.
- Questions like "What", "Why", "How", and "If" are used to enable a detailed insightful discussion.
- The problem with depth interviews is that it is time consuming and expensive.
- It also requires trained psychologists as interviewers.

And like, focus group interviews, it may not always be representative of the market segment.

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You know, the questions like, what, why, how and if are used, so that there is more insightful discussion. The problem however with, you know, with these interviews is that it is time consuming and also they need very trained psychologists to act as interviewers. Again, it is just like focus interviews. They may not be truly; the sample may not be truly representative of the segment.

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c) Psychological tests:

- A host of psychological tests are available that are used to infer and measure consumer attitudes. Projective techniques are used commonly;
- for example the consumer may be asked to interpret a picture (Thematic Apperception Test), or fill in a dialogue in a cartoon, or write ten-twelve words describing a figure or an image.
- They can also be asked to complete an incomplete paragraph (as story writing), or write the first word that comes to mind when a product/service or brand is mentioned or shown.
- Open ended questions like sentence completion help reveal consumer insights and underlying feelings and opinions about product offerings, brands and the 4Ps.
- The problem with psychological tests is that interpretation may turn out to be subjective and it requires trained psychologists as interpreters.

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Then, you have psychological tests. A large number of psychological tests are available, which help you infer consumer attitudes. Projective techniques are used very commonly.

You have the, you know, thematic apperception test, where the consumer may be asked to interpret a picture or he may be asked to fill a cartoon or write 10 to 12 words describing an image or describing a picture or describing a figure. They may be asked to complete a paragraph in the form of a story writing. So, it is an incomplete paragraph which they have presented and they ask to complete, you know, or they may be asked to, you know, questions related to word association. Or, you know, again something where the consumer may be asked to write the first word which comes into his mind, when he thinks of a product or when he thinks of a brand or when a product or a brand is shown to him.

Open ended questions may also be used like sentence completion or paragraph completion and all of these have basically help the marketer, you know, gain an idea into the insights and underlying feelings, their opinions of a consumer with respect to the 4 P's with respect to the brand. So, again the problem with psychological tests are that they tend to be subjective, especially if they are open ended questions, they may be difficult to handle and they may need trained market researchers and psychologists to handle such analysis of such open ended questions. This is the problem with psychological tests, but nevertheless psychological tests are very commonly used as a measure of consumer attitudes, especially tests like Thematic Apperception Test, word association test and story completion. These are the tools which are very commonly used as psychological tests.

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c) Quantitative techniques, Rating scales or Attitude scales:

- Commonly used methods for measuring attitudes is via attitude scales.
- Consumer survey questionnaires based on rating scales are used to measure attitudes quantitatively.
- The most commonly used attitude scale is the Likert scale, which measures consumer reactions on a five point or on a seven point scale based on degrees of agreement and disagreement, or liking and disliking.
- Another scale that is commonly used is the one that uses a bipolar scale comprising opposite adjectives at each extreme; this is known as a Semantic differential scale.
- While collecting responses may be time consuming, rating scales provide a means for quantitative analysis, and thereby lead to reliable and valid findings.



However, care should be taken to choose a sample representative of the sample.

Apart from that we have quantitative techniques or rating scales for measuring attitudes. We also call them attitudinal scales. Consumers survey questionnaires are based on rating scales are used to measure attitudes quantitatively. Most commonly, we have the 5 point Likert scale. It could also be either on a 5 point Likert scale or a 7 point scale and basically relates to a continuum, which is based on, you know, it shows the level of agreement or a disagreement or it shows the degree of liking and dislike. Another scale which is commonly used is a bipolar scale which opposites on the extremes. So, it is also called the schematic differential scale. The schematic differential scale uses a bipolar scale with adjectives on the two ends.

While collecting responses, the quantitative techniques may take some time. However, you know, the problem with quantitative techniques is that, you know, while they take time, the rate of responses is also very high. So, this could be a problem for a market researcher while he is collecting data. Otherwise, rating scales are considered to be much more accurate than qualitative tools or for observation. So, rating scales, they provide a means for quantitative analysis, so they lead to more valid and more reliable findings. However, the problem again, as I said is that, with respect to, you know, date of non response, respect to incomplete questionnaires or with respect to, you know, some kind of a problem, which may be related to sample itself, whether sample may not again be truly representative of the universe.

So, while using quantitative techniques, some researcher has to be very careful that, one, the questioners are short, crisp, precise, so that you know, so that they should fulfill the purpose of research, but they should also be not very long, you know, so as to lose the interest of the respondent. It should be short, precise, clear, unambiguous, so that the consumers feel comfortable and responders feel comfortable filling them up. Another thing which has to kept in mind is that the population or the sample should be representative of the population, so as to make, so as to lead to valid generalizations. The Likert scale is one of the most commonly use scales, which can be used either on a 5 point or a 7 point and the other popular scale is the semantic differential, which is bipolar, comprising adjectives at the end. Otherwise, quantitative techniques are a good tool to measure consumer attitudes. They are more valid and they more reliable, especially if this sample is truly representative, we can come up to broad generalizations,

which can be spread across the population. So, herein lays the usefulness of rating scale or attitude scales or quantitative techniques.

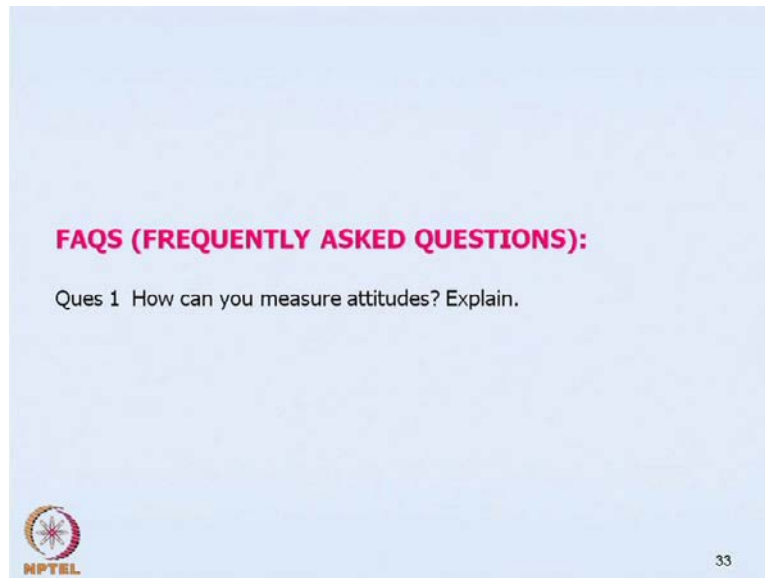
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Now, this brings us to an end of the session. We come to the references for further reading. Assael, *Consumer Behavior and Marketing Action*; Loudon and Della Bitta, *Consumer Behavior*, fourth edition, 2002, Tata McGraw hill; Kotler and Keller, *Marketing Management*, thirteenth edition, 2009; Peter and Olson, *Consumer Behavior, and Marketing Strategy*, seventh edition, 2005, McGraw hill; Schiffman and Kanuk, *Consumer Behavior*, eighth edition, 2004, Prentice hall; Vaughn, Richard, *How Advertising Works: A Planning Model*, *Journal of Advertising*; Vaughn, Richard, *How Advertising Works: A Planning Model Revisited*, *Journal of Advertising Research* and Wells and Prensky, *Consumer Behavior*, 1996, John Wiley.

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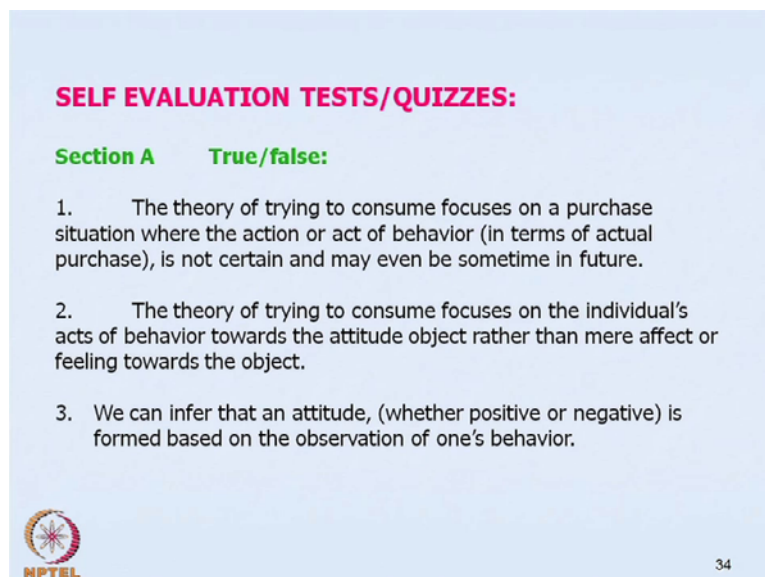
FAQS (FREQUENTLY ASKED QUESTIONS):

Ques 1 How can you measure attitudes? Explain.

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Coming to frequently asked questions, how can you measure attitudes? Explain. So, you need to explain the different techniques, which is you know observation, qualitative techniques and quantitative techniques. Qualitative techniques will include focus loop, depth interviews and psychological tests and quantitative techniques will use rating scales and attitudinal scales.


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SELF EVALUATION TESTS/QUIZZES:

Section A True/false:

1. The theory of trying to consume focuses on a purchase situation where the action or act of behavior (in terms of actual purchase), is not certain and may even be sometime in future.
2. The theory of trying to consume focuses on the individual's acts of behavior towards the attitude object rather than mere affect or feeling towards the object.
3. We can infer that an attitude, (whether positive or negative) is formed based on the observation of one's behavior.

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Coming to a quiz. Section a: true or false. The theory of trying to consume focuses on a purchase situation where the act or the action of behaviour in terms of actual purchase is

not certain and may even be sometime in future. So, is this a true or a false statement? This is a true statement. Question number 2, the theory of trying to consume focuses on the individual's acts of behaviour towards the attitude object rather than mere feeling or effect towards the object. So, this is a true or a false statement? This is a false statement. 3, we can infer that an attitude, whether positive or negative is formed based on the observation of one's behavior. Is this a true or a false statement? This is a true statement.

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Section B Fill up the blanks:

1. The _____ norm, refers to the norms that exist in the specific social context.
2. In _____ interviews, a group of consumers between 6-12 in number are called together, and discussion is initiated about a product or service offering.
3. The most commonly used attitude scale is the _____ scale, which measures consumer reactions on a five point or on a seven point scale.
4. A bipolar scale comprising opposite adjectives at each extreme, is known as the _____ differential scale.



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Coming to fill in the blanks. The dash norm, refers to the norms that exist in the specific social context. So, this is subjective norm. Question 2, in dash interviews, a group of consumers between 6-12 in number are called together, and discussion is initiated about a product or service offering. So, in dash interview; so in focus group interviews. Third, the most commonly used attitude scale is the dash scale, which measures consumer reactions on a 5 point or on a 7 point scale. So, this is the Likert scale. The most commonly used attitude scale is the Likert scale. Question 4, a bipolar scale comprising opposite adjectives at each extreme is known as the dash differential scale. It is known as the schematic differential scale.

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Section C Multiple choice questions:

1. The theory of reasoned action model attempts to study the impact of _____ on the tri-components that make up attitudes:

- a) instances of behavior
- b) subjective norms
- c) only "a"
- d) Both "a" and "b"




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Multiple choice questions. Section C. 1. The theory of reasoned action model attempts to study the impact of dash on the tri components that make up attitudes. So, the theory of reasoned action model attempts to study the impact of dash on the tri components that make up the attitudes: A: instances of behavior; B: subjective norms; C: only A and D: both A and B. So, the answer to this is D, both A and B. The theory of reasoned action model attempts to study the impact of instances of behaviour and subjective norms both of them on the tri components that make up the attitudes.

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2. Which of the following is not true about the Theory of Trying to Consume?

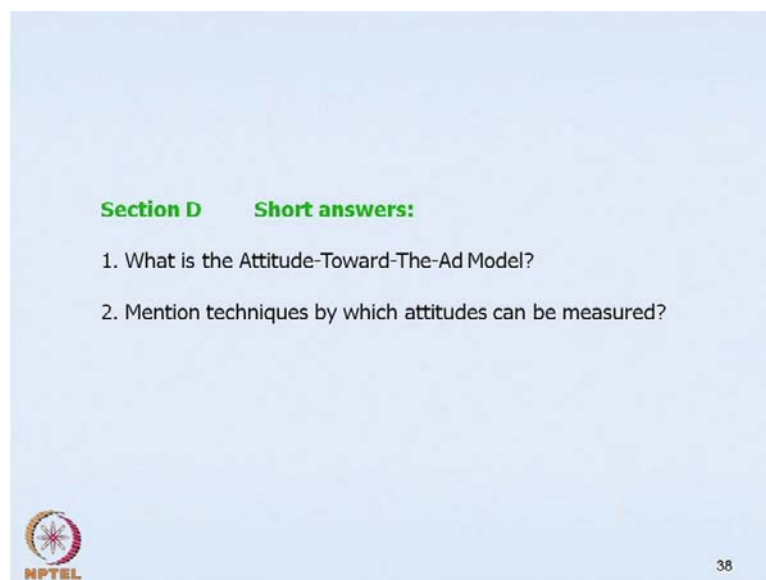
- a) the theory deals with the action or act of behavior that is directed towards a goal (something that the consumer is planning to and/or attempting do in future).
- b) The theory reflects the consumer's attempts at consumption, which get impeded by personal and environmental impediments, thus preventing the action (act of purchase) from occurring.
- c) In such processes of trying the resultant outcome (in terms of purchase, possession and use) can be predicted for certainty.
- d) The theory of trying to consume replaces behavior by trying to behave.



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Which of the following is not true about the theory of trying to consume? A, the theory deals with the act or action of behaviour that is directed towards a goal; B, the theory reflects the consumer's attempts at consumption, which get impeded by personal and environmental impediments, thus preventing action from occurring; C, in such processes of trying, the resultant outcome can be predicted by a certainty; D, the theory of trying to consume replaces behaviour by trying to behave. So, which of the statements is not true? It is the third statement which is not true, C. So, in such processes of trying, the resultant outcome can be predicted by certainty. This is the false statement. It cannot be predicted for certainty.

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Section D Short answers:

1. What is the Attitude-Toward-The-Ad Model?
2. Mention techniques by which attitudes can be measured?

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Section D. Short answers. What is the attitude-towards-the-ad model? So, you will explain how the attitude towards the ad leads to cognition and affect, and finally it leads to attitude towards the add an attitude towards the brand. Finally, you have another question which is; mention techniques by which attitudes can be measured. So, they can be measured by observation; they can be measured by qualitative techniques and they can be measured by quantitative techniques. With this we come to a conclusion of this particular session on consumer attitudes. We shall be concluding consumer attitudes in the next session.

Thank you.