


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

**Lecture - 29**  
**Consumer Attitudes (Contd.)**

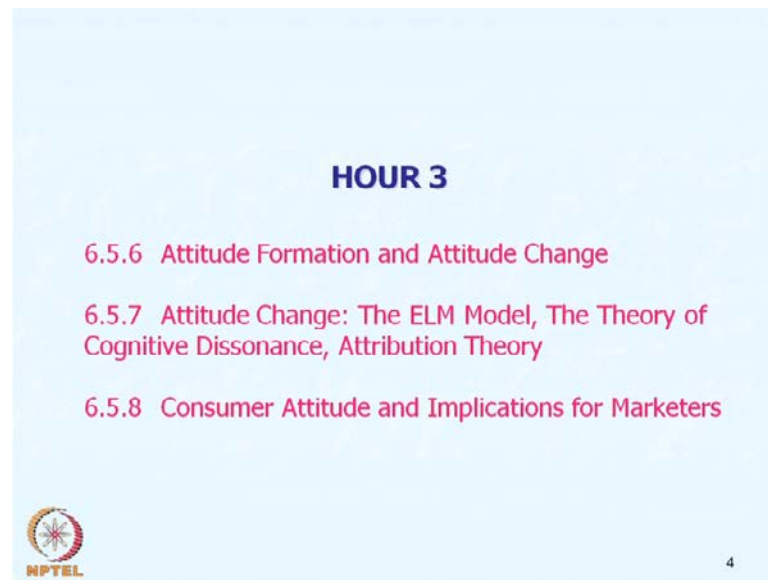
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<b>MODULE 6.5:</b>	
<b>CONSUMER ATTITUDES (3HOURS)</b>	
<b>6.5.1</b>	<b>Definition and Meaning of Consumer Attitude</b>
<b>6.5.2</b>	<b>Nature of Attitudes</b>
<b>6.5.3</b>	<b>Functions of Attitudes</b>
<b>6.5.4</b>	<b>Structural Models of Attitudes</b>
<b>6.5.5</b>	<b>Measurement of Attitudes</b>
<b>6.5.6</b>	<b>Attitude Formation and Attitude Change</b>
<b>6.5.7</b>	<b>Attitude Change: The ELM Model, The Theory of Cognitive Dissonance, Attribution Theory</b>
<b>6.5.8</b>	<b>Consumer Attitude and Implications for Marketers</b>

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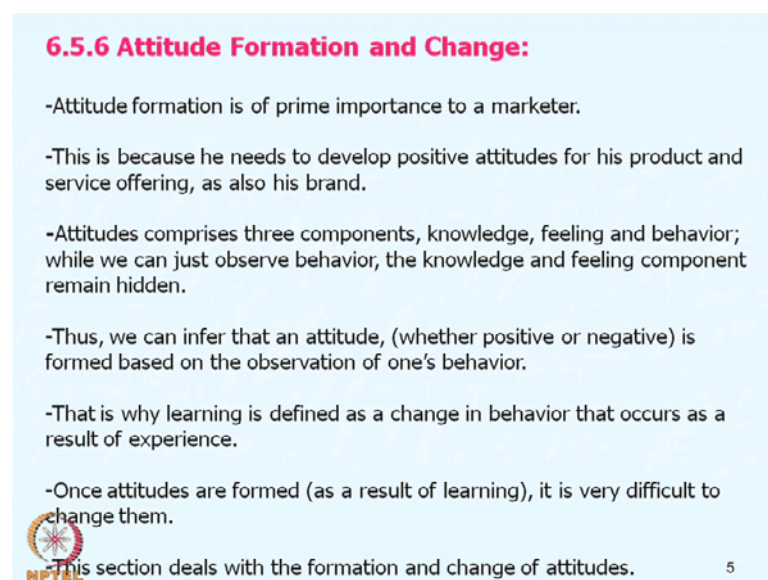
We will continue with our discussion on consumer attitudes, which is our module, module 6.5. In the previous two sessions we have spoken about the definition and meaning of consumer attitudes, the nature of attitudes, the functions of attitudes. We have also discussed the structural models of attitudes where we spoke about the try component module, the multi attribute modules, we spoke about the theory of trying to consume and the attitude towards the ad model. We also discussed the measurement of attitudes where we said that attitudes can be measured, you know by observation or by qualitative techniques, like focus group interviews, the debt interviews and psychological tests. And we also said that they can also be measured by quantitative tools, which includes surveys based on scales or attitudinal scales or rating scales.

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Now, in this particular session we will be talking about attitude formation and attitude change. We will discuss attitude change with specific reference to the ELM model, the theory of cognitive dissonance and the attribution theory. And finally, we will round it up with our discussion on consumer attitudes, and the implications for a marketer. So, let us begin with this particular session.

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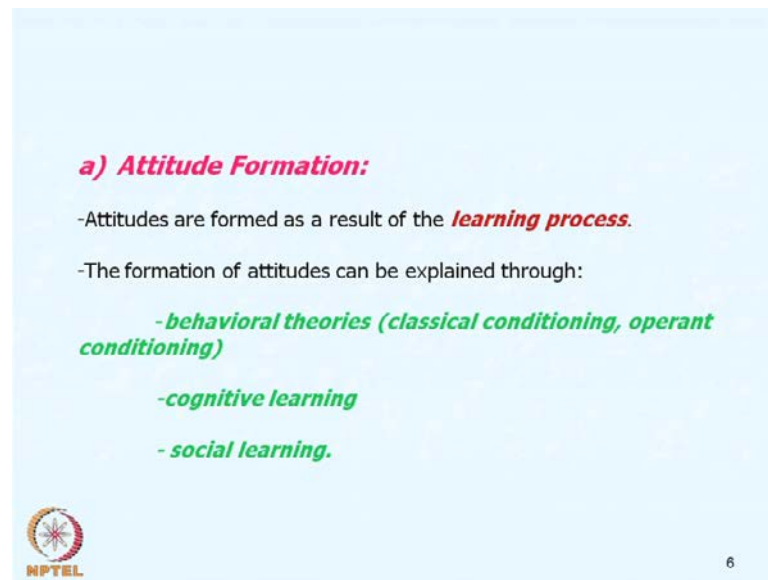
Now, formation of attitudes is extremely important for a marketer. We, we have discussed earlier, how a positive attitude means, you know a likelihood of a purchase or

we have seen how, when consumers have positive attitudes towards product or service offerings or towards brands or towards any of the 4 Ps, the likelihood of a purchase or likelihood of the act or purchase or act of purchase or the act of behavior is more is going to be is much higher. So, marketers would always want to create a positive attitude in the minds of the consumer. Not only would they want to create a positive attitude for themselves, but in some cases, they would also like to have a build of superior image or superior attitude for themselves, viz a viz their competitors and may want to have create a neutral or a negative attitude towards the competitor.

We, we have seen earlier how, you know, attitudes are formed. Attitudes are formed out of three components, the cognition, the effect and the behavior and we have seen how (( )) through the try component module, each of these components, you know, effects each other and leads to formation of attitudes. So, we will discuss a little more on how they are formed and then we will see that to, in order to change them we just have to change one or few of these components and we would successfully be able to change attitudes. So, we will talk about attitude formation and change.


As we just said, attitude formation is important to a marketer because he needs to develop a positive attitude for his product and for his brands. And we all know that attitudes comprise three components: the knowledge, the effect and the behavior, out of which while we, with the knowledge and effect remain hidden, they are latent. It is only the behavioral component, which is visible or which is observable and so we can infer attitude, whether positive or negative, through observation of such behavior or through observation of person's, you know, behavior in terms of his act of purchase or his bodily gestures or his body language or his facial expressions. So, that is the reason why we say, learning is defined as a change in behavior that occurs because of experience, because learning is also going to have an impact on attitudes. Once attitudes are formed as a result of learning it is very difficult to change them. And now, with this particular section we will actually speak about how attitudes are formed and what you do to bring about attitude change.

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**a) Attitude Formation:**

- Attitudes are formed as a result of the **learning process**.
- The formation of attitudes can be explained through:
  - **behavioral theories (classical conditioning, operant conditioning)**
  - **cognitive learning**
  - **social learning.**

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Speaking about attitude formation, attitudes are formed as a result of the learning process. So, if you know the formation of attitudes can be explained through the learning theories, which we have discussed in terms of the behavioral theories where we spoke about the classical conditioning theory and the operant theory, the cognitive theories and the social learning theories.

So, attitude formation actually happens as a result of learning and learning, we all know, is a change in behavior as a result of an experience. So, here learning is gone to actually lead to formation of attitudes, because if you if you see the cognitive component in attitudes, is actually a learning component itself. So, we will talk about how the various theory of learning, the behavioral theories, the cognitive theory and the social learning theory have an impact on formation of attitudes.

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**i) Classical Conditioning:**

- The principles of **stimulus generalization, stimulus discrimination and repetition** help formation of attitudes.
- People prefer buying products that are associated with familiar brand names.
- Line extensions and brand extensions lead to favorable attitude formation.
- The favorable attitude is the result of repeated satisfaction with successful brands owned by a company; consumers associate the image and favorable attitude associated with the parent brand to the newly introduced brands from the same source.
- Also, by using successful celebrities as brand endorsers, companies try to form a positive association between the celebrity, and the "neutral" new product.
- Consumers also have a positive attitude towards successful brands.
- The successful brand name is the *unconditioned stimulus* that, through *repetition* and positive reinforcement, results in an favorable attitude (the *unconditioned response*).



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Starting with the behavioral theories we will first talk about the classical conditioning theory, the principles of stimulus generalization, stimulus discrimination, as well as, repetition, all of these help in formation of attitudes. People always prefer buying products, which, which they are familiar. So, you know, when you know, through repetition, either through the principle of repetition, which is playing the same adds again and again or the principle of stimulus generalization, which again, you know, focuses on the act of repetition, people will generally, you know, begin to form attitudes a favorable or negative, as this a case may be. But people may prefer buying products, which they are familiar and repetition, at repetition of the add or repetition via stimulus generalization will basically lead to some level of familiarity with the brand.

Line extensions and brand extensions also lead to favorable attitude formation. We have discussed earlier, that the favorable attitude is a result of repeated satisfaction with brands owned by a company. So, companies associate the image and favorable attitude associated with a parent brand to the newly launched ones. Also, by using famous celebrities or brand endorsers, companies tries to come about, link a positive association between the celebrity and the new and the neutral new product. So, consumers generally tend to develop positive attitude towards successful brands. The successful brand name is an unconditioned stimulus, which through repetition and positive reinforcement leads to a favorable attitude, which is a conditioned response. So, that is how we see, that the principle of classical conditioning, you know, helps in formation of attitudes.


So, all the various principles, whether it is repetition or whether it is stimulus generalization or whether it is a stimulus discrimination, each of these helps in the act of learning and ultimately, helps in the act of formation of attitudes. Especially with specific reference here is the association that gets tied up between a store and a successful brand or the association, which develops with respect to a successful celebrity or an endorser endorsing a particular brand. So, the credibility, the reputation associated with the celebrity or the endorser gets translated to the brand, as well.

We have discussed this earlier in the, even we did when our, when we did a module on consumer learning and so the, you know, even specially in the case of brand name, whether it is family branding or brand extension, again the positive image of a parent brand gets extended to the newly launched product with the same brand. So, the successful brand name is the unconditioned stimulus that through repetition, you know, and positive reinforcement leads to a favorable response, which is a favorable attitude, which is an unconditioned response.

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**ii) Instrumental Conditioning:**

- Generally, while making purchases, a consumer passes through cognition, attitude and behavior, in that order.
- However, in certain kinds of purchases, like low-involvement purchases, impulse goods, trials or situational factors, the sequence lies as cognition, behavior and attitude.
- Thus, attitudes develop following the act of purchase and consumption of the product.
- In such cases, consumers tend to form attitudes based on the reinforcement that they receive.
- If the acts of purchase and consumption are followed by a rewarding experience in terms of consumer satisfaction, they develop a positive attitude towards the product or service offering and/or the brand.
- Else they are indifferent or may even develop a negative attitude towards the brand.



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The second theory in behavioral theory, which is the instrumental conditioning theory, also has an impact on creating or forming consumer attitudes. We all know, that while you know, we have the hierarchy of effects model or you know, where we, we speak about cognition attitude and behavior or we, while making purchases each one of us passes through this sequence of cognition effect or behavior in when it is, when we are

speaking about a low involvement purchase. The sequence lies in cognition behavior and attitude and in case of high involvement products it is cognition behavior, sorry, cognition attitude and behavior.

So, attitudes develop following the act of purchase and consumption of the product. I repeat, you know, here a little bit, we explained a little more on instrumental conditioning. We have seen how consumers move through CAB or CBA. In the case of low involvement products, the cognition is followed by an act of purchase or behavior, which leads to formation of feelings or attitudes. So, in, in cases of low involvement products, like impulse purchases or trials or for other situational cases, you know, the sequence becomes, you know is, is cognition behavior and attitude. So, attitudes are thus formed as a result of behavior or as a result of purchase.


Now, what is more important here is reinforcement, in case, where the act of purchase is followed by a positive reinforcement. Consumers tend to develop a positive attitude towards the brand. In case the act of purchase is followed by a negative reinforcement, the consumers will, you know, tend to develop a disliking towards the brand or a negative attitude towards the brand. So, rewarding experience in the form of satisfaction following the act of purchase or following the act of behavior means positive reinforcement, which ultimately means, that the consumer tends to develop a positive attitude towards the brand.

On the other hand, negative reinforcement in terms of dissatisfaction following the act of purchase means, that the consumer develops a negative attitudes towards the brand. So, so that is how we say, that you know, attitudes are formed as a result of you know, as a result of the purchase. This is most specific in cases of low involvement where the sequence is in form of cognition, behavior and attitude where it is the act of purchase, which will actually based on the reinforcement will lead to a formation of an attitude.

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**iii) Cognitive Learning Theory:**

- Attitudes are also formed on the basis of **information** that a person collects about a product or service offering and/or a brand, from his environment.
- Such information could be specific to the product or service, or may be incidental, that gets stored in his memory.
- The consumer forms positive or negative attitudes based on **information gathering, storage and retention, and on the basis of knowledge and beliefs.**
- Marketers should be careful in providing knowledge about their product and service offerings, either in print, audio-visual media or even through their salespersons and dealers.
- However, they should focus on a few relevant features rather than providing excessive information; too much of cluttering leads to perceptual blocking.



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Then, the other cognitive learning theory, where attitudes are based on the, you know, they are formed on the base of information, that a person collects. You know, consumer collects a lot of information via sensory impression, the short term memory, the long term memory. You know, it goes and get stocked in the, in a memory bank in the long term and this information relates to the product or service offering or the brand or anything to do with the marketing stimuli in the form of the 4 Ps. And once this memory is stored there, it keeps getting modified, it keeps getting updated and it, it, it get, keeps on collecting in the store house to be retrieved as and when required or as and when needed.

Now, the consumer forms attitudes, whether positive or negative, based on this knowledge gathering or storage and retention and based on his beliefs and based on his opinions, which actually come about along through the, through information, which he has gathering and through evaluation of the information, which he has, which he has gathered. So, here you know, attitudes are formed as a result of information gathering, information processing, evaluation and formation of opinions, formulation of beliefs based on this, based on this information, which will ultimately lead to formation of attitudes.

Now, again here, we, we could relate this to the cognitive component in attitudes where it is this information, it is this knowledge, which will be a major component in the



attitude itself, which will be the cognitive component or the knowledge component. So, the, as per the cognitive theory, information gathering, information processing and information compression and retention, will all have an impact on consumer learning and via learning, via the cognitive component, it leads to the development of an attitude.

Marketers should be very careful, they should provide a lot of information about the product or service offering about the various brands. They should talk about the product features, attributes, benefits, they should talk about the unique selling proposition, they should talk about, you know, position themselves on any kind of differentiation, that they possess. They could also say how better they are in terms of giving value or how better they are than the competitor in terms of providing value and all of this information, either through the print media or through audio-visual media or even through a sales person. And dealers could be provided to, to the consumer and all this could facilitate in the information of attitudes.


However, one thing we would like to say here it, that you know, while giving information one has to be very careful for products, which are expensive and high involving providing information and using the rational appeals or informational appeals may help a great deal. But for other products, which are bought, you know, which may be convenient product or which may be impulse items or which are low on involvement such products, too much of information providing, too much of information may not prove to be helpful at all because there the focus is on the effect, on the feel. So, the message context becomes more important than the message content.

So, instead of providing information there, you probably have to put in lot of, you know, emotional appeals. Also, be very careful in either cases, either with high or low involvement, do not put provide too much of information, do not give too much of information of features, attributes or benefits because it may lead to a cluttering and this clutter may lead to perceptual blocking thereafter. So, so, one has to be very careful, nevertheless cognition, nevertheless you know, information gathering, processing. And you know, storage has an impact on creation of attitudes, the day-to-day updation of knowledge, day-to-day modification will have an impact on final, you know, creation of positive or negative attitudes in the minds of the consumer. So, this is how the cognitive learning affects the formation of attitudes.

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***Impact of sources in attitude formation:***

- While attitudes are formed as a result of learning, they are *influenced by various sources*.
- Such sources include self-experiences, as well as direct and indirect influences;
- Direct influences are influences from family and friends, salespersons (direct marketers) as well as dealers.
- Indirect influences include influences via mass media, either print or audio-visual.
- Self experiences have a major role to play in the formation of attitudes.



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So, now, if we look at now the impact of sources basically on attitude formation, so while attitudes are formed as a result of learning, they are also influenced by large number of sources, such sources could be experiences, self-experiences, as well as, direct or indirect influences. Direct influences come from family, friends, peers, colleagues or opinion leaders or it could also be from, you know, direct face-to-face contact with sales persons and dealers. And indirect influence comes to us from via mass media, either print or audio-visual and self experiences also have a major role to play in the formation of attitudes.

So, attitudes thus get that get formed by, by, by the, by, through learning, whether it is the classical theory of learning or whether it is the, the, the operant theory of learning or whether it is the cognitive theory of learning or it is the social theory of learning. So, social, here impact of sources, these are social sources or which have an impact on attitude formation.

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**b)Attitude Change:**

- Once formed, attitudes are enduring and consistent.
- However, this does not imply that they cannot be changed.
- Attitudes can be changed in the same manner as they are formed, i.e. through learning.
- They can be changed by bringing about a change or alteration in any one or all of the components that make up the attitude, i.e. knowledge, feeling and behavior.
- Bringing about, changes in any or all of the tricomponents, requires immense effort on the part of the marketer, who need to provide information via media as well as use reference group appeals and opinion leaders so as to influence modification of attitudes.



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Now, we move to attitude change. Now, we have discussed in our session on, while we were discussing nature of attitude, that once formed attitudes are enduring, they are consistent, they, they remain for substantial amount of time, but this does not mean, that they cannot be changed. Attitudes can be changed in the same manner in which they are formed, that is through learning. So, what we actually require is a process of unlearning. Now, this is going to be a very, very difficult task on the part of the marketer and the only way he can do it is through a repositioning strategy.

So, we will take about it in detail little later, but at the moment what we are speaking of, that in order to change attitudes you must change, you must actually follow the same process of formation. You have to now reverse it and bring about a change of trying to form a change in the attitude itself. So, by bringing about change, an alternation in any of the three components, all of the three components, the knowledge, the affect and the behavior, we will be able to bring about a change in the attitude.

So, when attitudes are formed because of this CAB, they also get modified and changed as a result of CAB. So, you either bring about a change in the knowledge component or you bring about a change of feel in the, in the feeling component or you, you know encourage a consumer to behavior in a particular manner and learn from this experience in the form of reinforcement, any, or all of these will actually help you change attitudes.

So, bringing about changes in any, all of the three components, actually it requires a lot of effort from the marketer who will actually have to provide information via media, as well as, he will have to use reference group appeals and majorly, he will have to use an opinion leader to be able to influence a change of attitude. So, he has to basically rely on mass media to provide more and more information. He has to use rational appeals, informational appeals, emotional appeals, social appeals. He also has to try to, you know, use reference group appeal, and then he also has to take services of an opinion leader, so as to be able to bring about or encourage modification of attitudes. So, by doing, so he will be able to bring about a change in the attitude itself, changing any or all of the three components of the attitude will bring about a change in attitude itself.

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**i) Attitude change via cognition:**  
-Attitudes can be changed by providing information about the brand, and changing consumer beliefs about the attributes about a brand.

- It can also be brought about by changing the importance that consumers' attach to the attributes of a product.

**ii) Attitude change via affect:**  
-Attitudes can also be changed by generating positive feelings and emotions towards a brand.

-Ambience of the store, reward schemes, well designed ads with celebrities etc., also create positive mood states that impact attitudes.

**iii) Attitude change via behavior:**  
-Consumer attitude can also be changed by eliciting trial on the part of the consumer and encouraging him to use the product.

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So, let us talk about attitude change via cognition, attitude change via affect and attitude change via behavior. So, attitude change via cognition, attitudes can be changed by providing information about the brand and change, to change a consumer opinion, consumer belief about the attributes of the brand. It is going also be brought about by changing the importance, that consumers attach to the attributes of the product. Here, if you recall, we, we could actually use the lexicographic graphic rule where we identify what is of most importance to a consumer and try and build up on that characteristic or on that feature and highlight that. So, by using the lexicographic graphic rule you could kind of get, you know, you know, develop a positive attitude for your, for that particular brand and you know, the consumer gain favorably from the consumer. So, attitudes can

be changed by providing information through knowledge, through beliefs, through opinions, as well as, by changing the importance, that consumers attach to some of the attributes.

The second is changing attitudes via affect. So, attitudes can also be changed by creating positive feelings or emotions and by emotions towards the brand. You know, it could either be through the add we have discussed just short, you know, in the previous session. We have discussed how attitude towards the add leads, you know, exposure to the add, leads to feelings of the add. So, through an exposure to an add, which is, may be, using an emotional appeal or focusing more on the context, on the periphery, on the music, on the jingle, on the celebrity. So, you know, by focusing on all that you create a positive emotion, a feeling of, a positive feeling towards the adds. So, you know, exposure to the add leads to a positive feeling towards the add, which ultimately transcends into leading to a positive attitude towards the brand.

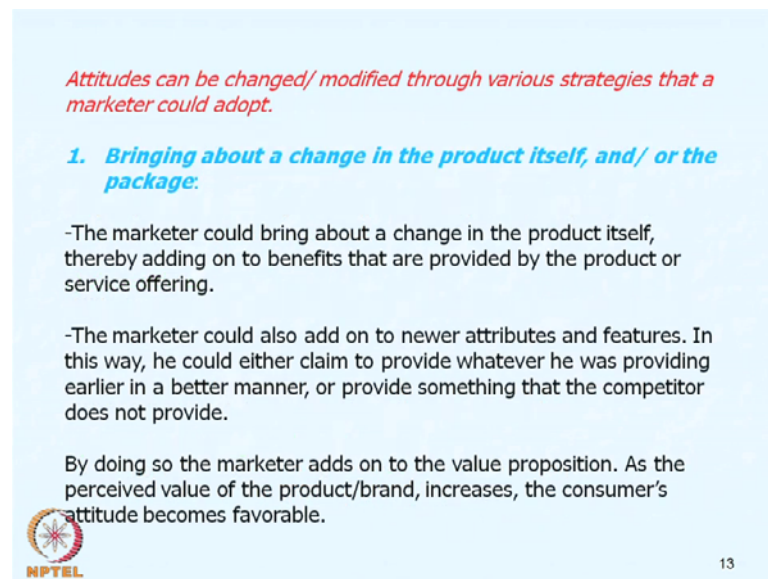
So, attitudes can be changed by bringing about positive feeling and emotions towards the brand by having a, you know, a good advertisement or a good marketing communication. The design of the marketing communication or design of the advertisement will, should lead to emotional, you know, positive emotional states, which will feeling like, lead to feelings of like, which will ultimately lead to feelings of likingness towards the brand.

Apart from that, ambience of the store, rewards schemes, well-designed, you know, as I said, advertisements, all of these creates positive mood states and the impact attitudes, especially you know, here the manner in which a store is laid out, the, the ambience in the store, the store atmosphere, the lighting in the store, the music in the store, the, the, the attitude of the sales people, you know, their politeness, their courtesy, their willingness to help the entire process, you know, pre-purchase and during purchase, even right from search for products to billing, all of this can basically be used. The processes can be modified to encourage building up of positive mood states and all of this will impact attitude towards the store and towards the brand.

You can also change attitudes via behavior. You know, consumers can be encouraged to try out products and once they try out such products, they would be, the behavior gets reinforced. In case of positive reinforcement, where in case of satisfaction we say there is a positive reinforcement and consumer is, you know, develop a positive attitude and is

more likely to purchase the brand again. And in the case of, you know, dissatisfaction, a negative reinforcement occurs and the person becomes, you know, he gets, he, he is unlikely to purchase the same brand again. He develops a negative attitude towards the brand. So, you can change attitudes through cognition, through affect or through behavior.

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*Attitudes can be changed/ modified through various strategies that a marketer could adopt.*

**1. Bringing about a change in the product itself, and/ or the package.**

- The marketer could bring about a change in the product itself, thereby adding on to benefits that are provided by the product or service offering.
- The marketer could also add on to newer attributes and features. In this way, he could either claim to provide whatever he was providing earlier in a better manner, or provide something that the competitor does not provide.

By doing so the marketer adds on to the value proposition. As the perceived value of the product/brand, increases, the consumer's attitude becomes favorable.

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Now, we were talking about, you know attitude change or attitude modification. Marketers can basically use a number of strategies to basically bring about you know change in the attitude or modification in the attitude. The first thing, which marketers could do, is to bring about a change in the product itself or the package. So, by bringing about a change in the product design, may be better technology or better features, attributes or benefits, or you know, by providing these marketers could gain a favorable attitude. They could develop a favorable attitude, they could add newer features, they could add newer attributes and while doing, so they they may do, they may provide to the customer something, which the competitor does not do or does not offer. Also, when he does this, when he adds new features, attributes, benefits or uses better technology and better processes to you know manufacture the product, what he is trying to you know, portray is, that he is gives more value than others in the market place.

So, he adds on to the value proposition and as the perceived value of the product increases, the consumer's attitude too overcomes favorable. As I just mentioned,

identifying a feature or an attribute, which, which is more desirable or which is more wanted by the consumer or which is regarded to be as valuable for the consumer, adding, identifying such features and adding on to that, adding such features into the product may also lead to a positive formation of positive attitudes towards the particular brand. As I said, the lexicographic rule could be very well applied here.

We can use an example here, I could illustrate, say for example, a lady has a very neutral attitude towards the various brands of shampoos that are available in the market. So, according to her all of these shampoos, whether it is Pantene or whether it is Dove or Fiamma di Willis or it is Sunsilk, all of them are same and there is nothing very special about any one of them. So, they, they, she considers them to be the same, she has a very neutral attitude towards them.

Now, for example, if Fiamma di Willis comes up with a scheme, that with a shampoo they give a conditioner free or you know, if it is, you know, with a, with a particular, you know, or come up with a scheme where you know, you buy one and you get one free, in that case the lady would begin to feel, that she gets more value for money. So, she, she could you know, probably go in at the change of attitude would occur, she would prefer buying that particular brand, she feels that she is getting more value for money and she is, so she ends up buying Fiamma di Willis. Similarly, if Dove claims to, Dove shampoo claims, that it is to, you know, prevents hair fall and it boosts hair growth, she may develop a positive attitude towards Dove.

So, by, by, by bringing about a change in the product itself, marketers could benefit. They could identify any, on all of such features, which the consumer thinks is valuable. If the consumer thinks is relevant to his needs or is important to him and if the marketers could incorporate such attributes, benefits of features into the product and thereby, into his brand, thereby gain an advantage over others, you know, he could, consumers would form a favorable attitude towards his brand and would buy his brand and ignore the competitors brands.

Now, why, now this bring about changes in the product means, too much of an investment on the part of the marketer. It is an expensive exercise, both in terms of time, both in terms of money and the also the level of risk, that may be involved. So, you


know, alternatively marketers often also try to come up with, you know, something new in the form of a package, so they could only bring about a changing in the packaging.

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While changing the product itself, alternatively the marketer could change only the packaging.

-Packaging could also provide benefits like ease of use, ease of carrying and handling as well as storage.

*For example:* Dhara refined vegetable oil began to be preferred by single individual households over other brands; this is because it was launched in small packs as 200 ml Tetra Briks.




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Packaging could also provide benefits, like ease of use, ease of carrying, as well as, handling and storage. For example, you have Dhara vegetable oil, that began to be used by single households because it was launched in a small 200 ml Tetra (( )) pouches or packs. So, it is, in case a product or in case incorporate identifying an, incorporating, you know, product changes, changes into the product in terms of features and attributes is difficult or it is expensive or it is risky. So, marketers could alternatively go about and bring about a change in the package itself, which could be something related to ease of handling, ease of storage, ease of carrying as what Dhara did.

Bringing out a change in the product also means lot of, you know, investment in terms of R&D. So, here changing the packing is an, is a cheaper alternative where the marketer tries to you know, show how this package, you know, the product can be stored or handled or used or conveniently carried.



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**2. Identifying evaluative criteria for the consumer.**

- Consumers summarize their opinions, beliefs and overall attitudes based on the various product attributes and benefits.
- They may often ignore an attribute because they are unaware of an attribute or a benefit or a criterion.
- The marketer could help the consumer identify evaluative criteria.
- The marketer would focus on such criteria where he feels he is on a strong position. He could either have a monopoly (as a USP) or a competitive edge.

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Another way by which you bring about a change in the, in the product, in the, in the attitude towards the product is identifying evaluative criteria for the consumer. This again, we could again link to the lexicographic rule, consumers basically have their opinions and beliefs, overall attitudes, based on the product, attributes or features. So, sometimes it may happen that they may totally ignore a benefit or they may totally ignore an attribute because they are totally unaware of that attribute or the benefit or that particular product characteristics or criteria. So, marketers could basically help them identify such and the marketers here could focus on that criteria and then they could, you know, build up on that criteria and you know, try and gain an advantage over others.

Marketers could also focus on criteria on which they are special, on which they are unique and they could have a monopoly or a USP on such criteria. So, they identify such criteria or such evaluative criteria for the, for the, for the consumer and the consumer then realizes, that this particular criteria could mean more value or mean more relevance to, to them and so they move, you know, they, they, they begin to have a favorable attitude towards a product or a brand because of this attribute or feature. It would be advisable and very intelligent on the part of the marketer to highlight such attributes or such features on which they are strong. So, whatever feature or whatever attribute you are strong in, you must be able to, you know you know talk about it openly and help consumers identify it. In case consumers are not aware of such attributes or features and

the desirable benefits, marketers should make them aware, make them known and make them, you know, aware of not only the attribute, but also the benefit.


For example, you have the Godrej, which promotes its brand expert powder hair dye by, by mentioning five attributes. The most important of these attributes is that it does not contain any ammonia. So, whether they emphasize this, you know, like they, they have five different criteria in which they would be able to evaluate themselves, but they identify that particular criteria or they speak about that particular criteria on which they are strongest, which is, that this particular hair dye does not contain any ammonia. So, when they emphasize this, they provide an evaluative criteria in the, into the, into the mindset of the consumer and the consumer then tries to begin to compare other dyes and other hair colors based on this attribute and then they feel, that Godrej stands out or Godrej stands the strongest on this particular attribute or this particular benefit. And so, they, they tend to develop a positive attitude towards Godrej and they realize, that it is a better brand as it does not contain any ammonia.

So, you, you have to, one, if you do two things basically, one, identify evaluative criteria for the consumer. While doing so make sure, that whatever criteria you identify, you are strong on that, you are unique on that and you are better than the others. Two, also make sure, that whatever criteria you are identifying is something, which is of value, which is of whatever criteria you are identifying and you want to position yourself on or you want to create an attitude, favorable attitude for you, for, for yourself on that characteristic, on that feature, that you should be, that particular attribute or feature should be of greater allowance, should be of great importance, significance to the consumer, it should be of value to the consumer. So, one identify alternatives, sorry, identify evaluative criteria for your consumer, identify something where you are unique, where you are strong. Also, identify something where you are, which is of value to the consumer.

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**3. *Modifying or changing the criteria for evaluation:***

- The marketer could also identify criteria that modify or change the existing criteria for evaluation.
- This means that he focuses his efforts on to educating the consumers to use such attributes for evaluation, which he had not used earlier.
- The marketer generally finds himself in a position to do this when he has modified his product and added product attributes and features.
- He promotes such attributes on which he has the "uniqueness", or those on which he performs best.
- He would avoid talking about such attributes which he does not possess or on which he does not perform well.



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Another, you know, method by which or other strategy by which you can change, you know, attitudes is by modifying or changing the criteria for evaluation. So, the marketers, basically, could try to identify criteria that modify or change the existing criteria for evaluation. So, this means, that he will have to focus his effort on educating customers about product attributes and features, which they, consumer, did not use earlier or consumer was not aware of use earlier.

So, you know, generally the marketer finds himself in a position to do this when he has modified his product and has added attributes such that now his product is unique or is something, which is best on that particular attribute or features. So, he would avoid talking about attributes, which he does not possess and he will take about attributes where he performs well. For you know, so basically what a consumer, what a marketer has to do is that whatever criteria existed for evaluation, he has to now modify them or change them and he has to introduce a benefit or a features or an attribute wherein a marketer is strong on.

For example, a dish, dish wash bar is supposed to sparkle, clean the utensils and leave a good smell. So, this had been an evaluative criteria for choosing a brand against another. But then Jyothi Laboratories, they emphasized, that you know, it is not only the cleanliness, the expressive cleanliness or the looks or it is not only the smell, which is important, but it is also very important, that the bacteria is killed. So, they says, they

emphasized on the bacteria, that remains on the utensils even after they have been washed and they are sparkling clean and smelling good. So, they, they, in order to, you know, they introduced this particular criteria, which is you know, not only cleaning, sparkling clean or smelling good, but also you know, clean in terms of bacteria free. So, they came up with a particular brand, which was Exo detergent brand, which said, that not only do we clean, you know, the utensils and leave them sparkling clean or shining clean and not only do we leave behind a good smell, but we also, you know, kill the bacteria, which exists on used plates and used utensils. So, their Exo, Exo detergent bar and liquid was, was positioned as the only antibacterial dish-wash liquid with cyclozan as an active agent or cyclozan as an active ingredient. So, that is how they showed.

So, they modified or changed the evaluative criteria, that it is not only, you know, keeping your utensils clean and smelling good, but they also have to be free from germs, free from bacteria and so, they introduced this, you know, detergent bar with and liquid, liquid, liquid detergent with cyclozan as the, you know, active ingredient. So, in this manner they modified and changed the criteria for evaluation.

So, you, you can do a lot of things, you can not only identify criteria or position yourself on criteria where you are strong, but you also modify this criteria. So, you modify it and when people, now when they buy, you know, they buy a detergent, they were always be sure, that yes, it should be something, which behind, you know, leaves no stains or leaves no, you know, color or leaves no, you know, germs on the plate. It should be smelling good and it should be nice. So, so this is how we say, that you can change attitudes by modifying criteria.

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**4. Associating the product/ brand with an existing favorable attitude:**

- The brand could also be related to socio-economic, cultural and environmental cause.
- An association between the product/brand and the favorable cause would result in favorable attitudes towards the brand.

*For example:*

- Procter & Gamble, in association with CRY and Sony Entertainment Television has launched the Project "Shiksha", to help educate the underprivileged children.
- As and when a consumer buys a P&G product, he/she supports one day's education of one child.
- A favorable attitude towards the cause, leads to a favorable attitude towards the brand, P&G. In this manner, P&G tries to create a favorable attitude towards its products and elicits action on the part of consumers to buy their brands.



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You can also change attitudes or form attitudes by associating the product with an existing favorable attitude. So, the brand could be related to any, of course, it could be a social cause or an environmental cause or an economic cause or the cultural cause. So, by, by basically associating your brand with a socio-cultural environmental or economic cause, you basically try to develop a favorable attitude for your brand. So, here again stimulus generalization occurs and the association between the brand and the favorable cause ultimately leads to a favorable attitude towards the brand.

So, Procter and Gamble in association with CRY, the Child Relief and You, the association and this, you know, Sony Entertainment Television, so Procter and Gamble in association with Sony Entertainment Television and CRY has launched the project Shiksha and this project Shiksha is basically aimed at educating the underprivileged children. So, as and when, you know, you buy a P and G product, one rupee from there basically gets contributed. And they say that when you buy a P and G product as a consumer, you are indirectly supporting a one day's education for a child. So, the favorable attitude towards the cause leads to favorable attitude towards P and G. So, that is how P and G tries to relate, you know, relate itself to P and G, tries to relate itself to a favorable cause and you know, that tries to relate, I mean, ultimately develop a favorable attitude towards itself.

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#### 5. Changing the basic motivational function:

- A marketer could change consumer attitudes by laying emphasis on a function that has not been associated earlier with the product and/or brand.

-In other words, it implies that the marketer makes new needs prominent, and shows to the consumers that it can serve a function that has not been considered earlier.

##### *For example:*

-Phenyle, the traditional brand from Bengal Chemicals, has been perceived as a cleaning agent that has been used to clean floors.

-Reckitt Benckiser (*India*) Ltd. Introduced their brand Lysol, which was positioned not only as a cleaner that keeps homes clean but also as a disinfectant that left behind a good smell, and protected the family from illness caused by germs.



So by making a new need prominent and changing the basic motivational function of floor cleaners, Reckitt Benckiser was able to create a favorable attitude towards their brand.

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You can also modify attitudes by changing the basic motivational function. So, a marketer could change attitudes by laying emphasis on a function that has not been associated earlier with the product or with brand. So, the marketer basically tries to make newer needs more prominent and he tries to show that to the consumers, that a product can basically help you serve a function that has not been considered earlier.

So, you have, you know, the traditional Phenyle from Bengal chemicals which was perceived as a cleaning agent, and so years and years it was used as a, as a, as a phenyle to, as a, to, as a cleaning agent to clean floors. But then Reckitt and Benckiser introduced a Lysol, which was not only positioned as a cleaner, but also a disinfectant, that left homes smell good and protected the family from germs. So, by making a new need prominent, which was not only clean floors, but also good smelling floor and you know, good smell in the house and a good disinfectant, that you know, also kills germs, which actually cause illnesses in family. So, by you know, identifying a new need and by showing, that how this particular product from Lysol could not only leave your home clean, smell good, but also fight germs and prevent illnesses. So, that is how they basically change the basic motivational function and try to build a positive attitude for their product or for their brand.

So, here you see, that you know, Bengal chemicals' Phenyle essentially, dark in, black in color, which left behind some smell, you know, yes it clean the floor, but it left behind a

smell and then that was it. But here you have Lysol, which positions itself as a colorful detergent, which is, which is leaving, going to leave, it not only cleaned the floor, but it is going to make the house smell good and it is also going to act as a disinfectant, which, which was going to keep germs away and illnesses in the family away. And so that is how a basic motivational function is changed and people begin to have a positive attitude towards the brand.

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**6. Changing consumer opinion and beliefs about competitor brands.**

- The marketer could also build favorable attitude towards his brand by negating the value of competitive brands.
- He could change the prevailing consumer opinions and beliefs about the competitive brands.

**For example:**

- GlaxoSmithKline Consumer Healthcare India Ltd. claims that their energy drink, Horlicks promotes growth and provides energy faster and better than Complan.
- Heinz India Pvt. Ltd claims the same for their brand, Complan.
- Thus, both try changing consumer opinions about their brands by comparing them with competitor brands.


You could also change consumer opinion and beliefs about competitor's brand and when you are doing that, you could basically be able to win for yourself a better attitude. So, he could change the prevailing consumer opinions and beliefs about competitive brands. For example, GlaxoSmithKline Consumer Healthcare says, that their energy drink Horlicks promotes growth and energy, promotes growth, provides energy must faster than Complan. So, Heinz India claims the same for their brand Complan. So, so both of them try to change consumer opinions by showing, by you know, by, by, by, about their brands by comparing them with competitive brands.



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**6.5.7 Attitude Change and Underlying Theories:**

- While discussing on ways and means to change consumer attitudes, mention should also be made the underlying theories, viz.:
  - Elaboration likelihood Model
  - Theory of Cognitive Dissonance and
  - The Attribution Theory.
- These theories have already been discussed earlier.
- Let us discuss them in the context of attitude change.




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Now, let us move further and talk about attitude change and underlying theories. While discussing changing of attitudes you must also mention some underlying theories on attitude change. We have the ELM theory or the elaboration likelihood theory, the theory of cognitive dissonance and the attribution theory. Some of these theories we have discussed earlier, so we will now discuss them in the context of attitudinal change.

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- The Elaboration likelihood Model, speaks of attitude formation and change in context of a consumer's exposure towards an advertisement, and the level of involvement.
- The other two theories, i.e., the Cognitive Dissonance Theory and the Attribution Theory address and explain differently as to why acts of behavior (purchase) might precede attitude formation.



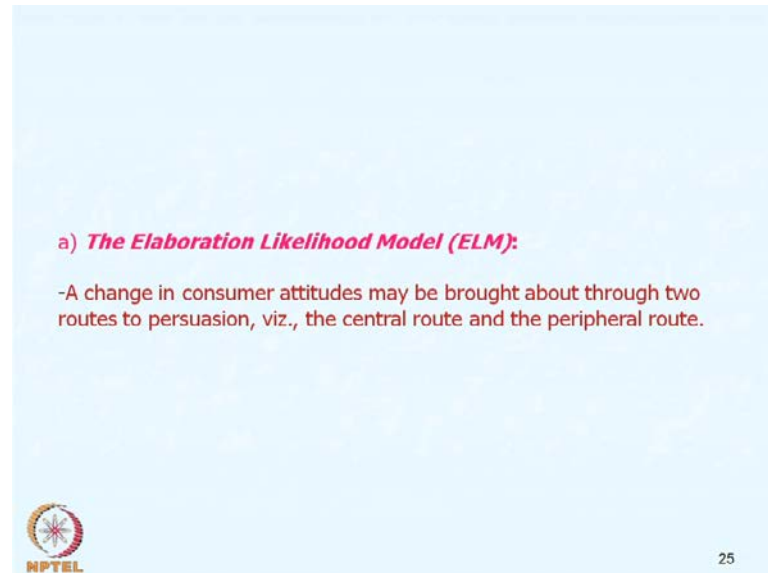
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So, the ELM theory speaks of attitude formation and change in the context of a consumer's exposure to an add and the level of involvement and the other two theories,



which is the cognitive dissonance theory and the attribution theory explain as to why acts of behavior or purchase may precede attitude formation. So, we will start with the ELM.

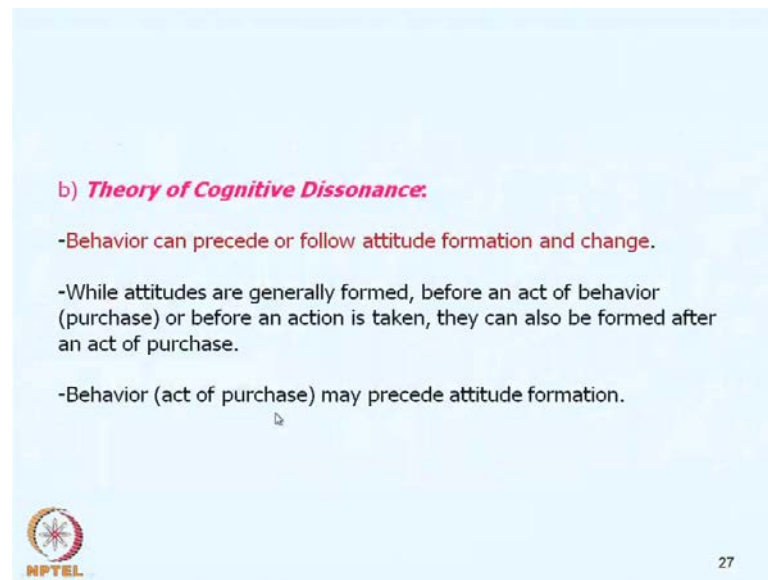
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So, the ELM model, as we know, says, that attitude change can be brought about through two routes of persuasion, the central route and the peripheral route. In case of high involvement attitude change will occur when consumer searches for information. This would result in learning and lead to an attitude change via the central route to persuasion. So, in cases of high involvement the consumer lays focus on the central product related information. Comprehension is deeper, elaboration is higher and this impacts attitude towards the brand.


On the other hand, in case of low involvement, attitude towards a product will occur via the, you know, peripheral route to persuasion and there will be lower involvement with the product or the brand message and the focus will be on the peripheral with non-related product information, like beautiful ads, discounts, you know, free samples, etcetera. So, comprehension (( )) of elaboration is low and they focus the attitude, you know, this impacts attitude towards the advertisement rather than attitude towards the brand.

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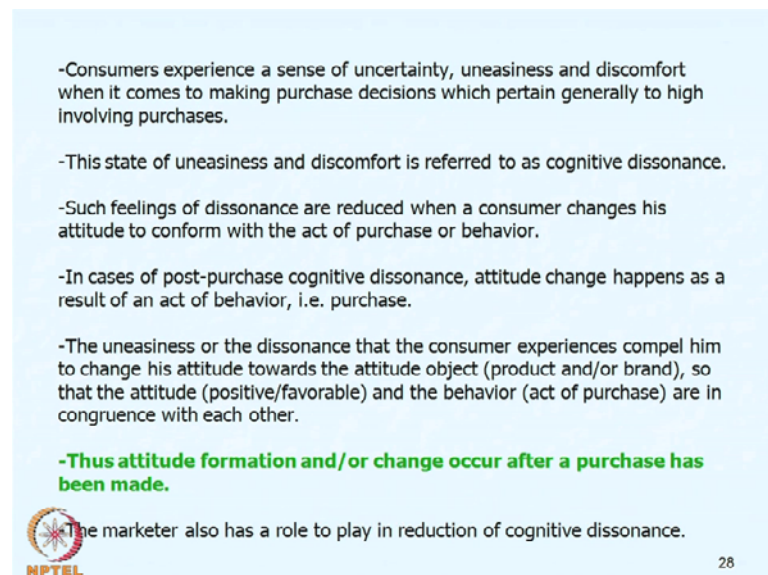
**b) Theory of Cognitive Dissonance:**

- Behavior can precede or follow attitude formation and change.
- While attitudes are generally formed, before an act of behavior (purchase) or before an action is taken, they can also be formed after an act of purchase.
- Behavior (act of purchase) may precede attitude formation.

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We have the theory of cognitive dissonance, which says, behavior can precede or follow attitude formation and change when, while attitudes are generally formed before an act of behavior, they can also be formed after the act of purchase. So, behavior may precede attitude formation.

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- Consumers experience a sense of uncertainty, uneasiness and discomfort when it comes to making purchase decisions which pertain generally to high involving purchases.
- This state of uneasiness and discomfort is referred to as cognitive dissonance.
- Such feelings of dissonance are reduced when a consumer changes his attitude to conform with the act of purchase or behavior.
- In cases of post-purchase cognitive dissonance, attitude change happens as a result of an act of behavior, i.e. purchase.
- The uneasiness or the dissonance that the consumer experiences compel him to change his attitude towards the attitude object (product and/or brand), so that the attitude (positive/favorable) and the behavior (act of purchase) are in congruence with each other.

**-Thus attitude formation and/or change occur after a purchase has been made.**

 The marketer also has a role to play in reduction of cognitive dissonance.

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And you know, you have state where, you know, so, so here, relating it to the theory of cognitive dissonance we have discussed where consumers feel, experience, a state of


uneasy and discomfort post-purchase and this is more pertinent to products, which are high involving products. So, we call it cognitive dissonance.

So, in case of post-purchase, cognitive dissonance attitude change happens as a result of an act of behavior or act of purchase. So, the attitude formation occurs after the purchase has been made. The uneasiness, uneasiness or the dissonance, that a consumer experiences compels him to change his attitude towards the attitude object, so that attitude and behavior are in congruence with each other.

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**c) Attribution Theory:**

- Another theory that explains how behavior (act of purchase) may precede attitude formation is the attribution theory.
- The theory explains how people tend to ascribe causality to events on the basis of their own behavior or the behavior of others.
- In other words, they attribute blame or credit arising out of an act of behavior (unsuccessful or successful) to others or to their own self.
- Attitude formation and change happens because of consumer's judgment of their own behavior (self-perception) and their experiences.
- The issues that need discussion are
  - i) self-perception theory; and
  - ii) internal and external attributions.




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We have the attribution theory, which also explains how behavior may precede attitude formation. So, we will talk here of how people tend to ascribe a causality of events on their, on the bases of their own behavior. They attribute blame or credit out of an act of behavior to others, you know, or in case they are successful, they claim success to themselves. In case, they are, they are unsuccessful they claim the failure to others. So, attitude formation and change happens, because of consumer's judgment of their behavior and their experiences. So, we have the two issues, which is self-perception theory and internal and external attribution.

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i) *Self-perception theory:*

- According to the self-perception theory, a person attributes causality to events on the basis of his behavior.
- Thus, a consumer would attribute behavior (an act of purchase) to his/her own beliefs, inferences and judgments.
- Attitudes would develop out of the inferences and judgments that consumers draw about their own behavior (act of purchase).




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So, according to the self-perception theory, consumers with attribute behavior to their own beliefs inferences and judgments, so attitudes would develop out of the inference or judgment that consumers draw upon about their act of purchase.

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ii) *Internal and external attribution:*

- It is a tendency on the part of human beings to take credit for a successful or positive outcome (internal attribution), and blame others for an unsuccessful or negative outcome (external attribution).
- This could be applied to consumers also.
- They take credit for a right decision and act of behavior (to purchase/not to purchase) on to themselves; this phenomenon of accepting credit personally is called internal attribution.
- They also have a tendency to blame others for a wrong decision and act of behavior; this phenomenon of attributing failure to others is called external attribution.




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And as per the internal and external attribution theory it is a tendency on the part of individuals to take credit for successful or positive outcomes and blame others for negative outcomes. So, this also applies to market consumers. They take credit for a right decision with respect to the act of purchase on to themselves and they call it internal

attribution. They accept credit personally and they have a tendency to blame others for the wrong decision and the phenomena of attributing failure to others is external attribution.

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-In assessing the reasons for whether a product meets or does not meet customer expectations, they could attribute the product's performance (success or failure) to the product/brand itself or to their own selves or to others or to a mix of these.

-This has implications for a marketer who should make sure that he provides to the consumers the right kind of products in terms of attributes, benefits and usage, so that **consumers would attribute the success to the marketer.**

-However, this is a rare as consumers like to attribute success with the product offering to themselves by stating that they made the right decision by purchasing the brand.


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So, in case the product does not meet the expectations, they attribute the failure to the product or to the brand. So, this has implications for a marketer who must make sure, that the, that they give to the consumers, that right kind of products, in terms of benefits, attributes and features, so that the consumers attribute the success through the brand and not to their own usage or to their own judgment. So, it is very important, that the marketers try to give the best to the consumers, so that success can be attributed externally to the brand and not internally to the consumer himself.

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**6.5.8 Consumer Attitudes and Implications for Marketers:**

- Consumer attitude has implications for a marketer.
- 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.
- Marketer should understand the dynamics of attitude formation and change.




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Now, let us come to consumer attitudes and implications for a marketer. We have seen that individual with a positive attitude is more likely to make a purchase, and this makes the study of consumer behavior more relevant and more important. A marketer should understand the dynamics of attitude formation.

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- a) Consumer attitudes are reflective of **consistent favorable or unfavorable feelings** that a consumer or a prospect forms about an object (product/service offering, price, store, dealer, promotion, advertisement etc..)
- b) They **cannot be observed**; they can only be inferred from what people say or what they do and how they behave.
- c) Consumer **attitudes are formed** on the basis of:
  - experiences;
  - information received from personal (WOM, family, friends, peers etc.);
  - impersonal (marketer's sources) sources of information that are retained in one's memory.-Marketer should be careful while providing relevant information.
- d) Attitude formation as a process is **impacted by needs and motivation, perception as well as learning**.




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Attitudes are a process impacted by needs and motivation, perception and learning. Consumer attitudes are formed by experiences, by information received from personal sources and impersonal sources and they, they basically are reflective of feelings of



likingness or dislikingness, favorableness or unfavorableness towards a product or a brand or the 4 Ps.

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e) Consumers form positive attitudes towards product/service offerings because:

- they provide a utility;
- help defend their ego, self-image and self-concept;
- expresses a person's values and lifestyle, personality and self image; and
- reaffirm their knowledge base, to finally help them simplify purchase decision making.

f) A consumer may exhibit a behavior that may be inconsistent with their attitude.

- For example, a consumer may have a neutral feeling or may be indifferent with a brand, but he would go in for a purchase as he gets a good bargain (a concession or a discount etc).
- Attitudes are situation specific.

g) Marketers should understand the formation of attitudes, as well as their change, so as to be able to predict acts of behavior, and influence them.

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So, consumers tend to form positive attitudes for a product or a brand because they, they protect their ego, self-image and self-concept. They match their self-concept and self-ego, they provide utility, they reaffirm their knowledge base. So, but we should also see, that a marketer, consumer may exhibit a behavior, which may be inconsistent with his attitude. So, he may have a neutral feeling towards a product or a brand, but buys it either because of social influences or because of environmental determinants.


Marketers should be able to understand the processes or the dynamics underlying the formation of attitudes. They must also be able to identify strategies, which will help them design such strategies, you know, strategies for a product, you know, or service. They should bring about certain changes in the product or service, which lead to formation of attitudes. So, they must be very aware and they must be very clear about the dynamics and go along creation of attitudes.

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h) While attitudes are stable and do not change frequently, they can be changed if something is done to change them.  
-Marketers should understand the dynamics of attitude formation and change, and make attempts to transform neutral or unfavorable attitudes into favorable ones.

i) 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.  
-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.

j) 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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It is not only creation, but also for formation of attitudes, you know, they should be, they should be able to identify strategies, which help them change attitudes or modify attitudes.


Attitudes can be changed if something is done to change the three components and consumer's attitude towards a product is based on a presence or absence of certain attributes and the corresponding evaluation. Also, consumers may have a positive attitude towards the object, but may have a negative attitude towards the act of buying.

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k) The behavior of a consumer is based on his intention to act, which is moderated by the attitude towards behavior and other subjective norms.  
-Intention precedes actual behavior; beliefs and attitudes as well as subjective norms precede intention.

l) Consumer's attempts at purchase and consumption, get impeded by personal and environmental impediments, thus preventing the action (act of purchase) from occurring.

m) Consumers form judgments and feelings as a result of exposure to an advertisement.  
-Not only does a consumer form attitudes towards the advertisement, he or she also forms an opinion towards the brand.  
-Thus marketers need to be careful while formulating ads especially for innovative products and services and for new brands.




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The behavior of a person is based on his intention to act, which is also moderated by attitude towards behavior and subjective elements. Consumer's attempts at purchase and consumption get impeded by personal and environmental impediments and consumers form judgment and feelings as a result of exposure to an advertisement.

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n) Attitudes can be measured by observation, qualitative studies (focus group, depth interviews, psychological tests) and quantitative techniques (or rating scales).

o) Attitudes are formed as a result of the *learning process*.

*Classical conditioning:*

- Consumers also have a positive attitude towards successful brands.
- The successful brand name is the *unconditioned stimulus* that, through *repetition* and positive reinforcement, results in an favorable attitude (the *unconditioned response*).

*Instrumental Conditioning:*

- Consumers tend to form attitudes based on the reinforcement that they receive.


*Cognitive Learning Theory:*

- Attitudes are also formed on the basis of information that a person collects about a product or service offering and/or a brand, from his environment.

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Attitudes can be measured by observation by qualitative studies and by quantitative techniques. Attitudes are formed as a result of learning. So, so in order to, you know, change can be brought about via cognition, via effect and via behavior.

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p) Once formed, attitudes are enduring and consistent. However, they can be changed through learning.

- Bringing about change requires immense effort on the part of the marketer, who needs to provide information via media as well as use reference group appeals and opinion leaders so as to influence modification of attitudes.

q) Attitudes can be changed/ modified.

Some strategies to bring about a change in attitudes or to influence attitudes are:

- bringing about a change in the product itself, and/ or the package;
- identifying evaluative criteria for the consumer;
- modifying or changing the criteria for evaluation;
- associating the product/ brand with an existing favorable attitude;
- changing the basic motivational function and making new needs prominent;
- changing consumer opinion and beliefs about competitor brands.

r) Behavior can precede or follow attitude formation and change.

- While attitudes are generally formed, before an act of behavior (purchase) or before an action is taken, they can also be formed after act of purchase.

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And attitudes can be changed or the attributes can be changed, they can be modified and its, its behavior may precede or follow attitude formation.

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Now, this brings us to a conclusion of this particular session and or you know, conclusion of this particular module on 6.5, which is consumer attitudes. So, here are the references.

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**FAQS (FREQUENTLY ASKED QUESTIONS):**

- Ques 1 Discuss the theories underlying attitudinal formation?
- Ques 2 How can you bring about attitudinal change in consumers?
- Ques 3 Write a short note on the ELM model and attitude formation/change.
- Ques 4 Can attitude formation take place after an act of behavior? Explain with reference to the Theory of Cognitive Dissonance.



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Coming to frequently asked questions, discuss the theories, underlying attitudinal formation. So, you will give talk about the various theories. How can you bring about


attitudinal change in consumers? So, we will talk about how you can bring about change via cognition effect and behavior. Write a short note on ELM model and attitude formation and change. So, you will see how the ELM, the central route to persuasion and the peripheral route persuasion can bring about change in attitudes. And fourth question, can attitude formation take place after the act of behavior? Yes, it can, so explain in terms of theory of cognitive dissonance.

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**SELF EVALUATION TESTS/QUIZZES:**

**Section A    True/false:**

1. The Attribution Theory explains as to why acts of behavior (purchase) might precede attitude formation.
2. Attitude formation as a process is impacted by needs and motivation, perception as well as learning.
3. 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.
4. Behavior can precede or follow attitude formation and change.



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Now, coming to quiz, let us first section A, true and false. Attribution theory explains us to why act of behavior purchase might precede attitude formation. So, this is a true statement or a false? This is a true statement. Two, attitude formation as a process is impacted by needs and motivation, perception as well as learning, again a true statement.


Three, consumers may have a positive feeling towards an attitude object, but may have a negative attitude regarding his intention to buy, so, so we have discussed this is a part of the multi-attribute theory. And again we say that this is absolutely true, multi-attribute component model, it is absolutely a true statement. He may have a positive attitude towards or a feeling towards an attitude object, but he has a negative attitude towards buying of such an object and so, it is a true statement.

And fourth statement, behavior can precede or follow attitude formation or change absolutely. True again, behavior formation can precede or follow attitudinal formation and change specially. We just discussed it in the context of cognitive dissonance.

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**Section B Multiple choice questions:**

1. Attitudes are formed as a result of \_\_\_\_\_  
a) learning  
b) motivation  
c) personality  
d) all of the above.
2. Researchers have proposed two theories that address the issue of consistency among behavioral processes, viz., the cognitive dissonance theory and the \_\_\_\_\_  
a) route to persuasion  
b) attribution theory  
c) split brain theory  
d) ELM Model.




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Section B, multiple choice questions. Question one; attitudes are formed as a result of: A, learning; B, motivation; C, personality; D, all of the above. So, it is formed as a result of A, learning. Two, researchers have proposed two theories that address the issue of consistency amongst behavioral processes, the cognitive dissonance theory and the dash, the route to persuasion theory, the attribution theory, the split brain theory or the ELM model? So, the answer is the attribution theory, B, which is attribution theory.

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**Section C Short answers:**

1. How can you bring about attitude change via affect?



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Short answers, how can you bring about a change in attitude via affect? So, you will see how attitudes can be changed by creating emotional mood states, emotional positive, positive emotional states and mood states. So, by generating positive feelings and emotions towards the brand, also through advertisements or ambience of the store or you can bring about the change in the feelings and through affect or through feelings you can bring about the change in the attitude.

This brings us to a conclusion of our session on consumer attitudes. We shall be, you know, continuing with the next module, which is 6.6 on consumer communication in the next session.

Thank you.