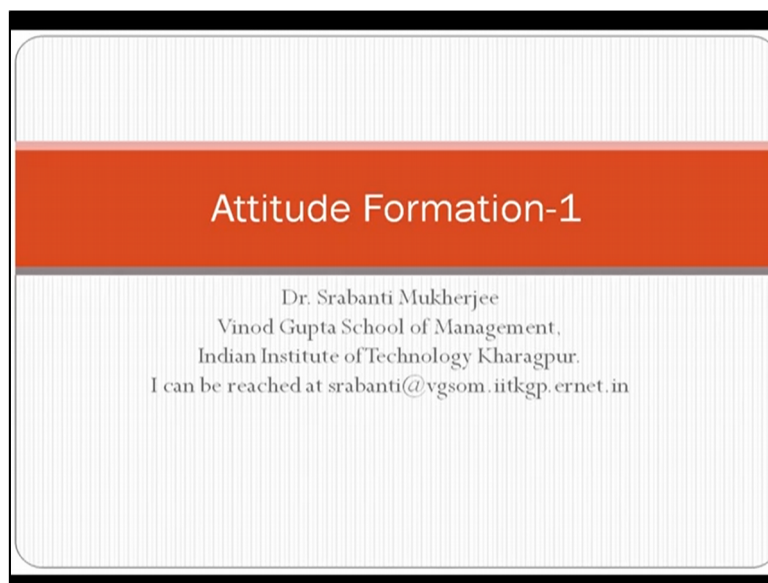


**Consumer Behaviour**  
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**Module No. #03**  
**Lecture No. #15**  
**Attitude Formation-1**

Welcome. Today, we will discuss, Attitude Formation. And, Attitude Formation would be covered in, Two Sessions. So, this is the First Session of, Attitude Formation.

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And, I, Dr Srabanti Mukherjee, from Indian Institute of Technology, Kharagpur, will be delivering, this Lecture to you.

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## Learning Objectives

- **The concepts of attitude**
- **Functions of Attitude**
- **The Hierarchy of Effects Model of Attitude Formation**
- **Tri-Component Attitude Formation Model**
- **Response Hierarchy Models**

The learning concepts of this Module, is the Concepts of Attitude, Functions of Attitude, the Hierarchy of Effects Model of Attitude Formation, Tri-Component Attitude Formation Model, and comparison of Tri-Component Attitude Formation Model, with different kinds of Response Hierarchy Models.

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## ATTITUDE DEFINED

A person's overall attitude towards an object is explained as a function of (a) strength of each belief that a person holds about various products/brands and (b) what is an individual's evaluation towards each belief associated with the particular tangible or intangible object.

In short, attitude may be defined as a 'learnt predisposition to behave in a consistently favourable or unfavourable manner towards a given object'. The term 'object,' in marketing purview, refers to products, brands, services, usage, promotional measures, price, point of purchases, etc.

So, to begin with, we will try to define, what Attitude is. Now, a Person's overall Attitude, towards an Object, is explained as a function, of a strength of each belief, that the Person holds about various Products and Brands. And B, what is an Individual's Evaluation, towards each belief, associated with the particular tangible or intangible Object. To explain, I want to buy a Car. Now, I think that, the Car should be judged. A good Car should be judged, based on the mileage, it offers.

So, if the mileage of the Car is good, the Car should be acceptable. So, this understanding is basically, the strength of the belief towards mileage, the Attribute. And now, I am saying that, say Maruti Alto K10 is better, in terms of mileage, or Ford Figo is better, in terms of mileage, that comparison now I can do and say, whether Maruti K10 is good, in terms of mileage or not.

So, Altogether, this will form my Attitude, towards Maruti Alto that, it is good to have a better mileage, for buying a Car. And, Maruti Alto has a good mileage. Hence, my Attitude towards Maruti, is good or favourable. So, this is how the, firstly, the Attitude is defined. So, in short, we may say, that Attitude may be defined as a learnt predisposition, to behave in a consistently favourable or unfavourable manner, towards a given Object.

Now, this is what, I am saying. This term Object, in Marketing purview, refers to Products, Brand, Service, Usage, Promotional Measures, Price, Point of Purchase, anything of that sort. Which means, it may be a favourable, may be you know, the effectiveness of an Advertisement. For example, if I want to see that, People have formed a favourable Attitude, towards a certain Advertisement or not. That also, I try to see that, what are the Peoples believe about, a good Ad, or a bad Ad.

Or, I mean, and then, how this particular Ad, has impacted the Customer. I mean, how they have felt, about this particular ad, on a specific Attribute. Say for example, the sense of humour, in that particular Advertisement. So, if the Ad is Humorous, that is catchy. If, that is my understanding. And then, if I think that, this particular Ad was Humorous, and hence, this Ad was catchy. So, this is how, you know, the Attitude towards an any Object, could be formed.

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### Therefore...

- An attitude is a resultant factor of learned predisposition.
- Attitudes are targeted at specific objects, individuals, groups, or situations.
- The motivational-affective feature of attitude distinguishes it from simply being the predisposition or habit.

So therefore, we can say that, an Attitude is a resultant factor, of Learned Predisposition. Attitudes are targeted at Specific Objects, Individuals, and Situations. In Marketing, we are not talking about, the Attitude of the Person, in general, whether, the Person is rowdy, or whether the Person is calm and cool, not that Attitude. We are talking about, the Attitude towards the Object. Okay.

The motivational affective feature of Attitude, distinguishes it from the, simply being the predisposition or habits. Habit, it depends on my motivation, for buying a Product. And then, how do I like a particular Object, in terms of, that particular Attribute.

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### FUNCTIONS OF ATTITUDE

- *Utilitarian function :*
  - Consumers form a particular attitude about an object primarily based on its utility.
  - To highlight the brand's positive aspects, the marketing communication is directed at evaluative attributes, like reliability, safety, cost-effectiveness, and definite need fulfillment.
  - *Women's Horlicks* depicts in its advertisements the importance of consuming iron and calcium especially for Indian women. Similarly *low calorie Horlicks Lite* focuses on middle-aged customers (for maintaining calorie level) and *Mother's Horlicks* (supporting the nutritional requirement) on the lactating mothers.

So therefore, we can say that, there are four major Functions of Attitude. To begin with, we talk about, the Utilitarian function. Consumers form a particular Attitude, about an Object,

primarily based on its Utility. Now, to highlight the Brands positive. So therefore, Utility means, when I am talking about any functional Attribute of the Product. For example, if I am judging laptop. I am judging it, based on the kind of chip, it has used.

The screen size. The speed of operation in that. So, specific Attribute of the, battery backing of the laptop. So, these are the specific Attribute, based on, which I am judging, whether a laptop is a good one or a bad one. So, in this case, to highlight the Brand's positive aspects, the Marketing communication is directed at, evaluative Attributes. Either, the Reliability of the Product, Safety of the Product, the Durability of the Product, the Cost effectiveness. So, these are the things, which we are talking about.

So, a Mobile may be, it could be just based on, if I am judging the Mobile, based on its ability, to catch a very good selfie, then that is the Attribute on which, I am evaluating several Mobiles. Say Gionee, thinking of Google Pixel, or several other, you know, Mobiles, seeing that, which Brand can capture a better selfie. So, that is how, I will like the Brand.

You know, because for me, if I think that, if better selfie, I mean, the quality of selfie determines the quality of the Mobile, or my positive Attitude towards the Mobile, so therefore, that is the Attribute, on which, I am judging several Mobiles, and developing a favourable or not favourable Attitude, towards any Mobile.

So similarly, we can see that, Women's Horlicks depicts in the Advertisements, the importance of consuming Iron and Calcium, especially for Indian Women. And similarly, Low Calorie Horlicks Lite, that focuses on the Middle Aged Customers. But, they talk about maintaining the Calorie level. And, when we talk about the Mothers Horlicks, it supports the nutritional requirement of the Lactating Mothers.

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### • *Ego-defensive function*

- ❑ Consumers develop attitudes to attain personal goals and defend their self-images.
- ❑ For example, most of the commercials on cosmetics and personal care products stress on the sense of personal confidence and at sometimes on the fear of embarrassment. Indians have a tendency to believe that fairness and beauty are synonymous. *Fair & Lovely* encashed this prejudice and generated a revolution in the market. Specifically focusing on the fairness benefit, *Fair & Lovely* was launched in 1975 in India by the Hindustan Unilever. The brand crossed the national borders in 1988. Today, with a successful positioning, *Fair & Lovely* leads the INR1000 crore Indian fairness cream market with a share of over 70%.
- ❑ *Crack* cream was also a big hit in the Indian market because it addressed to the issues of winter scratches and crack marks by the '*fati ediah*' advertisement.

This is one function, that is Utilitarian. The second function, is the Ego-Defensive function. Though, Consumers develop certain Attitude, to pertain Personal goals, and defend their self-images. They want to protect themselves, from embarrassment, or they want to project themselves, very accomplished in the Society. So, this kind of, for example, most of the commercials on cosmetics and Personal Care Products, they stress on the sense of Personal confidence, and at times, on the fear of embarrassment.

If you think of Deodorants, many Deodorants, they actually saying that, you are very embarrassed in the Society. Most of the ads are like that, you are embarrassed in the Society. And therefore, People are talking about you, People are laughing at you. So, to protect yourself from this embarrassment, you should consume, some kind of Deo. So, that is a kind of Ego-Defensive function, of the particular Product.

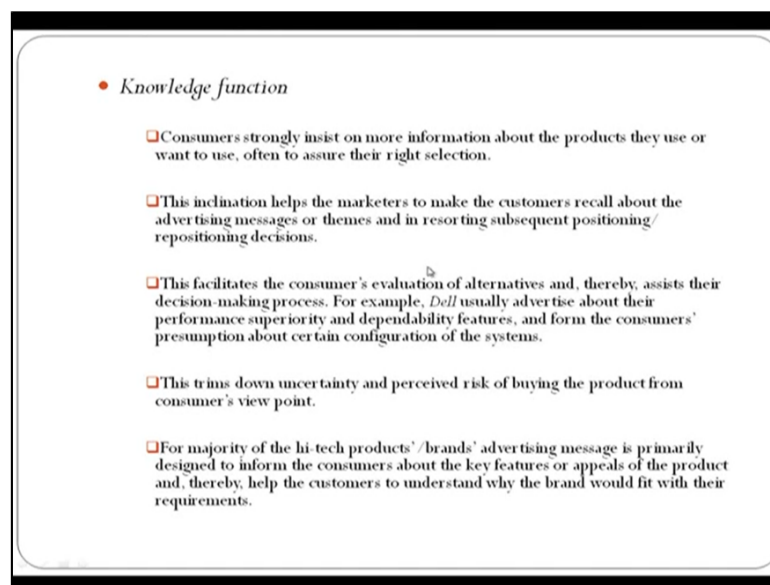
And, the Attitude would be formed, based on the Product, which can defence your Ego, or defence you from the embarrassment, in the Society. Now, similarly, it may like, Personal confidence. Fair & Lovely. Because, it is a such kind of Product. Since, Indians have a tendency to believe, that the Fairness and Beauty are almost synonymous. Therefore, Fair & Lovely has encashed this kind of prejudice, and generated a revolution, in the Fairness Market.

Specifically, focusing on the Fairness Benefit, Fair & Lovely was launched in 1975 in India, by Hindustan Unilever. The Brand crossed the national border, in 1988. And today, with various successful Positioning, Fair & Lovely leads to almost, 1000 crore Indian Fairness

Cream Market, with a share of over 70%. And now, Fair & Lovely has actually Position as, what makes you confident. You are fair, you look better, you look accomplished, so you are more confident, so you are equal, with the Male Gender also.

So, that is how, it has been Positioned. It is a mostly a Feminine Brand. So, that is how, now the Equal-Equal Ad, if you remember, it is Positioning, in that way. Krack cream is talking about Fati Ediya. So, this is basically, the issues of Winter Scratches, and Crack Marks. So, to avoid that, again to protect yourself from the embarrassment, Krack has positioned, in that particular aspect. And, it was a Big Hit.

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The third function of Attitude, is the Knowledge Function. Customers, strongly insist on more information, about the Products they use, or they want to use, often to assure their right selection. So, this kind of intimation, helps the Marketers, to make the Customers, recall about the Advertising messages, or Themes, in resorting subsequent Positioning, and the Positioning Decisions. And, this facilitates the Customer's Evaluation of Alternative, and thereby assist the Decision-making process.

Now, in this kind of cases, the Advertisements or the Marketing communication, should be more towards, providing the information, about the Product. These are mostly the high involvement Product. So, more Knowledgeable the Customer, are about those Products, the easier would be, for them to form, Attitude towards the Product.

And, like Dell, they usually Advertise about the, Performance, Superiority, and Dependability

features, and founds the Customer's presumption, about certain configuration of the systems. And, this trims down, the uncertainty and perceived risk of buying the Product from, Customers view point, because they become Knowledgeable, about the Attributes of the Product, and also the evaluative criteria on which, the Product should be evaluated

And, on those evaluative criteria, how each Product is performing. So now, they can make a very good comparison, and Knowledgeably select the Product. For, majority of the High-Tech Products, or Brands, Advertising messages is primarily designed, to inform the Customer, about the key features, or appeals of the Product. And thereby, it assists the Customer to understand, whether the Brand would fit with their requirement or not.


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- *Value-expressive function*

Attitudes are shaped to exhibit consumer's own values, lifestyle, and outlook. Sometimes, advertisers appeal to self upgradation, accomplishment, or liberty.

For stylish or noticeable consumption objects, most of the products/brands take an attempt to highlight their value-expressive functions or advanced lifestyle.

The distribution outlets of *Allen Solly*, *Louis Philippe*, *Peter England*, provide a portrayal of their lifestyle positioning while targeting towards the urban elites.

An advertisement for J. Hampstead, featuring actor Hrithik Roshan. He is wearing a dark suit, a yellow shirt, and a blue tie, standing in front of a blurred background that appears to be a car. The text "J. HAMPSTEAD" is visible at the top, along with a small logo and the tagline "A DIFFERENT LEAGUE".

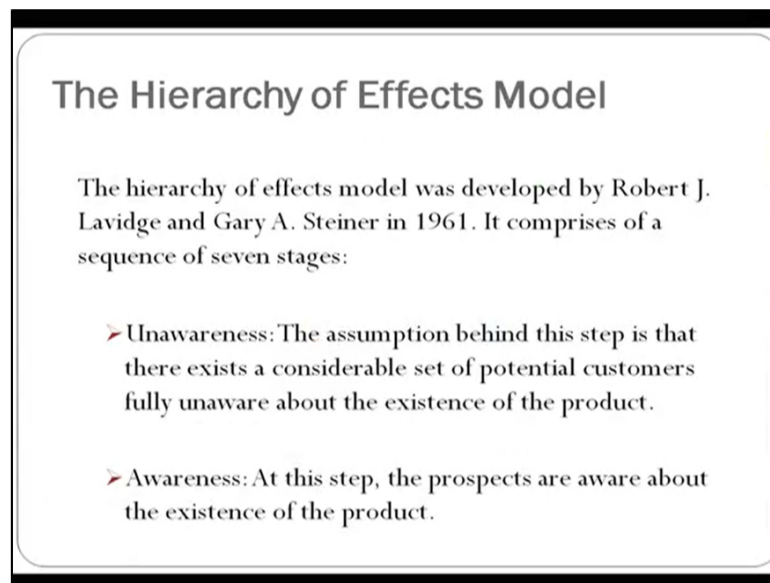
The other one is the, Value-Expressive Function. Now, here we can say, their Attitudes are sometimes shaped to exhibit Customers, Own Values, Lifestyle, and Outlook. Sometimes, the Advertisers appeal to, Upgradation, Accomplishment, or Liberty. It is not only, a kind of Ego. But also, it shows the kind of Lifestyle, you are portraying, the kind of Outlook, you are having, towards the, you know, for stylish and noticeable consumption Objects mostly, this kind of function is very effective.

Here, we can see, the Distribution Outlets of Allen Solly, Louis Philippe, Peter England, this provide a portal of the, Lifestyle Positioning of the Products. Because, these are targeted towards the, Urban Elites. Now, in the picture, we can see the promotion of J Hampstead, where Hrithik Roshan is, we can see here.



And, it is said that, J Hampstead is the World's, slogan is like, the World's finest Fabric and Apparel, a Different League. So, it is actually Positioned, on the Esteem Need of the Customer. And, how you are different, from the Consumers of other Suiting's, Shirting's, that has been portrayed here.

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So now, after this four functions, which we have discussed about Attitude, now we are trying to discuss about different Models, to show how, what is the Chronology of the Attitude Formation, how Attitude is formed. So, the first Model, which we are going to discuss, is the Hierarchy-of-Effects Model. And, this Model was propounded by, Robert Lavidge and Gary Steiner, in the year of 1961. And, it comprises of 7 steps.

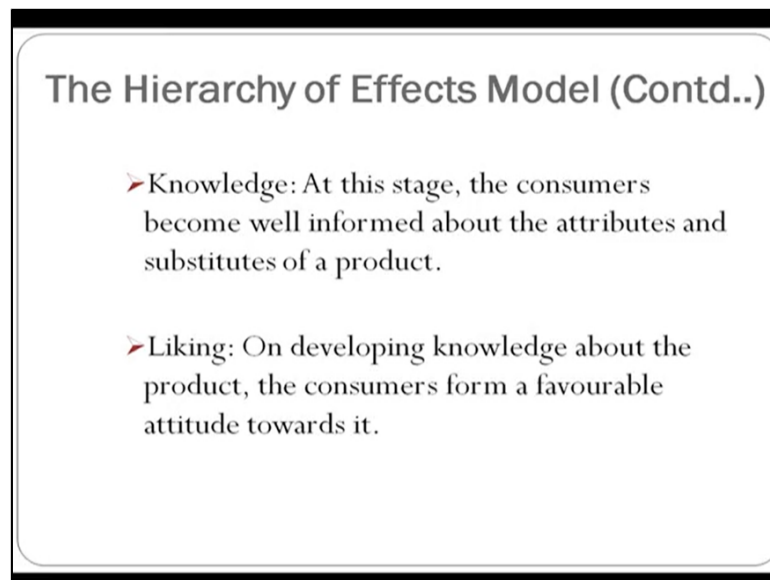
The first step, is the Unawareness of the Product. So, the assumption here is that, there exist a considerable set of potential Customer, fully unaware about the existence of the Product. So, first step, is to you have to make your Customer, aware about the Product. So, that is the task of the Marketer, in this case. For example, Google is coming up with their Pixel phones. Which, they are saying, it is very good camera function.

And, they are saying, it is having an inbuilt Google assistant. It is again, in the Android Platform. So, now for this kind of Product, they have designed an Ad. And, this is a full page Ad. It is coming in the leading newspapers. And, it is only the Pixel, and it is highlighting on the, very good camera function of the Product, and the Google Assistant part. And, so in the entire page, it is only the write-up portion is very less.

So, that will actually, catch the attention of the Customer more, about what it is. And then, it will increase the search in the internet, about the Product. And, Customers will start reading more for, remarks or comments about the Products also, to form their own opinion about it. Then, comes the stage of Awareness. When, now that we know, that there is a phone, which is coming up like this, which is having a very good camera functions, smart camera function.

And, it is also providing, the inbuilt Google assistant in it. So therefore, now we are aware about the Product. So, we are also aware about the other Products, which are available in this case, like Gionee is available. Different Samsung is also bringing every day, they are bringing, different new Products. And, they are also about to bring, another new Product in the Market, very shortly. So, this thing.

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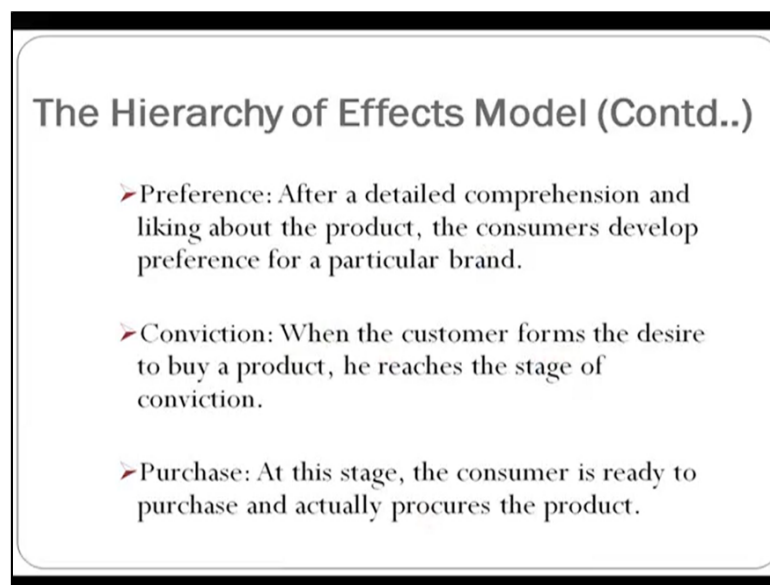
Then, after the Awareness, then comes the Knowledge Function. So, why you know, that there are so many Samsung phones. The Gionee is also having, several versions. And, Apple is also having, so many versions. So, now, at this stage, the Customers are well informed that, these are the type of Products, available. And, they try to gather, more and more information, about different Attributes. Now, me as a Customer, I may be more interested, in surfing internet in the Mobile.

So, in that case, I would like to see which, I mean, how the 4G could be incorporated in the Mobile. And, you know, what is the speed of internet? What kind of software, they are using? So, those kind of information, I may be interested in. I may be a Customer, who is looking for mostly the, selfie function. So, I collect more and more information about the, selfie part.

That you know, which camera function, I mean, the front camera especially, is very good, in which Mobile, which Handset.

So accordingly, I will choose. Because, if I am looking for selfie, I will be more focusing on the front camera, and how good the front camera is. So, this is, you know, collecting information, and being Knowledgeable about the Product. And then, I may start liking, several Products. I may like, Gionee also. Because, it can fetch good selfie. I may like, Apple also. Or, I may like, the new Google Pixels also. So, I may start liking the Product. This is the Affection, about the Product.

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The next step, is Preference. Now, I start comparing. I know the Attributes. I know, which Attribute is good, in which Brand. But, I also certain like to two three Brands. Now, I will start comparing, between these two three Brands, and try to see, which Brand I should prefer. Okay. May be, I am preferring Google Pixel. Because, it is coming from the Brand Google, and it is having inbuilt Google assistant, along with its camera function.

So therefore, I may start preferring Google Pixel, at this point. And then, is the Conviction. Conviction is, when a Customer forms a desire, to buy the Product. See, I may prefer Google Pixel. But, right now, I am using a Samsung phone. And, at this moment, I am not ready to buy anything else. But, I prefer it. Whenever, I change my Handset, that time, I may think of Google Pixel. And, that is how, my idea is. But then, the Conviction has to be there.

The Conviction means, if I feel that, you know, the Benefits of Google Pixel is very good,

then what the Mobile I am using, and I am also having the money to buy, then I form a Desire, to own a Google Pixel, and replace my existing Phone. So, this is Conviction, intention to Purchase. And then finally, in the seven stages, actually going and purchasing the Brand.

So, each stage, the Marketer has several functions. I will go back to see, when the Customer is unaware, you mainly have to provide, the basic use of two three main USP's about the Product, and you have to see, how to catch the attention. Mostly, the Innovative Advertisement. The more Innovative Ad is, you know, it will catch the attention of the Customer, more.

Though, the Products, which are mostly having Utilitarian function, you have to talk about the functional Attributes. But, you have to think, how innovatively, you should talk about the functional Attribute, which can catch the attention of the Customer. At Awareness stage, you start giving more information, as a Marketer. In the Knowledge stage also, you can give.

You start forming the, make the Customer educated about, on which criteria, they should evaluate, each of the Brand. Dividing, Liking, again, you need to promote your Brand more, and show how better you are than, the other Brands. Preference, the same thing, like you have to promote your Brand, in such a way, or you have to make your Brand, available in such a way, that its Customers start preferring your Brand, over the other Brands.

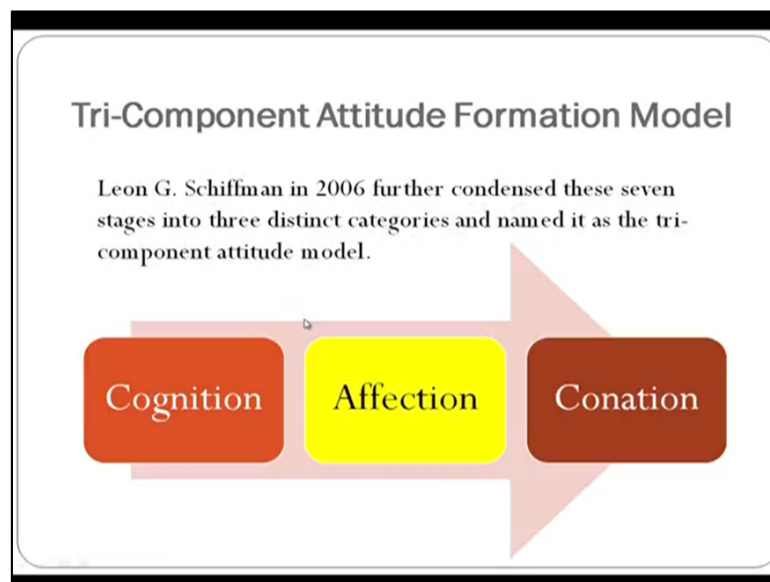
Conviction, at this stage, of course, the offers, matter a lot. If you have some kind of exchange offers, with the existing phones, may be, that make the buyer, more ready to Purchase the Product. Or, you are giving some offers, Diwali offers, or some kind of offers, which may induce the Customer to think, or make the Customer ready, to buy the Product.

And finally, Purchase is the conversion. Even, if I have the desire of the Product, I may not end up in purchasing. Because, at the Purchase point, as you know, I may see that, the other phones are giving, or the other Products are giving, better offers. So, in that case also, I have to be very cautious, at Purchase point. What are my competitors doing? What are the offers, they are giving, at the Purchase point? What kind of display, they are making?

What kind of shops, they are selecting, for selling their Product? Are they selling it, only

online? Or, they are using online, and off-line, both? What are the offers given in online? What are the offers are given in off-line? Whether it is sold from multi Brands outlet? Or, the Brands are having their own outlet? So, all this consideration, I should be making. And then, I will form my own strategy. Mostly, the Marketing mix, I have to fix up. And, then and only then, I can convert the Conviction, into Purchase.

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The other important Model, which we talk about, is the Tri-Component Attitude Model. This was developed by, Leon G Schiffman in 2006. And, this was further condensed these seven stages, into three stages. The Cognition stage, Affection stage, and Connation stage. Now, we will go in details, what is Cognition, Affection, and Connation.

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- **Cognition (Thinking)** Cognition is the awareness about a particular object. Here, awareness include traits and benefits based on the customer's own knowledge and the information about the product collected from the marketers and other formal/informal sources. In Lavidge and Steiner's hierarchy, this phase encompasses the sequences of unawareness, awareness, and knowledge.
- **Affection (Feeling)** This phase encompasses the customer's outlook or sentiments about an object. Alternatively, this step refers to the evaluation of products or brands. This phase actually matches to the sequences of liking and preference as mentioned in the Lavidge and Steiner's hierarchy.
- **Connation (Doing)** In the connation stage, an individual forms either predisposition about the product or a purchase intention to buy it. Lavidge and Steiner divided this step into phases of conviction and purchase in their hierarchical theory.

Cognition is the Unawareness, you know, Customer is unaware. And, at this point, they will

just be becoming, aware about the Product, about the particular Object. Here, Awareness means, they are getting aware about the Traits and Benefits, based on my own Knowledge, and my Information, my Ability to comprehend, also the Brands. And, say for example, I am for the first time, I am going to use, any kind of Smart Phone.

So, I am not aware about the, you know, may be, in the age group of 60 to 70, and I am not very sure about, what is the, you know, operating system, may be and why, it is better, or some other platform, would be better. So, I am not very sure about it, at that point. So, in that case, the Cognition not only depends on, what information you are providing, but also depends on the Customer's ability, to comprehend that information.

So, you have to provide the information, in such a way, that Customers would be able to comprehend. You select your target group. And accordingly, you design the message. Your level of simplicity of the message, you know, the extent the message, the volume of information, which you will provide, that also will depend on the segment, which you are targeting. So that, they can easily, comprehend the message.

Then, comes the Affective Stage, or the Affection stage. This is the feeling. That is, the Liking stage. So clearly, when we talk about the Lavidge Steiner's Model of Hierarchy Effects Model, Unawareness, Awareness, and Knowledge, these three, comes under Cognition. And, when we talk about this Affection, it is mainly two stages. One is the Liking; another is the Preference. And, the other one is Connation. Connation is the stage, where individual forms the predisposition about the Product

Which means, they form the Purchase intension, or they finally Purchase it. So, this is the stage, Connation, that is the Doing stage. So, Thinking, Feeling, and Doing, these are the three stages. So, if you go back to the Hierarchy Effect Model, there of Lavidge Steiner, basically, this third stage of Connation, relates to the Conviction, and the Purchase stage, this two.

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**Tamarind Candies Fly up and up (Source: Mukherjee, S.(2012). Consumer Behaviour, Ed 1<sup>st</sup>. Cengage Learning Pvt. Ltd)**

Maujgarh, a small village in the Ferozpur district of Punjab, with a population of about 2500, is the principal supplier of the popular sweets and tangy tamarind candies in domestic flights. Commonly, they are known as Mili. Sandeep Jakhar, the man behind the venture, claims that it was not easy to enter the domestic airlines market. Originally, developed by the recipe of Madalsa Shastri, this tamarind product was selected by Jet Airways after a lot of quality checks. Jet approved this product based on the following assumptions about their customer's satisfaction.

1. Hygiene aspects were taken care of at the time of production. In fact, Sandeep had ensured that the ladies working in the project washed their hands before they started work. Working with mehendi in hands was never allowed.
2. Tamarind was considered to be good for digestion and contained vitamin C. It was also used as a remedy to heat stroke and cured several mouth and throat infections.
3. Tamarind was believed to reduce air-sickness, which was one of the most important reasons of its selection as a during-fly product.

The product gradually became so popular that it is now found in the stores of South Africa, France (as Bon Bon), and Canada. Sandeep got the order for Canada after a buyer tasted the product while traveling in Jet Airways. Interesting enough!

So, with a very small example, I will now try to elaborate this concept, which I have said. There is, you know, like Maujgarh, which is a very small village, in Ferozpur District, in Punjab, with a Population of about 2500. And, we may not know that, in Jet Airways, there is a small kind of Tamarind Lozenges, which is given. Toffees. And, these Toffees, are actually, you know, produced in that place.

And, that place, is the principal supplier, of this populous Sweets and Tangy Tamarind Candies, in Domestic Flights. And, commonly, they are known as Mili. And, Mr Sandeep Jakhar, the Man behind this Venture claims that, it was not so easy to actually penetrate in the Domestic Market, and to Motivate, or form a Positive Attitude of the Airlines, said Airlines or the Customers. Okay. It is a B2B. So, we have to convince the Airlines, to Purchase this Toffees, for their Customers

So, for that, what they have done. They make them aware, with certain evaluative Attributes. And, what are these evaluative Attributes? Because, see, this recipe of this particular Toffee, was made by Madalsa Shastri. And, they have convinced Jet Airways, by saying that, what are the evaluative Attributes, they have talked about, A is the Hygiene aspect. That, this Product is very, because Airlines are very cautious about the, Hygiene of the Customer

So, the first aspect, they talked about, is the Hygiene aspect. And, they said that, the special care has been taken about Hygiene. And, he has ensured, that the ladies working in the project, are washed their hands, before they have started working. Working with Mehndi, or any other things painted in the hand, is strictly prohibited. Second, Tamarind was considered

to be good, for Digestion. And, it contains Vitamin C, which is good for Health.

Now, it is also a remedy of Heat Stroke, or several Mouth or Throat Infections. So, that is how, it is again, good for Health. And, you know, if it could be provided with Food, after Food, in the Food packet actually, Jet Airways provides it. So, in the complementary Food packets and all, they provide this Mili. So, that after Food, it helps in Digestion. And, the other very crucial aspect, which was highlighted was, the Tamarind has been believed, to reduce the Air Sickness.

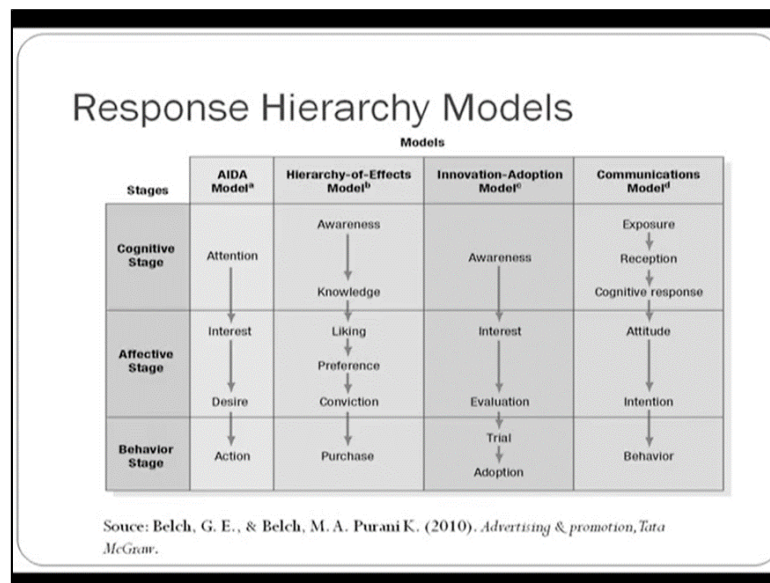
Okay, so, this was one of the very important Attributes, which has been highlighted. And therefore, they have formed a very positive, or the Preference of the Airlines, over any other Toffees, which could be served. So therefore, this Product became very popular. The Airlines, started liking it. They started providing it. And even, it became popular in the Store's also.

So, it is now moving towards, the Consumer segment also. And, we can see in South Africa and France, it was named as Bon-Bon, and it has been sold. In, Canada also, it has been getting sold, now. And, he got the order, even, you know, from Canada, in bulk order for the Customers as well, after serving it in the Jet Airways. So, this is how, you know, the positive Attitude about the Product could be formed, if you really know, on which of the criteria, you could form.

Which of the criteria, the Customer may prefer? Or, you can create, you know, you can convince the Customer, that these are the Attributes on which, you should evaluate the Toffee, or any Product, for that matter. And, how good you are, in those aspects. And, these two in combination, could provide, you know, a favourable Attitude, towards the Product.

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Now, if we very quickly compare, some other Models like, AIDA Model, Hierarchy-of-Effects Model, Innovation-Adoption Model, and Communications Model, with the Cognition, Affective, and Behavioural stage, we can see that, most of this Models actually, it is just a little bit of here and there. Because, if you see AIDA Model, it is attention of the Customer, forming interest about the Product, then Desire to buy the Product, and Action, which is very clear.

Interest and Desire, is in the Affective Stage. And, Attention is the Cognitive Stage. And, Action is the Behaviour Stage. Hierarchy-of-Effects Model, we have already discussed, by Lavidge Steiner. The other one, we can see here, Innovation-Adoption Model, where a New Product is coming in the Market. Awareness. Then of course, the Interest and Evaluation. Then, Trial and Adoption. Of course, this Trial and Adoption, comes in the Behaviour Stage. Whereas, Interest and Evaluation, comes in the Affective Stage. Unawareness, as usual, in the Cognitive Stage.

Similarly, the Communications Model also like, Exposure, Reception, and Cognitive Response, Exposure to the Advertisement, or the Message from the Company. Then comes, how do you receive it? Whether, how much you are selecting? To what extent of the information, you are selecting? How much, you are not selecting, you are rejecting? So, that part. Then, what is your idea, about that information? Are you believing it?

How much you are Believing? How much you are Retaining? How much you are Yielding? So, that part. Then comes, your formation of Attitude and Intention, which is the Affective stage. And then, finally, Behaviour, that is the Purchase stage.

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So, this is in short, the Models of, you know, the Attitude Formation. And, we are here only discussed, three. In the Next Session, we are going to discuss, some other Models, as well. Till then, thank you, and see you again