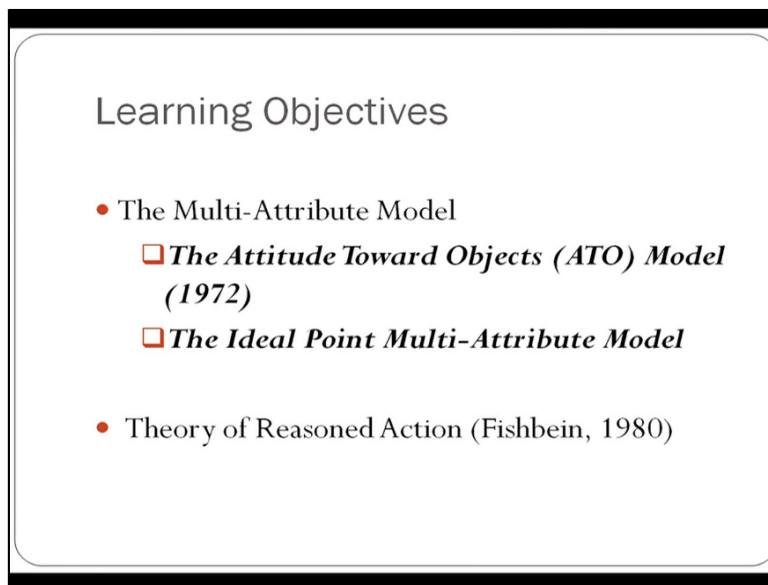


Consumer Behaviour
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Module No. #04
Lecture No. #16
Attitude Formation-II

Welcome. And, to the Second Session of, Attitude Formation, this is the Sixteenth Session of the Module. And, I, Dr Srabanti Mukherjee, will be presenting you the Session again. And, in the last Session, we have talked about, some Attitude Formation Model.

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Learning Objectives

- The Multi-Attribute Model
 - ❑ *The Attitude Toward Objects (ATO) Model (1972)*
 - ❑ *The Ideal Point Multi-Attribute Model*
- Theory of Reasoned Action (Fishbein, 1980)

And, in this Session, we are going to talk about, three specific models, in this. The First one, should be Multi-Attribute Model. And, in which, we have Two models to discuss. The Attitude Towards Object Model, ATO. Then the, Ideal Point Multi-Attribute Model. And, the Third one, is the Theory of Reasoned Action, by Martin Fishbein, in 1980. All these models, are propounded by Martin Fishbein.

(Refer Slide Time: 01:04)

The Multi-Attribute Model

The Attitude Toward Objects (ATO) Model (1972)

Fishbein presented the model with a set of equation. The ATO equation is as follows:

$$ATO = \sum_{i=1}^n b_i e_i$$

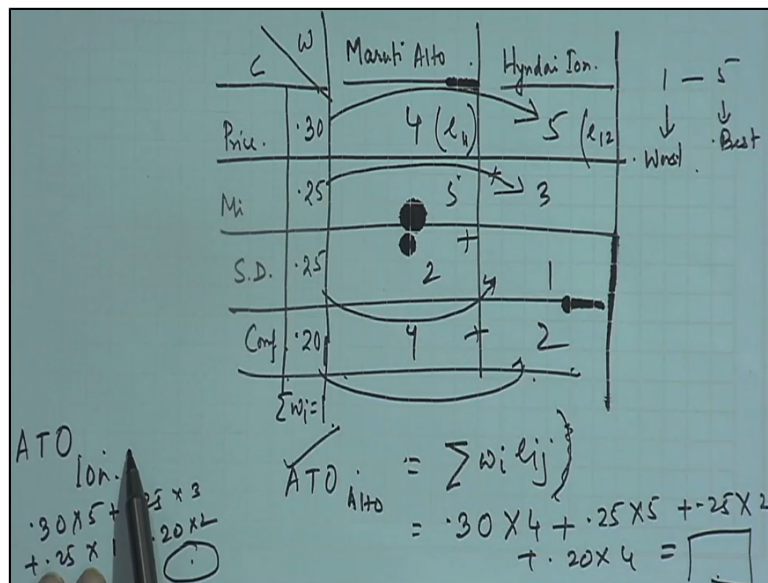
where ,

- ATO = attitude towards object
- b_i = the relative importance of attribute i
- e_i = the product's perceived performance on attribute i
- n = number of salient attributes

So, we start with, the Multi-Attribute Model. One, that is the Attitude Towards Object Model, which was propounded by Martin Fishbein, in the year of 1972. So, Fishbein has presented the model, with a set of the equation. And, this ATO equation, is as follows. When, we say that ATO, that is Attitude towards the object, equal to, the summation of BI into EI, where I running from 1 to, up to N.

Now, what is BI. BI is the relative importance of the Attribute. And, what is EI. The products Perceived Performance on Attribute, I, N, is the number of Salient Attribute. Now, to make it clear, I will just show you, look at here.

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So, we have two cars to evaluate. One is Maruti Alto, and Hyundai Eon. And, you want to see, as a Customer, how do, I take a decision. The first, see, I have some criteria. So, I have

some criteria like C, I am putting as criteria. And, this is the weight of those criteria. So, what I am doing is, I am asking the Customer that, what are the preferred criteria on which, you will choose a Car. So, they are saying, okay, Price could be one criteria. Then, Mileage could be one criteria.

Then, my Style and Design, could be one criteria. And, may be, the Comfort may be one criteria. So, these are the four criteria, based on which, I will select a Car. Now, I am asking the Customer, that which Attribute, you will give, more weightage. For example, if some Customer may have, more weightage for price. So, maybe, he is giving a kind of, say 30% weightage, for price. Then, may be, he is thinking, the second important criteria may be, kind of Mileage.

So, maybe, he is giving around 25% to this. So, this way, he has to give the weightage of this criteria, where the sigma WI, has to be 1. That is the constant sum. So accordingly, he can frame like, this is 55. So, another maybe, he is giving another 25. And, here, he may be, is giving 20. So, this shows that, the relative importance of the Attribute.

And, may be, now I am asking him, you have been given a 5-point scale, 1 to up to 5, where 5 is best or excellent, where 1 is worst. So, in between, the other points. So, now he is giving, say Maruti Alto, 4,5,5,3,2,1,4,2. So, like this, may be. So now, according to the ATO Model, now if I want to find out, Attitude towards object, say Alto. Then, I will use this formula, like $\text{sigma WI} \times \text{this}$, as I said, EI. Now, EI is this cell. This is E1 cell. E1-1 cell, rather. This is the cell number E1-2.

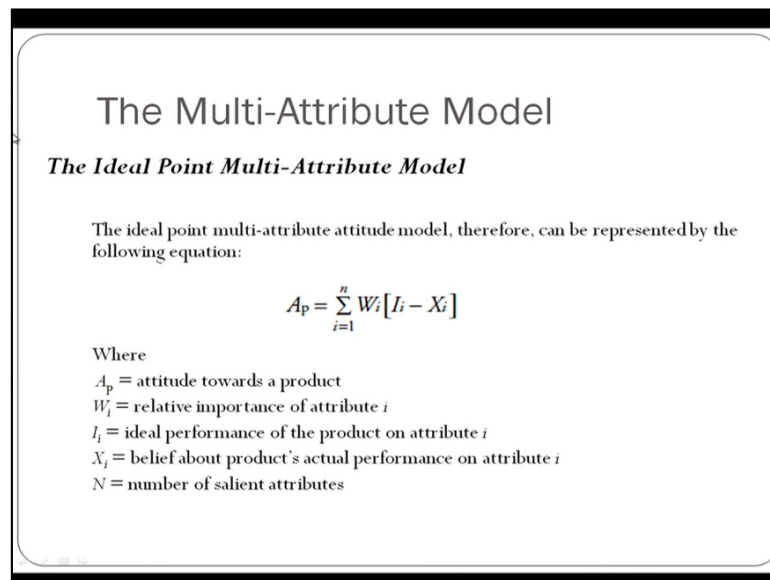
So, I will write here rather, EIJ. Because, I am actually talking about two products, not one product. Otherwise, I have used here. This, in this slide, what you are seeing, is one particular product, it is written, EI. But, when I am comparing two cells, I am writing EIJ. So, now similarly, if I want to find out the, Attitude score for Maruti Alto, then I will write in this way, $30 \times 4 + .25 \times 5 + .25 \times 2 + .20 \times 4$.

And, that would be, the total score of Alto. Similarly, I can find out, the Attitude towards object, for Eon. So, for Eon, I will write in this way, like $.30 \times 5$. Because, now I have to multiply, this into this, then plus, this into this, then plus, this into this, then plus, this into this. Okay. This multiplied by this. So, this is how, I am writing here, $.25 \times 3 + .25 \times 1 + .20 \times$

2. And, that will give me, my total score for Alto.

Now, whichever is higher, for example, if ATO for Alto is higher, than ATO of Eon, then I prefer ATO for Alto. If ATO of Eon, is higher than ATO of Alto, then I will prefer Eon. So, this is the first model, which has been suggested.

(Refer Slide Time: 06:11)



The Multi-Attribute Model

The Ideal Point Multi-Attribute Model

The ideal point multi-attribute attitude model, therefore, can be represented by the following equation:

$$A_p = \sum_{i=1}^n W_i [I_i - X_i]$$

Where

- A_p = attitude towards a product
- W_i = relative importance of attribute i
- I_i = ideal performance of the product on attribute i
- X_i = belief about product's actual performance on attribute i
- N = number of salient attributes

So, the second one, is the Ideal Point Multi-Attribute Model. So here, the Ideal Point Multi-Attribute Model, therefore can be represented, by the equation, which is written here, AP, which shows that, first is the WI x the Ideal Point Attribute – XI. So here, WI is the relative importance of the Attribute, I. And, II is the ideal performance, of any of the product, on this particular Attribute, I. And, XI is the belief about the products, actual performance on Attribute I. And, our aim is the, number of salient features.

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C_i	W_i	Alto (x)	I	$I_i - X_i$	$W_i (I_i - X_i)$
C_1	.30	4	5	1	.30 x 1
C_2	.25	3	5	2	.25 x 2
C_3	.25	5	5	0	.25 x 0
C_4	.20	1	5	4	.20 x 4
$\sum W_i = 1$					$\sum W_i (I_i - X_i)$

So, now again, if we draw here, again if you try to see, now the performance of, say one product, if you take now. Say, again, if you put this weightage. And, this is C_i . So, if you put, as a criterion number one, C_1 , C_2 , C_3 , and C_4 . And, weightage is similarly. So, we are putting here, weightages like again, .30, .25, .25, .20. Now here, say, we are just trying to see, Alto. And, we are putting here, the score 4, 3, 5, 1. Okay.

Now, we try to see, in this particular Attribute, what could be the score of an, this could be X , and this could be I . Now, I am talking about, the Ideal Brand. Okay. What could be the ideal score, in this particular criteria. Maybe, I am putting, all 5. So, I want the best Car. So, all 5, I am putting. Now, I have to see first, the difference between, these two. Like, I have to see, $I - X$. So here, it would be, say $I - X = 5, 2, 0$, and 4. And then, I have to do, what is $W_i \times I - X$.

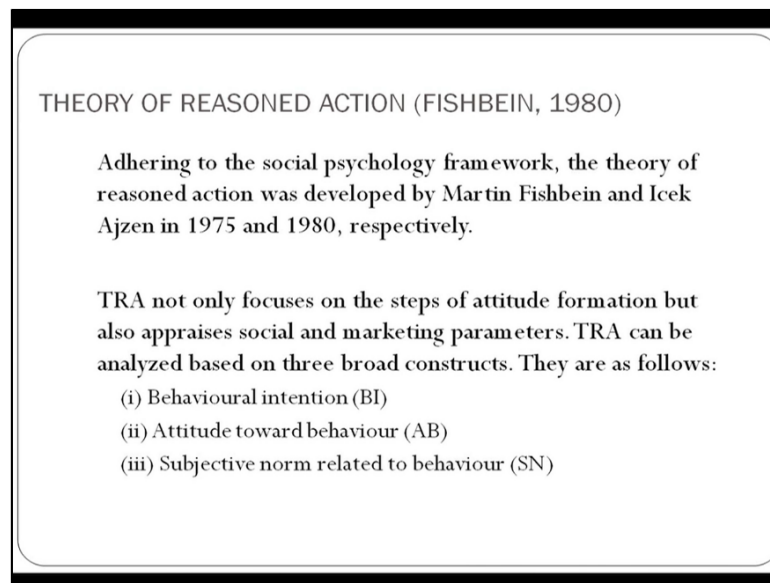
So, that I have to do. I have to multiply, .30 x 1. Here, I am putting .25 x 2. Here, I am putting .25 x 0. Here, I am putting .20 x 4. And here, I need to get a summation of, $W_i \times I - X$. Now, if this $I - X$, this particular score, that is the, this is just the reverse of the ATO Model, actually. If this is positive, this is positive, then we do not have, then maybe, our Attitude towards the product, is not so favourable.

Because, we are having a difference between the, Ideal Performance of the Product, and the Actual Performance of the Product. So therefore, our Attitude may not be very favourable towards, this particular brand. But, if in case, this is negative, for example, if this is negative, then what happens. Then, which means, if it is zero also, zero means, my Expected

Performance of the Product, and the Actual Performance of the Product in my mind, is actually same.

So therefore, I am very satisfied. I may form a favourable Attitude, towards this kind of products. So, the more lesser it is, my Attitude would be more favourable. It is just the reverse ATO. When we talked about, that time, we said that, the more the score is, the product is more favourable to the Customer. Here, it is just the reverse.

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THEORY OF REASONED ACTION (FISHBEIN, 1980)

Adhering to the social psychology framework, the theory of reasoned action was developed by Martin Fishbein and Icek Ajzen in 1975 and 1980, respectively.

TRA not only focuses on the steps of attitude formation but also appraises social and marketing parameters. TRA can be analyzed based on three broad constructs. They are as follows:

- (i) Behavioural intention (BI)
- (ii) Attitude toward behaviour (AB)
- (iii) Subjective norm related to behaviour (SN)

Now, we talk about Theory of Reasoned Action, that is TRA model. So, adhering to the social psychology framework, the Theory of Reasoned Action was developed, again by Martin Fishbein, and Icek Ajzen, in 1975, and 1980, respectively. And, it is said that, the TRA is not only focuses on the steps of Attitude Formation, but also appraises, Social and Marketing parameters. Say, till now, ATO or Ideal Point Multi-Attribute Model, we are only focusing on the, Utilitarian function of the product, mostly.

Now here, I am not only talking about the, Feature of the Attributes of the Object, but I am also thinking about, something else, which is Subjective Norms. So, that is why, we are seeing, we are also taking in this case, the Social Parameter. Which means, it is not only, how I like the product, but if I use the product, how Society will feel about me. So, that part is the Subjective Norm, which is also incorporated, in this particular model. So, that is how, we can say, that it is basically a little bit of upgradation, of the earlier Models of Fishbein.

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THEORY OF REASONED ACTION (FISHBEIN, 1980)

TRA model can be expressed by the following equation:

$$BI = W1 (AB) + W2 (SN)$$

where B = behaviour, BI = Behaviour intention, AB = attitude toward performing the behaviour, SN = the subjective norm, W1 and W2 are empirically determined weights through regression analysis.

So here, the equation, which we write here, is BI, that is the Behavioural Intention, which is the weighted summation, of your Attitude to a performing any Behaviour, and the other one is the, Subjective Norm. And, these weights, W1 and W2, is not the Customer defined rates, as such. These rates are found from, running a regression, when so. If you service a 100 Customer, and run a regression on this. Then of course, these weights are found from. These are the Coefficients of the Regression Model.

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TRA MODEL BY DIAGRAMMATIC EXPRESSION

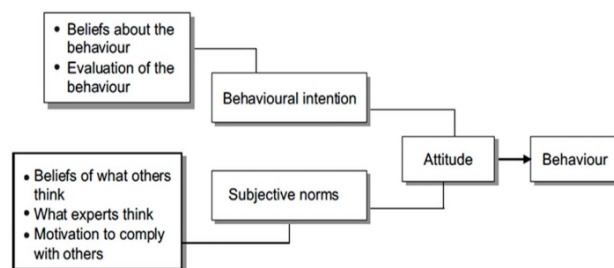


Figure 8.2 TRA model

Source: Figure drawn on the basis of assumptions of TRA developed by Martin Fishbein, 1980

So therefore, we go to the model little bit, which will make you very clear, to understand it. The first one, we see here, see, the Behavioural Intention, here, how it is forms. So, first of all, we will talk about like, Beliefs about the particular Behaviour. And then, we talk about the Evaluation of the Behaviour. The Beliefs about the Behaviour is like, say for example, like, I want to select a particular multi-gym, to go to Exercise.

So, the first thing would be that, if I Exercise, then I will improve my Health, and loose some excess weight. So, that is my belief, about the Outcome of the Behaviour. So, that is one part. Then, I will say that, okay, Evaluation of that Outcome. So, that is what is written, Evaluation of that Behaviour. Which means, that okay, if I lose my Weight, I will be Healthy, Slimmer, and I will enjoy, and I will have a satisfied experience.

So, in this case, what is happening. The first one, I am talking about is the, believes about the Outcome of the Behaviour, where I am saying, if I Exercise, I will improve my Health, and lose some of my excess weight. Whereas, Evaluation of the Outcome, there I am saying, that being Healthy, Slimmer, and Enjoyable, is Satisfying and Pleasant for me. So, if I combine this two thing, then my Attitude towards a specific Behaviour, comes into picture.

And, that Attitude could be, Exercise could be a good thing, to do for me. And, the Second part of this model, talks about the Subjective Norms. And, how Subjective Norms is formed. Subjective Norm is formed, based on two different functions. The first function, is the Normative Beliefs about the Behaviour, that my Family and Friend thinks that, I should Exercise. Okay. And then, what is the Motivation, that I will comply, what my Family is thinking, and my Friends are thinking.

And, that motivation is, I want to do, what they want. Because, I want them to like me. So, therefore, this my group norm, or maybe, I don't want to be the odd man out. So, all my Friends are going for Gyming, so I will also go to Gym. Right. So, this two combination that, one of first of all, is the Normative Beliefs about the Behaviour, and Second is the Motivation to comply to that Behaviour, that together results in your Subjective Norm.

And, that Subjective Norm, in this case is, Exercising is an appropriate action to do. So, I got two things. A is my Attitude towards a specific Behaviour, where I have said that, Exercise would be good thing for me to do. And, second I have said, this is the Subjective Norm, where I have said that, Exercising is an appropriate thing to do, or a good thing to do. And, in combination, now with this Attitude towards subject, and the Subjective Norm, my Behavioural Intention is formed.

Which means, I am going to start the Gym, or I am going to start the Exercise. Okay. And,

then and only then, I will go for a Multi-Gym. So, this is a chart, you know, the TRA model. The TRA model, if you go back here, he is talking about, two things. A is Attitude towards performing a Behaviour. And, B is the Subjective Norm. So, as I said, Attitude towards specific Behaviour, is a combination of two function.

A is the beliefs, about the outcome of the Behaviour. And, B is the evaluation, of that outcome. And, when we talk about Subjective Norm, it is also the combination of two Functions. Here, the first function is the, Normative Beliefs about the Behaviour. And, B is the Motivation, to comply to that Behaviour. So, that comes to the subjective, that together results, Subjective Norms. And, Subjective Norm, an Attitude towards the Behaviour.

And, this together forms, the Behavioural Intention of myself. And, this Behavioural Intention, in turn, leads to the Final Behaviour, that is purchase. Now, we talk about the, what happens in case of, Societal Marketing Context.

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In a Societal Marketing Context, for example, a Polio Vaccination Campaign is going on, or HIV campaign is going on. And, HIV Campaign, at that time, the model follows, AKBP kind of structure. Which says that, first, the Customer should be aware about it. If you even remember, the ad of HIV, which is this, Buladi Campaign, the first step was, just to induce the 1097, this particular people, should dial to this, 1097. That was the first Intention, of that Ad.

So, the entire focus, was on the mostly, that you should dial this one, about to know, about this particular disease. And, then comes the knowledge part. In the Second sequel, they

started talking about, you know, when they are getting the Phone calls. So, that time, they may try start giving the knowledge, about this particular disease, and how to prevent those diseases.

After listening to this, even the Customers will comprehend it, in their own way. They will have several Subjective Norms, as we have said. That, certain actions in the Society, may not allow them to perform, certain actions. So therefore, those Subjective Norms, would be predicament, for performing certain behaviour. That is, Formation of Attitude. So therefore, their Attitude will also depend on, those predicament, of those various.

So, A is their Knowledge, and B is the Social Norms, or the Subjective Norms. Then, the Behaviour towards that would form, whatever they are listening from the Marketing Campaign, whether they have ready to adopt that or not. Okay. They are preferring that, or not. Conviction, has formed or not, to do that. And, finally is the Practice. Practice is actually, it is almost like the Purchase Stage.

Which means, here, we are actually practising, what was suggested in the, Marketing Campaign. So, even if we talk about the Polio Vaccination, same thing. Like, first is the Awareness Stage. Then, you start getting Knowledge, that if you do not go for this Polio Vaccination, what could be the Negative Outcomes. Then, you start forming a Behaviour, okay, then it is better to take my Child, to the Polio booth.

And then, there will be several other predicaments also, like a Family may say that, no, no, that is not required, and all this. So, after that, when you finally go for, take your child to the booth, for Polio Vaccination, that comes to the Practice Stage. Okay. And, each stage, the extent of information provided by the marketer, the level of persuasion done by the marketer, would be slightly different. So, this is how, we talk about the Attitude Formation Model.

So, in short, we have talked about the, Hierarchy of Effect Model. We have talked about the, in the Session one of Attitude Formation, we have talked about these models actually, the Hierarchy of Effects Model, the Tri Component Attitude Formation Model. And, we have compare that, with other communication models, as well.

And, in this Session, we have covered up, the Multi-Attribute, or Attitude Formation model,

in which, we have covered ATO, and the Ideal Point Multi-Attribute Model. And then, we have covered the TRA model, by Martin Fishbein. And finally, we have talked about, what happens, how Attitude is formed, in Social Marketing Context. So, this much for today, and thank you. We will meet in the next Session. Good Bye.