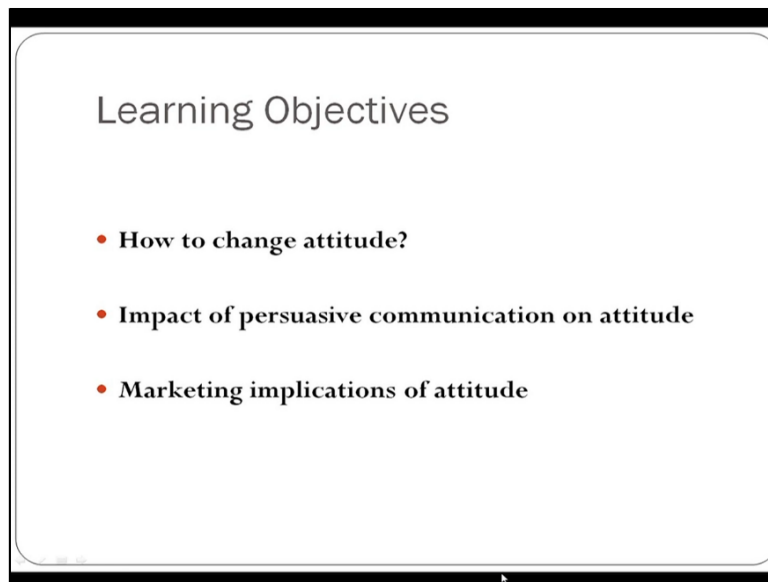


Consumer Behaviour
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Module No. #04
Lecture No. #17
Changing Attitude

Welcome. Today, we are going to talk about, how Attitude could be changed. Though, we said that, Attitude is quite stable thing, but it could also be changed. And, how to change that, by different Marketing activities. That is the purview, of today's discussion. And, I Dr Srabanti Mukherjee, will be delivering, this Lecture to you.

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So, Basic Learning Objective, of this particular topic are, how to change Attitude, impact of Persuasive Communication on Attitude, and along with its Marketing Implications.

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How to change attitude?

- *By altering the consumer's beliefs*

Consumer beliefs can be altered by several ways. Marketers normally believe that shifting beliefs about products will in effect derive more positive attitudes and persuade the consumers in favour of their products. Government, sometimes, deliberately looks to alter many myths, false beliefs, and irrelevant predispositions. The advertisements of pulse polio vaccination by superstar Amitabh Bachchan or the widespread HIV awareness campaign are some of the recent examples.



So, our first part is, how to change Attitude. Consumer's beliefs can be altered, in several ways. So, the first way of changing the Attitude, we say, in this session, first of all, we will talk about some common ways of, changing Attitude. And then, we will see, how we use the Persuasive Communication, to change Attitude. So therefore, the first step to change Attitude could be, by altering the Customer's beliefs. Consumer's beliefs could be altered, by several ways.

Marketer, normally believe that, shifting beliefs from Products, will in effect to derive more Positive Attitude, and persuade the Consumers, in favour of their Products. So, Government sometimes, deliberately look to alter several myths like, false beliefs about something, irrelevant predispositions. So, the Pulse Polio Vaccination Campaign, by superstar Amitabh Bachchan, or the widespread HIV Awareness Campaign, are some of the recent examples, of this kind.

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How to change attitude?

- *By developing new beliefs*

Apart from altering the existing beliefs, new beliefs can be formed by means of non-personal endorsements and genuine source messages. For example, to make consumers believe that the *Tanishq* is also a festive brand, Tanishq has launched its *Subham* series in this Diwali.



Source:
<https://www.tanishq.com/subham/collection>



Then, we can also look for, developing some new beliefs. So, apart from, whatever I understand about certain Brand, and may develop a new belief, about the Brand also. Okay. So, if I just tell that, when Tanishq came to our country, our believe was that, it is a kind of very elite Brand. And, it is mostly for the, working class. Because, it is an 18 Carat Gold, and very sleek Jewelleries, very Westernised look, and all this.

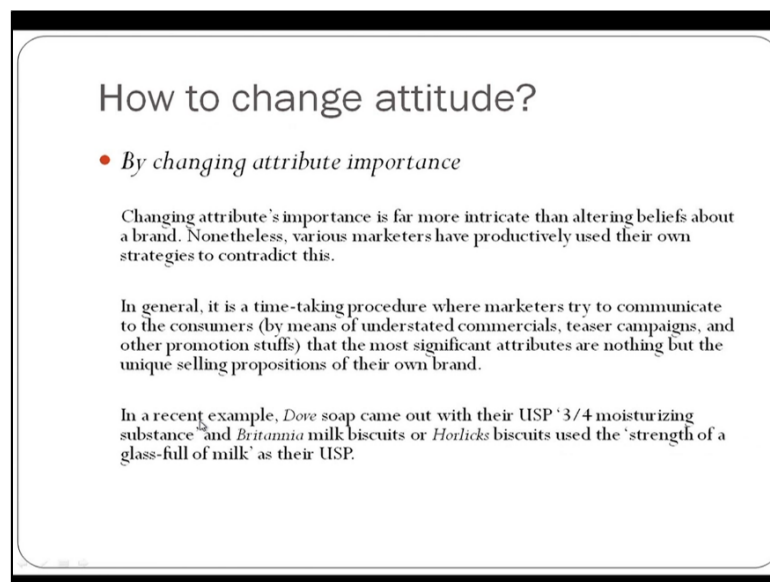
Gradually, it repositioned. It is because, it understood that, in India, the Jewellery Market is mostly, the Wedding Market. So therefore, they have changed the design of the Jewellery, they have changed the Positioning message, and reposition them as a Wedding Jeweller. They continue for the working ladies segment also, with their Tanishq Mia series.

Similarly, they have again segmented the Market, and said then, we also Jewellery for several types of Weddings like, Bengali Wedding, Gujarati Wedding, and all different kind of designs, which may cater to the needs of, different kind of Wedding. And, that is how, they Position themselves as, your Wedding Jeweller. And, now off let, they have said that, they are also a Jeweller of Festivals.

They have come up with their, Shubham series, which is released in for this Diwali. An Elegant and Exquisite, this Shubham collection, is a testimony to all, that is auspicious, and marks a Ceremonial start, to your Festivities. Though, Celebration of the Magnificent Craftsmanship of the Ancient Indian Temples, these prolistictly crafted Intricate Designs, are the perfect blend of Indian heritage.

And, the Modern Procession are indeed worthy, of being cherished, as Treasured Heirlooms. The Designs are like, sometimes like Temples. Something, which is, they have used a kind of Indian Heritage, with that. But, of course, it is also having, the Modern Design, Modern Precision, we can say, to make it very worthy. And, you can see, one glimpse, which are taken from, Tanishq website.

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The Third way of changing Attitude, is by changing the Attribute importance. Though, Changing Attribute importance, is far more intricate, than altering beliefs about a Brand. Nonetheless, various Marketers have productively used their own strategies, to contradict this. How to do that. For example, it could be done by, some teaser commercials. It could be done by, some very Innovative promotional stuffs.

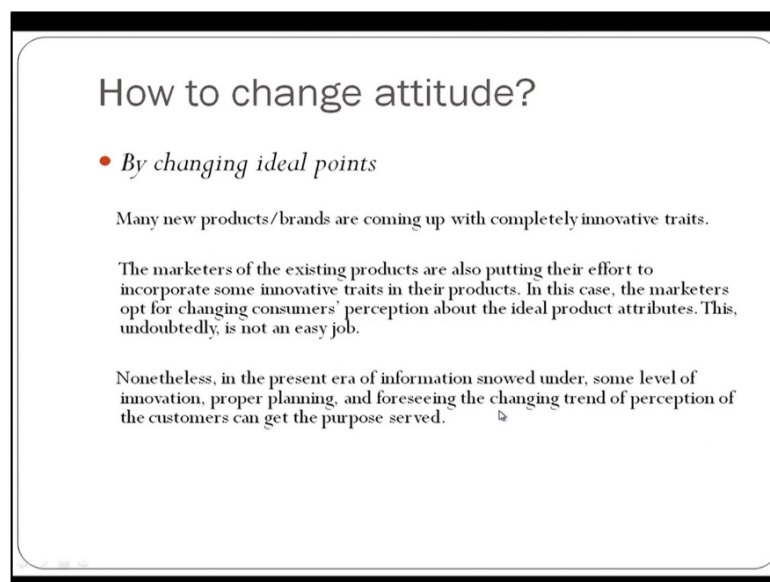
But, the Relative Evaluation, the last session, I have talked about the relative importance of different Attributes, in the Customer's mind, when I talked about the ATO model, or the Ideal Point Multi Attribute Model. So, if you can change the relative importance of the Attribute, in the mind of the Customer, somehow, then probably, the Evaluation of the Product, will also be changing, in the minds of the Customer.

So, that is how, when dove came with, you know, 3/4th of moisturising substance, that was a very new Attribute, which was added in the Indian Soaps, and there, you know, the Bathing Soaps, and that is how, it has caught the attention. And, People started thinking, okay, the Soap, which moisturises better the skin, is a better Soap. So, the Customer will start thinking, this could be as a very important criterion, to evaluate.

For example, Indigo has off let announced, Children Free Zone. 3 or 4 rows would be like, a Children Free Zone. This would be premium seat, where the Children below 12 years, are not allowed to sit. So that, their screaming, or their kind of tantrums, does not disturb this Premium Customers, who want to peacefully travel. Now, this or otherwise, have not been thought of also. The Indigo was first providing this Cue, one USP.

So, Customer may start, you know, some Customer, for example, those who are frequent Business Traveller, they may have to prepare some slide, some presentation, during Flight itself. So, they may now think that, the Airlines, which is providing this, is even better than, what provides me, better Meal. So, the importance of Meals gets lowered, than the importance of Child Free Zone. And, that is how, the Evaluation will also differ.

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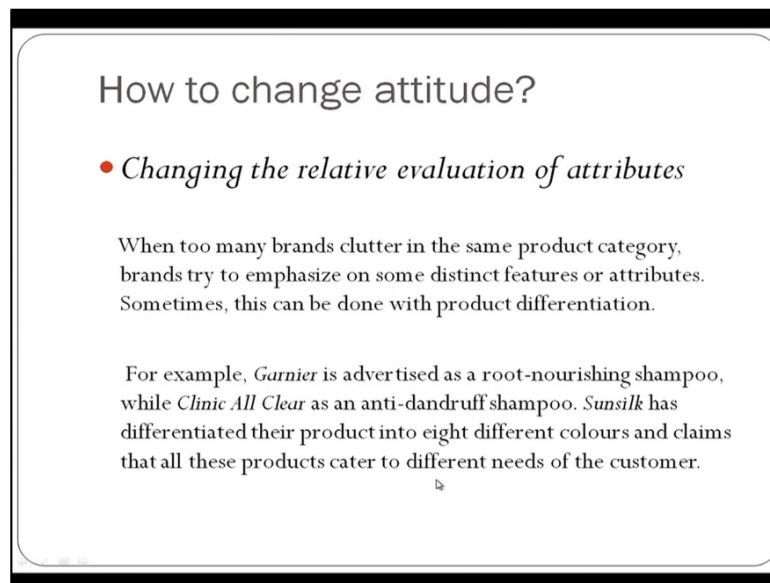
Then, we can change the Attitude, by changing the Ideal Points. Now, many new Products and Brands are coming up, with completely new and Innovative Traits. So, the Marketers of the existing Products, are also putting their effort, to incorporate some Innovative Traits, in their Products. GI is coming up with, Collar Pressing Machines, very handy ones. So, these are very completely new Products. So, the Ideal Point, has not been thought of. It is totally a new. Before you expect that kind of Product, the Product is actually there, in the Market.

So naturally, you will be very close, to the Idle Point. So, that is how, your Attitude could be, even more Positive. Whereas, all though it is not a very easy job, because you have to be Innovative enough, for that. Apple, constantly is doing this. Because, they are constantly,

focusing on the R&D, coming up with very improved models, in every version. So, that is how, they are changing the, Idle Point also.

I mean, they are making their own Benchmarks. And, they are becoming sometimes, their own Benchmark also. So, nonetheless in the Present Era of Information snowed under, some level of Innovation, Proper Planning, and forcing the Changing Trend of Perception of the Customer, could be your fell.

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How to change attitude?

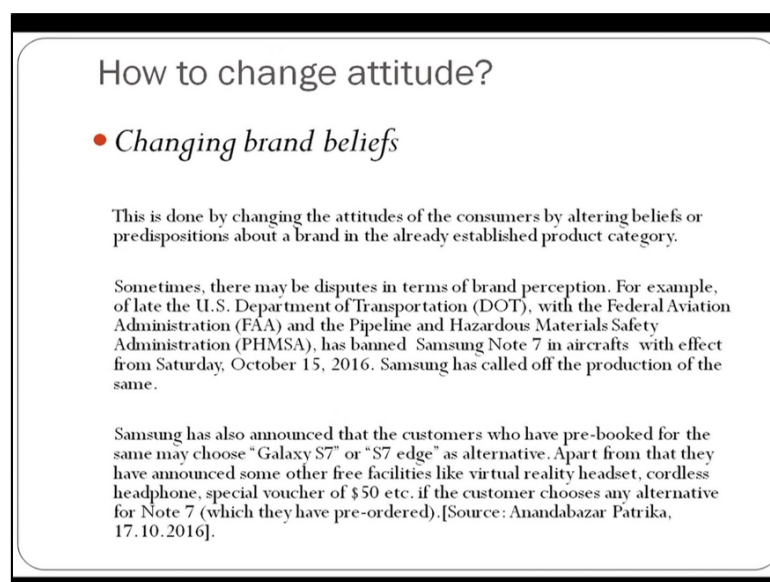
- *Changing the relative evaluation of attributes*

When too many brands clutter in the same product category, brands try to emphasize on some distinct features or attributes. Sometimes, this can be done with product differentiation.

For example, *Garnier* is advertised as a root-nourishing shampoo, while *Clinic All Clear* as an anti-dandruff shampoo. *Sunsilk* has differentiated their product into eight different colours and claims that all these products cater to different needs of the customer.

Now, changing the relative evaluation of the Attributes, when too many Brand, clutter in the same Product Category, Brands will try to emphasize, some distinctive Feature or Attributes. Sometimes, this can be done by, Product Differentiation. For example, Garnier is advertised as a, Root Nourishing Shampoo. TRESemme, advertises as a kind of, Salon made Brand. Clinic All-Clear as Anti-Dandruff Shampoo. Then, we talk about Sunsilk, which is a Cosmetic Brand, for it is coming with Eight Variant, for Eight different kind of Hairs.

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How to change attitude?

- *Changing brand beliefs*

This is done by changing the attitudes of the consumers by altering beliefs or predispositions about a brand in the already established product category.

Sometimes, there may be disputes in terms of brand perception. For example, of late the U.S. Department of Transportation (DOT), with the Federal Aviation Administration (FAA) and the Pipeline and Hazardous Materials Safety Administration (PHMSA), has banned Samsung Note 7 in aircrafts with effect from Saturday, October 15, 2016. Samsung has called off the production of the same.

Samsung has also announced that the customers who have pre-booked for the same may choose "Galaxy S7" or "S7 edge" as alternative. Apart from that they have announced some other free facilities like virtual reality headset, cordless headphone, special voucher of \$50 etc. if the customer chooses any alternative for Note 7 (which they have pre-ordered). [Source: Anandabazar Patrika, 17.10.2016].

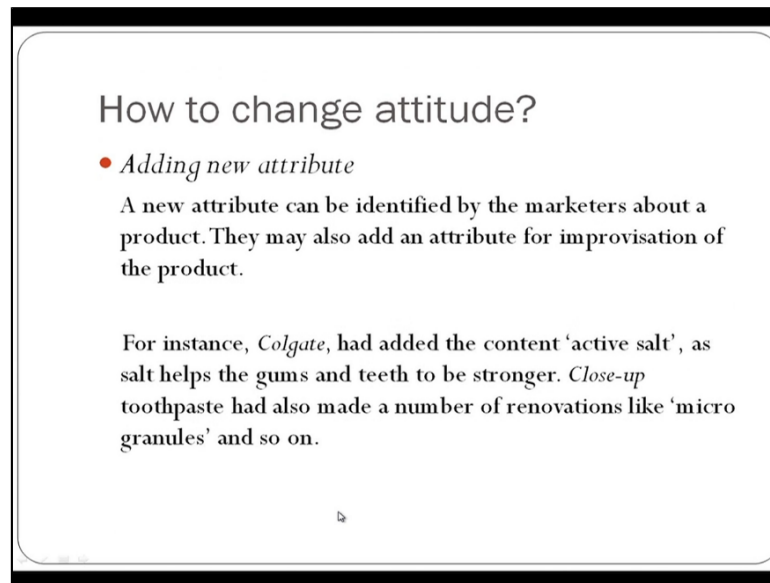
We can also go for changing, Brand beliefs. This is done, by changing the Attitudes of the Customers, by altering the beliefs of the predisposition about a Brand, and in an already established Product category. Quite often, it is used, when something Negative, has been talked about a Brand. A long back, when Coca-Cola and Pepsi was there. I mean, there was a controversy about, Coca-Cola and Pepsi.

Because, the soft drinks in general, that there is fungus in the bottle. That time, both Coca-Cola and Pepsi, came up with an advertisement, which shows that, it is safe to consume. So, you know, similar fashion, we have seen that the off let, the US Department of Transportation, with the Federal Aviation Administration, and the Pipeline and Hazardous Materials Safety Administration, has banned Samsung Note 7, in the Aircrafts, with effect from Saturday, October 15, 2016.

Now, in lieu of this, Samsung is actually, they have to again reveal their Brand image, have to protect their Brand image, somehow. So, what they have done, immediately they have called off the Production of Note 7. And, they have also announced, that the Customers who have Pre-Booked for the same, they can choose, Galaxy S7, or S7 Edge, as an alternative.

Apart from that, they have also announced that, some other free facilities like, Virtual Reality Handset, Cordless Headphone, Special Voucher of Rupees 50, etcetera, would be provided to the Customer, if the Customer chooses an Alternative, for Note 7, which they have already Pre-Ordered.

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So, this is how, they are trying to revamp the Brand Image, which has got tarnished. Because, otherwise, Samsung is going to really, because they were actually banking too much on, Note 7 also. Now, we can add some new Attribute, to change the, you know, Evaluation of the Product.

For example, the new Attribute, which the Customers, have not thought of. For example, Colgate every time, they are adding new and new Attribute, and coming up with, different kind of Product differentiations like, now they have added Active Salt, as they are saying that, the salt helps the Gums and Teeth, to be stronger.

And, they have, you know, roped in Priyanka Chopra, to promote this particular variant of Colgate. Close-Up has also come with Micro Granules. Colgate has come with again, Shining White. So, these are the some of the options, which are coming up.

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How to change attitude?

- *Shifting general brand rating*

This implies to changing the consumer's overall assessment of a brand depending on the changed notion about the product and brand attributes. For example, due to rapid escalation of trendy designs and value-added services of the mobile handsets, the product's positioning has evolved from being just a 'communication medium' to a 'style statement'.

For example, Google Pixel and Pixel XL smartphones are now made available on Flipkart for pre-order. The product claims to have the highest rated smartphone camera, a battery that lasts all day. One of the USP of the brand is the unlimited storage for photos and videos. Further, Google claims that it's the first phone with the Google Assistant built in.

Then, Shifting, General Brand Rating. This implies, to change the Customer's overall assessment, of the Brand, it depends on the changed notion, about the Product, and Brand Attribute. For example, due to rapid escalation of trendy designs, and value-added services of the Mobile Handsets, the Products Positioning has evolved, from just being a Communication Medium, to a Style Statement. Now, say for Google Pixel and Pixel Smart Phone, they are saying that, there are now getting, and available in the Flipkart, for Pre-Order.

And, it is saying that, the Product claims to have, a highest-rated Smart Phone Camera. A Battery, that lasts all the day. And, one of the USP, they have claimed is, kind of Unlimited Storage of Photos and Videos. This is a very novel feature, which they are bringing, in their Smart Phone. Further, it says that, it is the first Phone, with Google Assistant, built in. So, that is how, it is changing the general rating, of the Brand.

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Can attitude be really changed?

- Attitudes can change primarily due to social influence.
- Attitudes can also be altered due to the cognitive dissonance.
- However, *Counter-attitudinal advocacy* is difficult to practice on a mass scale, therefore, the marketers often try to change the mass attitude through persuasive communication in mass media like advertising.

But, some Marketers, they really say that, even after all this, the Attitude can really be changed, or not. Whether, there is some scepticism about it, still. So, that is why, we say that, yes, it can be changed, by social influence. You can change Attitudes, by peer pressure. Lifebuoy Swas Chaturmath Campaign, has first roped in the kids in the schools. And, there they have started their propaganda, first. So, through the children, the information will pass on to their parents also.

So, this again, and then the children also became their Ambassador, to promote this kind of concept of washing hand with Lifebuoy Soap, and preventing diarrhoea. So, that is what, we have said, that it can change, due to social influence also. It can be altered, because of Cognitive dissonance. I may be, I am very fond of Samsung Phones. But, once I have heard of that, there is a controversy for Note 7, I may form a Negative Attitude about Note 7, if I have Pre-Ordered that.

Or, may be, after consumption of certain Product also, I may form, you know, Negative Attitude may be, because of my Negative experience, with that Brand. However, it is said that, the Counter-Attitudinal Advocacy, is difficult to practice on a mass scale. If I want to counter this of change the Attitude, then of course, I have to resort to advertisement, or some Mass Media, or a very Pre-Planned Campaign, for End Mass.

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Types of Attitudes

1. Cognitively based attitudes or Object Appraisal .
2. Affectively based attitudes or value-expressive attitude.
3. Behaviorally based attitudes or self-perception based attitude (Bem, 1972)

So, for that reason, I need to know, how do I actually tried to persuade, in which route. So, I need to know, that there are, three basic types of Attitude. What are the types of Attitude, which I can change, or which I want to change? So accordingly, I will use some happy yields, some routes. So, first one is the Cognitively based Attitudes, or the Object Appraisal. This is basically, the Utilitarian function based things. It is based on the Utilitarian function, that is the functional Attribute of the Product.

Customers are more focused on, information about the, features of the Product Attributes, of the Product. The second one is the, Actively based Attribute, or the Value Expressive Attributes. This is like, feeling or liking kind of Product, where more of emotion is involved with the Product, rather than the Functional Attributes of the Product. Like, for example, when I am going to buy a dress.

So, that time, how will I look with, how the Society will feel, if I wear this dress, is more important to me, rather than the Fabric. Or, if I am a very Value Cautious Customer, then I will with the, or maybe Value Expressing Customers, then I will think in that way. Affection would be, or the Affection Function, or the Liking Function, or the Emotional Function Component, would be more important to me.

Third one, is the Behaviourally based Attribute, or the Self-Perception based Attribute. This is formed after, maybe, I have used the Product. And, then accordingly, I have formed certain kind of Attitude, out of it.

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Impact of Persuasive Communication on Attitude

- The study of **persuasive communication** was initiated under Hovland with the Yale Attitude Change approach. This approach examined the pre-conditions under which persuasive messages can change attitude.
- The Yale Attitude Change approach focused on three factors for the same-
 - a. who (*the source of the communication*) said
 - b. what (*the communication itself*)
 - c. to whom (*the audience*).

So now, as a Marketer, it is not about individually changing, some Attitude. If I have to change the mass Attitude, then I have to think of Persuasive Communication, in the Mass Media. So, how do, I go about it. So, the first study was made by Hovland, with the Yale Attitude Change Approach. And, this Approach, examined the pre-conditions under which, the Persuasive Messages, can change Attitude.

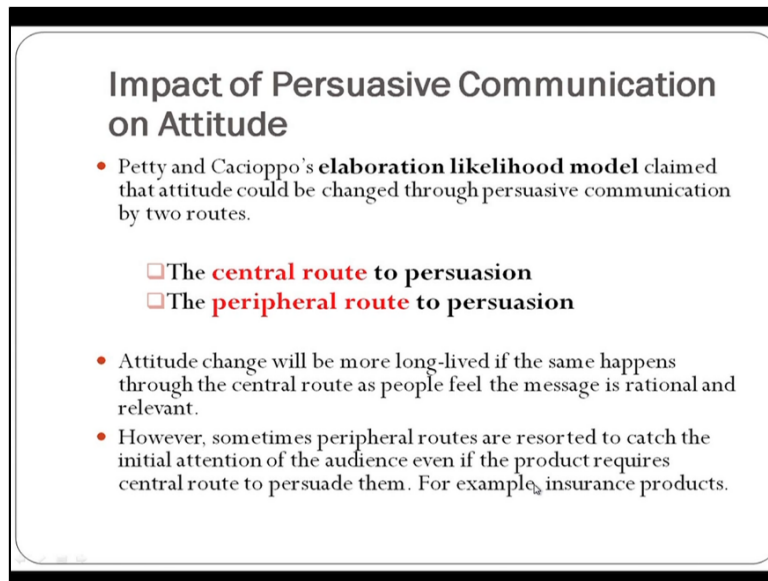
The Yale Attitude Change Approach, focuses on three major things like, who is Communicating. B is, what is the content of that Communication. And, C is, to whom I am Communicating. Is the Customer of Attitude, this of Self-Perception? Is the, I mean, they only develop their Attitude, based on Cognition. Or, some affectively alike Emotional Customers, or I am talking about Utilitarian Customers.

So, to whom, I am talking to that, is important. And, the same Customer means, when I am thinking of an, say, buying a saree, I may be very much emotionally attached to that. And, may think that, if I wear the Saree, how People will, or whether People will appreciate me or not. That is an Effective Approach. But me, when I am buying a Laptop, I am looking about the Functional Attribute of the Product. So, that time, I am becoming a Utilitarian Customer. Okay.

My Attitude would be formed, based on this Cognitively based Attitude. So, this is very important. So, what will you Communicate. The information about the Product, or you will try to emotionally connect the Customer, with the Product. So, that again, depends on that. And then, who is Communicating. Is it the Government. It is the sponsor of the Product. It is

the Brand Ambassador, who is Communicating, who is talking about it.

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The slide is titled "Impact of Persuasive Communication on Attitude". It contains a bulleted list of points. The first bullet point states that Petty and Cacioppo's **elaboration likelihood model** claimed that attitude could be changed through persuasive communication by two routes. Below this, there are two sub-points, each preceded by a red square icon: "The **central route** to persuasion" and "The **peripheral route** to persuasion". The second main bullet point states that attitude change will be more long-lived if it happens through the central route as people feel the message is rational and relevant. The third main bullet point states that however, sometimes peripheral routes are resorted to catch the initial attention of the audience even if the product requires central route to persuade them. For example, insurance products.

- Petty and Cacioppo's **elaboration likelihood model** claimed that attitude could be changed through persuasive communication by two routes.
 - ❑ The **central route** to persuasion
 - ❑ The **peripheral route** to persuasion
- Attitude change will be more long-lived if the same happens through the central route as people feel the message is rational and relevant.
- However, sometimes peripheral routes are resorted to catch the initial attention of the audience even if the product requires central route to persuade them. For example, insurance products.

It is the newspaper, which is talking about it. So now, Petty and Cacioppo, they have developed a model known as, Elaboration Likelihood Model. And, they said that, the Attitude could be changed, through Persuasive Communication, by two major routes. One is the Central Route of persuasion, where you have not using any emotions. We are simply talking about the, Utilitarian Attribute of the Product. And, B is the Peripheral Route to Persuasion.

So, Attitude change will be more long lived, if it happens through Central Route. Anyway, because it is more of information, and it is more rational. But, what happens, you know, sometimes, for just drawing the attention of the Customer, even the Product like Insurance, which is a High Involvement Product, and where the Customer really wants, more information about it. What could be the Premium? What could be the Benefits? Say, it is a Medical Insurance.

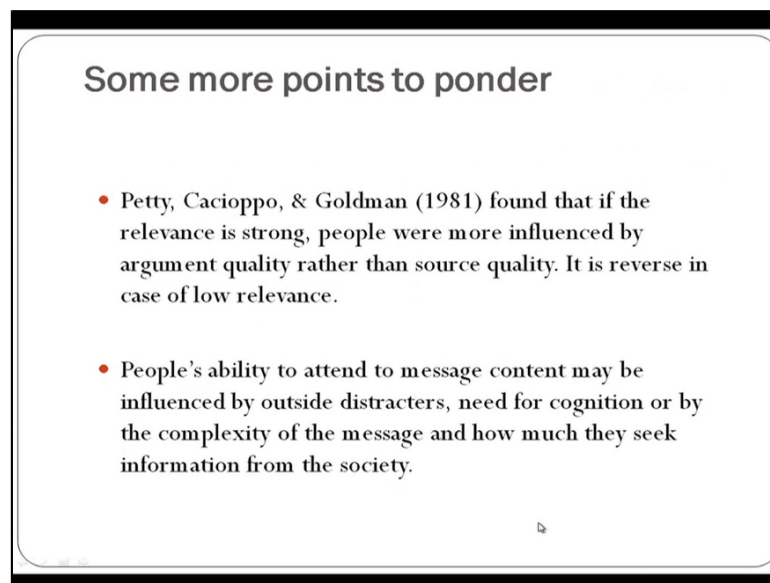
Or, even, it is a Personal Insurance, what could be the exclusions, from this Insurance. I may be very interested, to know about it. But, Insurance kind of Product, is usually sold, not bought. So therefore, you know, first user, Emotional Route, to make a connect with the Customer. And then, you use your sales force, or your website, to provide more information about the Product, to the Customer.

So, even before go into the Central Route, in this case, you may resort to Peripheral Route, for this kind of Product. Like, ICICI Insurance, Prudential. They talk about, they show the

mark of Sindoor, which shows the Dependability, or Lifelong Reliability. So, that is an Emotional Appeal, which it wants to connect. LIC, Zindagi Ki Saat Bhi, Zindagi Ki Baad Bhi. Which shows that the Mother, her Daughter is getting Married.

And, she feels that, she has fulfilled her responsibility. Because, that is a Great Emotion. Daughter's Marriage is a Great Emotion, to the Indian Parents, till date. So, that is how, the initial connect has been made. And then, the agents could follow up. Agents could tell about, the detail feature of the Product, or even the websites.

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So, Petty, Cacioppo, and Goldman, in 1981, they found that, if the relevance is strong of the message, then the People were more influenced, by the argument quality, rather than the source quality. And, it is the reverse, in case of low relevance. If I am talking about, right now, I need a laptop. And, in this, information is coming about a laptop. So therefore, that time, I will be more induced about the features, which is talking about, more features about the laptop, rather than from, which source it is coming.

Whether, the website, or whatever it is, but I want to read more and more reviews, about the Brand. And, I want to see the comparison about of the Brands, and all this. So, the information quality is more important to me, than the source quality. But, if it is a little different. For example, if I am talking about, or say, in the long term, I am having a kind of planning up buying a laptop. So, the message is not so relevant to me, at this moment.

So, that time may be, some message coming from Dell, some message coming from Sony, or

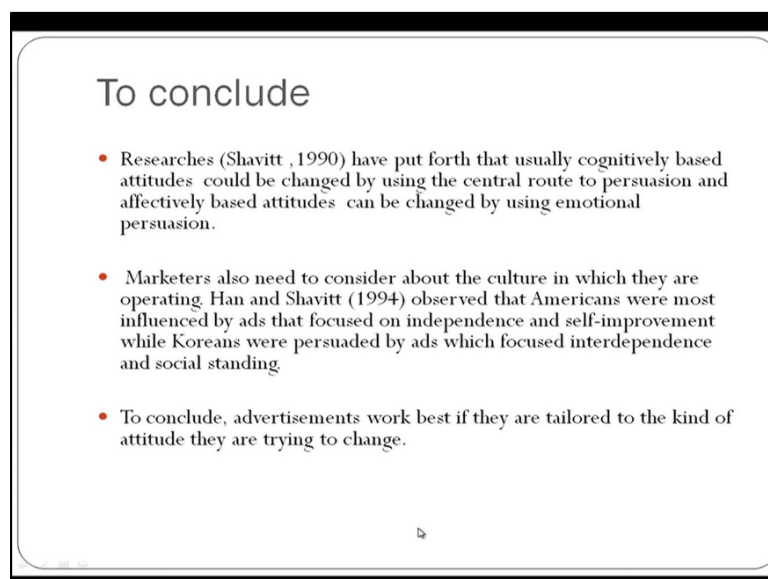
some Brand, I am particular Brand Ambassadors like Kareena Kapoor, or some Rahul Dravid, is talking about a particular laptop, then that may catch my attention, in that case. So, People's ability to attend the message content, may be influenced by some outside distracters, need for Cognition complexity of the message. And, how much we seek information, from the society.

This is particularly relevant, when I am talking about the, say, about Aged People, or I am talking about the, Bottom of the Pyramid Customers. Bottom of the Pyramid Customers, sometimes, you know, there are lot of outside distracters. For example, their own illiteracy, or their semi literacy. For that reason, they may not be able to gather more information, about the Product. Even, if they gather, they may not be able to comprehend, many information.

Or, sometimes, they succumb more to the group pressure, for buying it. Sometimes, they are indebted to a particular retailer. So, that is why, although they know that, you know, they can get a better variant of the Product, in some other retail, but, the near-by retail provides them the Product, in credit. So therefore, they select the Products, which are available in the nearest retail.

So, this kind of things, which we observe in the reality. These are the outside destructors. So, all though, you know, may form some Positive Attitude, if I have freedom of choice. So, I may have chosen, some other Brand. I may have favourable Attitude, towards some other Brand. But, just because of my barrier, that I have to select this particular retail, so whichever Brands are available in this retail, my total choice set would be, you know, actually, constrained by that.

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To conclude

- Researches (Shavitt , 1990) have put forth that usually cognitively based attitudes could be changed by using the central route to persuasion and affectively based attitudes can be changed by using emotional persuasion.
- Marketers also need to consider about the culture in which they are operating. Han and Shavitt (1994) observed that Americans were most influenced by ads that focused on independence and self-improvement while Koreans were persuaded by ads which focused interdependence and social standing
- To conclude, advertisements work best if they are tailored to the kind of attitude they are trying to change.

So, to conclude, the researchers have put forward that usually, cognitively based Attitude could be changed by using the Central Route of Persuasion. So, that is the relevance to the Marketers, actually. That, if you say, the Marketing Implications, as we are talking about, if it is a Utilitarian Product, it is better to go for a Central Route. But, when you are talking about, universally connection like, Tourism Product or something, it is to go by an Emotional Route

So, like, when we talk about Tanishq Diamond, it goes for the Emotional Route. When, Amitabh Bachchan and Jaya Bachchan is shown. And, it shows that, some elegant couple. And, they are, you know, gifting each other. Amitabh Bachchan is giving a Gift to his Wife, in the Wedding Anniversary. So, that time may be, you know, that emotional connect is there. Wedding anniversary is itself, an emotional event.

So, the Product, connects with that emotion. The Marketers also need to consider about the culture, in which they are operating. So, Han and Shavitt, they have observed that, Americans are more influenced by the Ads, that focus on Independence, and Self-Improvement. While Koreans, they are persuaded by the Ads, which focuses on Inter-Dependence, and Social Standards.

So, you will also need to look about, what route will actually persuade, which kind of Customers. And, to conclude, Advertisements work best, if they are tailored to the kind of Attitude, they are trying to project.

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So, in short, these are the ways to Change the Attitude. So, this much for this Session. And,

we will again meet, in the Next Session. Till then, Good Bye.