



Chapter 8

Consumer Attitude Formation and Change

Consumer Behavior,
Ninth Edition

Schiffman & Kanuk

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Chapter Outline

- What Are Attitudes?
- Structural Models of Attitudes
- Attitude Formation
- Strategies of Attitude Changes
- Behavior Can Precede or Follow Attitude Formation

Attitude

A learned
predisposition to
behave in a
consistently
favorable or
unfavorable manner
with respect to a
given object.

A Company Which Specializes in Attitude Measurement

Customer Opinion Surveys by Infosurv - Microsoft Internet Explorer

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Consumer Attitude Surveys

Our **consumer attitude surveys** can help your organization:

- » Measure customer satisfaction levels
- » Improve customer retention
- » Gauge interest in new products and service offerings
- » Pinpoint areas for process improvement

[Click here](#) to request our brochure

Customer Satisfaction Surveys

Infosurv assists clients with all stages of the consumer attitude survey process:

Design --> Administration --> Analysis

Consumer Attitude Survey Design

Infosurv begins by designing a customized **consumer attitude survey** for your organization, or taking your existing survey and preparing it to be administered via the Internet, telephone, fax, or paper. Infosurv offers questionnaire design consultation services standard to all clients, and reviews all consumer attitude survey instruments to assure validity, reliability, and

Featured Infosurv Client Testimonial:

accenture

"Infosurv performed exceptionally high quality work under very tight deadlines as we performed numerous on-line surveys. They were

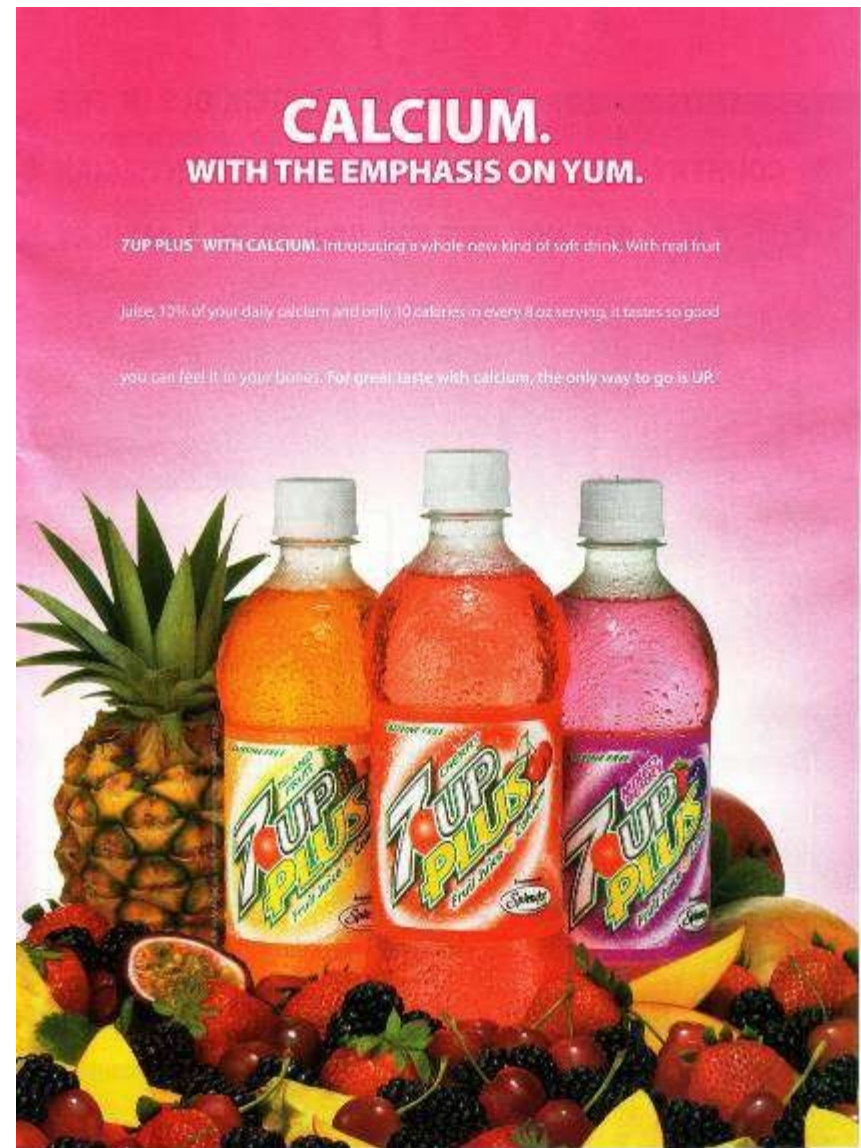
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Done Local intranet

What Are Attitudes?

- The attitude “object”
- Attitudes are a learned predisposition
- Attitudes have consistency
- Attitudes occur within a situation

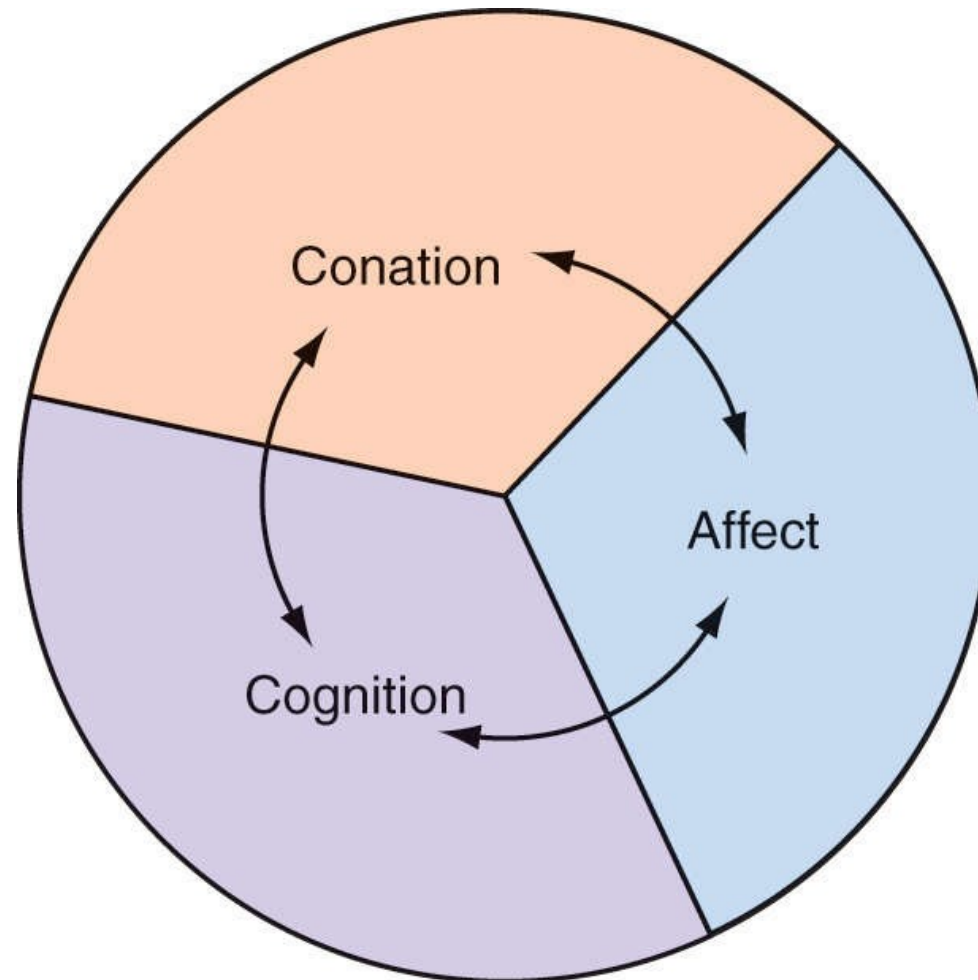
This attempts to change the attitude toward calcium in a soft drink situation.



Structural Models of Attitudes

- Tricomponent Attitude Model
- Multiattribute Attitude Model
- The Trying-to-Consume Model
- Attitude-Toward-the-Ad Model

A Simple Representation of the Tricomponent Attitude Model Figure 8.2



The Tricomponent Model

Components

- Cognitive
- Affective
- Conative

The knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources

The Tricomponent Model

Components

- Cognitive
- Affective
- Conative

A consumer's emotions or feelings about a particular product or brand



Starbucks Coffee

The Tricomponent Model

Components

- Cognitive
- Affective
- Conative

The likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object

Discussion Question

- Explain your attitude toward your college/university based on the tricomponent attribute model.
Be sure to isolate the cognitive, affective, and conative elements

Broadband Internet Access

Figure 8-3

BROADBAND INTERNET ACCESS								
Product	Cable Internet Access				DSL Internet Access			
Brand								
Attributes	Speed	Availability	Reliability	Other Features	Speed	Availability	Reliability	Other Features
Beliefs	Faster than DSL	Offered now by my cable company	As reliable as my cable TV	No choice of provider and slows down when lots of subscribers are online	Slower than a cable modem but faster than dial-up service	Offered now by my local telephone company	Can be spotty	Bandwidth varies less than with a cable connection but can be more difficult to install and troubleshoot
Evaluations	(++++)	(+++)	(+++)	(-)	(++)	(+++)	(-)	(+)

Multiattribute Attitude Models

Attitude models that examine the composition of consumer attitudes in terms of selected product attributes or beliefs.

Multiattribute Attitude Models

Types

- **The attitude-toward-object model**
- **The attitude-toward-behavior model**
- **Theory-of-reasoned-action model**
- Attitude is function of evaluation of product-specific beliefs and evaluations
- Useful to measure attitudes toward brands

Positive attitudes toward brands help with brand extensions



The advertisement features a close-up of a woman's face at the top. The Adidas logo is in the top right corner. A pink banner across the middle reads "RE-INVENTING sweat control". Below this, the text "100% Aluminum Free" is prominent, followed by "The first Absorbent Deodorant for WOMEN". A cotton flower is shown next to the "cotton TECH™" logo, with "WETNESS ABSORPTION TECHNOLOGY" written below it. Two deodorant bottles are shown on the right: one labeled "24hr Control ABSORBENT-DEO WETNESS CONTROL for WOMEN Pure Powder" and another labeled "24hr Control ABSORBENT-DEO WETNESS CONTROL for WOMEN Fitness Fresh". The website "www.adidas.com/body" is at the bottom, and the Walgreens logo is in the bottom right corner.

adidas

RE-INVENTING
sweat control

100%
Aluminum Free

The first Absorbent Deodorant
for WOMEN

cotton
TECH™

WETNESS ABSORPTION TECHNOLOGY

See sweat control re-invented at
www.adidas.com/body

ALUMINUM FREE
cotton
TECH™
ABSORBS WETNESS

24hr Control
ABSORBENT-DEO
WETNESS CONTROL
for WOMEN Pure Powder

24hr Control
ABSORBENT-DEO
WETNESS CONTROL
for WOMEN Fitness Fresh

Walgreens

Multiattribute Attitude Models

Types

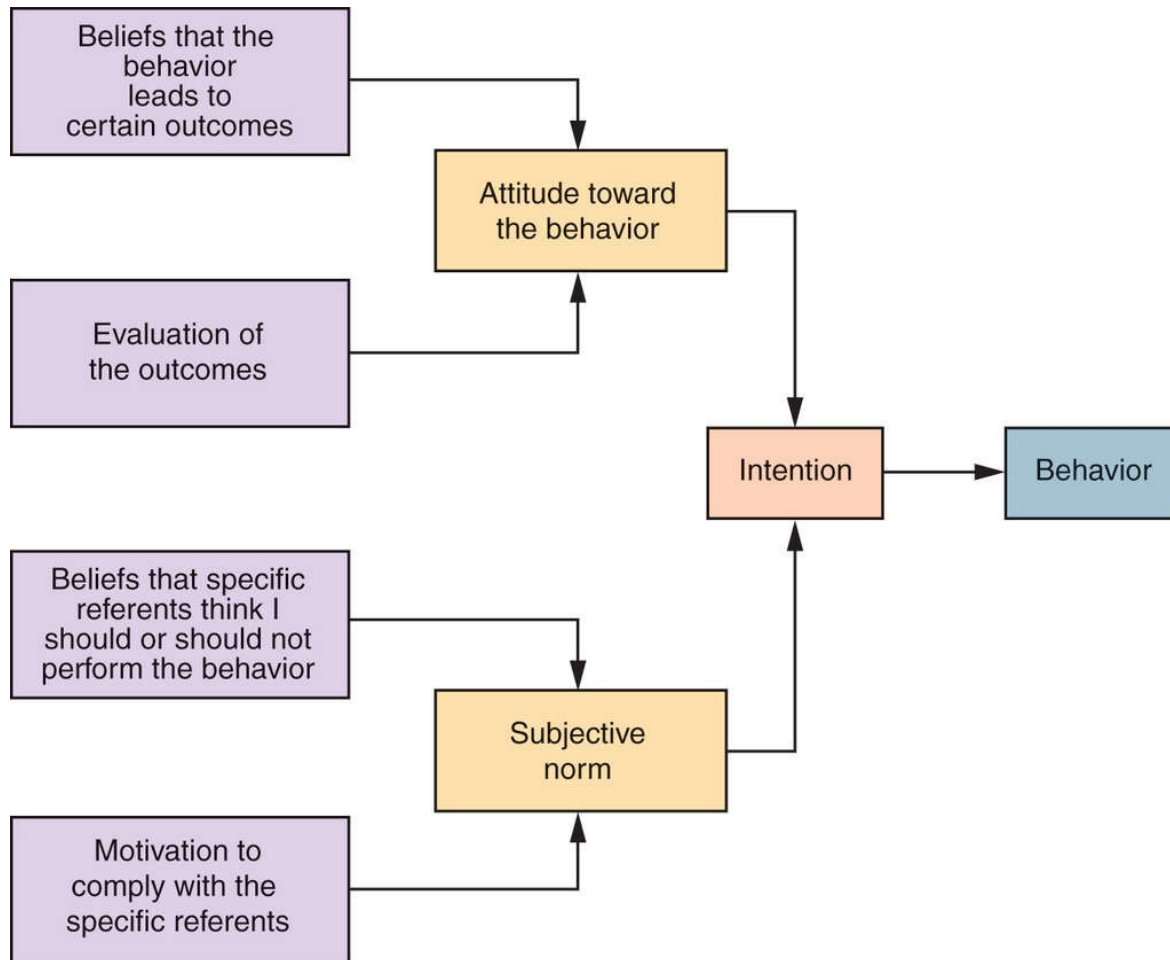
- **The attitude-toward-object model**
- **The attitude-toward-behavior model**
- **Theory-of-reasoned-action model**
- Is the attitude toward behaving or acting with respect to an object, rather than the attitude toward the object itself
- Corresponds closely to actual behavior

Multiattribute Attitude Models

Types

- **The attitude-toward-object model**
- **The attitude-toward-behavior model**
- **Theory-of-reasoned-action model**
- Includes cognitive, affective, and conative components
- Includes subjective norms in addition to attitude

A Simplified Version of the Theory of Reasoned Action - Figure 8.5



Discussion Question

- Now use the theory of reasoned action to describe your attitude toward your college/ university when deciding on which school to attend.

Subjective Norms Are Extremely Important for Teens




The screenshot shows a Microsoft Internet Explorer browser window. The title bar reads "CosmoGIRL! Guy Advice - Microsoft Internet Explorer". The address bar shows the URL "http://www.cosmogirl.com/archive/0,,7c317pcg_546,00.html". The page content includes a navigation menu with links like "Subscribe", "Astrology", "Beauty & Fashion", "Get Real", "Guys", "Entertainment", "Fun & Games", and "Free Stuff". A prominent advertisement for "SUBSCRIBE NOW! ONE YEAR FOR JUST \$8" is visible. The main content area features a "guy advice archive" section with a dropdown menu and a Q&A entry titled "Ex-ed Out [Q&A: Guy Advice]". The Q&A text reads: "I haven't dated a lot, but recently, I started hanging out with my brother's friend. We spent two nights together, and I thought things were going well, until he told me that he still loves his ex. I find myself wanting to see him, so I go to our friends' houses hoping to run into him. Is this normal, or am I on the verge of psycho?". There are also various sidebars and promotional banners, including one for "THE SIMS" and another for "SPECIAL! CG! VIDEO: THE VALLI GIRLS".

Theory of Trying to Consume

An attitude theory designed to account for the many cases where the action or outcome is not certain but instead reflects the consumer's attempt to consume (or purchase).

Ad illustrating the theory of trying to consume




The image shows a person from behind, walking a large, light-colored dog on a leash along a sidewalk. The sidewalk is covered with fallen autumn leaves. In the foreground, a white and black digital scale sits on the ground. The background shows a residential street with trees and parked cars.

Take weight off your mind with new Weight Control Oatmeal from Quaker.

If watching your weight is always on your mind, here's a tasty way to free yourself.

7 grams of protein and 6 grams of fiber help fill you up so you're satisfied and ready to face the day. It's something new to smile about.



www.weightcontrol.quakeroatmeal.com

Table 8.6 Selected Examples of Potential Impediments That Might Impact Trying

POTENTIAL PERSONAL IMPEDIMENTS

“I wonder whether my hair will be longer by the time of my wedding.”

“I want to try to lose two inches off my waist by my birthday.”

“I’m going to try to get tickets for the Rolling Stones concert for our anniversary.”

“I’m going to attempt to give up smoking by my birthday.”

“I am going to increase how often I run two miles from three to five times a week.”

“Tonight, I’m not going to have dessert at the restaurant.”

POTENTIAL ENVIRONMENTAL IMPEDIMENTS

“The first 1,000 people at the baseball game will receive a team cap.”

“Sorry, the car you ordered didn’t come in from Japan on the ship that docked yesterday.”

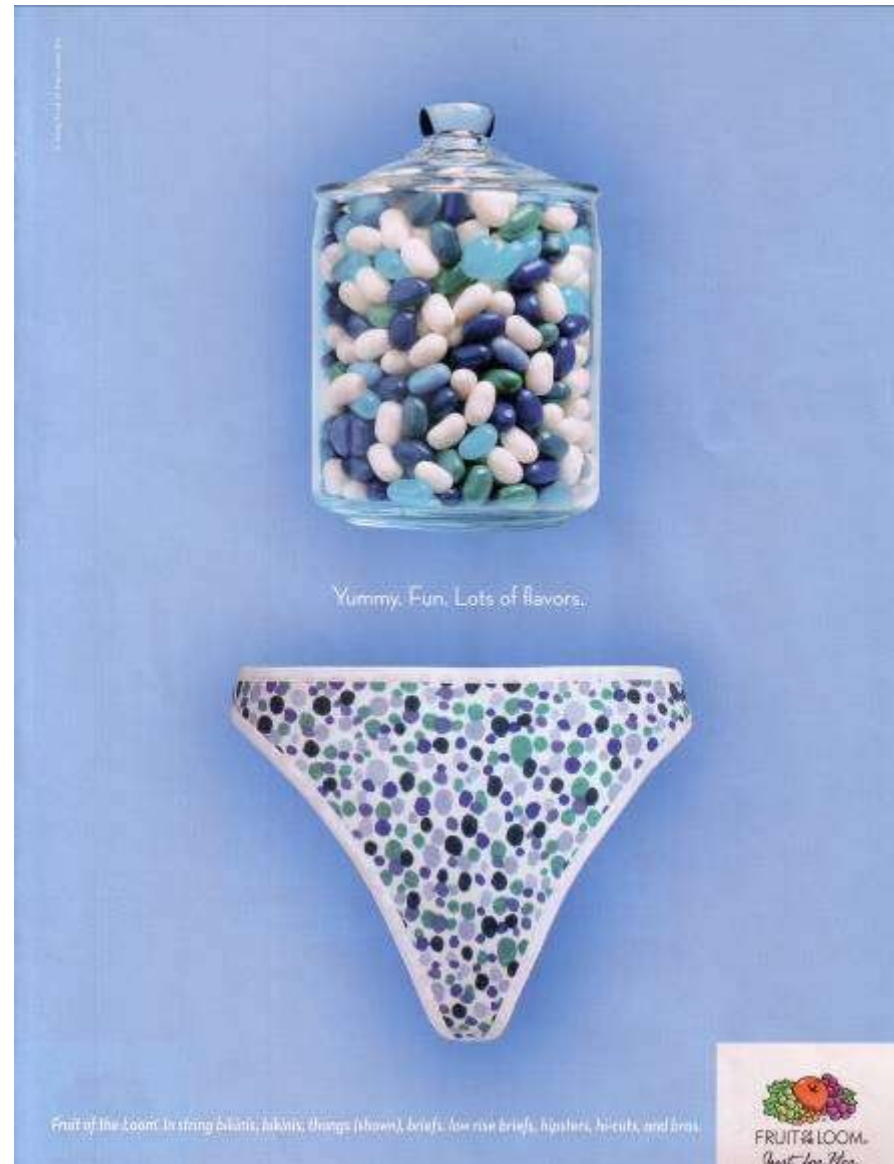
“There are only two cases of chardonnay in our stockroom. You better come in sometime today.”

“I am sorry. We cannot serve you. We are closing the restaurant because of an electrical problem.”

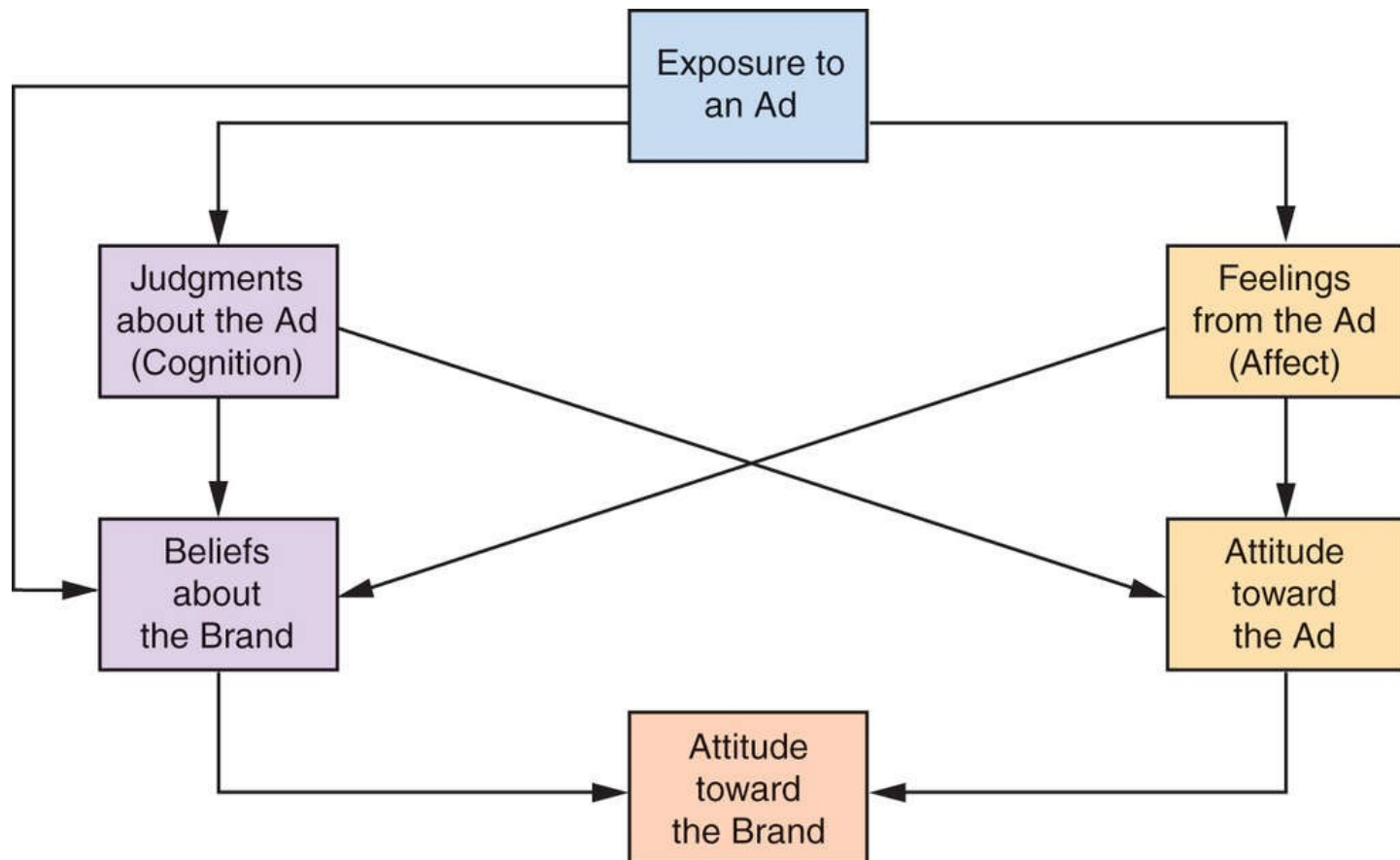
Attitude- Toward-the- Ad Model

A model that proposes that a consumer forms various feelings (affects) and judgments (cognitions) as the result of exposure to an advertisement, which, in turn, affect the consumer's *attitude toward the ad* and *attitude toward the brand*.

This ad attempts to build a positive attitude toward the ad.



A Conception of the Relationship among Elements in an Attitude-Toward-the-Ad Model - Figure 8.7



Issues in Attitude Formation

- How attitudes are learned
 - **Conditioning and experience**
 - **Knowledge and beliefs**
- Sources of influence on attitude formation
 - **Personal experience**
 - **Influence of family**
 - **Direct marketing and mass media**
- Personality factors

Strategies of Attitude Change

1. Changing the Basic Motivational Function
2. Associating the Product with an Admired Group or Event
3. Resolving Two Conflicting Attitudes
4. Altering Components of the Multiattribute Model
5. Changing Beliefs about Competitors' Brands

Discussion Question

- A local pizza restaurant is having a hard time attracting customers due to a poor image. Explain how they can change people's attitudes by using three of the following:
 - Changing the Basic Motivational Function
 - Associating the Product with an Admired Group or Event
 - Resolving Two Conflicting Attitudes
 - Altering Components of the Multiattribute Model
 - Changing Beliefs about Competitors' Brands

Changing the Basic Motivational Function

- **Utilitarian**
- **Ego-defensive**
- **Value-expressive**
- **Knowledge**

Swiffer Appeals to Utilitarian Function

Swiffer - Microsoft Internet Explorer

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a
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Nothing beats daily flossing, but Sonicare and Crest have teamed up to get you one step closer with the revolutionary IntelliClean system. It combines a special Crest paste with patented Sonicare technology for a deep clean that's one step closer to daily flossing.*

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Pump paste to the brush head



Drives cleaning ingredients deep between teeth

*vs standard brush and paste

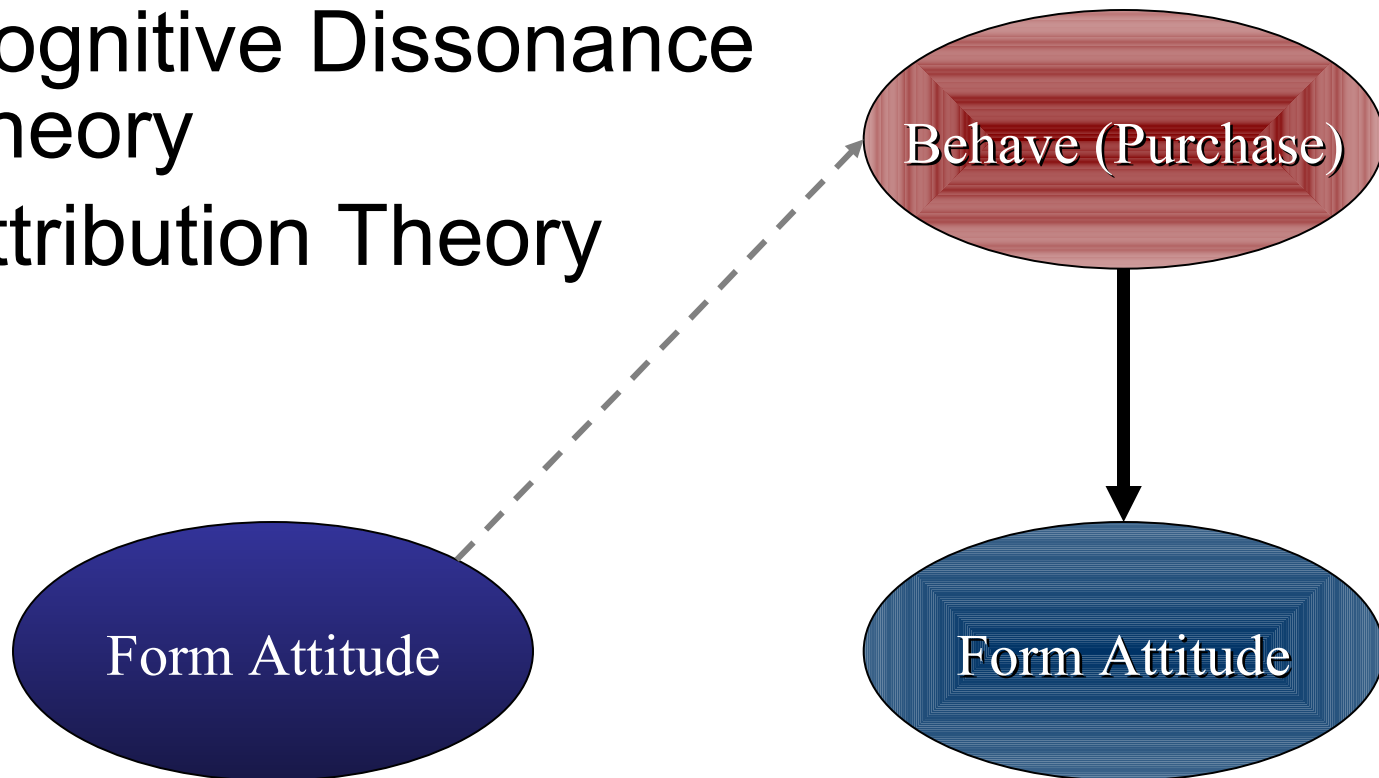
PHILIPS

**Elaboration
Likelihood
Model
(ELM)**

A theory that suggests that a person's level of involvement during message processing is a critical factor in determining which route to persuasion is likely to be effective.

Why Might Behavior Precede Attitude Formation?

- Cognitive Dissonance Theory
- Attribution Theory



Cognitive Dissonance Theory

Holds that discomfort or dissonance occurs when a consumer holds conflicting thoughts about a belief or an attitude object.

Attribution Theory

A theory concerned with how people assign causality to events and form or alter their attitudes as an outcome of assessing their own or other people's behavior.

Issues in Attribution Theory

- Self-perception Theory
 - **Foot-in-the-Door Technique**
- Attributions toward Others
- Attributions toward Things
- How We Test Our Attributions
 - **Distinctiveness**
 - **Consistency over time**
 - **Consistency over modality**
 - **Consensus**

