

# Attitude



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## Learning Outcomes

- LO<sup>1</sup>** Define attitudes and describe attitude components.
- LO<sup>2</sup>** Describe the functions of attitudes.
- LO<sup>3</sup>** Understand how the hierarchy of effects concept applies to attitude theory.
- LO<sup>4</sup>** Comprehend the major consumer attitude models.
- LO<sup>5</sup>** Describe attitude change theories and their role in persuasion.
- LO<sup>6</sup>** Understand how message and source effects influence persuasion.

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### What Is Your Attitude Toward the Product Advertised? What Is Your Attitude Toward the Ad Itself? Are the Two Attitudes Similar or Different?



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### Behind the scene at McDonald's Photoshoot



<http://uk.lifestyle.yahoo.com/video/food-13177966/behind-the-scenes-at-a-mcdonald-s-photoshoot-29747557.html>

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**LO<sup>1</sup>**

Define attitudes and describe attitude components.

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**LO<sup>1</sup> Attitudes**

Relatively enduring overall evaluations of objects, products, services, issues, or people.

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## The power of attitudes

- An attitude is a predisposition to evaluate an object or product positively or negatively.
- Social marketing refers to attempts to change consumers' attitudes and behaviours in ways that are beneficial to society as a whole.
- Attitudes are made up of three components – beliefs, affect, and behavioural intentions.

## LO<sup>1</sup> ABC Approach to Attitudes



**Affect:** "I really like my iPad."

**Behavior:** "I always buy Apple products."

**Cognition:** "My iPad helps me to study."

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## LO<sup>2</sup>

Describe the functions of attitudes.

## LO<sup>2</sup> Functions of Consumer Attitudes

EXHIBIT 7.1  
Functions of Consumer Attitudes

Attitude Function	Description	Example
Utilitarian	Attitudes are used as a method to obtain rewards and to minimize punishment.	Fraternity brothers express attitude to enjoy a sense of belonging to the group.
Knowledge	The knowledge function of attitudes allows consumers to simplify their decision-making processes.	Consumers may not like to listen to telemarketers and will therefore avoid calls from them.
Value-expressive	This function of attitudes enables consumers to express their core values, self-concept, and beliefs to others.	Consumers commonly attach bumper stickers to their cars to express their attitudes about products and social issues.
Ego-defensive	The ego-defensive function of attitudes works as a defense mechanism for consumers to avoid facts or to defend themselves from their own low self-concept.	Smokers use their positive feelings about smoking to filter out incoming information suggesting the behavior is bad for their health.

## LO<sup>3</sup>

Understand how the hierarchy of effects concept applies to attitude theory.

## LO<sup>3</sup> Hierarchy of Effects

Purchase Context	Hierarchy of Effects
High involvement	Belief-affect-behavior
Low involvement	Belief-behavior-affect
Experiential	Affect-behavior-belief
Behavioral Influence	Behavior-belief-affect

LO<sup>4</sup>

Comprehend the major consumer attitude models.

LO<sup>4</sup> **Attitude-Toward-the-Object (ATO) Model**

- The ATO Model proposes that three key elements be assessed to understand and predict consumer behavior.
  - Consumer beliefs about salient attributes
  - Strength of the consumer belief
  - Evaluation of the attribute

• ATO Formula:

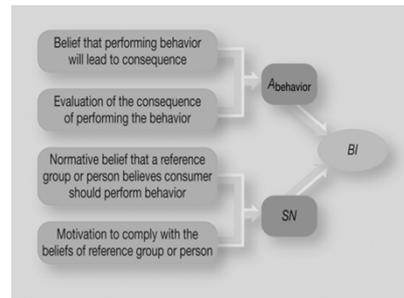
$$A_o = \sum_{I=1}^N (b_i)(e_i)$$

LO<sup>4</sup> **Attitude-Toward-the-Object Model Applied to Fitness Center Choice**

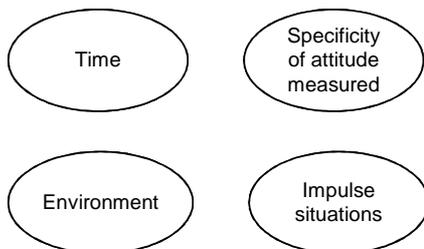
Attribute	Lifestyles			Curves		Shapes	
	e	b	(b)(e)	b	(b)(e)	b	(b)(e)
Circuit training	-1	1	-1	10	-10	9	-9
Class variety	2	10	20	2	4	3	6
Amenities	1	9	9	5	5	5	5
Fees	-3	6	-18	4	-12	5	-15
Location	3	6	18	8	24	9	27
<b>A<sub>o</sub></b>			<b>28</b>		<b>11</b>		<b>14</b>

Note: b = evaluative ratings. These ratings are generally scaled from -3 to +3, with -3 being very negative and +3 being very positive. b = strength of belief that the object possesses the attribute in question. Beliefs are generally scaled from 1 to 10, with 1 meaning "highly unlikely" and 10 meaning "highly likely." b(e) is the product term that is derived by multiplying the evaluative ratings (e) by belief strength (b). A<sub>o</sub> is the overall attitude toward the object. This is determined by adding the b(e) product terms for each object.

LO<sup>4</sup> **Behavioral Intentions Model**



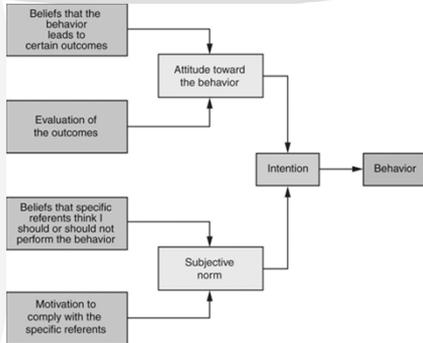
LO<sup>4</sup> **Factors That Weaken Attitude-Behavior Relationship**



LO<sup>4</sup> **Alternative Approaches to Attitude: Theory of Planned Action**

The theory of planned action expands upon the behavioral intentions model by including a *perceived control* component that assesses the difficulty in performing the behavior and the degree of control consumers have over product selection.

## A Simplified Version of the Theory of Reasoned Action



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## Discussion Question

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

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LO<sup>5</sup>

Describe attitude change theories and their role in persuasion.

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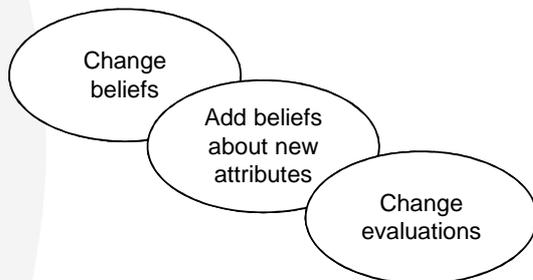
## LO<sup>5</sup> Persuasion

- Refers to specific attempts to change attitudes.
- Techniques:
  - ATO approach
  - Behavioral influence approach
  - Changing Schema-Based Affect
  - Elaboration Likelihood Model
  - Balance Theory approach
  - Social Judgment Theory approach

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## LO<sup>5</sup> Attitude-Toward-the-Object Approach



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## LO<sup>5</sup> Creating Positive Consumer Attitudes

### The 2010 U.S. Census

- The Constitution requires that the census takes place every 10 years.
- Consumer buy-in is important to its success.
- The 2010 effort used social networking and catchy slogans to encourage consumers to mail in their forms.

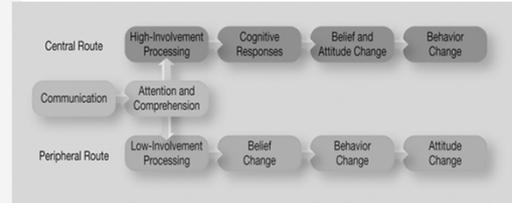
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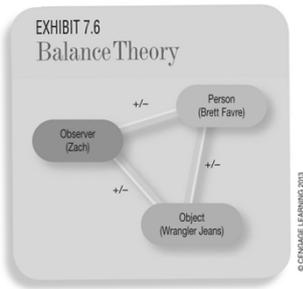
**LO<sup>5</sup> Changing Schema-Based Affect**

Schemas change affective and emotional meanings. If the affect of the schema can be changed, then the attitude toward the brand or product should change as well.

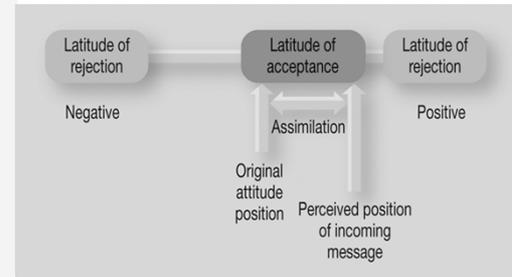
**LO<sup>5</sup> The Elaboration Likelihood Model**



**LO<sup>5</sup> Balance Theory**



**LO<sup>5</sup> Social Judgment Theory**



**LO<sup>6</sup>**

Understand how message and source effects influence persuasion.

**LO<sup>6</sup> Message and Source Effects and Persuasion**

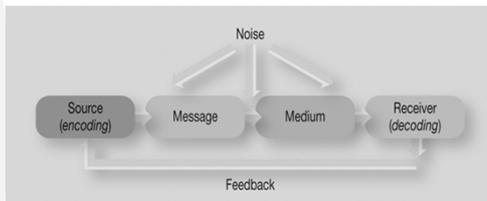
**Message Effects**

The appeal of a message and its construction.

**Source Effects**

Characteristics of the person or character delivering a message.

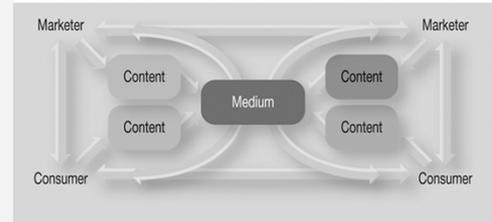
## LO<sup>6</sup> Basic Communication Model



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## LO<sup>6</sup> Communication in a Computer-Mediated Environment



Source: Adapted from Hoffman, Donna L., and Thomas P. Novak (1996), "Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations," *Journal of Marketing*, 60 (3), 52-68.

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## LO<sup>6</sup> Message Appeal and Construction

- Message appeal
  - Sex
  - Humor
  - Fear
- Message construction
  - Conclusion presentation
  - Comparative strategy
  - Message complexity



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## LO<sup>6</sup> Source Effects

- Credibility
- Attractiveness
- Likeability
- Meaningfulness



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**Match-up hypothesis** – a source feature is most effective when it is matched with relevant products.

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