

Chapter 5

Attitudes

**CONSUMER
BEHAVIOR, 8e**
Michael Solomon



Chapter Objectives

When you finish this chapter you should understand why:

- **It's important for consumer researchers to understand the nature and power of attitudes.**
- **Attitudes are more complex than they first appear.**
- **We form attitudes in several ways.**
- **A need to maintain consistency among all of our attitudinal components motivates us to alter one or more of them.**

Chapter Objectives (cont.)

- **We use attitude models to identify specific components and combine them to predict a consumer's overall attitude toward a product or brand.**

The Power of Attitudes

Attitude: a lasting, general evaluation of people, objects, advertisements, or issues

- **Attitude object (A_o)**
- **Help to determine a number of preferences and actions**



Functional Theory of Attitudes

- **Katz: attitudes exist because they serve some function**

UTILITARIAN FUNCTION:

**Relates to rewards and
punishments**

VALUE-EXPRESSIVE FUNCTION:

**Expresses consumer's values
or self-concept**

EGO-DEFENSIVE FUNCTION:

**Protect ourselves from
external threats or internal
feelings**

KNOWLEDGE FUNCTION:

**Need for order, structure, or
meaning**

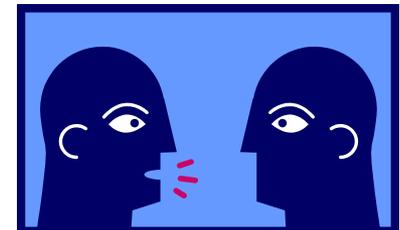
Functional Theory of Attitudes (cont.)

- Marketers emphasize the *benefits* a product serves for consumers
- Example: study of football fans identified three clusters:

Cluster	Sports Marketer's Strategy
Die-hard team fans	Provide greater sports knowledge Relate attendance to personal values
Those who enjoy cheering for winning team	Publicize aspects of visiting teams, such as sports stars
Those who look for camaraderie	Provide improved peripheral benefits (e.g., improved parking)

Discussion

- ***Imagine that you work for the marketing department of your college or university and have segmented students into four different clusters, each representing one of the four functions identified by Katz.***
- ***Develop a marketing strategy based on each of the four functions to motivate students to stay in school and complete their degrees.***



ABC Model of Attitudes

Attitude has three components:

- **Affect:** the way a consumer feels about an attitude object.
- **Behavior:** person's intentions to do something with regard to an attitude object.
- **Cognition:** beliefs a consumer has about an attitude object.

Hierarchies of Effects

- Impact/importance of attitude components depends on consumer's motivation toward attitude object

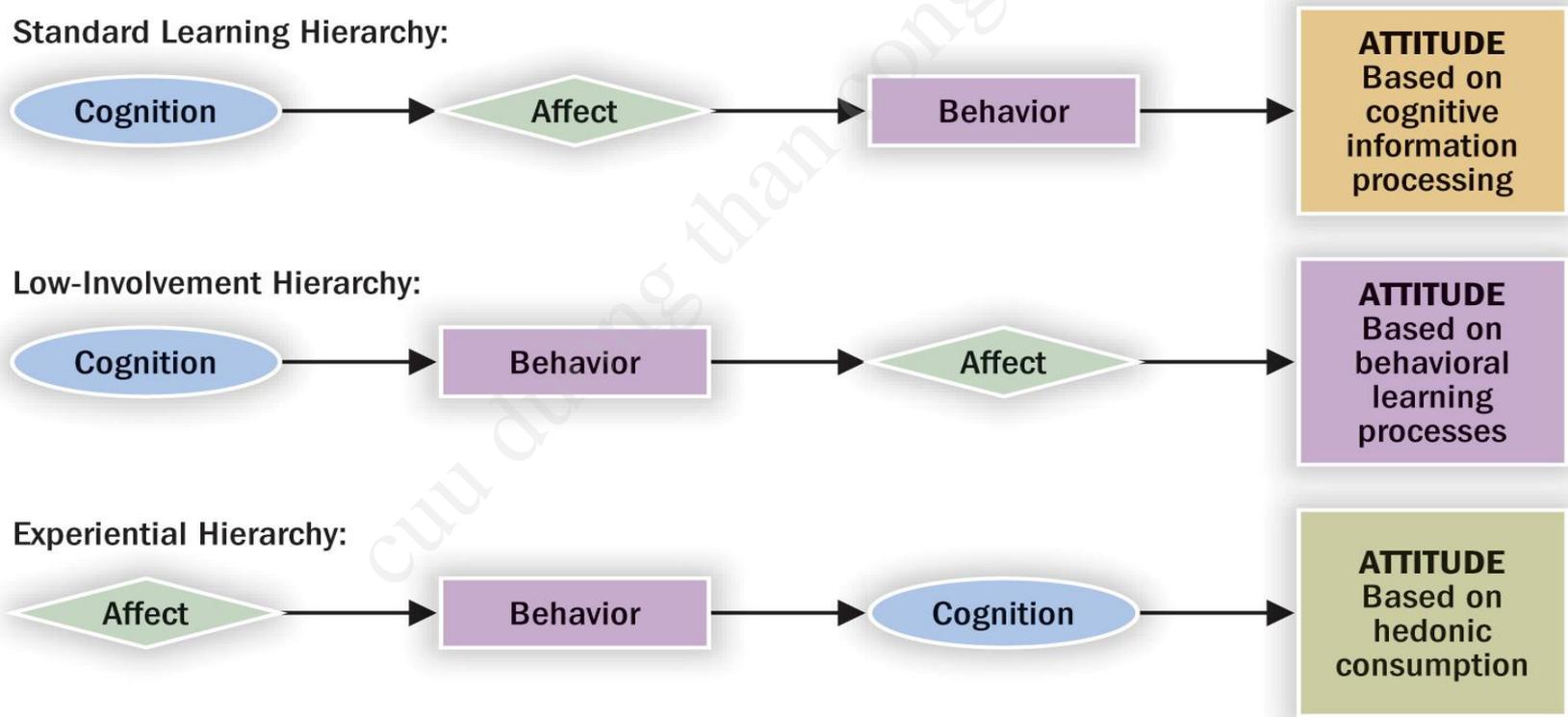


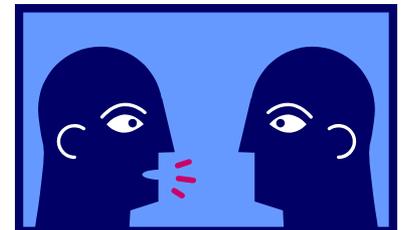
Figure 7.1

Hierarchy of Effects

- **Standard Learning Hierarchy**
 - Results in strong brand loyalty
 - Assumes high consumer involvement
- **Low-Involvement Hierarchy**
 - Consumer does not have strong brand preference
 - Consumers swayed by simple stimulus-response connections
- **Experiential Hierarchy**
 - Consumers' hedonic motivations and moods
 - Emotional contagion
 - Cognitive-affective model versus independence hypothesis

Discussion

- ***One person’s “contextual marketing” is another person’s “spyware”***
- ***Is it ethical for marketers to track which Web sites you visit, even if by doing so they can provide you with information that might help you save money by buying a competing brand?***



Attitude Toward the Advertisement

- We form attitudes toward objects other than the product that can influence our product selections.
- We often form product attitudes from its ads
 - A_{ad} : attitude toward advertiser + evaluations of ad execution + ad evoked mood + ad arousal effects on consumer + viewing context

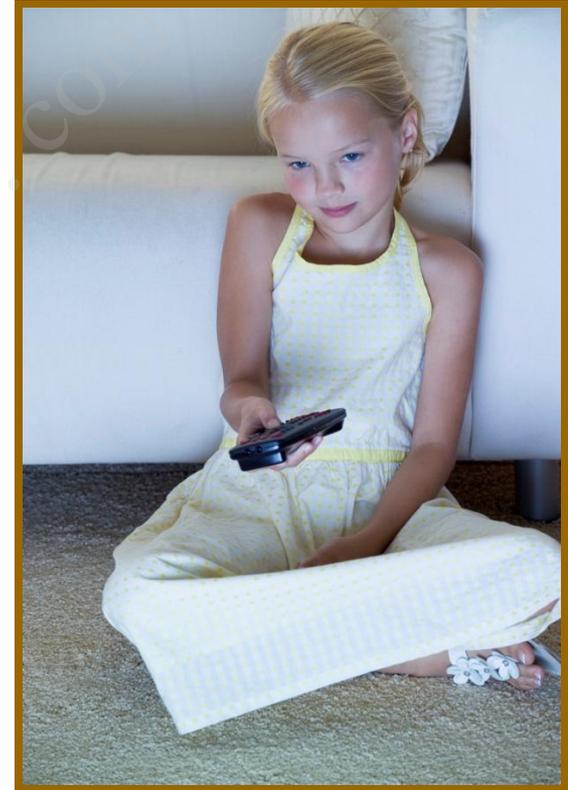
Bài tập cá nhân

- Vào trang web www.tuoitre.com.vn, search với keywords “phim quảng cáo”, tìm 3 bài viết về phim quảng cáo tại VN có tiêu đề “sống chung với quảng cáo” và 2 bài viết về ý kiến của độc giả về các bài viết này.
- Vào www.elearning.hoasen.edu để lấy bài viết “Song chung voi QC - nguoi lam QC len tieng”
- Mỗi cá nhân, trong 1.200 từ, hãy đánh giá thực trạng làm film quảng cáo tại VN trong thời gian vừa qua dưới góc độ là người nghiên cứu hành vi người tiêu dùng.
- Sử dụng mô hình “Attitude Toward the Advertisement” để phân tích.
- Nộp bài vào chủ nhật tuần tới. Bài làm trên giấy trắng A4, in (không viết bằng tay)

Ads Have Feelings Too

Commercials evoke emotion

- **Upbeat feelings: amused, delighted, playful**
- **Warm feelings: affectionate, contemplative, hopeful**
- **Negative feelings: critical, defiant, offended**



Attitude Commitment

Degree of commitment is related to level of involvement with attitude object

INTERNALIZATION

Highest level: deep-seeded attitudes become part of consumer's value system

IDENTIFICATION

Mid-level: attitudes formed in order to conform to another person or group

COMPLIANCE

Lowest level: consumer forms attitude because it gains rewards or avoids punishments

Consistency Principle

Principle of cognitive consistency:

- **We value/seek harmony among thoughts, feelings, and behaviors**
- **We will change components to make them consistent**

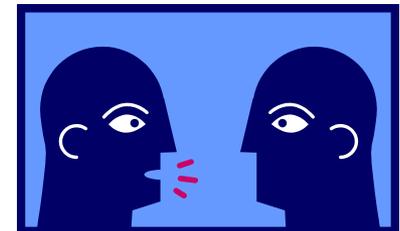
Cognitive Dissonance and Harmony

- **Theory of cognitive dissonance: when a consumer is confronted with inconsistencies among attitudes or behaviors, he will take action to resolve the “dissonance”**
- **Example: Two cognitive elements about smoking:**
 - “I know smoking causes cancer”
 - “I smoke cigarettes”
 - **Consumer will resolve the dissonance by either satisfying urge to smoke or stopping the behavior**



Discussion

- ***Interview a student next to you regarding a behavior that he or she has that is inconsistent with his or her attitudes (e.g., attitudes toward healthy eating or active lifestyle, attitudes toward materialism, etc.).***
- ***Ask the student to elaborate on why he or she does the behavior, then try to identify the way the person has resolved dissonant elements.***



Self-Perception Theory

- **Self-perception theory: we use observations of our own behavior to determine what our attitudes are.**

FOOT-IN-THE-DOOR TECHNIQUE

Consumer is more likely to comply with a request if he has first agreed to comply with a smaller request

LOW-BALL TECHNIQUE

Person is asked for a small favor and is informed after agreeing to it that it will be very costly.

DOOR-IN-THE-FACE TECHNIQUE

Person is first asked to do something extreme (which he refuses), then asked to do something smaller.

Balance Theory

- **Balance theory: considers relations among elements a consumer might perceive as belonging together**
- **Involves triad attitude structures:**
 - **Person**
 - **Perception of attitude object**
 - **Perception of other person/object**
 - **Perception can be positive or negative**
- **Balanced/harmonious triad elements**
 - **Unit relation and sentiment relation**

Restoring Balance in a Triad

- Alex wants to date Larry; Alex has positive sentiment toward Larry
- Larry wears earring; Larry has positive attitude toward earring
- Alex doesn't like men who wear earrings; has negative sentiment toward earrings

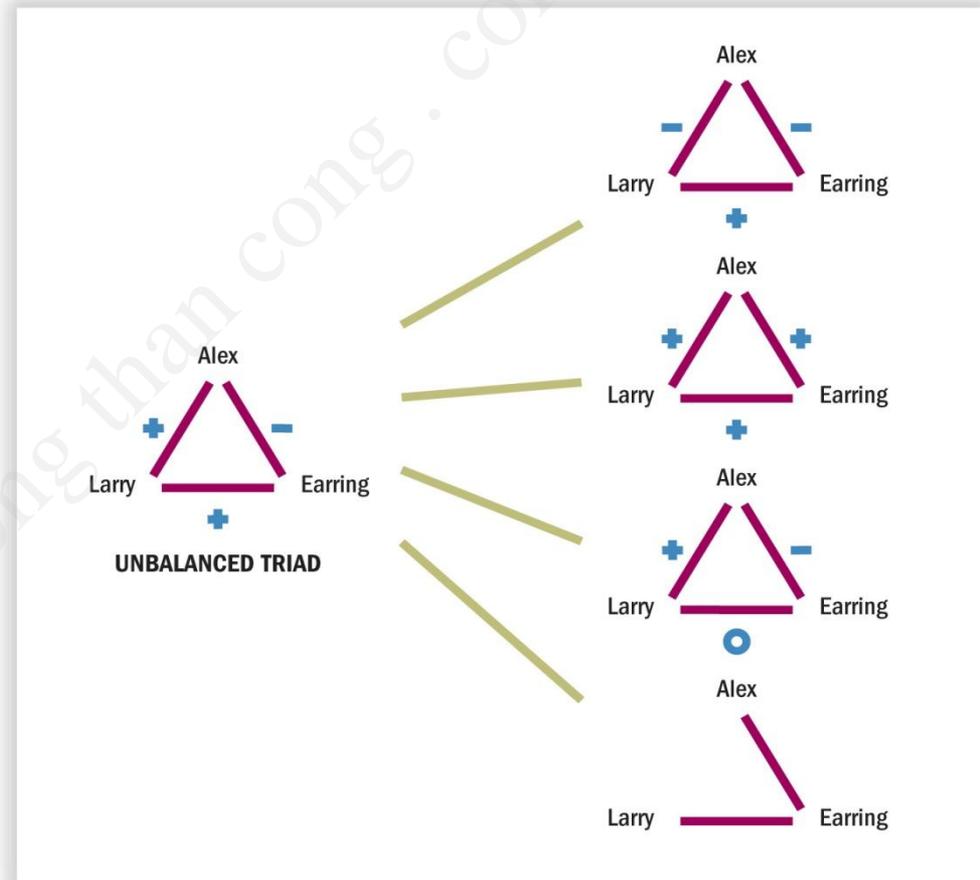


Figure 7.2

Marketing Applications of Balance Theory



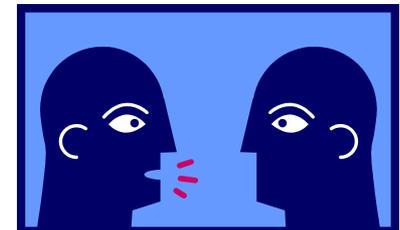
- **“Basking in reflected glory:” consumers want to show association with a positively valued attitude object**
- **Example:**
 - **Consumers: college football fans**
 - **Attitude object: winning college football team**
- **Marketers use celebrity endorsers of products to create positive associations**

Discussion

- ***Students often bask in reflected glory of their college's winning sports teams by showing team spirit or buying merchandise***
- ***How do colleges use similar techniques among its alumni? What marketing strategies could be used to sell more merchandise?***



↑ **Click photo for ou.edu**



Tracking Attitudes over Time

- **Attitude-tracking program:** increases predictability of behavior by analyzing attitude trends during extended time period
- **Ongoing tracking studies**
 - **Gallup Poll**
 - **Yankelovich Monitor**



↑ **Click photo
for Gallup.com**

Tracking Attitudes

Percentage of 16- to 24-year-olds who agree
“We must take radical action to cut down on how we use our cars.”

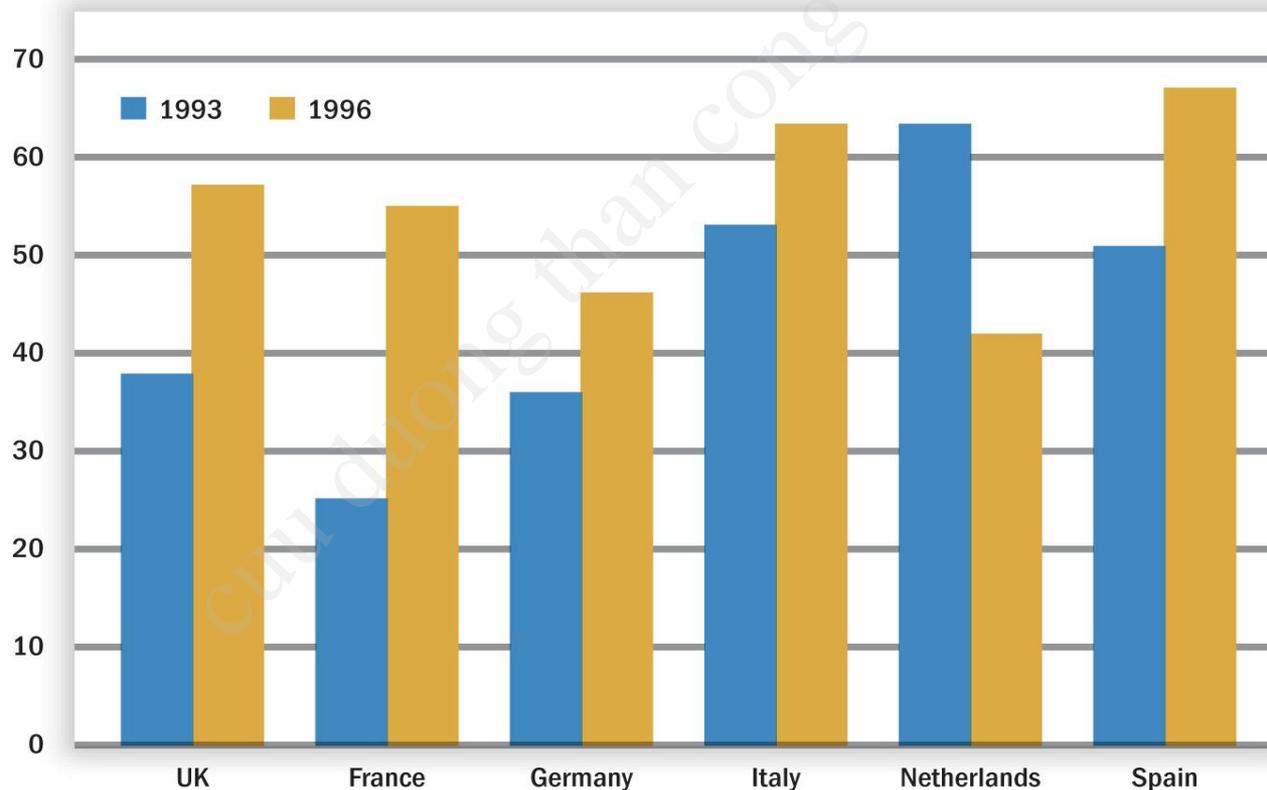


Figure 7.4

Changes to Look For Over Time



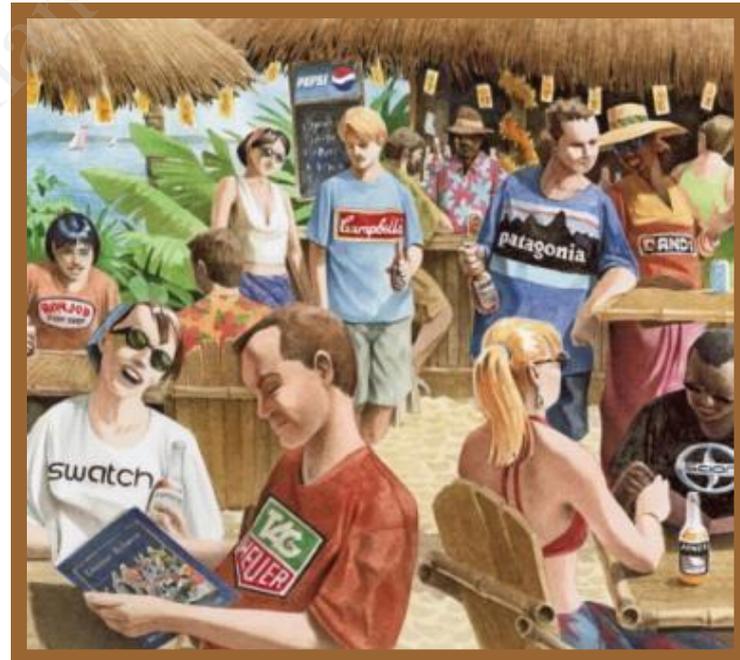
Attitude tracking should include:

- **Changes in different age groups**
- **Scenarios about the future**
- **Identification of change agents**

Chapter 5

Attitude Change and Interactive Communications

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Changing Attitudes Through Communication

Persuasion: effectiveness of marketing communications to change attitudes

What influences people to change their minds or comply:

Reciprocity

Scarcity

Authority

Consistency

Liking

Consensus

Tactical Communications Options



- **Who will be source of message?**
- **How should message be constructed?**
- **What media will transmit message?**
- **What target market characteristics will influence ad's acceptance?**

Traditional Communication Model

- **Communications model: a number of elements are necessary for communication to be achieved**

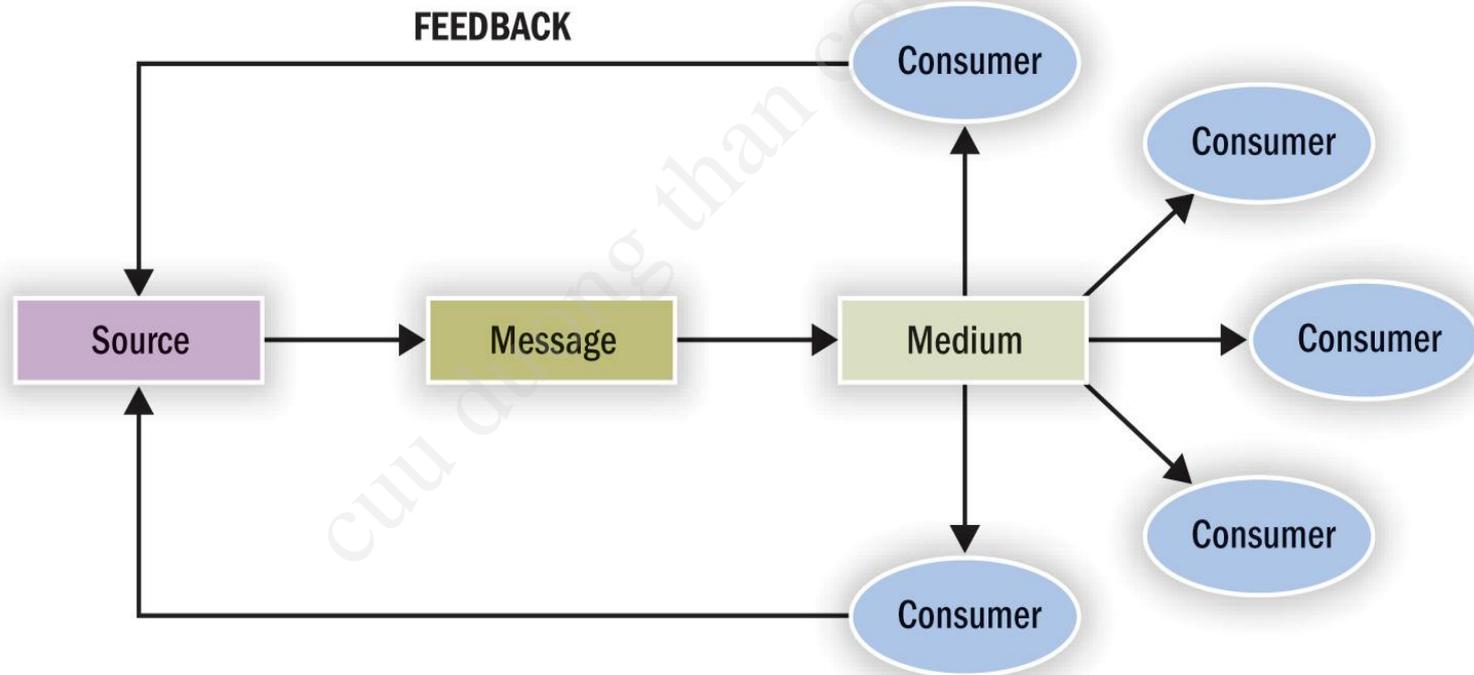
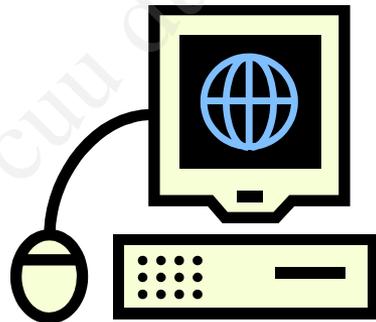


Figure 8.1

Interactive Communications

- **Consumers have many more choices available and greater control to process messages**
- **Permission marketing: marketer will be much more successful in persuading consumers who have agreed to let him try**



← **Click to view
Quicktime video on Sony Metreon's
interactive entertainment store**

Updated Communications Model

- Consumers are now proactive in communications process: VCRs, DVRs, video-on-demand, pay-per-view TV, Caller ID, Internet

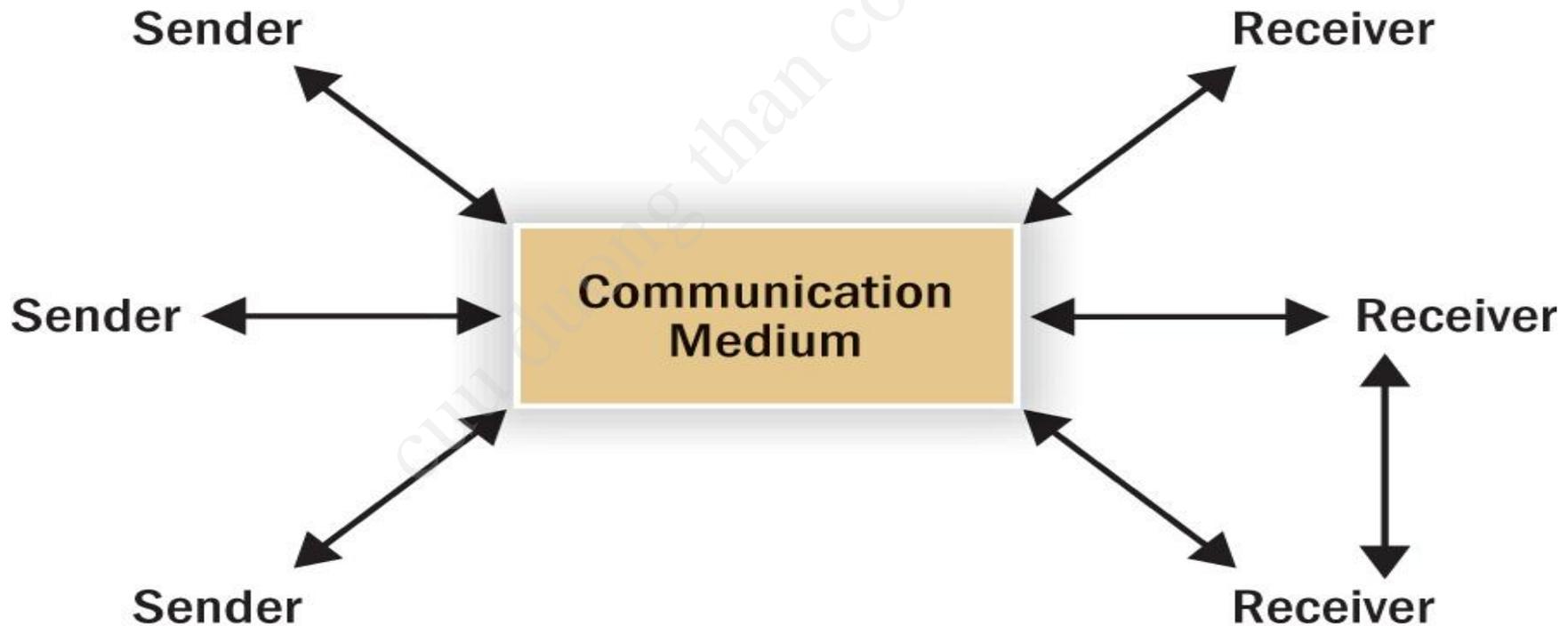


Figure 8.2

New Message Formats

- **M-commerce (mobile commerce):** marketers promote goods and services via wireless devices
- **Blogging:** people post messages to the Web in diary form
- **New forms of blogging:**
 - **Moblogging**
 - **Video blogging (vlogging)**
 - **Podcasting**
 - **RSS (Really Simple Syndication)**
 - **Flogs (fake blogs)**
 - **Twittering**

The Source

- **Source effects:** the same words by different people can have very different meanings
- A “source” often a spokesperson in an ad—may be chosen because s/he is expert, famous, attractive, or a “typical” consumer
- **What makes a good source?**
 - **Source credibility:** a source’s perceived expertise, objectivity, or trustworthiness
 - **Source attractiveness:** movie star, super model

Sleeper Effect



- Sometimes sources become irritating or disliked
- Sleeper effect: over time, disliked sources can still get a message across effectively
- We “forget” about negative source while changing our attitudes

Source Biases

- **Consumer beliefs about product can be weakened by a source perceived to be biased**
- **Knowledge bias: source's knowledge about a topic is not accurate**
- **Reporting bias: source has required knowledge but source's willingness to convey it is compromised**

Source Attractiveness

- **Source attractiveness: perceived social value of source**
 - **Physical appearance**
 - **Personality**
 - **Social status**
 - **Similarity**

Source Attractiveness in Ads

- To stimulate demand for milk, an industry trade group tapped a huge range of celebrities to show off their milk mustaches.

So We'll Be Friends For Life

S	M	T	W	T	F	S
1	5	3	4	5	6	7
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Slim, No Achy-Breaky Heart

S	M	T	W	T	F	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

I Love It On Ice

S	M	T	W	T	F	S
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

It's Just What My Body Needs

S	M	T	W	T	F	S
1	2	3	4	5	6	7
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Can We Talk Calcium?

S	M	T	W	T	F	S
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Bones, Bones, Bones

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

To Get Me Through The 3rd Set

S	M	T	W	T	F	S
1	2	3	4	5	6	7
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

To Perk Me Up In The Morning

S	M	T	W	T	F	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

S.A.L.S. - U.M.

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

It's What The World Needs

S	M	T	W	T	F	S
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

For After Sports

S	M	T	W	T	F	S
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

For The Whole Family

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

MILK
What a surprise!

“What Is Beautiful Is Good”

- **Halo effect: people who rank high on one dimension are assumed to excel at other dimensions**
 - **Example: good-looking people are thought to be smarter, cooler, happier**
- **Physically attractive source leads to attitude change**
 - **Directs attention to marketing stimuli**
 - **Beauty = source of information**

Star Power

- **Celebrities as communications sources**
 - **Tiger Woods—\$62 million/year in endorsements!**
 - **Famous faces capture attention and are processed more efficiently by the brain**
 - **Enhance company image and brand attitudes**
- **Celebrities embody cultural and product meanings**
- **Q-Score for celebrity endorsers**
- **Match-up hypothesis: celebrity's image and that of product are similar**

Celebrity Endorsers

- Omega uses tennis star Anna Kournikova as a celebrity endorser

Anna
Kournikova's Choice



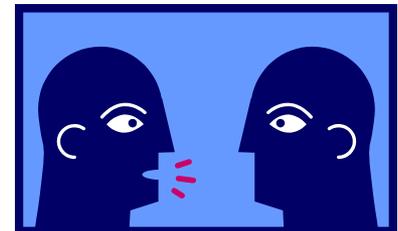
Tennis star Anna Kournikova chooses the Constellation «Quadra» in steel

Ω
OMEGA
www.omegawatches.com

The advertisement features a close-up portrait of tennis star Anna Kournikova, smiling and wearing a silver Omega Constellation watch with a metal link bracelet. The watch is positioned diagonally across the lower part of her face. The background is a soft, out-of-focus grey. The text 'Anna Kournikova's Choice' is at the top, and the Omega logo and website are at the bottom.

Discussion

- ***Many marketers use celebrity endorsers to persuade. These spokespeople often are “cool” musicians, athletes, or stars.***
- ***Who would overall be the most effective celebrity endorser today, and why?***
- ***Who would be the least effective, and why?***



The Message

- **Positive and negative effects of elements in TV commercials**
- **Most important feature: stressing unique product attribute/benefit**

Positive Effects	Negative Effects
Showing convenience of use	Extensive information on components, ingredients, nutrition
Showing new product/improved features	Outdoor setting (message gets lost)
Casting background (i.e., people are incidental to message)	Large number of onscreen characters
Indirect comparison to other products	Graphic displays

Table 8.2

The Message (cont.)

- **Message: is it conveyed in words or pictures?**
- **Message issues facing a marketer**
 - **How often should message be repeated?**
 - **Should it draw an explicit conclusion?**
 - **Should it show both sides of argument?**
 - **Should it explicitly compare product to competitors?**

Sending the Message

- **Visual versus verbal communication of message**
- **Visual images: big emotional impact**
- **Verbal message: high-involvement situations**
 - **Factual information**
 - **More effective when reinforced by a *framed* picture**
 - **Require more frequent exposures (due to decay)**

Dual Component of Brand Attitudes

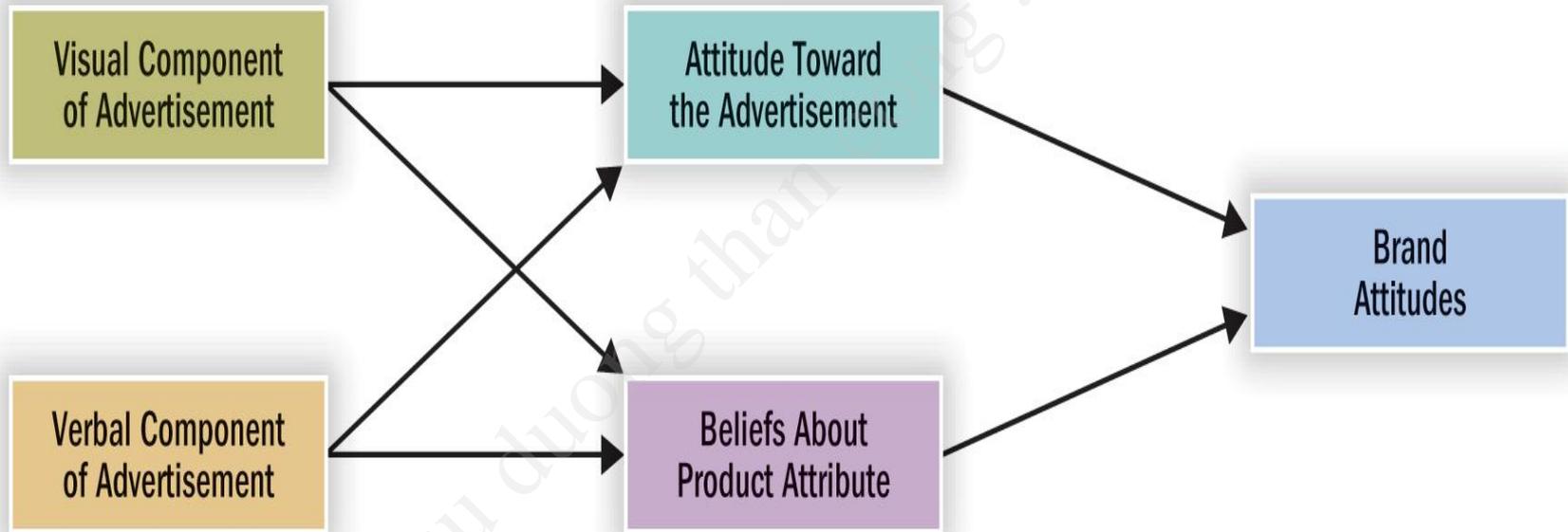


Figure 8.3

Emotional versus Rational Appeals

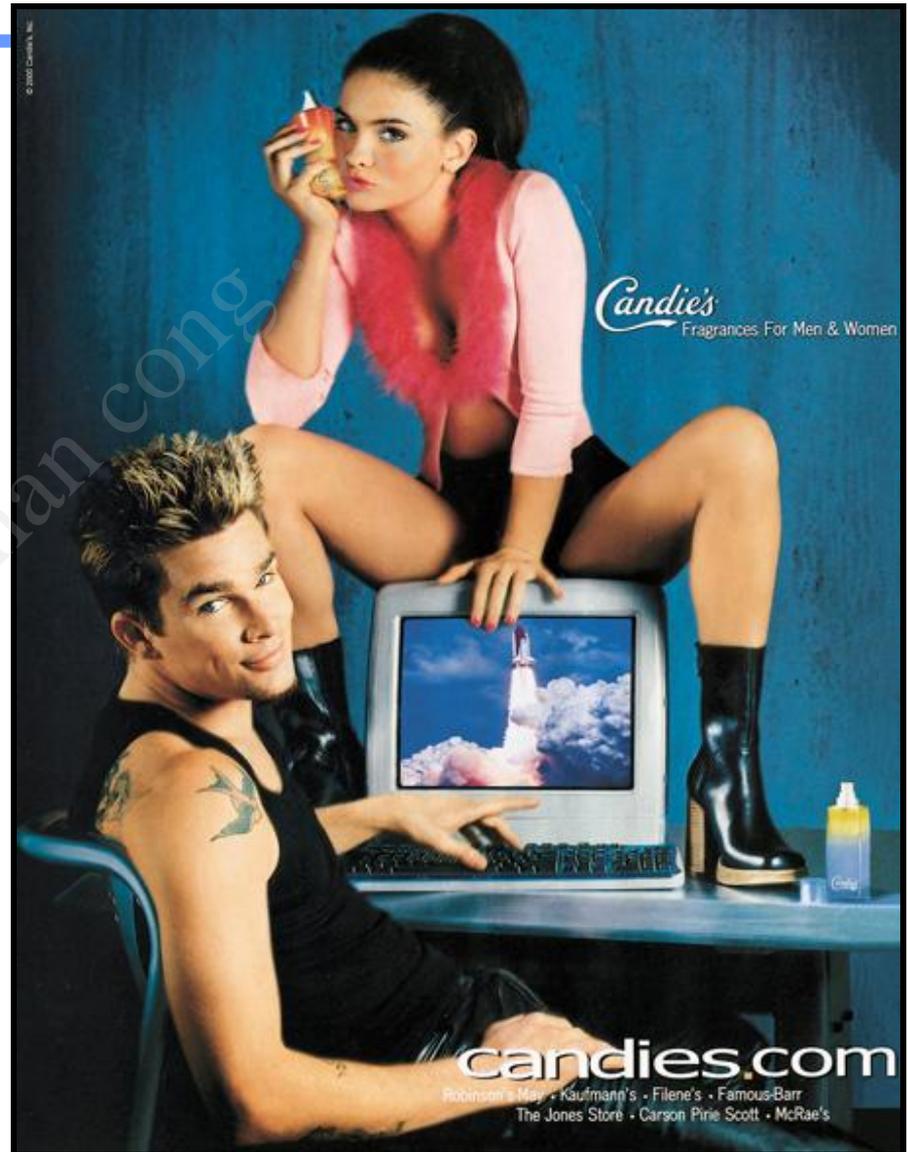
- Appeal to the head or to the heart?
- Many companies use an emotional strategy when consumers do not find differences among brands
 - Especially brands in well-established, mature categories (e.g., cars and greeting cards)
- Recall of ad contents tends to be better for “thinking” ads
 - Although conventional ad effectiveness measures may not be entirely valid to assess emotional ads

Sex Appeals

- **Sexual appeals vary by country**
- **Nude models generate negative feelings/tension among same-sex consumers**
- **Erotic ads draw attention, but strong sexual imagery may make consumers less likely to:**
 - **Buy a product (unless product is related to sex)**
 - **Process and recall ad's content**

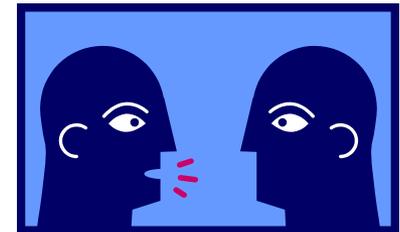
Sexual Appeals

- An ad employing a sexual appeal.



Discussion

- ***Name ads that rely on sex appeal to sell products***
- ***What benefits are communicated in the ad?***
- ***Is the message implicit or explicit? How?***



Humorous Appeals

- **Different cultures have different senses of humor**
- **Humorous ads get attention**
 - **They're a source of distraction**
 - **They inhibit counterarguing, thus increasing message acceptance**

Humor Appeals



- This ad relies upon humor to communicate the message that skiers and snowboarders should wear helmets.

Humorous Appeals (cont.)

Humor is more effective when it:

- **Doesn't "swamp" message of clearly defined brand**
- **Doesn't make fun of potential consumer**
- **Is appropriate to product's image**

Fear Appeals

- **Emphasize negative consequences that can occur unless consumer changes behavior/attitude**
- **Fear is common in social marketing**
- **Most effective when:**
 - **Threat is moderate**
 - **Solution to problem is presented**
 - **Source is highly credible**
- **The strongest threats are not always the most persuasive**

Fear Appeals



- Life insurance companies often use a fear appeal to motivate consumers to buy policies.

How do you plan on providing for your family after you pass away?

Conseco's life insurance policies can give your loved ones a regular monthly paycheck. Call 1-877-CONSECO or visit CONSECO.COM.



CONSECO
Step up.™

INSURANCE INVESTMENTS LENDING

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"ĐỘI MŨ BẢO HIỂM

(HƯƠNG LY - CHẶN THƯƠNG TỐ NẠN)

LÀM HƯ KIỂU TÓC CỦA TÔI*



MỠI NĂM CÓ HƠN 12.000 NGƯỜI CHẾT TẠI TAI NẠN GIAO THÔNG VÀ HƠN 30.000 NGƯỜI CHỊU THƯƠNG TẬT NẶNG. ĐIỂM ĐÓ CÙNG ĐỒNG NGHĨA VỚI HÀNG NGÀN GIA ĐÌNH PHẢI SỐNG CHAT VÁT TRONG CẢNH NHẬT NHIỆM TUNG MÌNH VỊN TANG THƯƠNG. GIA ĐÌNH BAO ĐƠN VỊ MẤT ĐI NGƯỜI YÊU THƯƠNG. KINH TẾ BẤT ỔN DO THIẾU HỤY NGUỒN THÌ NHẬP HAY VÌ NHƯ CẦU CẤP BẠCH ĐỀ LO CHO NGƯỜI THÂN BỊ CHẤN THƯƠNG SỐ TỬ. ĐÓI MŨ BẢO HIỂM. SỰ THẬT ĐANG BUỒN LÀ LẺ RA CHÚNG TA ĐÃ CÓ THỂ NGĂN CHẶN ĐƯỢC HẦU HẾT NHỮNG TRƯỜNG HỢP ĐAU THƯƠNG BẰNG CÁCH BẮT ĐƠN GIẢN: ĐỘI MŨ BẢO HIỂM.



TẠI CẢ CHỖ LÉ NGUY HIỂM: HÃY ĐỘI MŨ BẢO HIỂM.

"I WON'T WEAR A **HELMET**
(PHAN DINH - MENTAL AGE 2YRS)
IT MAKES ME LOOK STUPID"

EVERY YEAR OVER 12,000 PEOPLE DIE ON OUR ROADS AND 30,000 ARE SERIOUSLY INJURED. THAT MEANS THOUSANDS OF FAMILIES LEFT PICKING UP THE PIECES. FAMILIES TORTURED BY THE LOSS OF A LOVED ONE, CRIPPLED BY REDUCED INCOME OR THE SUDDEN NEED TO CARE FOR A RELATIVE WITH PERMANENT BRAIN DAMAGE. THE SAD TRUTH IS THAT MOST OF THESE CASES COULD HAVE BEEN PREVENTED BY SIMPLY WEARING A **HELMET**. WHEN YOU THINK ABOUT IT, THERE ARE NO EXCUSES.

WEAR A **HELMET**. THERE ARE NO EXCUSES.