Attitude

- A lasting evaluation of an object.

- Object evaluations are generally unidirectional, although ambivalence is possible.

Tri-Component Attitude Model (aka, The ABC Model)

- Affect (Emotions): The way a consumer feels about an attitude object.
- Behaviour (Connative): Consumer’s intent to do something in relation to an attitude object.
- Cognition (Beliefs): Thoughts a consumer has about an attitude object.

The ABC Attitude Model

Attitude Functions

- Utilitarian: Attitude held due to object’s utility.
- Ego-Defence: Attitude stems from self-image protection.
- Value-Expressiveness: Attitude reflects consumer’s values and lifestyle.
- Knowledge: Attitude formed by consumer’s need to know and understand the objects that they encounter.
### Attitude Characteristics

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorability</td>
<td>Amount of like or dislike for an object.</td>
</tr>
<tr>
<td>Accessibility</td>
<td>Ease of recall about an object from memory. Generally a function of time passage.</td>
</tr>
<tr>
<td>Confidence</td>
<td>How strongly an attitude is held.</td>
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<tr>
<td>Persistence</td>
<td>Amount of time an attitude resonates.</td>
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<tr>
<td>Resistance</td>
<td>How easily an object attitude can be changed.</td>
</tr>
</tbody>
</table>

### Attitude Characteristics Examples

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorability</td>
<td>&quot;I like it a lot.&quot;</td>
</tr>
<tr>
<td>Accessibility</td>
<td>&quot;I can remember my attitude toward it.&quot;</td>
</tr>
<tr>
<td>Confidence</td>
<td>&quot;I'm sure I like it.&quot;</td>
</tr>
<tr>
<td>Persistence</td>
<td>&quot;I've liked it for a long time and will continue to like it.&quot;</td>
</tr>
<tr>
<td>Resistance</td>
<td>&quot;I'll like it no matter what anyone says about it.&quot;</td>
</tr>
</tbody>
</table>

### Attitude Strength

- Attitudes based on personal experience tend to be stronger than attitudes based on secondary information.
- Brand loyal consumers tend to hold strong positive attitudes toward a brand and are unwilling to abandon the product.

### Cognitive Learning

- Mental processes used to solve problems or cope with situations.
  - Iconic Rote (Low Involvement): Association between 2+ concepts without conditioning, often through repetition.
  - Vicarious Modeling (Low/High Involvement): Observing outcomes of other people's behaviours and correspondingly adjusting own behaviour.
  - Reasoning (High Involvement): Use of original thinking to restructure and recombine both existing and new information to form new perspectives.
Attitudinal Processing

- Central-Route Processing (High-Effort):
  - Object attitudes are based on conscious and elaborate analysis.
  - Results in strong, easily accessible, and confidently held attitudes.

- Peripheral-Route Processing (Low-Effort):
  - Object attitudes are not based on an elaborate analysis, rather a low effort assessment.
  - Consumer attitudes can be more easily changed.

Illustration of the Dual Route Model: Celebrity Endorsements

Central Processing: Thoughts and Attitudes

- Cognitive Response Model:
  - Relates how a consumer’s thoughts affect their attitude toward an object.
  - Predicts how a consumer will respond to and what attitude will develop toward a stimulus.

- Possible Cognitive Responses:
  - Counterargument.
  - Support Argument.
  - Source Derogations.

Central Processing: Attitude Models

- Attitude Models:
  - Assesses attitude formative elements and tries to predict consumer attitudes toward a product.

- Multi-attribute Models (e.g., Fishbein-TORA):
  - Assumes attitude are dependent on several attributes.

- Multi-attribute Models Elements:
  - Object Attributes.
  - Beliefs.
  - Importance Weights.
Multi-attribute Model Exercise

- The Basic Formula:
  \[ A_{ijk} = \sum \beta_{ijk} I_{ik} \]

Where:
- \( i \) = attribute
- \( j \) = brand
- \( k \) = consumer
- \( I \) = the importance weight given attribute \( i \) by consumer \( k \)
- \( \beta \) = consumer \( k \) belief regarding the extent to which brand \( j \) possesses attribute \( i \)
- \( A \) = a particular consumer’s \( k \) attitude score for brand \( j \)

- Quiz Time: Use your calculators to solve for \( \beta \)

Central Processing:
How Can Marketers Change Attitudes?

Attitudes can be changed by using marketing stimuli containing:

<table>
<thead>
<tr>
<th>Factors</th>
<th>Cognitive-based</th>
<th>Affective-based</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source</td>
<td>Credibility</td>
<td>Attractiveness</td>
</tr>
<tr>
<td></td>
<td>Reputation</td>
<td>Match-up Hypothesis</td>
</tr>
<tr>
<td>Message</td>
<td>Quality Arguments</td>
<td>Emotional Appeals</td>
</tr>
<tr>
<td></td>
<td>Comparative Messages</td>
<td>Fear Appeals</td>
</tr>
</tbody>
</table>

Peripheral Processing:
Mere Exposure Effect

- Tendency to prefer familiar objects.
- Not dependent on reasoning or active consideration.
  - Lazy consumer’s method.
- Consequences:
  - Campaigns should make the brand, product name, and packaging familiar to consumers so that they like/know it more.

Peripheral Processing:
Affect Toward the Ad (\( A_{ad} \))

- Transfer of affect from an ad to a product.
  - Dual Mediation Hypothesis.

\[ A_{ad} \]
### Peripheral Processing: How Can Marketers Change Attitudes?

<table>
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<tr>
<th>Factors</th>
<th>Cognitive-based</th>
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<tbody>
<tr>
<td>Source</td>
<td>Experts</td>
<td>Attractiveness</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Likeability</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Celebrity Status</td>
</tr>
<tr>
<td>Message</td>
<td>Category/schema Consistency</td>
<td>Pleasant Pictures</td>
</tr>
<tr>
<td></td>
<td>Number of Arguments</td>
<td>Music</td>
</tr>
<tr>
<td></td>
<td>Message Simplicity</td>
<td>Humor</td>
</tr>
<tr>
<td></td>
<td>“Involvingness”</td>
<td>Sex</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Emotional Involvement</td>
</tr>
<tr>
<td>Context</td>
<td>Repetition</td>
<td>Repetition</td>
</tr>
<tr>
<td></td>
<td>Incidental Learning</td>
<td>Program/editorial</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Context</td>
</tr>
</tbody>
</table>

### Classical Conditioning

**Classical Conditioning (Low Involvement):**
- Unconsciously learning from an established stimulus and response relationship.
- Works better for affective (emotional) responses:
  - Festive Christmas music and generous gift giving.
- Does not work well for complex responses.

**Operant Conditioning (High Involvement):**
- Consumer must be consciously persuaded to first use the product and reinforcement is necessary to maintain usage.
- Example: Free “taste” (experiential learning).
**Operant Conditioning Marketing Example**

- Consume a free pack of candy that was given to you.
- Purchase a second pack of candy with a coupon that was given with the free pack.
- Purchase additional packs of candy at the regular price.

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**Learning and Involvement**

![Diagram showing different learning approaches and their effects on consumer behavior.]

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**Attitude Formation: Experiential Learning**

- Creating a set of tangible, physical, interactive experiences that reinforce product usage.
- Personal experience is more memorable due to multiple memory traces.
- Information learned from experience has more influence on behavior.
- Affected by what consumers already know and their motivation to learn.

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**Tracking Attitudes**

- **Cross-sectional Studies:**
  - A snapshot in time single-attitude survey.
  - Useful for tactical decisions.
  - Limited to one period of time.
- **Longitudinal Studies:**
  - Ongoing research comprised of surveys at regular intervals (e.g., Gallup Polls).
  - Useful for strategic decisions.
**Some Product Placement Info**

- TV Placements are good because:
  - Films are high risk investments and often perform poorly, while TV viewership is relatively stable.
  - Placements often suggest impulse behaviours (e.g., snacking) which are well suited for home environments.
  - TV programs reach audiences quicker.

**Attitude Issues**

- Attitude may be a weak predictor of consumer behaviour due to:
  - Although generally consistent, they are still subject to change.
  - Attitude Centrality (i.e., how central the object is to the individual).
  - Mediators.