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Digital Consumer Behavior

Dr. Perihan Salah

MKT713
Master of Digital Marketing

Lecture 5



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Consumer Attitude Formation and Change

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Learning Objectives

- To understand what attitudes are, how they are formed, and their role in consumer behavior.
- To understand the tri-component attitude model and its applications.
- To understand the structures of multi-attribute models and their use in altering consumers' attitudes.
- To understand how to alter consumers' attitudes by making particular needs prominent.
- To understand the role of cognitive elaboration in altering attitudes.
- To understand how attitudes can precede behavior in the form of cognitive dissonance and the resolution of conflicting attitudes.
- To understand the ways people assign causality to events and apply this knowledge to consumer behavior.



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Consumer Attitude Formation and Change

Attitude



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

Consumers learn attitudes when they try new products, product models, and different brands.

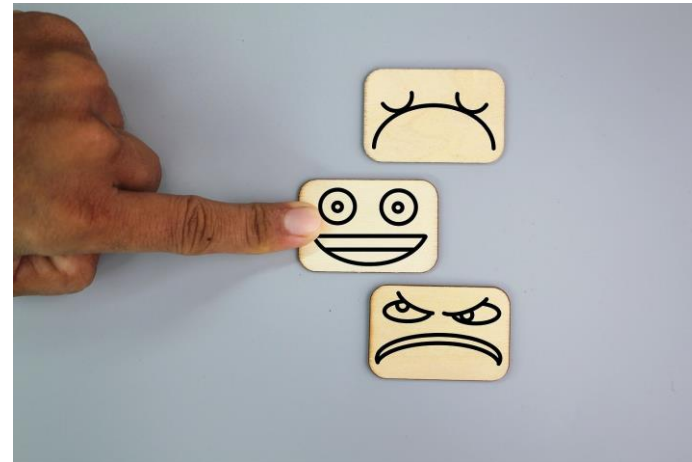
- If such trial purchases meet or exceed their expectations, then they develop favorable attitudes toward those objects.
- Generally, the more information consumers have about a product or service, the more likely they are to process information and form attitudes about it, either positive or negative.



Sources that strongly affect attitudes formation

- Experience
- Family and friends
- Media/Internet/Social Media (increasingly)

A primary source of attitudes toward products is the consumers' direct experiences in trying and evaluating them.

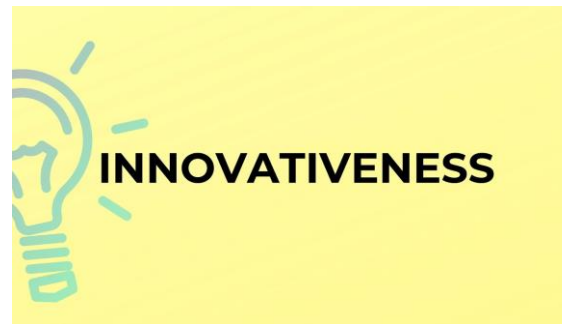


Need for cognition

- **Consumers with high need for cognition** form positive attitudes with promotions that include a lot of detailed, product-related information.
- **Consumers with low need for cognition** form positive attitudes in response to ads that feature attractive models or celebrities, or other peripheral cues about the products advertised.

Innovativeness

- Is relevant in the context of new product adoption.
- Personalities that like to adopt new products



- Personality traits like need for cognition (craving information and enjoyment of thinking) and innovativeness affect consumer behavior.





Role of Attitude

- Attitudes occur within and are affected by **situations**.
- “Situations” are events and circumstances that influence the relationships between attitudes and behaviors at particular times.
- Situations can cause consumers to behave in ways seemingly inconsistent with their attitudes.

TABLE 6.1 Examples of Situations That Influence Attitudes

PRODUCT/SERVICE	SITUATION	ATTITUDE
Energizer Batteries	Hurricane is coming	“I know that the hurricane is going to knock out my electricity, so I’d better be prepared.”
Mini Cooper	Buying a new car	“With gas prices so high, I’ve got to trade in my SUV and buy a car that gets 30 mpg!”
Cheerios	High cholesterol	“They’ve been advertising how Cheerios can lower cholesterol for so long that it must be true.”
<i>Wall Street Journal</i>	Extra cash on hand	“I have to decide whether to invest in stocks or just put my money in a money market fund.”
Delta Airlines	Friend’s bachelor party	“My friend’s bachelor party is in Las Vegas, and I want to be there.”
Dunkin’ Donuts	Need to stay awake	“I had a late date last night, but I’ve got a lot of work to do this morning at the office.”
Stouffer’s Easy Express Meals	Want dinner at home	“I’m tired of eating out night after night.”

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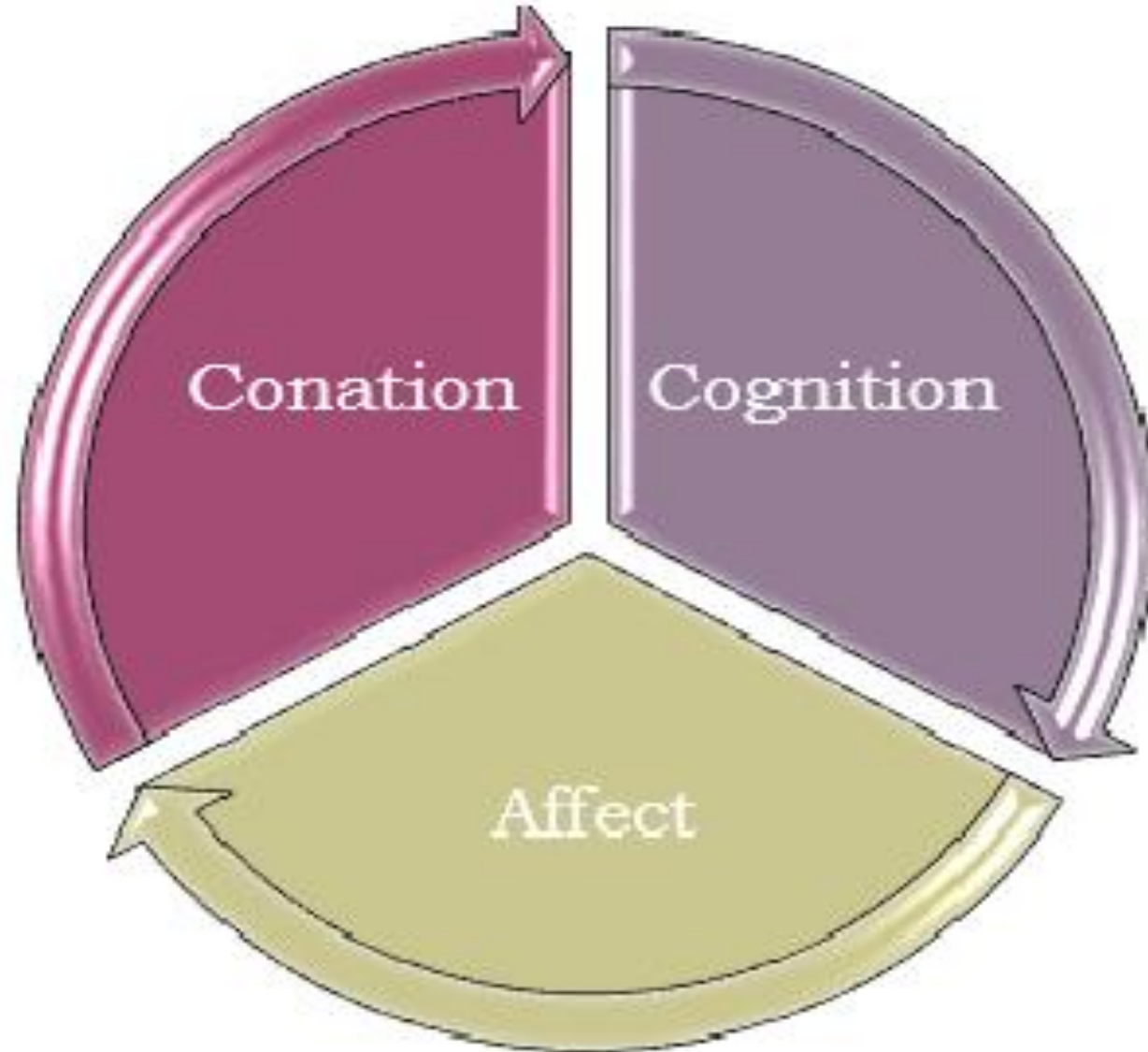
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Tri-component Attitude Model



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The Tricomponent Model

- **Cognitive Component**
 - The knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources.
- **Affective Component**
 - A consumer's emotions or feelings about a particular product or brand.
- **Conative Component**
 - The likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object.

- **Cognitive Component** – The knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources.
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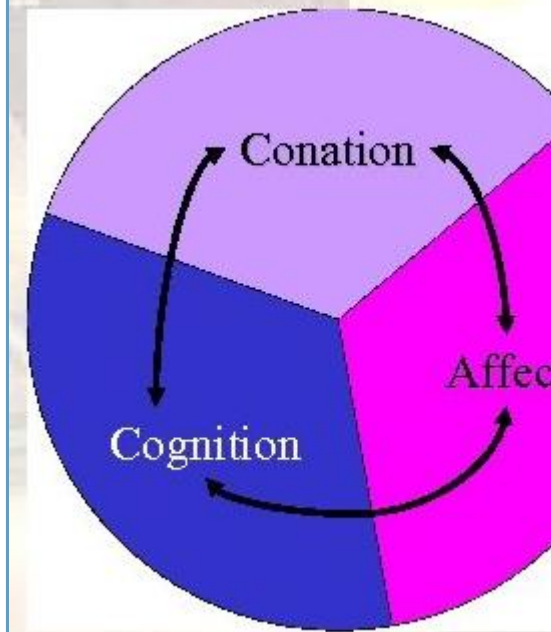


TABLE 6.2 Beliefs about Two TV Technologies

PRODUCT ATTRIBUTE	LED TV	3D TV
Off-angle viewing	Image fades slightly from the right	Excellent image from all angles
Screen reflectivity	Small	Medium
Motion blur	Negligible	Negligible
Color saturation	Excellent	Good
Remote control ease of use	His friend had used it easily when they watched TV	His friend has had the TV for 3 months, but could not use it without consulting the manual
Compatibility with cable company's DVR	His friend said it took him 15 minutes to connect the TV and DVR	His friend had to call the cable company and have them come to his house to connect the TV and DVR



	VERY			NOT AT ALL	
Relaxed	☐	☐	☐	☐	☐
Attractive looking	☐	☐	☐	☐	☐
Tight	☐	☐	☐	☐	☐
Smooth	☐	☐	☐	☐	☐
Supple	☐	☐	☐	☐	☐
Clean	☐	☐	☐	☐	☐
Refreshed	☐	☐	☐	☐	☐
Younger	☐	☐	☐	☐	☐
Revived	☐	☐	☐	☐	☐
Renewed	☐	☐	☐	☐	☐



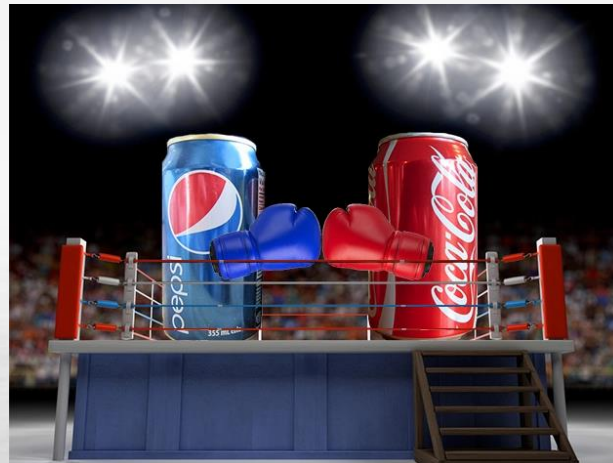


Altering Consumer Attitudes



Altering Consumer Attitudes

1. Changing beliefs about products
2. Changing brand image
3. Changing beliefs about competing brands



Altering Consumer Attitudes



Maintains that a consumer's evaluation of a product is a function of:

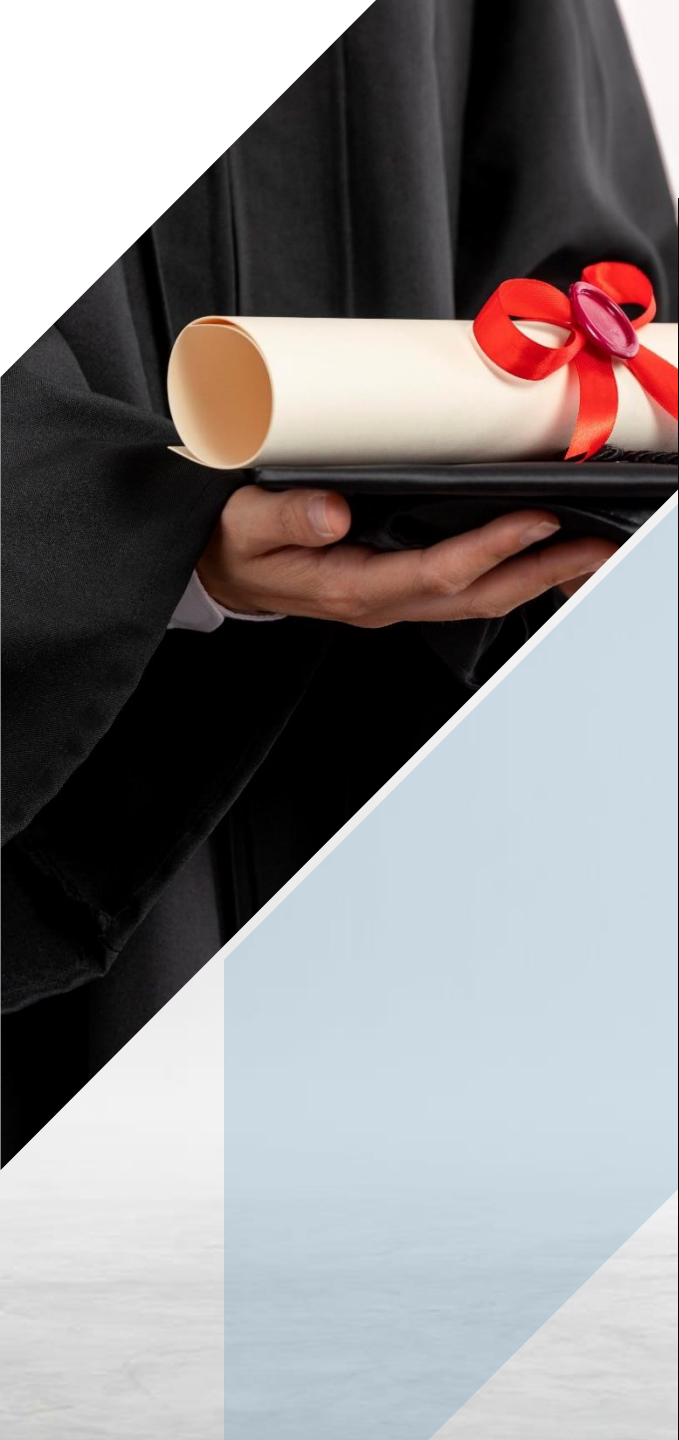
1. The extent to which the product has (or lacks) each of a given set of **attributes**.
2. The **importance** of each of these attributes to the consumer.

Ways (how you do this)

- Add an attribute
- Change perceived importance of an attribute
- Develop new products

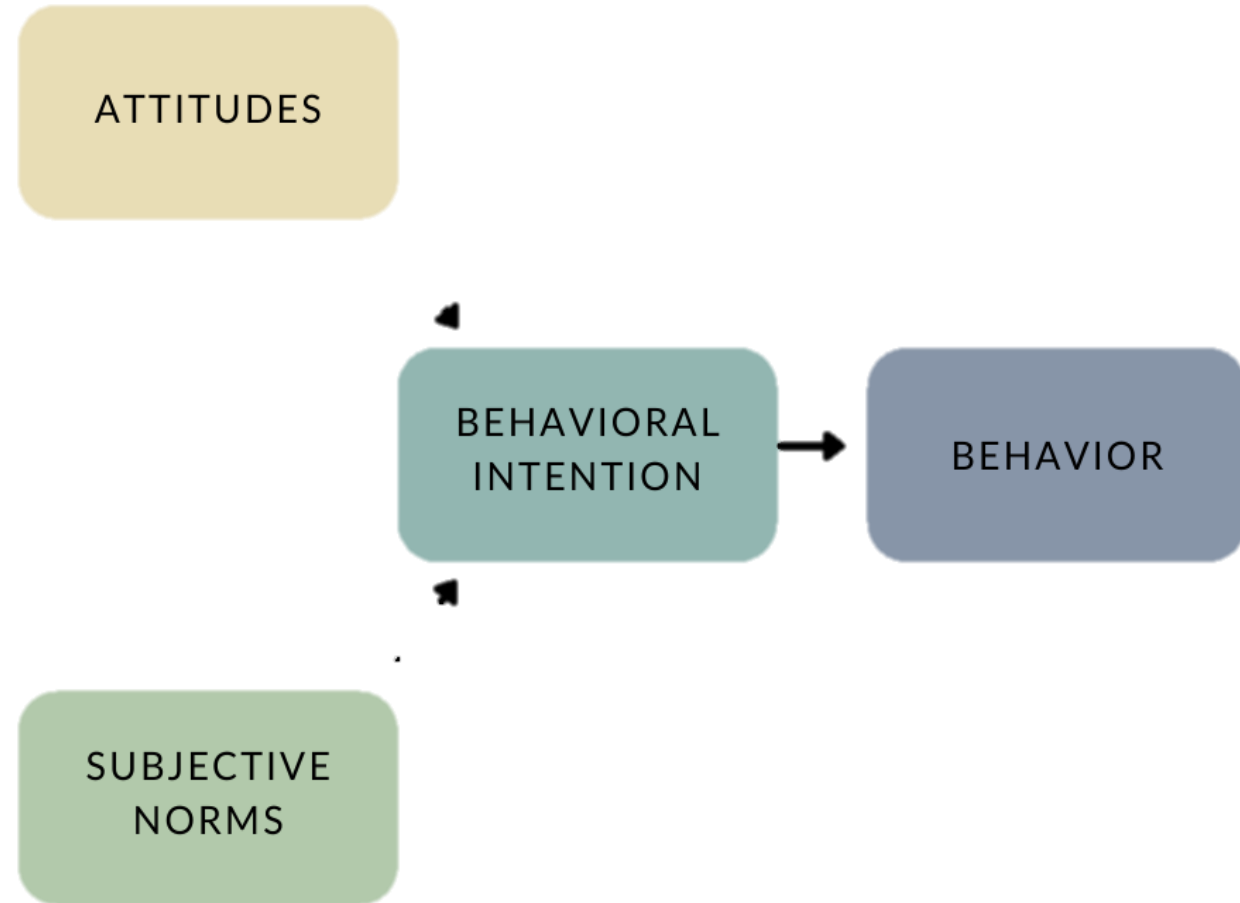


Attitude-Toward-Object Model



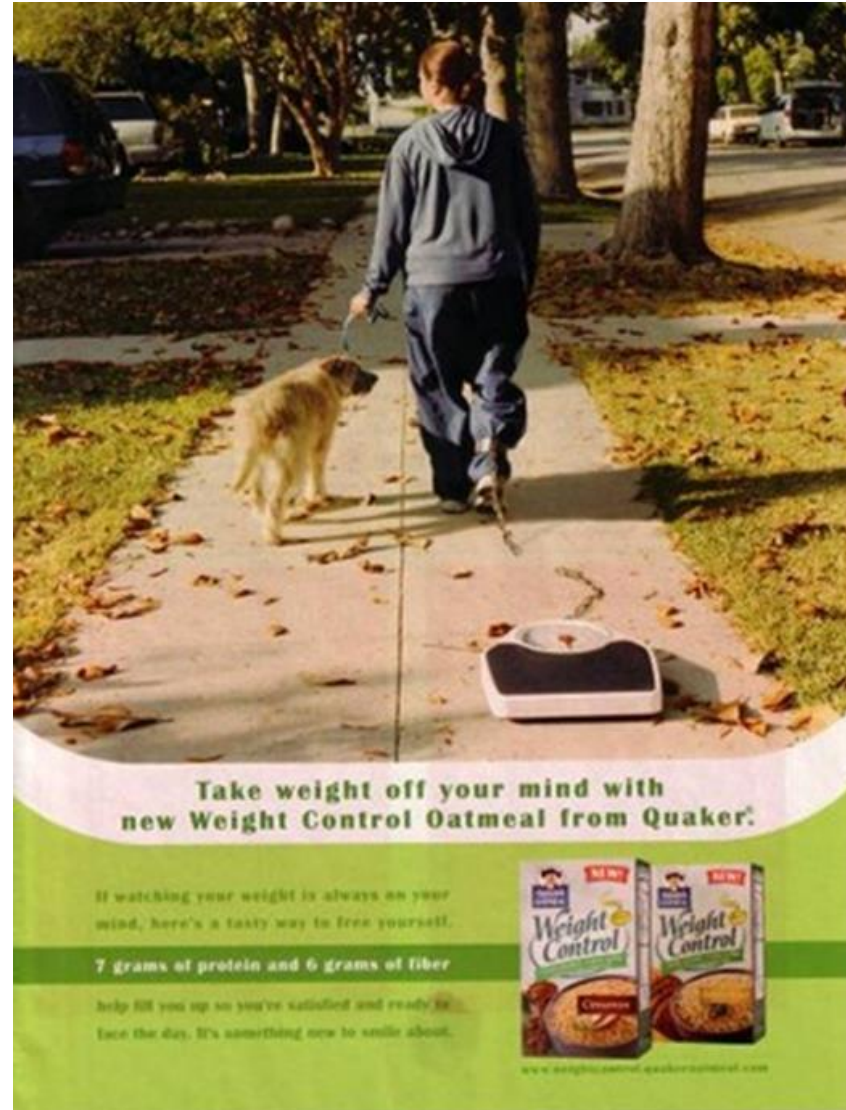
Like the tri-component model,

- it incorporates the cognitive, affective, and conative components.
- It adds the measurement of **subjective norms** (feelings about what relevant others would think about the action) that influence a person's intention to act before gauging the level of intention.





- Represents cases where the outcome of a contemplated action (e.g., a purchase), stemming from a positive attitude, but is still being pursued by the consumer.
- A person trying to consume faces two types of obstacles that may prevent the desired outcome:
 1. *Personal impediments (obstacle)*
 2. *Environmental impediments.*



- Proposes that the **feelings** consumers form when they see and hear ads significantly impact their attitudes towards the brands advertised.

Person Picture Version A



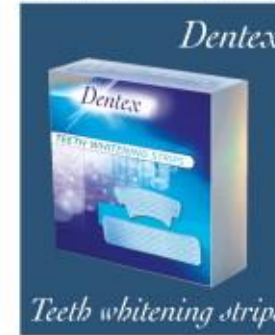
Person Picture Version B



Person Picture Version C



Product Picture Version A



Product Picture Version B



Product Picture Version C





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- Proposes that the **feelings** consumers form when they see and hear ads significantly impact their attitudes towards the brands advertised.

1. *Utilitarian function*
2. *Ego-defensive function*
3. *Value-expressive function*
4. *Knowledge function*

Associate brands with worthy causes and events

To which functions do the ad appeal?



Changing attitudes by appealing to consumers' motivations/reasons or functions behind their attitudes .

1. The **utilitarian function** stems from the belief that consumers' attitudes reflect the utilities that brands provide.
 - When a product has been useful or enabled us to perform certain tasks in the past, our attitude toward it tends to be favorable.
2. The **ego-defensive function** maintains that people form attitudes in order to protect themselves from sensing doubt and to replace uncertainty with feelings of security and confidence.
3. The **value-expressive function** maintains that attitudes reflect consumers' values and beliefs.
4. The **knowledge function** holds that people form attitudes because they have a strong need to understand the characters of the people, events, and objects they encounter.



People generally accept (or take) credit for success (**internal attribution**),
but
assign failure to others or outside events (**external attribution**)





internal or
external
attribution?

- Consists of getting people to agree to large requests after convincing them to agree to a small and modest request first.
- The rationale behind this method is that agreeing to a small request creates a bond between the requester and the requestee.
- The requestee does not want to disappoint the requestor, with whom he feels he has bonded.
- The requestee also becomes interested in the objective of the request.



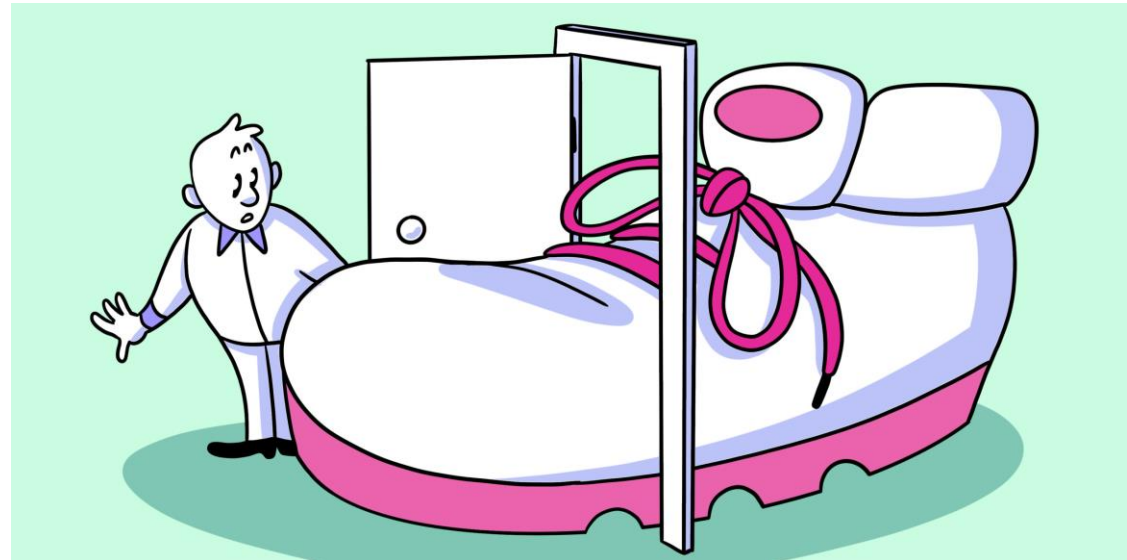
Foot-in-the-door Technique:

Following up a smaller request with an even bigger one such that the subject complies on the grounds of the bond created.

- People tend to develop attitudes to justify prior actions.
- So, when people look at their **prior behavior** (e.g., compliance with minor requests), they conclude that they are the kind of persons who generally agree to requests from others (i.e., an internal attributions), which increases their compliance with the larger request.



Foot-in-the-door-technique
Asking a small request first and then following
up with a larger request



- A large, costly first request that is likely to be refused, then is followed by a second, more realistic, and less costly request.



To Sum Up...

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Thank You
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