

Module - 6

CONSUMER BEHAVIOR

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MODULE 6.5:

CONSUMER ATTITUDES (3 HOURS)

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- 6.5.1 Definition and Meaning of Consumer Attitude**
- 6.5.2 Nature of Attitudes**
- 6.5.3 Functions of Attitudes**
- 6.5.4 Structural Models of Attitudes**
- 6.5.5 Measurement of Attitudes**
- 6.5.6 Attitude Formation and Attitude Change**
- 6.5.7 Attitude Change: The ELM Model, The Theory of Cognitive Dissonance, Theory**
- 6.5.8 Consumer Attitude and Implications for Marketers**

LESSON – 27

CONSUMER ATTITUDES, MODELS OF ATTITUDES

Instructional Objectives:

After completion of this lesson, the student shall know about:

6.5.1 Definition and Meaning of Consumer Attitude

6.5.2 Nature of Attitudes

6.5.3 Functions of Attitudes

6.5.4 Structural Models of Attitudes

6.5.1 DEFINITION AND MEANING OF CONSUMER ATTITUDE:

An individual with a positive attitude towards a product/service offering is more likely to make a purchase; this makes the study of consumer attitudes highly important for a marketer. An attitude may be defined as a feeling of favorableness or unfavorableness that an individual has towards an object (be it a person, thing or situation). It is a learned predisposition to exhibit and act based on evaluation resulting in a feeling of like or dislike towards and object. In terms of consumer behavior, consumer attitudes may be defined as an inner feeling of favorableness or unfavorableness towards a product or service offering and the 4Ps. As Schiffman has defined, “Attitudes are an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some "object" (e.g., a brand, a service, or a retail establishment),” and “Attitude formation, in turn, is the process by which individuals form feelings or opinions toward other people, products, ideas, activities, and other objects in their environment”.

In terms of consumer behavior, an attitude is reflective of a consistent favorable or unfavorable feeling that a consumer or a prospect forms as a result of an evaluation about an object; the object being, a product/service offering, brand, price, store and dealer, salesperson, advertisement, promotion etc. As Schiffman puts it, it is “a learned predisposition to behave in a consistently favorable or unfavorable way based on feelings and opinions that result from an evaluation of knowledge about the object”. It is

noteworthy that attitudes cannot be directly observed, the reason being that they are impacted by psychographics like motivation, perception, and learning. Attitudes can only be inferred from what people say or what they do and how they behave.

6.5.2 NATURE OF ATTITUDES:

Consumer attitude can be better explained by understanding the nature and characteristics of attitude. Attitudes are composed of three components, viz, a knowledge or cognitive component, a feeling and affect component and a behavioral and conative component. In terms of consumer learning, the attitude would express a consumer's feeling of like or dislike about a product or service offering and the marketing mix. The knowledge component is reflected in the learned knowledge that a consumer obtains from his interaction with others as well as his own experiences. The feeling component is reflected in his evaluation, and the resultant feeling of favorableness and unfavorableness. The behavioral component is reflected in the predisposition to act (purchase) based on the evaluation. Based on this explanation, the nature of attitudes can be elaborated as follows:

1. Attitudes are directed towards an object (product/service offering, price, store, dealer, promotion, advertisement etc.) about which a consumer has feelings and beliefs.
2. Attitudes have a direction; they could be positive or negative. A consumer could possess feelings of like/dislike, favorableness and unfavorableness towards a product or service as well as the mix. They vary in degrees and intensity, and can fall anywhere along a continuum from very favorable to very unfavorable.

3. Attitudes are consistent in nature, particularly with respect to the third component, i.e. behavior. Consumers are consistent with respect to their behavior. However, they are not entirely permanent and may change if the cognitive or the component is changed. This implies that if the consumer witnesses new experience or is exposed to new information about product/service offering and the mix (cognition), and) feelings are changed from dislike to like (affect), attitudes towards the offering and the mix can undergo change. In other words, while attitudes are stable and do not change frequently, they can be changed if something is done to change them.

4. Attitudes are a learned predisposition. Attitudes are learned; they are formed as a result of i) self experiences with the product/service offering and the mix; ii) interaction with other people, be it family, friends, peers and colleagues; iii) information obtained from the marketer through promotion particularly advertisements as well as dealers and salespeople. Attitude formation as a process is impacted by needs and motivation, perception as well as learning.

5. Attitudes cannot be observed directly. While attitudes are comprised of three components, behavior is just one of them. It is only this component that can be seen; the cognitive and affect components cannot be seen. Thus it is said that attitudes cannot be seen; they can only be inferred from the manner in which an individual behaves. Thus, we can infer that a person who buys Colgate Total toothpaste and disregards Pepsodent has a positive attitude towards Colgate.

6. While attitudes can be inferred from our behavior, it is not synonymous to behavior. It has two other components, and reflects a learned predisposition to act favorable or unfavorably towards a product and service offering and the mix.

7. Attitudes are situation specific; they occur within a situation. Sometimes depending upon the situation, a consumer may exhibit a behavior that may be inconsistent with his/her attitude. He may prefer to buy Pepsodent over Colgate because the former is on a sales promotion and gets him a free toothbrush.

6.5.3 FUNCTIONS OF ATTITUDES:

Apart from helping a consumer make evaluations about a product/service offering ending up in purchase decisions (to buy/not to buy), attitudes play other functions as well. They perform four basic functions, viz., utilitarian function, ego defensive function, value expressive function, and knowledge function. The four functions are not mutually exclusive. In fact, they are related to each other and consumer attitudes are illustrative of a combination of functions (See Table 1).

a) Utilitarian function: Consumers form positive attitudes towards product/service offerings because they provide a utility, in other words, they provide a rewarding experience through the benefits that they provide. Consumers learn to relate a reward with the use of the offering. On the other hand if they do not offer a rewarding experience, consumers form a negative attitude towards such an offering.

b) Ego defensive function: Consumers form attitudes as they help defend their ego, self-image and self-concept. If a consumer is high on ethnocentrism, and patronizes Indian products, he would have a positive attitude towards Indian brands. He would speak for and promote such brands even if he knows that a foreign made product provides better value. Attitudes are formed to protect the ego.

c) Value expressive function: Positive attitudes are formed when a product or service expresses a person's values and lifestyle, personality and self image, and self concept. This is because attitudes provide people with a basis for expressing their values. In cases where there is a mismatch between the product image and a consumer's self-image, a negative attitude is developed. Attitudes are a reflection of value.

d) Knowledge function: Attitudes are formed when consumers want to reaffirm their knowledge base, to finally help them simplify purchase decision making. If a consumer thinks positive about a brand, it helps reaffirm his opinion, and makes decision making simpler and faster. Attitudes helps in decision making.

Table 1: Functions of Attitudes: Meaning and Examples

Function of Attitudes	Meaning of function	Objects of Attitudes	Examples
Utilitarian function	- provide utility.	Such products that provide utility.	- Complan helps children grow faster and better. - Pepsodent fights tooth decay 24 hours a day.
Ego defensive function	-support a person's ego, self-image and self-concept.	Such products that relate to and support a person's ego, self-image and self-concept.	- Rexona Deo prevents body odour whole day long. - Close- Up toothpaste prevents bad breath and does not cause embarrassment when one is with friends.
Value expressive function	- reflect values and lifestyle, personality and self image, and self concept.	Such products that reflect values and lifestyle, personality and self image, and self concept.	- Mercedes Benz, a car for the CEO or for the successful businessman. - Dove soap depicts softness and sophistication. - Raymonds, a complete man, status, style and sophistication.
Knowledge function	-structure knowledge and reaffirm it.	Such products that structure knowledge and reaffirm it; they provide conformance, certainty and reliability.	- Odomos mosquito repellent is safe for skin. - Crocin is a safe drug.

6.5.4 STRUCTURAL MODELS OF ATTITUDES (I):

Several studies have been conducted to study and research upon the dynamics underlying attitudes, their formation and change as well as their relationship with acts of behavior. The focus of the study has basically been intended to understand the formation of attitudes, so as to be able to predict acts of behavior, and influence them. Researchers have proposed a number of models that identify the underlying dimensions of an attitude and explain or predict behavior. Among the various models, the more researched upon and commonly used ones are i) the tricomponent attitude model, ii) the multiattribute attitude model, iii) the trying-to-consume model, and iv) the attitude-toward-the-ad model.

I The tricomponent attitude model:

As the name suggest, the tricomponent attitude model states that attitudes are composed of three components, viz., a knowledge (cognitive) component, feeling and emotional (affect) component and the action (conative) component (See Figure 1).

- the knowledge or the cognitive component comprises the cognitive processes that lead to the formation of attitudes. In terms of marketing, the knowledge or cognitive component of the tricomponent model consists of consumers' knowledge about the products/service offering and the marketing mix. Consumer attitudes are formed on the basis of experiences as well as information received from personal (WOM, family, friends, peers etc.) as well as impersonal (marketer's sources) sources of information that are retained in one's memory. These get shaped by beliefs and opinions, where the consumer begins to perceive that the attitude object (person, situation or thing) possesses certain attributes and acts of behavior would lead to outcomes. The beliefs and opinions get repeatedly reinforced, and finally give rise to attitudes. This knowledge component leads to the emotional component.

- the feeling or the affect component comprises the emotional component of attitudes. In fact, this is understood to be the attitude itself, as it depicts emotional states that are positive, neutral or negative. In marketing terms, it refers to a consumer's feelings about a product/service offering and the marketing mix. These emotions could relate to an attribute or the overall object. It is evaluative in nature and would vary on a continuum as like or dislike, favorableness or unfavorableness. It manifests itself through feelings and resultant expressions like happiness, sadness, anger, surprise etc., and is indicative of consumer reaction towards the offering and the mix, which subsequently affects the purchase decision making as well as the purchase process. Such reactions and resultant states also get stored in our memory. Their retrieval, recall and recollection also impacts future decision making.

- the behavioral or the conative component of attitudes depicts the outcome of an attitude. As attitudes are formed out of psychographic components, they cannot be seen. The first two components, knowledge and feeling are not expressive or illustrative of attitudes. It is only this third component through which attitudes can be inferred. The conative component, is indicative of the an individual's tendency to behave [act or not to act (to buy or not to buy)] in a particular manner with respect to the attitude object (product/service offering, brand etc.).

As per the model, the knowledge and the feeling component cannot be seen, they can only be inferred; it is only the behavioral component which can be observed.

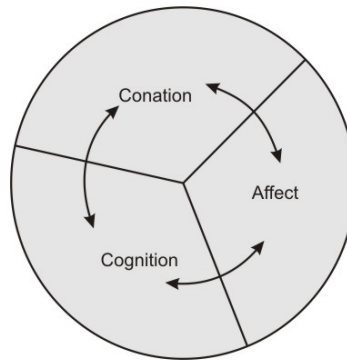


Figure 1: Tricomponent Attitude Model

Source: Schiffman, L.G. and Kanuk, L.L., Consumer Behavior, 9th Edition, Pearson, Prentice Hall.

II The multiattribute attitude models:

The multiattribute attitude models state that a consumer's attitude towards an attitude object (product/service offering, brand, elements of the marketing mix) is a function of a consumer's perception and belief of the key attributes as well as his assessment of the key attributes. The multiattribute models have been variedly studied and numerous variations have been proposed by various researchers. Of these, the most famous of the models are those that have been proposed by Fishbein. Martin Fishbein and his associates have proposed a series of models like a) the attitude-toward-object model, b) the attitude-toward-behavior model, and c) the theory-of-reasoned-action model. Each of these is explained below:

a) The Attitude-towards-Object Model: The attitude-toward-object model states that a consumer's attitudes towards a product/service offering or a brand, is a function of the presence or absence of certain attributes, and the corresponding evaluation. Attitude is function of evaluation of product -specific beliefs and evaluations. In other words, while evaluating an offering, the consumer's attitude would be based on:

- the presence of attributes, and the aggregation of a consumer's belief about each of these, and
- the overall evaluation of the relevance of each of these attributes in providing the necessary gains and benefits.

For example, let us take the example of Complan as a health drink. A lady wants her children to grow faster, taller and healthier. She would have a positive attitude towards Complan, if it contains vitamins and minerals, and she gives value (importance) to such vitamins and minerals.

The model is depicted in the form of the following equation:

$$\text{Attitude}_o = \sum_{i=1}^n b_i e_i$$

where

Attitude_o = the overall affect for or against the object

b_i = the strength of the belief that the object contains the ith attribute

(e.g., the likelihood that Complan is a nutritious health drink with vitamins and minerals)

e_i = the evaluative criteria associated with the ith attribute

(e.g., how "good" or "bad" is a nutritious health drink with vitamins and minerals)

∑ is indicative of the n salient attributes over which the b_i, and e_i, combinations are summated.

Thus, consumers would tend to have favorable attitudes toward such offerings and/or brands that they have sufficient amount of attributes that are deemed important and evaluated as positive. On the other hand, they would have unfavorable attitudes towards offerings and/or brands which do not have the desired attributes or have many negative attributes.

b) The Attitude-towards-Behavior Model: The attitude-toward-behavior model focuses on the individual's acts of behavior towards the attitude object rather than mere affect or feeling towards the object. The premise is that a consumer may have positive feelings towards an attitude object, but he may have a negative attitude regarding his intention for buying such a product/service offering. Thus, a positive attitude towards the offering may not necessarily end up as an act of purchase.

For example, let us take the example of a Philips Home Theatre. A consumer is aware that a Philips Home Theatre would have a bigger screen, and better audio visual effects. He would also be aware of the high price, and may decide against the act of purchase. Either he would not have the money or he may not think it wise to spend so much of money for a TV. Thus, while he has positive feelings and a favorable attitude towards the product offering, he does not have a positive feeling to indulge in the act of purchase.

The model is depicted in the form of the following equation:

$$\text{Attitude}_o = \sum_{i=1}^n b_i e_i$$

where

Attitude_o = the overall measure of affect for or against carrying out an act of behavior

b_i = the strength of the belief that an ith action will lead to an outcome

(e.g., the purchase of a Home Theatre would lead to better audio visual impact);

e_i = an evaluation of the ith outcome

(e.g., the "favorableness" of a bigger screen, better audio visual effects, unfavorableness of the cost)

∑ is indicative that there are n salient outcomes over which the b and e combinations are summated.

Consumers could tend to have favorable attitudes towards the product/service offering, but a negative attitude towards the act of purchase (behavior).

c) The Theory-of-Reasoned-Action Model: The theory of reasoned action model attempts to study the impact of i) instances of behavior, and ii) subjective norms, on the tri-components that make up attitudes. The model incorporates these two factors that act as moderators and finally have an effect on human attitudes. The figure depicts what is referred to as “reasoned action” (See Figure 2).

The model can be explained working backwards from behavior (i.e. act of purchase of a product/service offering). The behavior of a consumer is based on his intention to act, i.e. overall favorability toward the purchase. There are certain factors that lead to an intention to act. These are the consumer's attitude toward behavior and the subjective norm.

The consumers' attitude towards behavior includes the beliefs and attitudes about specific acts of behavior. Factors underlying attitude are i) beliefs that the behavior leads to certain outcomes; and ii) evaluation of the outcome.

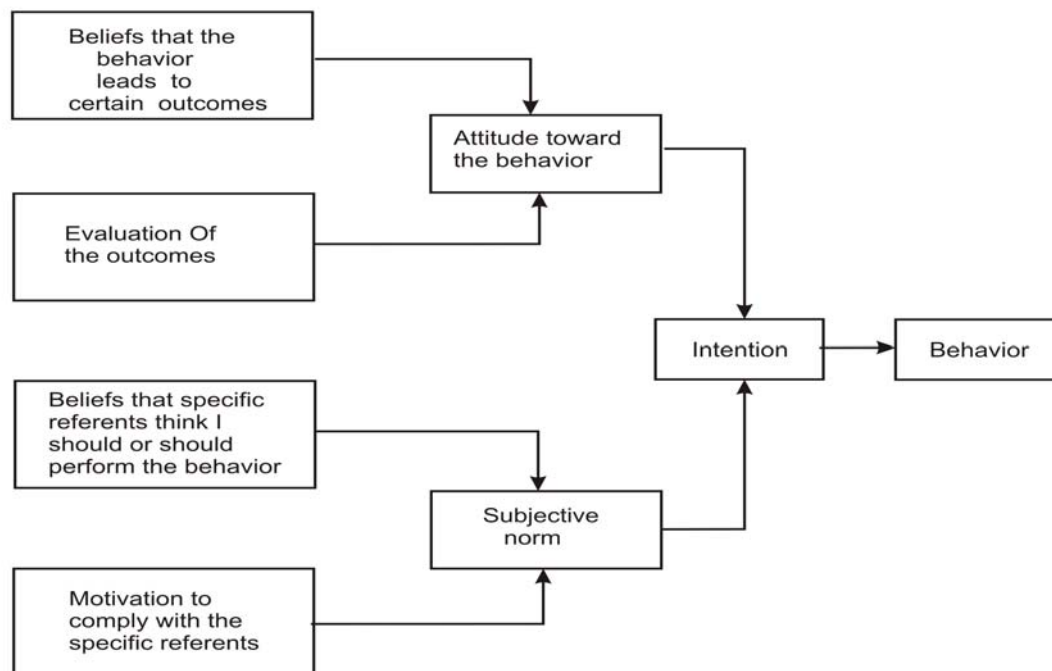


Figure 2: Theory-of-Reasoned-Action Model

Source: Adapted from Ajzen, I. and Fishbein, M., Understanding Attitudes and Predicting Social Behavior (Upper Saddle River, NJ: Prentice Hall, 1980)

In Schiffman, L.G. and Kanuk, L.L., Consumer Behavior, 9th Edition, Pearson, Prentice Hall.

The subjective norm on the other hand, refers to the norms that exist in the specific social context. Factors underlying the subjective norm are i) the beliefs that specific referents think as to whether the act of behavior should be performed or not; and ii) motivation to comply with the specific referents.

For example, Arjun, a young graduate wants to go to US to do his MBA. For this he needs to give his GMAT.

1. Behavior: Study hard for GMAT.

2. Intention: Arjun decides that he would study hard for GMAT examination.

- Intention is impacted by:

a) Consumers attitude towards behavior: Arjun has a positive attitude towards studying hard.

b) Subjective norms: Arjun's parents approve of his decision to go abroad for further studies.

3. Consumers attitude towards behavior is impacted by:

a) Beliefs that the behavior leads to certain outcomes: Arjun believes that if he studies hard, he will be able to get a good score at GMAT.

b) Evaluation of the outcome: A good GMAT score would get him an admission to a good business school.

4. Subjective norms are impacted by:

i) Beliefs that specific referents think as to whether the act of behavior should be performed or not: Arjun's parents also think that he should study hard.

ii) Motivation to comply with the specific referents: Arjun wants to fulfil his parents wishes.

The behavior of a consumer is based on his intention to act, which is moderated by the attitude towards behavior and the subjective norms. These are further impacted by underlying factors. Thus, the theory of reasoned action is illustrative of attitude components that are interrelated to each other. Intention precedes actual behavior; beliefs and attitudes as well as subjective norms precede intention; The theory emphasizes that attitudes are linked to behavior indirectly, via intention.

III The Theory of Trying to Consume:

The theory of trying to consume focuses on a purchase situation where the action or act of behavior (in terms of actual purchase), is not certain and may even be sometime in future. As per this theory, the action or act of behavior is directed towards a goal (something that the consumer is planning to and/or attempting do in future). In such processes of trying the resultant outcome (in terms of purchase, possession and use) cannot be predicted for certainty.

The theory reflects the consumer's attempts at consumption, which get impeded by personal and environmental impediments, thus preventing the action (act of purchase) from occurring. Personal impediments would occur when the person faces an approach avoidance conflict, i.e. he desires a goal that also has a negative element associated along with it; for example, a lady likes to eat chocolate cake, but that also has a lot of calories that would lead to weight gain. Environmental impediments are said to occur when forces in the environment prevent an action from occurring; for example, a person desires to eat at a particular restaurant, but as he goes there, he finds no place to sit and eat; it is too crowded.

The theory of trying to consume replaces behavior (as proposed by Fishbein in the theory of reasoned action model) by trying to behave. Trying to behave or accomplish a goal is preceded by intention to try, which is determined by attitude toward trying and social norms toward trying. The attitude toward trying is influenced by the individual consumer's (1) attitude toward success and expectations of success, (2) attitude toward failure and expectations of failure, and (3) attitude toward process. The attitude towards the process refers to an individual's assessment of how the act of trying to do something makes him feel, irrespective of the result or the outcome (See Figure 3).

Moving backwards, act of trying to behave is impacted by a) intention to try, b) frequency of past trying, and c) recency of past trying. Intention to try is impacted by a) attitude towards trying, b) frequency of past trying, and c) social norm towards trying. Attitude towards trying is impacted by a) attitude towards success, failure and process, and b) expectation towards success and failure. Each of the attitudes (i.e., attitude towards success, failure and process), are determined by the summation of the “product” of the consequence likelihood and the consequence evaluations (See Figure 3).

For example, taking Arjun’s example forward:

1. Act of trying: Arjun is trying hard to get a good GMAT score.

- Trying is impacted by:

a) Intention to try: Arjun has a positive intention towards trying for the GMAT exam

b) Frequency of past trying: He has already been able to clear competitive exams in the past.

c) Recency of past trying: Arjun appeared for a competitive exam one year ago.

2. Intention to try is impacted by:

a) Attitude towards trying: Arjun says that he will apply for the GMAT

b) Frequency of past trying: He has already been able to clear competitive exams in the past.

c) Social norm towards trying: Arjun’s parents encourage him to write the GMAT.

3. Attitude towards trying is impacted by:

a) Attitude towards success: Arjun wants to get a good GMAT score so that he can get into a good business school.

b) Expectation towards success: Arjun believes that he would be able to get a good GMAT score.

c) Attitude towards failure: Arjun does not want to fail the GMAT exam.

d) Expectation towards failure: Arjun believes that he would not fail the GMAT exam.

e) Attitude towards process: Arjun is ready to study hard for the GMAT.

Each of the three attitudes, towards success, failure and process are determined by the summation of the “product” of the:

a) Consequence likelihood: the chance that Arjun is able to get admission in a good business school in the US; represented by b_i

b) Consequence evaluations: how happy and proud Arjun will be when he gets an admission in a good business school in the US; represented by e_i

b_i = Consequence likelihood contingent on success

e_i = Consequence evaluations contingent on success

b_j = Consequence likelihood contingent on failure

e_j = Consequence evaluations contingent on failure

b_k = Consequence likelihood contingent on process

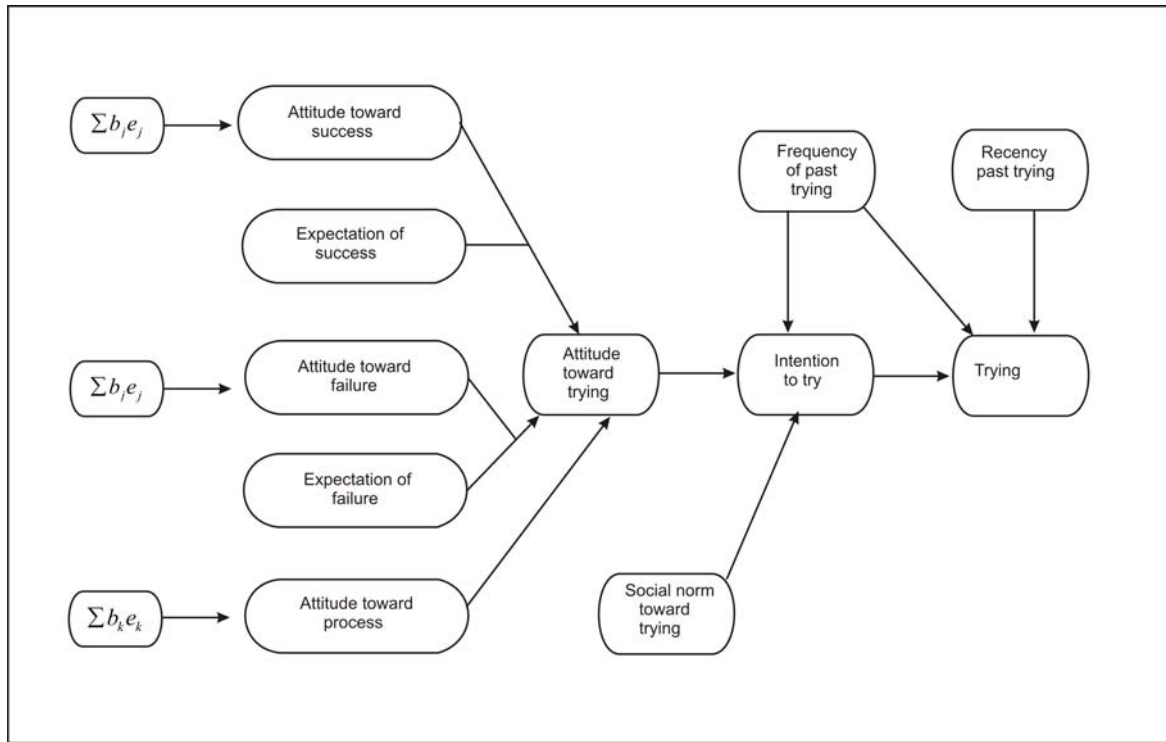


Figure 3: The Theory-of-Trying

In Schiffman, L.G. and Kanuk, L.L., Consumer Behavior, 6th Edition, 2000, Prentice Hall of India.

IV The Attitude-towards-the-Ad Model:

This model lays emphasis on the impact of an advertisement, either in print or in audio-visual on the formation of consumer attitudes towards product and service offerings and or brands. Once exposed to an advertisement, a consumer forms the cognition (knowledge) and the affect (feeling) components of the attitude; it leads to judgments about the Ad (cognition) and feelings from the Ad (affect). The cognitive component leads to belief about the brand as well as attitude towards the ad. The affect component also leads to belief about the brand as well as attitude towards the ad. Thus, both the cognition and the affect component affect the consumer's attitude toward the ad and beliefs about the brand. A mere exposure to the ad can also lead to belief about the brand. Finally, the belief about the brand as well as attitude towards the ad leads to the development of an attitude towards the brand (See Figure 4).

The theory behind the model states that consumers form judgments and feelings as a result of exposure to an advertisement. Not only does a consumer form attitudes towards the advertisement, he or she also forms an opinion towards the brand.

Research has shown that the model holds good more for new product and service offerings than or existing ones. The ad helps create an attitude towards the brand and helps elicit a trial. Thus marketers need to be careful while formulating ads especially for innovative products and services and for new brands. Research has also shown that irrespective levels of consumer involvement, whether high or low, both the central (the message content) and the peripheral (the context), influence the formation of beliefs and attitudes about the brand, leading finally to the attitude towards the brand. These findings have implications for marketers.

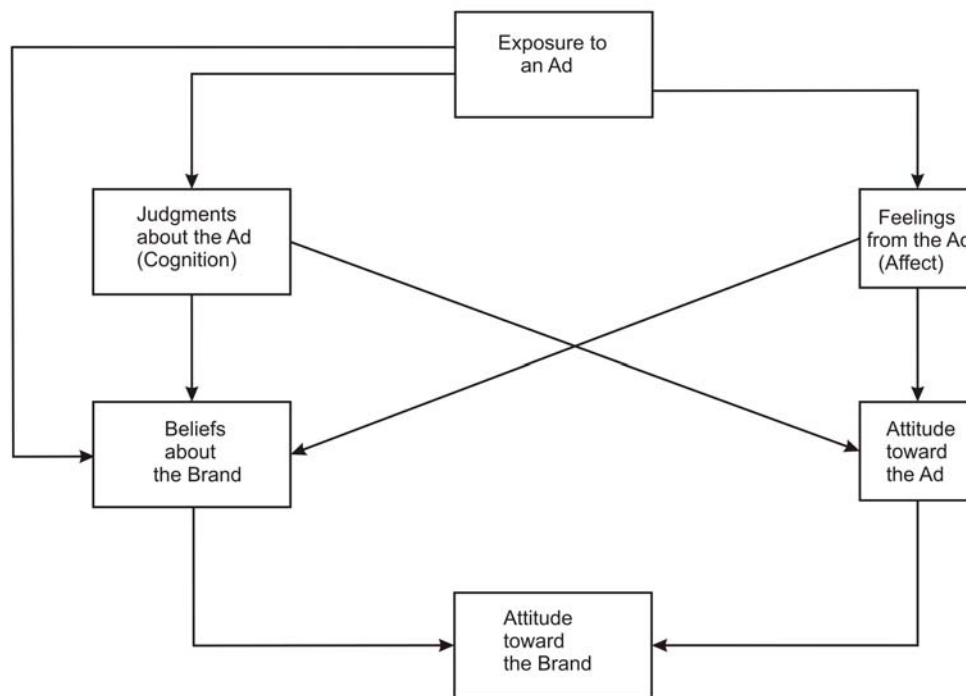


Figure 4: Attitude-towards-the-Ad Model

Source: Inspired by and based on Edell, J.A. and Burke, M.C., "The power of Feelings in Understanding Advertising Effects," *Journal of Consumer Research*, 14 (December, 1987):431, University of Chicago Press.
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FAQS (FREQUENTLY ASKED QUESTIONS):

Ques 1 Define consumer attitude. Discuss the composition of an attitude.

Ans 1 Consumer attitudes may be defined as an inner feeling of favorableness or unfavorableness towards a product or service offering and the 4Ps. As Schiffman has defined, “Attitudes are an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some "object" (e.g., a brand, a service, or a retail establishment),” and “Attitude formation, in turn, is the process by which individuals form feelings or opinions toward other people, products, ideas, activities, and other objects in their environment”.

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Attitudes are composed of three components, viz, a knowledge or cognitive component, a feeling and affect component and a behavioral and conative component. In terms of consumer learning, the attitude would express a consumer’s feeling of like or dislike about a product or service offering and the marketing mix. The knowledge component is reflected in the learned knowledge that a consumer obtains from his interaction with others as well as his own experiences. The feeling component is reflected in his evaluation, and the resultant feeling of favorableness and unfavorableness. The behavioral component is reflected in the predisposition to act (purchase) based on the evaluation.

Ques 2 Discuss the nature of consumer attitudes.

Ans 2 Consumer attitudes are reflective of a consistent favorable or unfavorable feeling that a consumer or a prospect forms as a result of an evaluation about an object; the object being, a product/service offering, brand, price, store and dealer, salesperson, advertisement, promotion etc. The nature of consumer attitudes is discussed as follows:

1. Attitudes are directed towards an object (product/service offering, price, store, dealer, promotion, advertisement etc.) about which a consumer has feelings and beliefs.
2. Attitudes have a direction; they could be positive or negative. A consumer could possess feelings of like/dislike, favorableness and unfavorableness towards a product or service as well as the mix. They vary in degrees and intensity, and can fall anywhere along a continuum from very favorable to very unfavorable.
3. Attitudes are consistent in nature, particularly with respect to the third component, i.e. behavior. Consumers are consistent with respect to their behavior. However, they are not entirely permanent and may change if the cognitive or the component is changed. This implies that if the consumer witnesses new experience or is exposed to new information about product/service offering and the mix (cognition), and) feelings are changed from dislike to like (affect), attitudes towards the offering and the mix can undergo change. In other words, while attitudes are stable and do not change frequently, they can be changed if something is done to change them.
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we can infer that a person who buys Colgate Total toothpaste and disregards Pepsodent has a positive attitude towards Colgate.

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Ques 3 Discuss the tri-component attitude model.

Ans 3 The tricomponent attitude model states that attitudes are composed of three components, viz., a knowledge (cognitive) component, feeling and emotional (affect) component and the action (conative) component.

- the knowledge or the cognitive component comprises the cognitive processes that lead to the formation of attitudes. In terms of marketing, the knowledge or cognitive component of the tricomponent model consists of consumers' knowledge about the products/service offering and the marketing mix. Consumer attitudes are formed on the basis of experiences as well as information received from personal (WOM, family, friends, peers etc.) as well as impersonal (marketer's sources) sources of information that are retained in one's memory. These get shaped by beliefs and opinions, where the consumer begins to perceive that the attitude object (person, situation or thing) possesses certain attributes and acts of behavior would lead to outcomes. The beliefs and opinions get repeatedly reinforced, and finally give rise to attitudes. This knowledge component leads to the emotional component.

- the feeling or the affect component comprises the emotional component of attitudes. In fact, this is understood to be the attitude itself, as it depicts emotional states that are positive, neutral or negative. In marketing terms, it refers to a consumer's feelings about a product/service offering and the marketing mix. It is evaluative in nature and would vary on a continuum as like or dislike, favorableness or unfavorableness. It manifests

itself through feelings and resultant expressions like happiness, sadness, anger, surprise etc., and is indicative of consumer reaction towards the offering and the mix, which subsequently affects the purchase decision making as well as the purchase process. Such reactions and resultant states also get stored in our memory. Their retrieval, recall and recollection also impacts future decision making.

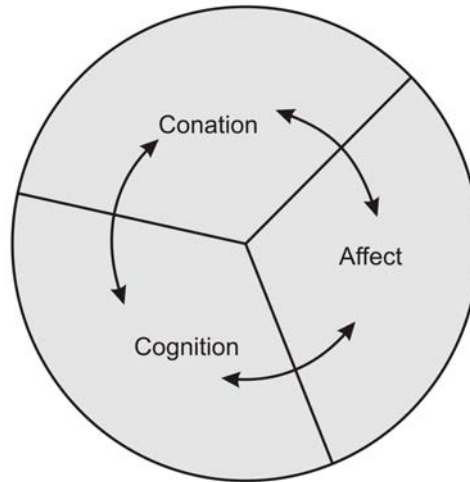


Figure 1: Tricomponent Attitude Model

Source: Schiffman, L.G. and Kanuk, L.L., Consumer Behavior, 9th Edition, Pearson

- the behavioral or the conative component of attitudes depicts the outcome of an attitude. As attitudes are formed out of psychographic components, they cannot be seen. The first two components, knowledge and feeling are not expressive or illustrative of attitudes. It is only this third component through which attitudes can be inferred. The conative component, is indicative of the an individual's tendency to behave [act or not to act (to buy or not to buy)] in a particular manner with respect to the attitude object (product/service offering, brand etc.).

SELF EVALUATION TESTS/QUIZZES:

Section A True/false:

1. Attitudes can only be inferred from what people say or what they do and how they behave.
2. The theory of trying to consume focuses on the individual's acts of behavior towards the attitude object rather than mere affect or feeling towards the object.
3. A consumer may have positive feelings towards an attitude object, but he may have a negative attitude regarding his intention for buying such a product/service offering.
4. The theory of trying to consume focuses on a purchase situation where the action or act of behavior (in terms of actual purchase), is not certain and may even be sometime in future.

Section B Fill up the blanks:

1. _____ may be defined as an inner feeling of favorableness or unfavorableness towards a product or service offering and the 4Ps.
2. The _____ models state that a consumer's attitude towards an attitude object (product/service offering, brand, elements of the marketing mix) is a function of a consumer's perception and belief of the key attributes as well as his assessment of the key attributes.
3. The _____ model states that a consumer's attitudes towards a product/service offering or a brand, is a function of the presence or absence of certain attributes, and the corresponding evaluation.
4. The _____ norm, refers to the norms that exist in the specific social context.

Section C Multiple choice questions:

1. The theory of reasoned action model attempts to study the impact of _____ on the tri-components that make up attitudes:
 - a) instances of behavior
 - b) subjective norms
 - c) only “a”
 - d) Both “a” and “b”

2. Which of the following is not true about the Theory of Trying to Consume?
 - a) the theory deals with the action or act of behavior that is directed towards a goal (something that the consumer is planning to and/or attempting do in future
 - b) The theory reflects the consumer’s attempts at consumption, which get impeded by personal and environmental impediments, thus preventing the action (act of purchase) from occurring.
 - c) In such processes of trying the resultant outcome (in terms of purchase, possession and use) can be predicted for certainty.
 - d) The theory of trying to consume replaces behavior by trying to behave.

Section D Short answers:

1. Attitudes are composed of three components. Name them.
2. Mention the four functions that are played by attitudes.
3. Name the multiattribute attitude models.
4. What is the Attitude-Toward-The-Ad Model?

KEY

Section A True/false:

1. True 2. False 3. True 4. True

Section B Fill up the blanks:

1. Consumer attitudes
2. Multi-attribute attitude
3. Attitude-toward-object
4. Subjective

Section C Multiple choice questions:

1. d. 2. c

Section D Short Answers:

1. Knowledge or cognitive component, a Feeling and affect component and a Behavioral and conative component.
 2. Utilitarian function, Ego defensive function, Value expressive function, Knowledge function
 3. The attitude-toward-object model, the attitude-toward-behavior model, the theory-of-reasoned-action model.
 4. The Attitude-toward-the-Ad Model lays emphasis on the impact of an advertisement, either in print or in audio-visual on the formation of consumer attitudes towards product and service offerings and or brands. The theory behind the model states that consumers form judgments and feelings as a result of exposure to an advertisement. Not only does a consumer form attitudes towards the advertisement, he or she also forms an opinion towards the brand.
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