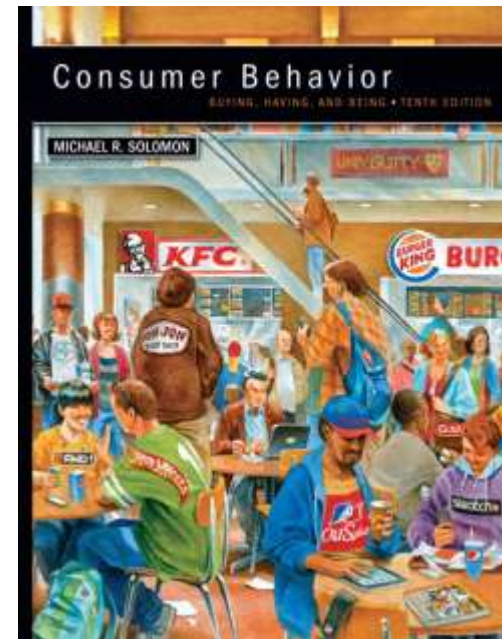


Chapter 7

Attitudes and Persuasion

**CONSUMER
BEHAVIOR, 10e**
Michael R. Solomon



Learning Objective 1

- It is important for consumer researchers to understand the nature and power of attitudes.



The Power of Attitudes

- Attitude: a lasting, general evaluation of people, objects, advertisements, or issues
- Attitude object (A_o): anything toward which one has an attitude



Functional Theory of Attitudes

UTILITARIAN FUNCTION:

Relates to rewards
and punishments

VALUE-EXPRESSIVE FUNCTION:

Expresses consumer's
values or self-concept

EGO-DEFENSIVE FUNCTION:

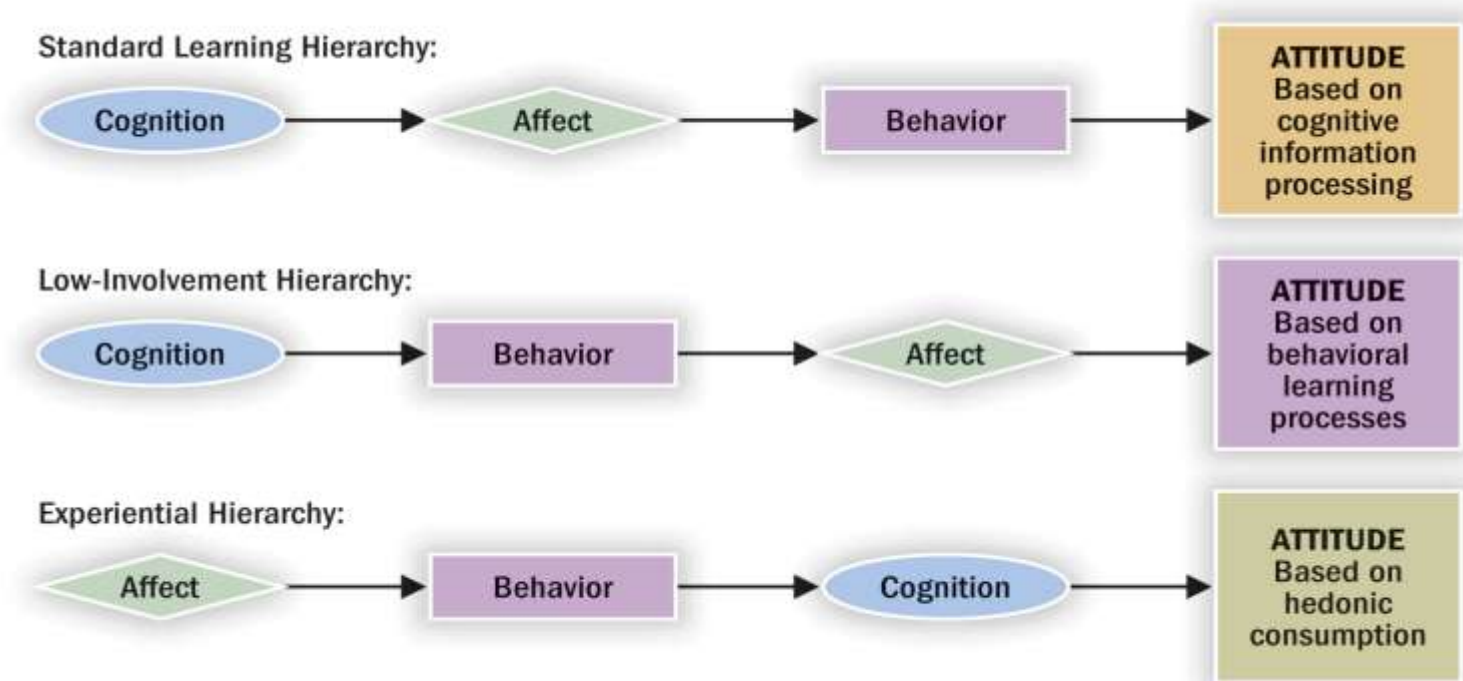
Protect ourselves from
external threats
or internal feelings

KNOWLEDGE FUNCTION:

Need for order, structure,
or meaning

Learning Objective 2

- Attitudes are more complex than they first appear.



For Reflection

- Share a decision you made following the three learning hierarchies:
 - Think Feel Do
 - Think Do Feel
 - Feel Do Think

Learning Objective 3

- We form attitudes in several ways

**Steak is our life.
All we ask is that you
make it your lunch.**

Smith & Wollensky.
The quintessential New York City steakhouse.
47th St. & 3rd Ave. (212) 753-1530.



Winner of The *Wine Spectator's* 1987 Grand Award.

Attitude Commitment

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

- We value/seek harmony among thoughts, feelings, and behaviors
- We will change components to make them consistent
- Relates to the theory of cognitive dissonance – we take action to resolve dissonance when our attitudes and behaviors are inconsistent

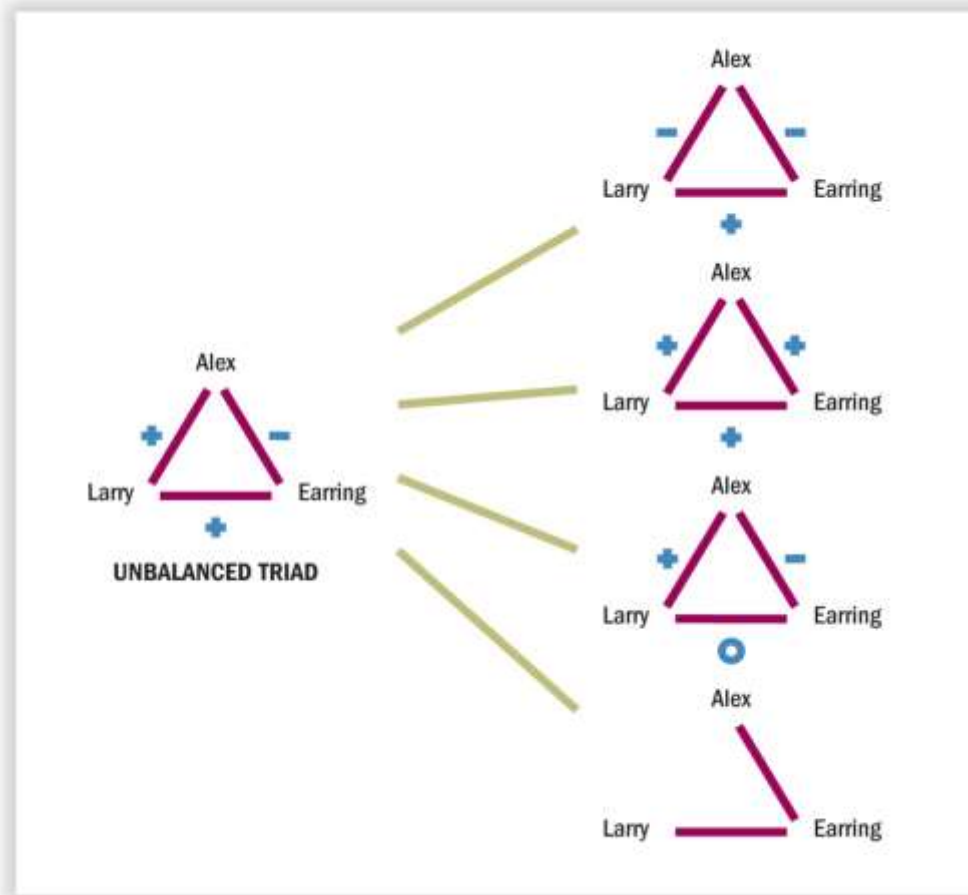
Social Judgment Theory

- We assimilate new information about attitude objects in light of what we already know/feel
 - Initial attitude = frame of reference
 - Latitudes of acceptance and rejection
 - Assimilation effects
 - Contrast effects
 - Example: “Choosy mothers choose Jif Peanut Butter”

Balance Theory

- Considers how a person might perceive relations among different attitude objects and how he might alter attitudes to maintain consistency
- Triad attitude structures:
 - Person
 - Perception of attitude object
 - Perception of other person/object

Figure 7.2 Balance Theory



The Fishbein Model

Salient Beliefs

Object-Attribute Linkages

Evaluation

Table 7.1 Sandra's College Decision

Attribute	Beliefs (β)				
	Import. (I)	Smith	Princeton	Rutgers	Northland
Academic reputation	6	8	9	6	3
All women	7	9	3	3	3
Cost	4	2	2	6	9
Proximity to home	3	2	2	6	9
Athletics	1	1	2	5	1
Party atmosphere	2	1	3	7	9
Library facilities	5	7	9	7	2
<i>Attitude Score</i>		163	142	153	131

Marketing Applications of the Multiattribute Model

Capitalize on Relative Advantage

Strengthen Perceived Linkages

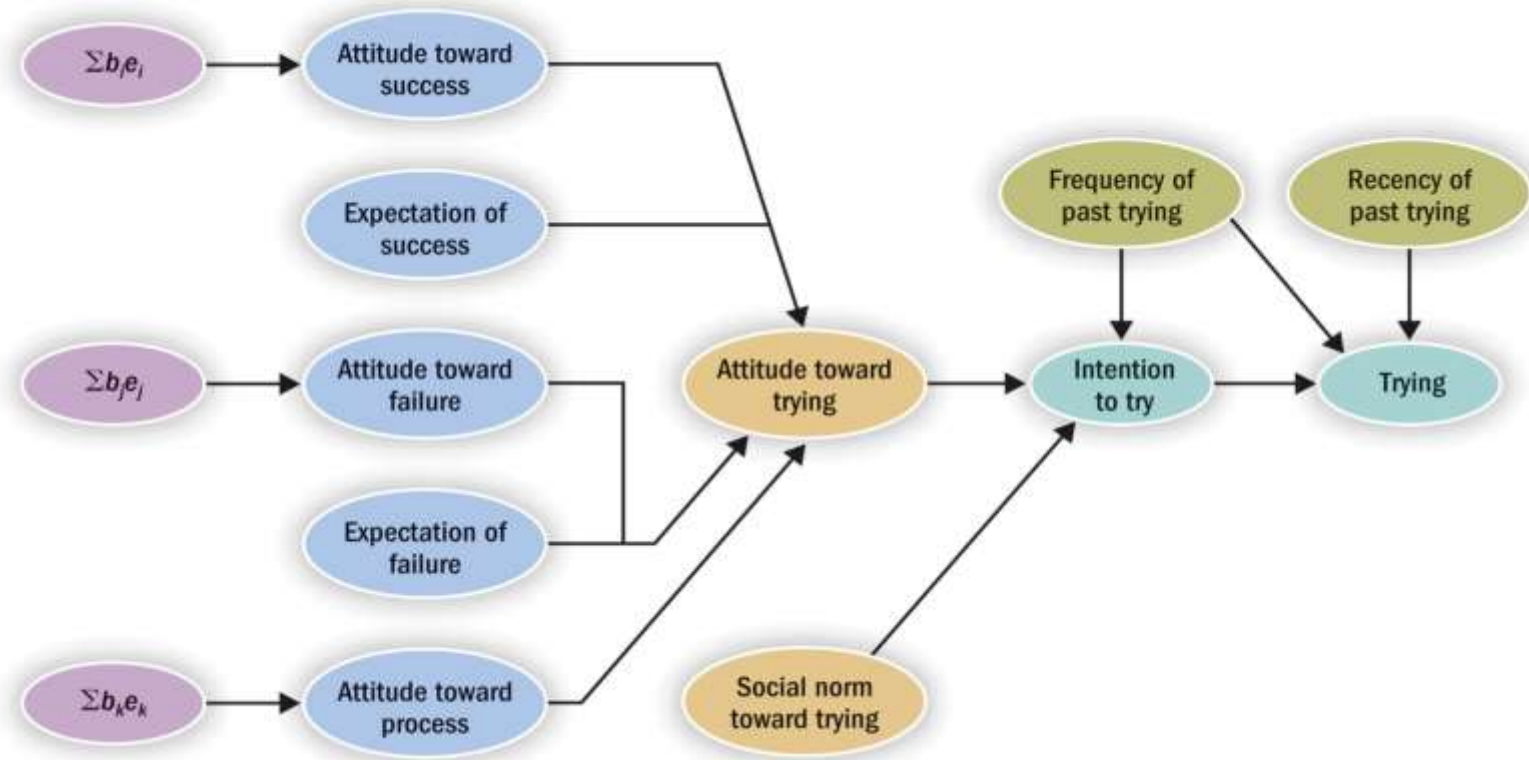
Add a New Attribute

Influence Competitor's Ratings

The Extended Fishbein Model: The Theory of Reasoned Action

- Intentions versus behavior: measure behavioral intentions, not just intentions
- Social pressure: acknowledge the power of other people in purchasing decision
- Attitude toward buying: measure attitude toward the act of buying, not just the product

Figure 7.3 Theory of Trying



How Do Marketers Change Attitudes?

Reciprocity

Scarcity

Authority

Consistency

Liking

Consensus

How Do Marketers Change Attitudes?

- Reciprocity means that we are more likely to give if we first receive.
- Scarcity means that people tend to find things that are not readily available more desirable.
- Authority means that we tend to believe authoritative sources.
- Consistency means that we try not to contradict what we've said before.
- Liking means that we will agree with those we like or admire.
- Consensus means that we will consider what others do before we decide what to do.

Figure 7.4

The Traditional Communications Model

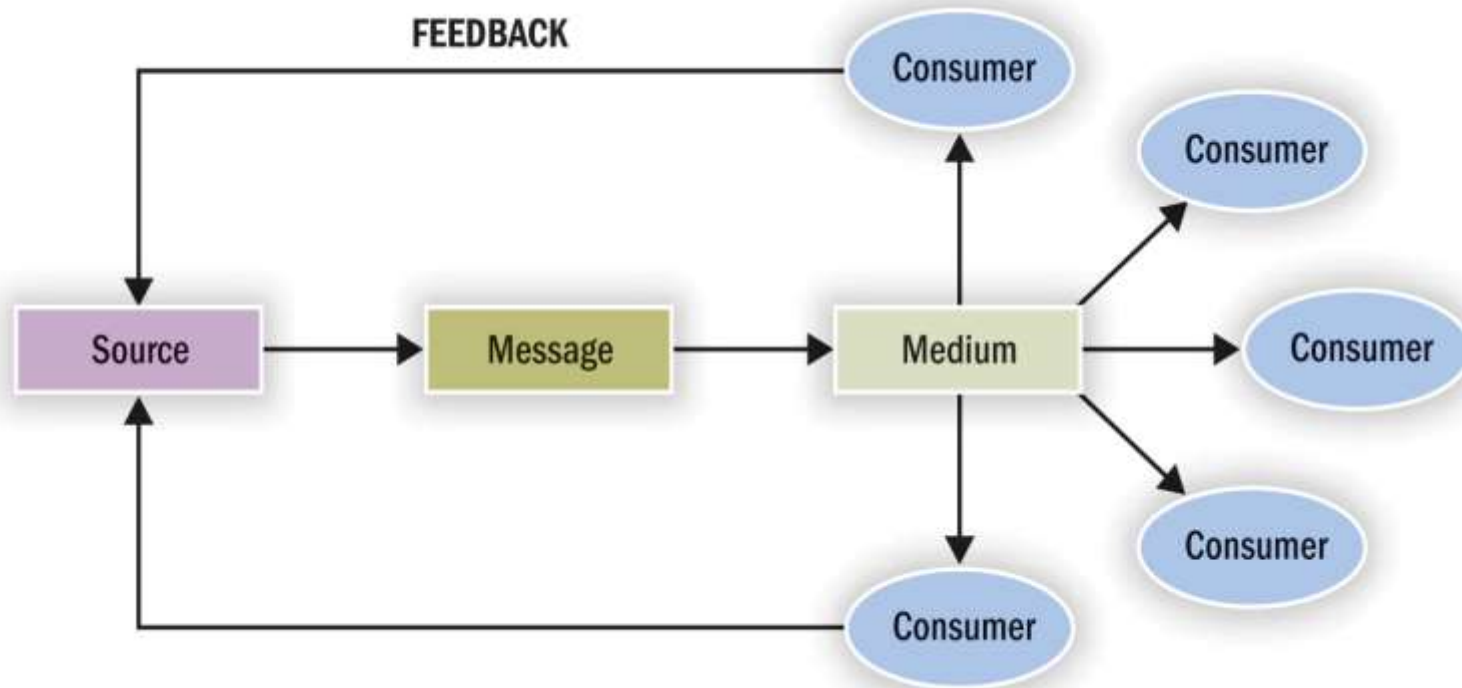
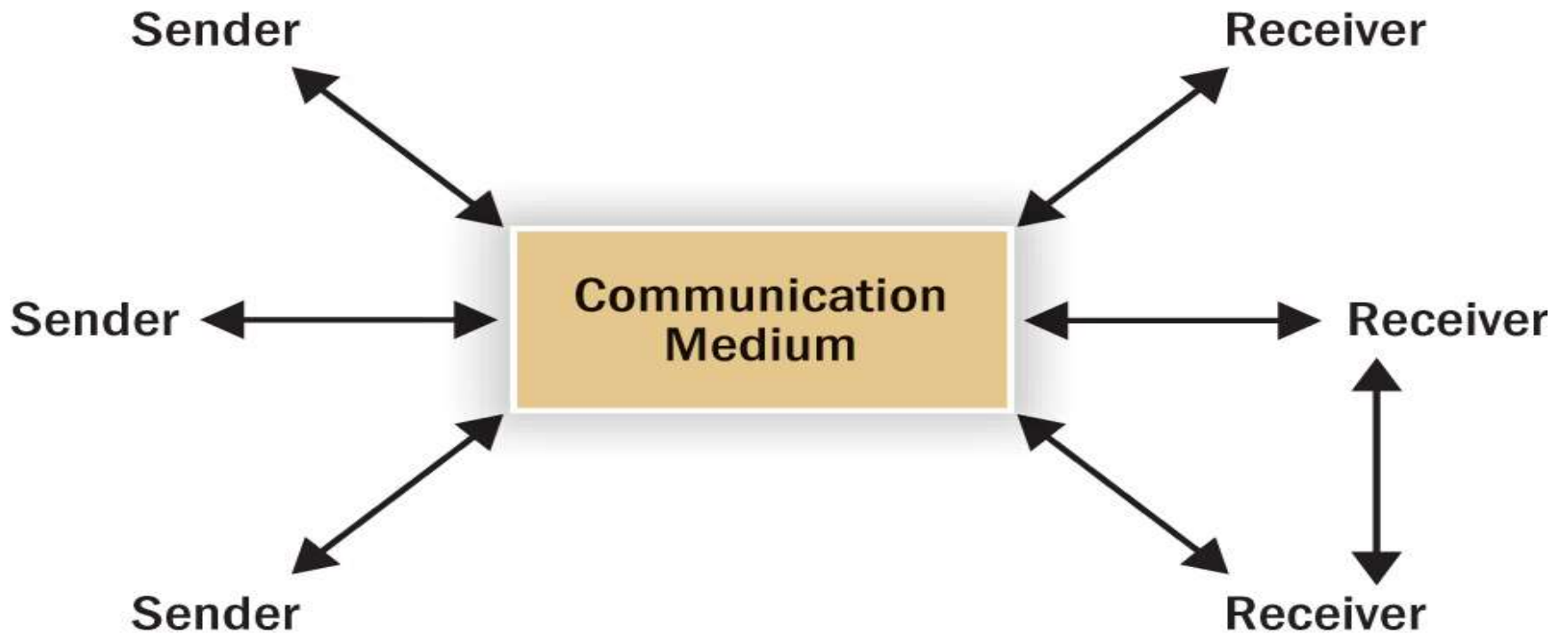


Figure 7.5

An Updated Communications Model



New Message Formats

- M-commerce - marketers promote goods and services via wireless devices
- New social media platforms
 - Blogs and video blogs
 - Podcasts
 - Twitter
 - Virtual worlds
 - Widgets

Learning Objective 8

- Several factors influence the effectiveness of a message source.



Learning Objective 9

- The way a marketer structures his or her message determines how persuasive it will be.

Decisions to Make About the Message

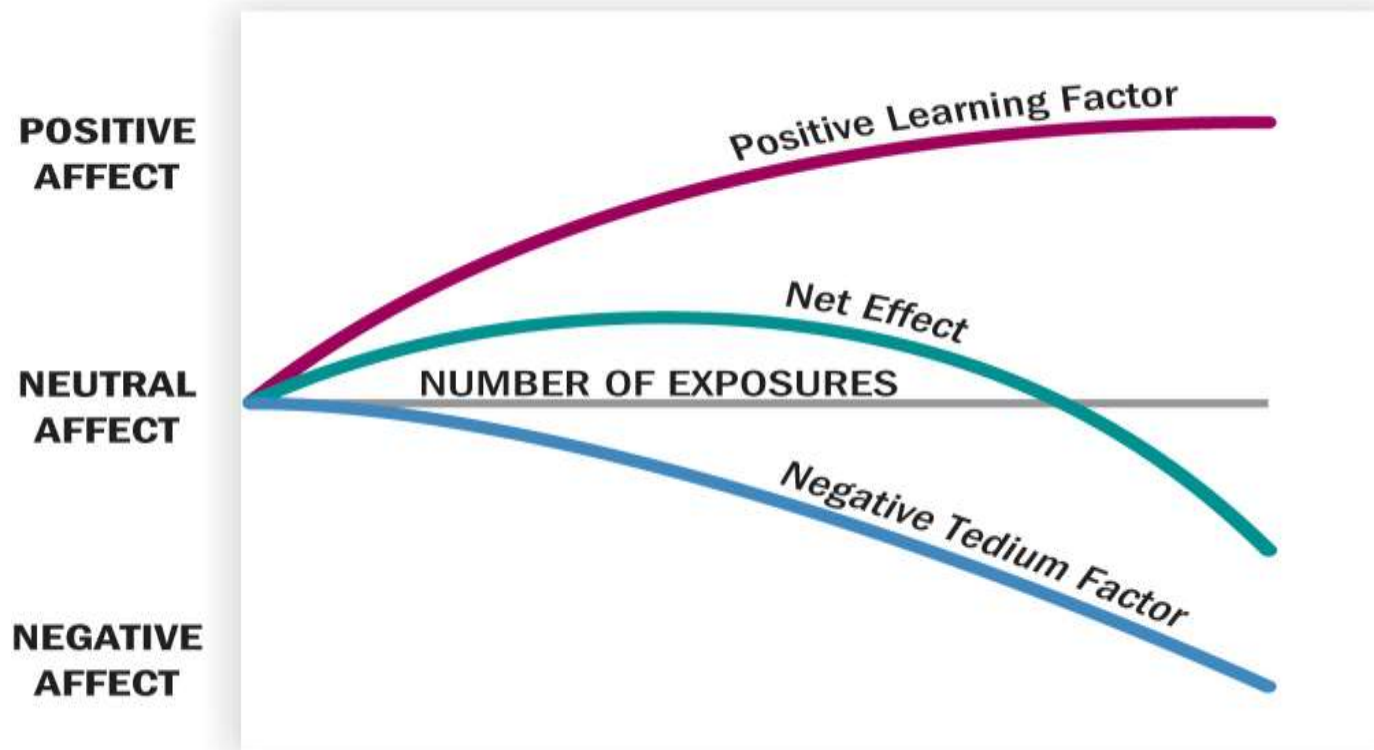
- Should we use pictures or words?
- How often should message be repeated?
- Should it draw an explicit conclusion?
- Should it show both sides of argument?
- Should it explicitly compare product to competitors?
- Should it arouse emotions?
- Should it be concrete or based on imagery?

The Message

Characteristics of Good and Bad Messages

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

Figure 7.6 Two-Factor Theory



How Do We Structure Arguments?

- One-sided: supportive arguments
- Two-sided: both positive and negative information
 - Refutational argument: negative issue is raised, then dismissed
 - Positive attributes should refute presented negative attributes
 - Effective with well-educated and not-yet-loyal audiences

Comparative Advertising

- Comparative advertising: message compares two+ recognizable brands on specific attributes
 - “Unlike McDonalds, all of Arby's chicken sandwiches are made with 100% all-natural chicken”

Types of Message Appeals

Emotional versus Rational Appeals

Sex Appeals

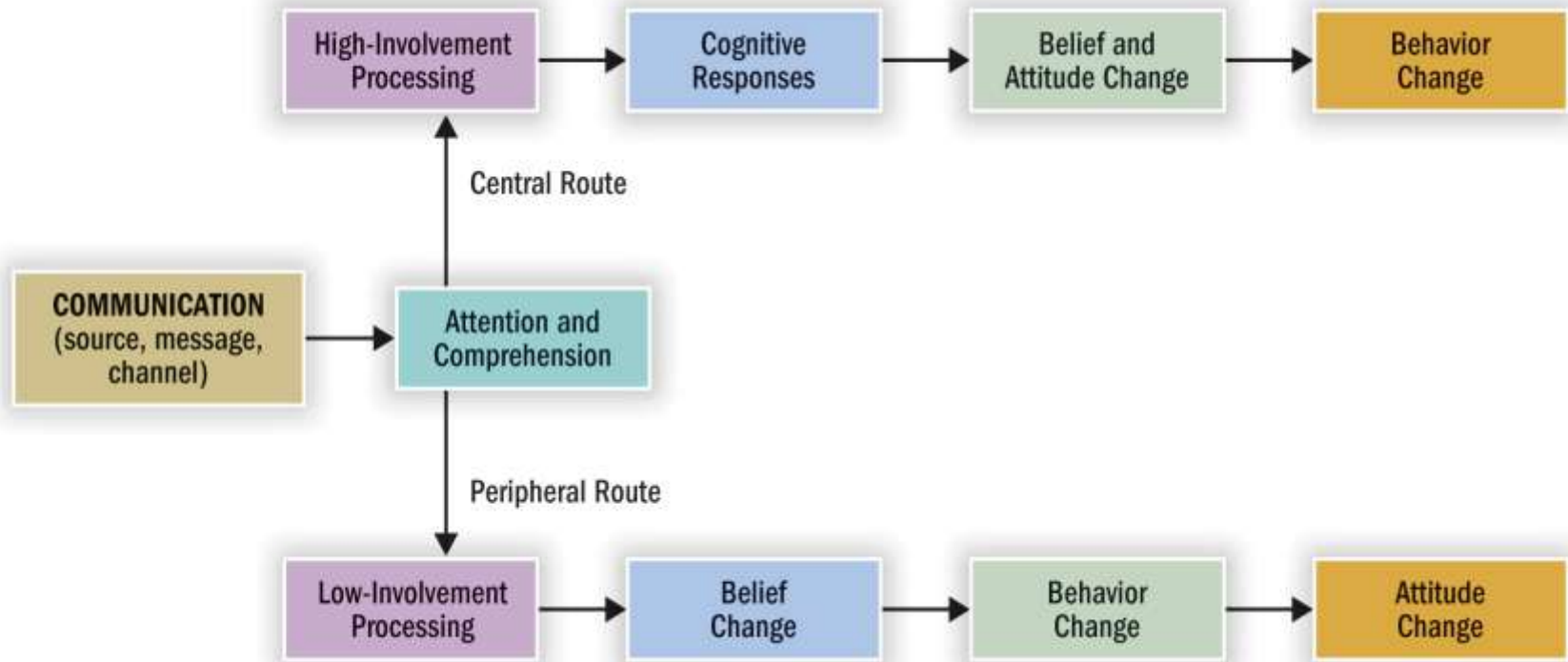
Humorous Appeals

Fear Appeals

Learning Objective 10

- Audience characteristics help to determine whether the nature of the source or the message itself will be relatively more effective.

Figure 7.7 Elaboration Likelihood Model



Chapter Summary

- Attitudes are very powerful, and they are formed in several ways.
- People try to maintain consistency among their attitudinal components and their attitudes and behaviors.
- The communications model includes several important components which can be influenced by marketers to enhance the persuasiveness of the message.