

ATTITUDE FORMATION AND CHANGE AFFECTING CONSUMER BEHAVIOR



In order to know whether a particular product positioning strategy will really work, marketers need to know whether the product attributes and images are linked to overall attitudes in the consumer's mind. The attitude concept we shall discuss in this unit is one of the most important ideas in marketing management. Consumers' purchases are governed by their attitudes toward product alternatives and marketers can do something to affect consumers' attitudes.

School of Business

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Lesson - 1: Attitude - Definition, Aspects & Models

Objectives of this lesson

After reading this lesson, you will be able to:

- Understand the background of attitude study
- Define attitude
- Identify and explain some of the important aspects of an attitude
- Know and explain different models of attitude describing how attitude is organized.

Introduction

Attitude is considered to be the most important determinant of buying behavior. Marketers therefore, pay close attention to consumers' attitudes. It is very important for a marketer to know the important aspects of consumer attitude. Equally important for a marketer is to understand how attitude is organized.



Background of the Attitude Study

From the earlier unit you came to know that consumers' motives determine or activate behavior resulting in purchases. You also came to know that consumer behavior cannot be predicted in a simple way from motivations. There are other intervening individual factors that come into play. These factors tend to influence the consumer's perception of various products and brands of products that may be utilized to satisfy his/her needs. Some of the important individual intervening variables are consumer's attitudes, self-image, and habits. You know that purchase decision process starts with the identification of a need that is unmet. Once the desire for a need satisfaction arises, the next step that the consumer passes in the purchase decision making process is the evaluation of different products or services as ways of satisfying the unmet need. Evaluation helps the consumer to decide the brand to be purchased or the seller to select in satisfying his need. His attitudes play an important role in the process of evaluation of alternatives as well as selection of a particular brand of a product or so that the consumer can satisfy his need. Attitudes thus play a direct and influential role in consumer behavior. By this time it should be clear to you that attitudes of consumers toward a company's products significantly influence the success or failure of its marketing strategy. Attitude study is important for the marketers in the sense that, it affects consumers' selective processes, learning, and ultimately the buying decision making. As consumers' attitudes influence their intention to buy, knowledge on different aspects of consumer attitudes may help marketers to make a sales forecast of their products. Measuring consumer attitudes may help a marketing executive get a better picture on both present and potential markets. As attitudes often affect the consumer's decision making process, marketers must understand attitude formation and change if they

Attitudes play a direct and influential role in consumer behavior.

expect to direct marketing activities to influence consumers. “Awareness of consumer attitudes is such a central concern of both product and service marketers that it is difficult to imagine any consumer research project that does not include the measurement of some aspect of consumer attitudes. An outgrowth of this widespread interest in consumer attitudes is a consistent stream of attitude research reported in the consumer behavior literature.”¹ It is well understood that attitude has been one of the most important topics of study in consumer behavior field. Attitude study may contribute in decisions regarding new product development, repositioning of existing products, creating advertising campaigns, as well as in understanding general pattern of consumer purchase behavior. Thus, an understanding of what an attitude is, how it is organized, what functions it performs, how it can be measured, and how a marketer can change an existing attitude is very important for a marketer to successfully combat competition. Following few important and generally accepted findings on consumer attitudes further justify the importance of attitude study for a marketer taken from the studies of Alvin Achenbaum; Henry Assael and George S. Day; Frederick W. Winter; and, Steward W. Bither, Ira J. Dolich and Elaine B. Nell.

Finding – 1: Product usage tends to increase, as consumers’ attitudes toward a product become more favorable. Usage tends to decline, as attitudes grow less favorable.

Finding – 2: The reason for different market shares occupied by different sellers in a product category is the differences in consumers’ attitudes toward different brands.

Finding – 3: Marketers may try to change consumers’ attitudes toward their products aiming at an increase in sales through persuasive communications. But, they should bear in mind that the effectiveness of such communications is determined by a number of other variables.

Finding – 4: It is likely that consumers may change their attitudes toward the existing products if they are exposed to the new ones. It is, therefore important for the marketers to even reinforce existing positive attitudes.

Attitude Defined and Explained

Everyone adopts conscious and unconscious attitudes toward ideas, people, and things, of which they are aware. Allport defined an attitude as a mental state of readiness, organized through experience, exerting a directive influence upon the individual’s response to all objects and situations with which it is related. It extends to beliefs and knowledge of products as well as to people and events. It also covers feelings, such as

¹ Schiffman L. G. and Kanuk L. L., *Consumer Behavior*, Prentice-Hall of India Private Limited, 1998, p., 234.

likes and dislikes created, and also a disposition to act or not to act because of such feelings and beliefs. You should keep in mind that there is nothing necessarily right, wrong, or rational about attitudes. You should also note that consumers do not have to have direct experience of products and services in order to form an attitude toward the product or service in question.

Berkman and Gilson, citing Daryl J. Bem, described attitudes as our likes and dislikes, affinities for and aversions to situations, objects, persons, groups, or any other identifiable aspects surrounding us, including abstract ideas and social policies. Attitude, like so many concepts in the behavioral sciences, though is a word, used in everyday life and conversation, has a more precise meaning within the context of psychology. It refers to the positive or negative feelings directed at some object, issue, or behavior. It is a learned predisposition to respond in a consistently favorable or unfavorable way with respect to a given object.

Attitude can also be defined as a predisposition toward some aspect of the world that is positive or negative. You should note that, this predisposition can't be neutral. That is, a neutral attitude is virtually no attitude. Marketers and psychologists know that consumers' attitudes are mixtures of beliefs, feelings, and tendencies to behave in particular ways. That is the reason why marketers try to establish favorable beliefs about their offers. The beliefs, feelings, and tendencies lead to favorable responses resulting in purchase. An individual's attitudes constitute his mental set that affects how he will view something, such as a window provides a framework for our view into or out of a house. In the words of John W. Newstrom and Keith Davis, "the window allows us to see some things, but the size and shape of the frame prevents us from observing other elements. In addition, the color of the glass may affect the accuracy of our perception, just as the 'color' of our attitudes has an impact on how we view and judge our surroundings."² Thus, it is an individual's point of view toward something, which may be a product, an advertisement, a salesperson, a company, an idea, a place or anything else. Let us now give some accepted definitions of attitude and then try to find out the important aspects of attitude from these definition and the ones given above.

Attitude can also be defined as a predisposition toward some aspect of the world that is positive or negative.

Attitudes are an 'individual's enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some object or idea.' ---- David Krech, Richard S. Crutchfield, and Egerton L. Ballackey.

² *Newstrom J. W. and Davis K., Organizational Behavior – Human Behavior at Work, Tata McGraw-Hill Publishing Company Limited, India, 1993, pp., 194-195.*

‘Attitude can be described as a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object.’ ---- Martin Fishbein and Icek Ajzen.

‘An attitude is a relatively enduring organization of beliefs around an object or situation predisposing one to respond in some preferential manner.’ ----- Milton Rokeach.

Analyzing the above definitions and the discussion made above, we can identify following few aspects of an attitude:

Important Aspects of an Attitude

- **Attitudes are Learned:** Individuals do not born with attitudes, that is, attitude are not programmed genetically. Individuals rather learn attitudes through information received from the environment. Information may be received by an individual both from his commercial and social environments. Second, they learn attitudes through direct experience with the attitude object. For example, one may buy and use a particular brand of toothpaste and can develop a positive or negative feeling toward the brand. Third, attitudes may be learned through a combination of information received and experience with the attitude object. For example, one may read an advertisement (information) and buy and use the product. As attitudes are learned, marketers may provide information to customers through marketing communication tools as well as distribute free samples for customers to have experience about the product, thus helping them to form attitudes toward the product.
- **Attitudes are Predispositions to Respond:** Attitudes implicate a covert or hidden behavior, not overt or exposed, that is they (attitudes) cannot be observed by others. One cannot see others’ attitudes or verify them; attitudes can be felt. They are the predispositions of the individuals to evaluate some symbol or object or aspect of his world in a favorable or unfavorable manner. Attitudes may be expressed verbally through opinions, or non verbally through behavior. It means that attitudes are hypothetical make-ups or constructs. These hypothetical constructs lead to actual overt behavior. For example, if an individual is favorably predisposed toward a brand, he is likely to recommend others to buy that brand or he may purchase the brand himself.
- **Attitudes are Consistently Favorable or Unfavorable Responses:** Attitude toward an object leads to responses toward that object. If the attitude of an individual is found favorable toward an object, he is likely to make positive responses toward it, and this tendency is likely to be fairly consistent. In case of a negative attitude, negative responses are likely to happen, and happen consistently again.

- **Attitude Objects:** It was mentioned earlier that, attitudes are directed toward some object. Object in this case may include a product, company, person, place, service, idea, store, issues, behavior and so on.
- **Attitudes Have Degree and Intensity:** Attitudes can be measured or quantified, that is, they have degrees. For example, one may develop a highly positive attitude toward a particular brand, and another may develop a moderately positive attitude toward the same brand. By this you understand that, attitudes have degrees. Moreover, they have intensity, that is, the level of certainty or confidence of expression about the attitude object. For example, one individual may be highly confident about his belief or feeling, whereas, another individual may not be equally sure of his feeling or belief.

Attitude Organization (Models Explaining How Attitudes are Organized or Formed)

In discussing the aspects of attitudes, we have mentioned that, attitudes have structures or make-ups. Understanding the structure of attitude is important in the sense that it helps us to know how attitude works. There are quite a few schools of thought on attitude organization. Each of these thoughts represents a model of attitudes. Out of these few orientations, two are noteworthy. They are: The tripartite view or three component attitude model; and, The multiattribute model developed by Martin A. Fishbein. Though these two models are considered as competing viewpoints, they are not actually inconsistent with one another. We shall now discuss them in turn.

Attitudes have structures or make-ups.

The Tripartite View or Three Component Attitude Model

Advocates of the three component model or tripartite view believe that attitude consists of three components. They are cognitive (awareness, comprehension, knowledge), affective (evaluation, liking, preference), and conation or action tendency component (intention, trial, or purchase). These three components are shown in the following figure:

Figure – 12.1: Showing the Three Components of an Attitude

Attitude		
Cognition (Cognitive component)	Feelings (Affective component)	Overt behavior (Conation or action tendency component)

The Cognitive Component

Cognition refers to all beliefs that an individual holds with respect to the attitude object. Let us say, we are talking about an individual’s attitude toward a particular brand of toothpaste. His cognitive component of

attitude toward the said brand, say, 'Pepsodent', may be expressed as, "Pepsodent whitens teeth". How he says that this particular brand of toothpaste whitens teeth? This is based on his cognition or knowledge about the brand. His cognition may be developed through reading, listening to others, or through the actual experience. This aspect of attitude tells us how he evaluates the attitude object. The evaluation is usually based on his knowledge about different aspects of the attitude object as well as his beliefs on these aspects. His evaluation based on the knowledge or cognition tells him whether to see the attitude aspect favorably or unfavorably, and also the action he should take in case of unfavorable attitude developed toward the object. For example, if an individual holds negative attitude toward cigarette advertisements, he may not buy magazines putting on cigarette advertisements, or even destroy the magazines publishing cigarette advertisements.

The Affective Component

Feeling or affect component of an attitude relates to positive or negative emotional reactions to the attitude object. For example, if an individual believes that 'Pepsodent' toothpaste whitens teeth (cognition), the affective component of his attitude toward 'Pepsodent' may be expressed as: "I like Pepsodent".

The Action Tendency or Conative Component

The third component of an attitude, the conation or action tendency component encompasses intended and actual or overt behavior with respect to the attitude object. So, this is a predisposition to behave in a particular way toward the attitude object. For example, if an individual's attitude toward 'Pepsodent' is positive, he may be intending to buy or actually buy 'Pepsodent' toothpaste. This component of his attitude toward 'Pepsodent' may be expressed as: "I like to buy Pepsodent" or "I regularly use Pepsodent".

The advocates of the three component model of attitude believe that, these three components are the integral part of an attitude, that is, they work together. In other words, in every attitude, these three components work together; may be their degrees vary. It is also argued that, there are consistencies among the components. If one connotes positive meaning, the other two will also connote the same. For example, if an individual believes that a particular brand is good (cognition), he is likely to favor that brand (feeling or affect), and will buy the same once he requires the product (action or overt behavior). But, the problem with this model is that, it is not yet substantiated by a significant number of empirical investigations. Moreover, it is very difficult to measure each of these components of a given attitude, and, as a result, this model has a very limited real-life use in measuring attitudes of consumers.

The Multiattribute Model of Attitude

There are quite a few models of attitude showing the connection between perception and preference or attributes and attitudes. These models are often referred to as evaluative belief models of cognitive structure to emphasize that attitudes are the product of both evaluations of the attributes and beliefs about how much of attributes are possessed by the attitude object. One of such models has been developed by Martin A. Fishbein which is widely used. According to this model, attitudes are viewed as having two basic components. One is the beliefs about the specific attributes of an object (product, here in consumer behavior). The attributes could be the product’s price, quality, size, shape, design, distinctiveness, durability, availability, packaging and so on. The other component is the evaluative aspects of consumer’s beliefs on different aspects of the attitude object. It implies how an individual evaluates the importance of each attribute of the object (product) in satisfying his/her need. The Fishbein’s model may be formulated as below:

$$Ab = \sum_{i=1}^n Wi / Ii - Xib/$$

Where,

- Ab* = The individual’s attitude toward a particular brand ‘b’.
- Wi* = The importance the individual attaches to attribute ‘i’.
- Ii* = The individual’s ideal performance on attribute ‘i’.
- Xib* = The individual’s belief about brand b’s performance on attribute ‘i’.
- n* = The number of attributes considered.

The attitude of the individual toward a particular brand is thus based on the sum of how much the brand’s performance on each attribute differs from the individual’s ideal performance on that attribute weighted by the importance of that attribute to the individual. Let us try to make you understand this model through an example. Let us assume that a segment of cola drinkers perceive “Y” brand of cola to have the following levels of performance on four attributes such as price, taste, status, and calories (see the figure given below) :

Figure –12.2: Explaining the Multiattribute Model of Attitude

Low price	--	--	--	I	--	--	X	High price
Mild taste	--	--	--	I	--	--	X	Bitter taste
High status	I	X	--	--	--	--	--	Low status
Low calories	I	--	--	--	--	--	X	High calories
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	

From the above figure, it is seen that this segment of consumers believes (i.e., the X's) that brand "Y" of cola drink is extremely high priced, very bitter in taste, very high in status, and very high in calories. The above figure shows that consumers' ideal brand of cola drink (i.e., the I's) should be medium priced, slightly mild in taste, extremely high in status, and extremely low in calories. It is assumed that these attributes are not equally important to consumers. We can assign hypothetical weights to these attributes as follows based on their relative importance to consumers:

Attribute	Importance
Price	10
Taste	20
Status	40
Calories	30

Total weight = 100 points

From the above distribution of weights on each of the four attributes consumers consider in case of buying cola drink, and the figure on the previous page, we can measure attitudes of a segment of consumers toward the cola brand "Y" as follows:

$$\begin{aligned}
 A''Y'' &= (10) (|4 - 7|) + (20) (|3 - 6|) + (40) (|1 - 2|) + (30) (|1 - 6|) \\
 &= (10)(3) + (20)(3) + (40)(1) + (30)(5) \\
 &= 30 + 60 + 40 + 150 \\
 &= 280
 \end{aligned}$$

Here we can find that the computed attitude index toward the cola brand "Y" is 280. Now question comes is : "Is it good or bad?" It is very difficult to give a straight answer to the above question on one's attitude toward a particular object because the attitude index is a relative measure. In order to conclude on a particular attitude index, it must be compared with the attitude index of competing objects, here in this case products or brands.

Attitude index is a relative measure.



Activity:
Prepare a report for your supervisor (assuming you as an assistant marketing manager of an ice cream manufacturing company) discussing how you could use the multiattribute attitude model to segment the market of your product.

Self Evaluation

Objective Questions

1. Attitudes play an important role –
 - a. In the process of evaluation of alternatives
 - b. In the process selection of a particular brand of a product
 - c. Both a & b
 - d. None of the above.

2. Attitude study is important for the marketers in the sense that –
 - a. It affects consumers' selective processes
 - b. It affects consumers' learning
 - c. It affects consumers' buying decision making
 - d. All of the above.

3. Attitude study may contribute in decisions regarding –
 - a. New product development
 - b. Repositioning of existing products
 - c. Creating advertising campaigns
 - d. All of the above.

4. Product usage tends to increase –
 - a. As consumers' attitudes toward a product become more favorable
 - b. As consumers' attitudes toward a product grow less favorable
 - c. Both a & b
 - d. None of the above.

5. It is likely that consumers may change their attitudes toward the existing products –
 - a. If they are not exposed to the new ones
 - b. If they are exposed to the new ones
 - c. Both a & b
 - d. None of the above.

6. Attitude covers –
 - a. Feelings, such as likes and dislikes
 - b. Disposition to act or not to act because of such feelings and beliefs
 - c. Both a & b
 - d. None of the above.

7. Consumers' attitudes are mixtures of –
 - a. Beliefs and feelings to behave in particular ways
 - b. Beliefs, feelings, and tendencies to behave in particular ways
 - c. Feelings and tendencies to behave in particular ways
 - d. None of the above.

8. Which of the following is an important aspect of an attitude?
 - a. Attitudes are learned
 - b. Attitudes are predispositions to respond
 - c. Attitudes have degree and intensity
 - d. All of the above.

9. The evaluative aspect of an individual's attitude is usually based on-
 - a. His knowledge about different aspects of the attitude object
 - b. His beliefs on these aspects
 - c. Both a & b
 - d. None of the above.

10. Feeling or affect component of an attitude relates to -
 - a. Positive emotional reactions to the attitude object
 - b. Negative emotional reactions to the attitude object
 - c. Both a & b
 - d. None of the above.

Answers:



1. c, 2. d, 3. d, 4. a, 5. b, 6. c, 7. b, 8. d, 9. c, 10. c.

Descriptive Questions

1. Discuss the background of attitude study and define attitude.
2. Identify and explain some of the important aspects of an attitude.
3. Mention the names of the two widely used models of attitude organization. Explain the models with examples taken from real-life.

Lesson–2: Functions of Attitude & Attitude Measurement

Objectives of this lesson

After reading this lesson, you will be able to:

- Know the functions performed by an attitude
- Identify and explain some of the techniques used in measuring attitudes
- Understand the importance of measuring consumers attitudes

Introduction

Attitudes perform mainly four functions for the individual, viz. adjustment, value expression, ego defense, and knowledge. These functions determine an individual's response to a particular product or service. Consumers' attitudes may be measured using few techniques. Marketers in gauging consumers' attitudes may apply these techniques. Measurement of consumers' attitudes may help him deciding on his course of action.



Functions Which Attitudes Perform for an Individual

Marketers are constantly trying to shape or reshape consumers' attitudes to make them purchase their products. An identification of the function or functions being performed by an attitude is a prerequisite for successful attitude modification. We have used the terms, 'function' and 'functions', because any given attitude may serve more than one function simultaneously. There are four major functions that attitudes serve for an individual. These functions are not seen as mutually exclusive. They are complementary to each other, and at times, overlapping. Daniel Katz, in his article titled "The Functional Approach to the Study of Attitudes", identified the following four functions that attitudes perform for an individual:

There are four major functions that attitudes serve for an individual.

Function–1: The Instrumental, Adjustive, or Utilitarian Function

This function is a recognition of the fact that, people try to maximize the rewards in their external environment and to minimize the negative consequences. For example, a child develops positive attitudes toward the objects in his world which are associated with the gratification of his needs and desires and negative attitudes toward objects which punish him or thwart him. Why the child does so? The answer is to help him reaching the desired goals and avoiding the undesirable ones. An individual favoring a political party with the hope that he will be benefited if the party assumes power is an example of instrumental, adjustive, or utilitarian attitude. The dynamics of attitude formation with respect to the adjustment function are dependent upon present or past perceptions of the utility of the attitudinal object for the person. Thus,

adjustment function of an attitude leads to an action, and may be related to the action tendency component of the tripartite or the three component attitude model.

Function – 2: The Ego-Defensive Function

Through ego-defensive function, an individual protects himself from acknowledging the basic truths about himself or the harsh realities in his external world. We know that, individuals not only seek to make the most of their external world and what it offers, but they also expend lot of energy on living with themselves. Ego-defense basically includes the mechanisms of protecting one's ego from one's unacceptable impulses and from the knowledge of threatening forces from within, as well as reducing one's anxieties created by such problems. Ego-defense may also be termed as the devices by which a person avoids facing either the inner reality of the kind of person he is, or the outer reality of the dangers the world holds for him. These devices stem from the internal conflict with its resulting insecurities. Defense mechanisms help the individual removing the conflicts created within and save the person from complete disaster. They may also handicap the individual in his social adjustments and in obtaining the maximum satisfactions available to him from the world in which he lives. For example, a worker, who regularly quarrels with his supervisor and colleagues may do so to act out some of his own internal conflicts. By doing so he may relieve himself of some of the emotional tensions which he is having. Ego-defense is related to the affective component of the three component attitude model discussed earlier. Through the performance of this function of an attitude, a person protects himself from others in the environment by concealing his most basic feelings and desires, which are regarded as socially undesirable. Ego-defense may lead to the projection of one's own weaknesses onto others or attribution of one's shameful desires to others.

Function – 3: The Value Expression Function

Through the value expression function an individual derives satisfactions from expressing attitudes appropriate to his personal values and to his concept of himself. The value expression function is the central to the doctrines of ego psychology which emphasize the importance of self-expression, self-development, and self-realization. By this time you are aware that many attitudes have the function of preventing the person from revealing to himself and others his true nature. In addition, other attitudes have the function of giving positive expression to the external world his central values and the type of person he thinks himself. This is served by the function of an attitude, which we term 'value expression' function. For example, if a person thinks himself of a nationalist, will probably buy and use locally manufactured products to give others the idea of his self-image. It is very important for the marketers to identify the values their consumers hold to develop products and design promotional campaigns that best suit the values of the market.

Function – 4: The Knowledge Function

This function is based upon the person's need to give adequate structure to his universe. Other descriptions of this function could be, an individual's search for meaning, the need to understand, and, the trend toward better organization of perceptions and beliefs to provide clarity and consistency for him. People not only acquire knowledge in the interests of satisfying specific needs or desires, but also to give meaning to what would otherwise be an unorganized chaotic universe. To understand their world, people need standards or frames of reference. Their attitudes help them to provide such standards. They do want to understand the events which impinge directly on their lives. Knowledge function may be related to the cognitive component of the three component attitude model. This function helps the individual in evaluating the world around him. It helps him to develop positive or negative attitude toward the attitude object.

Determinants of Attitude Formation and Arousal Conditions in Relation to Type of Function

After you become aware of the functions that attitudes perform, you may be interested to know the origin and dynamics as well as the arousal conditions of attitudes. The general statement that one can make concerning attitude arousal is that it is dependent upon the excitation of some need in the individual, or some relevant cue in the environment. For example, when a man becomes hungry, he talks of food items. He may also express a favorable attitude toward a preferred food item if an external stimulus cues or stimulates him. In the following table (see next page), you are given an idea in summary form with regards to the determinants of attitude formation and arousal in relation to type of function.

Table –12.1: Shows the Determinants of Attitude Formation and Arousal in Relation to Type of Function

Function	Origin and Dynamics	Arousal Conditions
Adjustment	Utility of attitudinal object in need satisfaction. Maximizing external rewards associated with need and minimizing punishment-satisfaction	<ol style="list-style-type: none"> 1. Activation of needs 2. Salience of cues
Ego-defense	Protecting against internal Conflicts and external Dangers	<ol style="list-style-type: none"> 1. Posing of threats 2. Appeals to hatred and repressed impulses 3. Rise in frustrations 4. Use of authoritarian suggestion
Value expression	Maintaining self identity; enhancing favorable self-image; self-expression and self-determination	<ol style="list-style-type: none"> 1. Salience of cues associated with values 2. Appeals to individual to reassert self-image 3. Ambiguities which threaten self-concept
Knowledge	Need for understanding, for meaningful cognitive organization, for consistency and clarity	<ol style="list-style-type: none"> 1. Reinstatement of cues associated with old problem or of old problem itself

Attitude Measurement Techniques

Marketers are interested in measuring consumers’ attitudes toward their products. There is a wide variety of methods available for measuring consumers’ attitudes. Our attention here will be limited to some of the important methods of attitude measurement. One of the simplest ways of measuring attitudes is to ask questions directly. For example, an attitude researcher for a calculator manufacturer may ask respondents what they think about the styling and design of the firm’s new digital solar calculator. Marketers may also employ the projective techniques used in motivation research to measure consumers’ attitudes. The better option for a marketer is to use scaling techniques. An attitude scale involves a series of phrases, adjectives, or sentences about the attitude object. The researchers ask the subjects to indicate the intensity of their feelings toward the attitude object by reacting to the phrases, adjectives, or sentences about the attitude object in a particular way. If a marketer, for example, is measuring people’s attitudes toward video compact disc players, respondents may be asked to state the degree to which they

There is a wide variety of methods available for measuring consumers’ attitudes.

agree or disagree with a number of statements such as “Video Compact Discs Players are complicated to handle or operate”. Let us now look at some length on two of the most widely used scaling techniques of attitude measurement. They are: The Likert Scale; and, The Thurstone Scale.

The Likert Scale of Attitude Measurement

One of the most popular technique of attitude measurement is the Likert Scale. Using this scale, attitude researcher asks the consumer respondents to indicate the degree of approval with a statement relating to the attitude object. Respondents are given the choice of five responses regarding the statement. They are: strongly agree; agree; uncertain; disagree; and strongly disagree. Numerical values are assigned to each response category. For example, strongly agree is given 5 points, agree 4, uncertain 3, disagree 2, and strongly disagree 1 point. Respondents attach themselves with the statements relating to the attitude object by selecting one of the five responses for each of the statement. Respondents are usually asked to circle the category of response best expressing their feelings. The scores are summed, once respondents circle their preferred responses to arrive at a conclusion on consumers’ attitudes. A higher score indicates a positive attitude and a lower score denotes unfavorable attitude toward the attitude object.

The Thurstone Scale of Attitude Measurement

This method is also known as Thurstone’s Equal-Appearing Interval scale. This scale involves having ‘judges’ scale attitude statements along an attitude continuum. The pool of items collected by the researcher is given to a panel of judges who are likely to be the representatives of the subject whose attitudes will be measured. They are needed to show the amount of favorableness or unfavorableness toward the attitude object. That is, they sort each item into one of eleven categories that they are to consider equal intervals along the evaluative dimension, which range from ‘unfavorable’ through ‘neutral’ to ‘favorable’. Consumer respondents are then presented with a list of statements which usually do not have any numerical indication of their degree of favorableness or unfavorableness toward the object under consideration. Subject respondents indicate their agreements or non-agreements with each of the statements. Researcher categorizes the extremely favorable statements as eleven, and categorizes extremely unfavorable statements as a one. Statements that the respondents consider falling in between these two ranges express intermediate degrees of favorableness or unfavorableness. After responses are received from the respondents, the researcher assigns the previous given values by the judges to the responses to determine the favorableness or unfavorableness of respondents’ attitudes.

Other Commonly Used Techniques of Attitude Measurement

In addition to the above techniques used in measuring consumers' attitudes, there are quite a few other techniques that may also be used to measure consumers' attitudes. Some of these techniques are: (a) Longitudinal Studies; (b) Observation of Overt Behavior Technique; (c) Reactions to or Interpretation of Partially Structured Stimuli Technique; (d) Performance on "Objective" Tasks Method; (e) Physiological Reactions Method; and, (f) Osgood Semantic Differential Technique. Let us now focus on these methods in brief:

- (a) **Longitudinal Studies:** Here, researcher measures attitude changes over a period of time. He conducts subsequent interviews with the same subjects at various time on the same attitude object. He plots the responses made by the subjects at different times toward the attitude object along a consistent scale of 'favorable', 'neutral' and 'unfavorable' dimensions. This method is used to gauge the changes in subjects' attitudes over time toward a particular object.
- (b) **Observation of Overt Behavior Technique:** By observing the overt behaviors of subjects, their attitudes may be understood. For example, consumers' attitudes toward a particular store may be measured by observing their purchases at the said store, frequency of purchases, and the volume of purchases made from the shop.
- (c) **Reactions to or Interpretation of Partially Structured Stimuli Technique:** Here, subjects are presented a particular situation through a picture and asked to interpret it (picture). The way subjects interpret the picture tells the researcher the attitudes they hold toward the object under consideration.
- (d) **Performance on "Objective" Tasks Method:** Here, subjects are asked to perform a certain task, or the researcher observes how subjects perform a particular task. The ways they perform a task give an indication on their attitudes. The researcher assumes that one's task performance is influenced by the attitude that he holds.
- (e) **Physiological Reactions Method:** Attitudes may also be measured by applying techniques used to measure involuntary physiological reactions such as, galvanic skin response, pupil dilation, and voice pitch.
- (f) **Osgood Semantic Differential Technique:** In this test, pairs of words or statements of opposite meaning that might describe an object (product for example) are presented to the subject. The subjects rate each of several objects on each dimension by placing a check at the place on a line that indicates their feelings. Finally, the average of the checks is plotted as a profile for each object, and thus, attitudes of the subjects are ascertained.

Importance of Measuring Consumers' Attitudes

Attitude measurement may help marketers in a number of ways. Attitudes consumers hold toward a particular firm and its products greatly influence the success or failure of the firm's marketing strategy. If consumers hold negative attitudes about one or more aspects of a firm's marketing practices, they may not only stop buying the firm's products, but may also influence others not to buy the same. As consumers' attitudes play an important role in determining consumer behavior, marketers should measure consumers' attitudes. By measuring consumers' attitudes they can gather many types of information. Measurement of consumers' attitudes may help marketers to bring appropriate changes in their products to make them more favorable to the target consumers. Results of attitude measurement may also help marketers to segment markets more effectively. By identifying target consumers' attitudes help marketers to develop most appropriate communication strategies, and to devise strategies to bring appropriate changes in their attitudes.

Results of attitude measurement may also help marketers to segment markets more effectively.

Activity:

Construct a multiattribute attitude model to measure female students' attitudes toward different modes of transportation. Using this model measure the attitudes of ten female students in terms of their attitude toward using air-conditioned buses, taxi cabs, and scooters.



Self Evaluation

Objective Questions

1. The adjustive function of an attitude is a recognition of the fact that–
 - a. People try to maximize the rewards in their external environment
 - b. People try to minimize the negative consequences
 - c. Both a & b
 - d. None of the above.

2. An individual favoring a political party with the hope that he will be benefited if the party assumes power is an example of –
 - a. Instrumental, adjustive, or utilitarian attitude
 - b. Ego-defensive attitude
 - c. Value expression attitude
 - d. All of the above.

3. Adjustment function of an attitude may be related to –
 - a. The affective component of the tripartite or the three component attitude model
 - b. The action tendency component of the tripartite or the three component attitude model
 - c. The cognitive component of the tripartite or the three component attitude model
 - d. None of the above.

4. Through ego-defensive function, an individual protects himself –
 - a. From acknowledging the basic truths about himself
 - b. From the harsh realities in his external world
 - c. Both a & b
 - d. None of the above.

5. Ego-defense basically includes the mechanisms of protecting one's ego –
 - a. From one's unacceptable impulses
 - b. From the knowledge of threatening forces from within
 - c. Both a & b
 - d. None of the above.

6. Ego-defense may lead –
 - a. To the projection of one's own weaknesses onto others
 - b. To the attribution of one's shameful desires to others
 - c. Both a & b
 - d. None of the above.

7. The value expression function is the central to the doctrines of ego psychology which emphasize the importance of –
 - a. Self-expression
 - b. Self-development
 - c. Self-realization
 - d. All of the above.

8. Knowledge function of an attitude helps the individual –
 - a. In evaluating the world around him
 - b. To develop positive or negative attitude toward the attitude object
 - c. Both a & b
 - d. None of the above.

9. An attitude scale involves a series of –
 - a. Phrases about the attitude object
 - b. Adjectives about the attitude object
 - c. Sentences about the attitude object
 - d. All of the above.

10. Measurement of consumers' attitudes may help marketers –
 - a. To bring appropriate changes in their products to make them more favorable to the target consumers
 - b. To segment markets more effectively
 - c. To develop most appropriate communication strategies
 - d. All of the above.

Answers:

1. c, 2. a, 3. b, 4. c, 5. c, 6. c, 7. d, 8. c, 9. d, 10. d.



Descriptive Questions

1. What are the functions that an attitude performs? Describe the functions. Are they mutually exclusive?

2. Name and explain some of the major techniques used in measuring attitudes. Why attitude measurement is so important for a marketer?

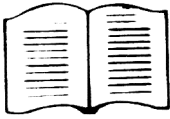
Lesson - 3: Attitude Change

Objectives of this lesson

After reading this lesson, you will be able to:

- Define an attitude change
- Explain the cognitive dissonance theory
- Understand why cognitive dissonance occurs and how it can be reduced
- Know how a marketer can create cognitive dissonance in consumers
- Understand how dissonance may be reduced as described in the functional theory
- Know the application of the multiattribute theory in dissonance reduction.

Introduction



Attitudes can be changed – but rarely easily.

From the discussion of the first two lessons of this unit you came to know that attitudes have an important influence on consumer purchase decisions. Now the question arises as to how marketers can lead prospective consumers to adopt more favorable attitudes toward their products. Attitudes can be changed – but rarely easily. It is a time-consuming and costly proposition to change consumers' attitudes. Marketers undertake lot of activities aimed at creating favorable attitudes toward a new product or changing negative attitudes toward an existing product. It is extremely difficult to change strongly held attitudes. But, when marketers are faced with negative attitudes, they try to change those to be compatible with their offers. Marketers wishing to change consumers' attitudes toward their products should take into consideration the factors that influence the formation of attitudes. Different studies indicate that, some of the attitude forming factors cannot be changed by marketers. This is particularly true in case of basic needs, personality characteristics, and group affiliations. Marketers may however, change consumers' experiences with regards to their brands. If a marketer can identify that a significant number of consumers have negative attitudes toward an aspect of marketing mix, he may try to change consumers' attitudes to make them more favorable. But, this task is generally long, expensive, and difficult as well as requires heavy promotional budget.

Attitude change may follow a change in behavior.

It is found from different studies that attitude change may follow a change in behavior. It implies that the goal for marketing may be to induce trial purchase of the brand rather than to improve attitudes toward the brand. When attitudes toward a firm's products are favorable, information about the particular product is more likely to be received and have positive impact on consumers. But, if consumer attitudes are negative, the marketer's tasks become more complex. It is easier to alter product's size, shape, color, package, ingredients, or some other

characteristics to make the product better conform to the consumer's existing attitude. But, it is considerably more difficult and expensive to change consumer's existing attitudes. "Much evidence indicates that attitude change strategies may be effective in persuading consumers to try new products or reevaluate their attitudes toward existing ones."³ Question now comes to our mind: "What is an attitude change?" Berkman and Gilson defined attitude change in the context of consumer behavior, as the modification of a consumer's evaluative inclinations toward or against any item in his or her market domain.

How Attitudes May be Changed?

How a marketer can modify consumers' evaluative inclinations or change their attitudes? There are a number of strategies that marketers may adopt to change consumers' attitudes. Different models also explain techniques of attitude change that marketers may adopt. Here we shall focus on some of the important techniques of attitude change as described in few well-known models:

Cognitive Dissonance Theory Explaining Attitude Change

It is one of the best known and widely used theory of attitude change. Leon Festinger, a famous psychologist, proposed this theory in 1957. Dissonance basically denotes cognitive inconsistency. It is a situation in which two cognitions (knowledge or thoughts) are inconsistent with one another. Cognitive dissonance theory suggests that, dissonance or want of harmony or inconsistency occurs when an individual holds conflicting thoughts about a belief or an attitude object. Once the dissonance occurs, the individual will try to make a balance in his cognition, that is, he will try to reduce dissonance. By changing his attitude he may bring cognitive consistency. If an individual is exposed to dissonance creating information, it will affect his held attitude(s), which will put the person in an uncomfortable situation. He will try to make the situation comfortable by revising or modifying old attitudes, or by adopting new attitudes as well as changing the entire personal value system. An individual may experience either the internal dissonance or the inter-attitude dissonance. Internal dissonance or intra-attitude dissonance may be created if there is a conflict takes place between the affective and cognitive components of an attitude. Thus, marketers may bring change in consumers' attitudes by influencing their cognitions. It is done to change consumers' beliefs about some attitude object. This may be done with the help of marketing promotional tools. For example, if a group of consumers believes that a particular brand of a product is not good, the marketer of the said brand may develop an informative and persuasive advertisement or train his salespeople to present the brand to the customers in a way that may bring changes in their attitudes. As customers get new information, which were not known to them, they

Dissonance basically denotes cognitive inconsistency.

³ Berkman H. W. and Gilson C. C., *Consumer Behavior – Concepts and Strategies*' Dickenson Publishing Company, Inc., USA, 1978, p. 332.

may change their attitudes toward the brand. This may happen as consumers' cognitions change. Once consumers' cognitive component of an attitude changes it will bring change in their affective component. The said marketer may also try to change the feelings or the affective component of consumers' attitudes. By presenting the brand in an emotional context marketers may also bring changes in consumers' attitudes. If a marketer can bring change in any one of the cognitive or affective components of an attitude, the other component will be changed by the consumers themselves, as they seek consistency in components of their attitudes. Thus, marketers should always try to create dissonance in consumers' attitudes toward competing brands, if attitudes toward them are positive.

By this time you are well aware that consumers seek consistency in the components of a given attitude if there is dissonance or inconsistency. They equally seek consistency between or among attitudes. For example, an individual has bought a particular brand of television though liked two other brands equally. After the purchase was made, he may repent for not buying one of the two other brands that he liked. This situation will create dissonance between attitudes (inter attitude dissonance). In such a situation, the person may reduce the dissonance created between the attitudes by gathering favorable information about the brand he bought as well as attending the advertisements of the purchased brand and finding out others who have bought the same brand. In this way he may seek balance in his cognition and reduce his anxiety of having passed over the other brands he liked.

Situations Creating Cognitive Dissonance

Now you may be interested to know what may create dissonance in consumer's cognition. Leon Festinger and Dana Bramel have identified a number of situations that may create cognitive dissonance in consumers. The situations are described below:

- **Situation -1:** If a consumer buys a particular brand of a product though he liked few others equally, he may, after the purchase is made, think that he should buy one of those brands instead of the one he bought, will experience dissonance. Let us say, he liked three brands of television almost equally, but finally bought, say brand "X" instead of brand "Y" and "Z". His final purchase decision to buy brand "X" may create a feeling in him that he should buy brand "Y" or brand "Z" instead of brand "X" which will create cognitive dissonance. He may resolve such a dissonance by collecting favorable information on brand "X" and screening out information about brand "Y" and brand "Z".
- **Situation -2:** The second situation that may create cognitive dissonance in an individual is his exposure to new information that is

not consistent with his existing attitudes. For example, a consumer regularly uses “Colgate” brand of toothpaste believing that it prevents decay better than any other brand of toothpaste. Let us say that, now he comes to know from an article published in a health journal that “Crest” brand of toothpaste is more effective in decay prevention. This new information to which he is exposed is not consistent with his attitude toward “Colgate”. Such a situation may also create cognitive dissonance in a consumer.

- **Situation –3:** The other situation that may create cognitive dissonance is a challenge to an individual’s attitude by opposing attitudes held by people considered important to him. For example, an individual buys “Milk Vita” pasteurized milk regularly as he thinks this brand contains more fat than other brands of pasteurized milk available in the market. Now, if one of his relatives, who is a food and nutrition expert, says that “Aarong” brand of pasteurized milk contains more fat than “Milk Vita”, he will experience cognitive dissonance.

In addition to the above three situations, there could be some other situations, which may create cognitive dissonance in an individual. Some of these situations are described below for your reference.

We know that an individual usually buys one of the alternative brands in a product category. After the purchase, if he finds that one or more of the rejected alternatives would be better than one he has bought, will create cognitive dissonance in the person. Another situation causing cognitive dissonance is the negative factors in the purchased brand. An individual, for example, has bought a particular brand of television after evaluating different brands. After the purchase if he finds that it takes long time for the picture to come on the TV screen of his purchased brand, may create cognitive dissonance in the individual.

Techniques Used in Reducing Cognitive Dissonance

Cognitive dissonance, you know, creates an uncomfortable situation in the individual. He may try to reduce such dissonances in three ways as suggested by Leon Festinger. Thus, he may reduce the tension created by dissonance and bring harmony in his cognitions. You will now be given an idea on these ways in the following paragraphs:

Cognitive dissonance creates an uncomfortable situation in the individual.
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You know that cognitive dissonance may be produced by conflicts developed between certain factor or factors. An individual may change such factor(s) to reduce dissonance. Let us say, an individual is experiencing dissonance between one of his attitudes and behavior. He may reduce such a dissonance either by changing his attitude or the behavior. For example, Mr. Sheregul has taken a particular hair cut, which his family does not like. He may now either think that it is not that

important what others think, or may change his hair style from the next time to make it consistent with his family liking.

An individual may also reduce his cognitive dissonance by seeking new information that is either consistent with his existing attitudes or behavior. For example, an individual having dissonance for buying “Milk Vita” pasteurized milk instead of “Aarong” milk may collect information supporting his decision to buy “Milk Vita”. He may collect such information from those who use “Milk Vita”, or find articles in newspapers or magazines advocating “Milk Vita” brand. He may also talk to nutrition experts who speak in favor of “Milk Vita”.

In the extreme case, the individual having cognitive dissonance may think that dissonance creating situation is not that important. The above mentioned individual, for example, may think that it is all the same whether some one consumes “Milk Vita” or “Aarong” from nutrition point of view, and thus may reduce his cognitive dissonance.

How a Marketer can Create Cognitive Dissonance in Consumers?

A creative marketer always tries to change consumers’ attitudes either toward his brand (if existing attitudes are negative) or the competitors’ brands (if attitudes toward competitors’ brands are more favorable than the firm’s brand). He can achieve this basically through persuasive communication. A marketer may provide consumers with information that are inconsistent with their held attitudes to create cognitive dissonance. For example, if a group of consumers know that brand “A” of toothpaste is more effective than brand “B”, they will hold positive attitudes toward brand “A”. Marketer of brand “B” may now provide information to consumers that may contradict with their held attitudes that brand “A” is more effective. This will create cognitive dissonance in them and they will try to bring dissonant elements into balance. Such information may be given through the physical product, packaging, advertising, sales promotional tools, and advocacy advertising. The producer of brand “B” here may point in his advertisement the features of his brand that the competing brands lack. While communicating with the consumers with the aim of creating cognitive dissonance, a marketer should keep in mind few important aspects with regards to the source it uses to communicate. They are: (1) Credibility of the source; (2) Source likeability; (3) Source similarity; (4) Celebrity sources; and (5) The unexpected source. Let us now have a look at them in turn:

A source is considered credible if target consumers trust the source.

- ***Credibility of the Source:*** A marketer may easily influence consumers’ attitudes if the source carrying the firm’s message is considered highly credible. A source is considered credible if target consumers trust the source. A source that is thought to provide a complete, objective, and accurate information is considered credible

by the target consumers. Friends, neighbors, and real people or organizations (Bangladesh Dental Society, for example, in case of toothpaste advertising) are considered more credible than salespeople or advertisers. Marketers may make their communication more trustworthy, if they can encourage more of “word-of-mouth” communication, because people consider this more credible than advertising communication. This is also considered more effective because the communicator can get immediate feedback and clarify any points that are considered ambiguous. Moreover, it is considered more reliable, and consumers consider it as offering social support and encouragement.

- **Source Likeability:** In selecting the source of communication, marketers should emphasize on selecting likeable source of communication. A likeable source is one that is thought of as pleasant, honest, and physically attractive. Selection of attractive source of communication can influence consumers’ attitudes better than an unpleasant source.
- **Source Similarity:** If the target audience consider the source of communication as similar to them in terms of physical appearance and other personal characteristics, they (target audience) will be convinced more by communication made by such source.
- **Celebrity Sources:** Celebrities or well known persons are considered to be more effective source of communication in changing consumers’ attitudes. If a renowned dentist, for example, advocates a particular brand of toothpaste, it will have more impact on users of toothpaste in changing their attitudes. Marketers should remember that the celebrity they plan to use to advocate their products must have resemblance with the product or service type. For example, a well known cricketer will have resemblance with items used in cricket game.
- **The Unexpected Source:** It is found that, unexpected communicators sometimes are more effective in changing consumers’ attitudes than expected sources. The reasons are that they are likely to be more sincere and honest. If a well-known computer engineer, for example advocates a particular brand of toothpaste, that is likely to have more impact on consumers’ attitudes.

The Functional Theory of Attitude Change

From the earlier discussion you know that attitudes serve four functions for an individual. If an attitude serving a particular function changes, the individual’s attitude toward the object will also change. The functional theory of attitude change mainly focuses on how attitudes are changed with the change in functions serving attitudes. Let us now examine, how attitudes serving each of the four functions may change or modify.

Attitudes that serve an adjustment or utilitarian function may change if one of the following two conditions prevails. *First*, if the attitude and activities related to this function no longer provide the satisfactions they once did. *Second*, if the level of aspiration of the individual changes. The owner of a particular brand of a product who had positive attitudes toward the brand may now want a more expensive brand commensurate with his status.

The procedures for changing attitudes and behavior have little positive effect upon attitudes geared into our ego defenses, because, many ego defensive attitudes are not the projection of repressed aggression but are expressions of apathy or withdrawal. Therefore, marketing effort to change ego defensive attitudes may have a boomerang effect on marketers. Consideration of three basic factors, however, can help marketers change ego defensive attitudes. *First*, the removal of threat is necessary through providing permissive and supportive atmosphere. An objective or a humorous approach can serve to remove threat. *Second*, ventilation of feelings can help to set the stage for attitude change. Providing the opportunity to talk copiously may help the subject ventilate his or her feelings. *Third*, ego defensive behavior can be changed as the individual acquires insight into his own mechanisms of defense. Procedures for arousing self-insight can be utilized to change behavior.

Attitudes that serve value expression function may also be changed. If a consumer experiences dissatisfaction with his self-concept, his value expressive attitude will change. Two conditions are relevant in changing the value expressive attitudes. *First*, creating dissatisfaction in the individual with respect to his self-concept can bring change in his held attitudes. *Second*, dissatisfaction with old attitudes as inappropriate to one's values can also lead to attitude change.

Attitudes serving knowledge function for the consumers may also be changed. If an individual finds his old attitudes in conflict with new experience, he will proceed to modify his beliefs. Thus, by providing information to consumers that are inconsistent with their held attitudes may bring change in the cognitive component of their attitudes.

Any situation, which is ambiguous for the individual is likely to produce attitude change.

Thus, any situation, which is ambiguous for the individual is likely to produce attitude change. One's need for cognitive structure is such that he will either modify his beliefs to impose structure or accept some new mechanisms to make a balance in his cognition whenever there is an inconsistency.

Multiattribute Theory of Attitude Change

You were given an idea on the multiattribute theory of attitude formation in lesson 1 of this unit developed by Martin Fishbein. The same theory may also be applied in changing consumers' attitudes. Fishbein later on

modified his model and termed it as an Extended Behavioral Intentions model. According to the said model, a consumer's intention to perform a specific purchasing activity is a function of the person's beliefs and evaluation of the consequences of the buying activity. Fishbein expressed it as:

$$A_{act} = \sum_{i=1}^n B_i a_i$$

Where, A_{act} = The attitude toward performance of a specific act, here in this case, a purchase activity

B_i = Beliefs about the results of a specific act

a_i = The evaluative aspects of the beliefs about the results of a specific act

n = The number of relevant result or consequences

Using the elements of this model, a marketer may pursue a number of strategies to bring changes in consumers' attitudes toward his products. The possible strategies are:

- Change the beliefs (B_i element) about the attributes of the brand.
- Change the relative importance of consumer's beliefs
- Add new beliefs
- Change the beliefs about the attributes of the ideal brand.

Let us now discuss, how these strategies may be applied by a marketer:

If a marketer intends to change consumers' beliefs about the attributes of the brand, he may try to shift beliefs about the performance of the brand on one or more attributes. He may take attempts to change consumers' perceptions of the brand on one or more aspects.

While deciding to buy a particular brand of a product, consumers may consider some beliefs more important than others. Thus, marketers may try to change attitudes by shifting the relative importance away from poorly evaluated attributes to positively evaluated attributes. If, for example, consumers believe that power consumption rate is more important in selecting a brand of television, and if the advertiser's brand consumes more power, he can try to change consumers' perception by focusing on the other attribute(s) that his brand possess. For example, he may advertise through testimonials received from the experts that the life of the picture tube is more important attribute buyers should consider while selecting a brand of television. He should make sure that his brand is better in this attribute.

The other attitude change strategy involves adding new beliefs to the consumers' existing belief structures. Through marketing communications, marketers may introduce a new attribute into cognitive

structure. By doing so they can increase the overall attractiveness of their brands. For example, producer of a particular brand of mosquito coil may announce that his brand works for 14 hours, instead of 10 hours, that all other brands work.

The other attitude change strategy is changing the beliefs about the attributes of the ideal brand. It involves altering the perceptions of the ideal brand. A toothpaste manufacturer, for example, may attempt to convince toothpaste users that bad taste is good in case of toothpaste (if his brand taste bad).

In conclusion, we can say that, it is possible for a marketer to change the beliefs about the attributes of a brand to change consumers' attitudes. He may also try to change the relative importance that consumers place on these beliefs, thus can change their attitudes. He may also try to add new beliefs to the existing attitude structure of consumers. A marketer may also try to change the beliefs about the attributes of the brand considered ideal to them. Any one of the above four strategies may bring desired result for a marketer if the strategy is successfully applied.

Self Evaluation

Objective Questions

1. Different studies indicate that, some of the attitude forming factors cannot be changed by marketers. This is particularly true in case of –
 - a. Basic needs
 - b. Personality characteristics
 - c. Group affiliations
 - d. All of the above.
2. Attitude change task is generally –
 - a. Long and expensive
 - b. Difficult
 - c. Requires heavy promotional budget
 - d. All of the above.
3. Attitude change strategies may be effective in –
 - a. Persuading consumers to try new products
 - b. Reevaluating consumer' attitudes toward existing products
 - c. Both a & b
 - d. None of the above.
4. Attitude change in the context of consumer behavior is the modification of a consumer's evaluative inclinations –
 - a. Toward any item in his or her market domain
 - b. Against any item in his or her market domain
 - c. Both a & b
 - d. None of the above.
5. A consumer may reduce cognitive dissonance –
 - a. By revising or modifying old attitudes
 - b. By adopting new attitudes
 - c. By changing the entire personal value system
 - d. All of the above.
6. Inter attitude dissonance may be reduced –
 - a. By gathering favorable information about the attitude object
 - b. By attending the advertisements relating to the attitude object
 - c. Both a & b
 - d. None of the above.
7. Cognitive dissonance may be created in an individual –
 - a. Exposed to new information that is not consistent with his existing attitudes
 - b. If his attitude is challenged by others considered significant to him
 - c. Both a & b
 - d. None of the above.

8. An individual may reduce his cognitive dissonance by –
 - a. Seeking new information that is consistent with his existing attitudes
 - b. Seeking new information that is consistent with his behavior
 - c. Both a & b
 - d. None of the above.
9. A communication source is considered credible –
 - a. If target consumers trust the source
 - b. If the source provides a complete, objective, and accurate information
 - c. Both a & b
 - d. None of the above.
10. A likeable communication source is one that is thought of –
 - a. As pleasant
 - b. As honest
 - c. As physically attractive
 - d. All of the above.
11. Which of the following factor should be considered in changing the ego defensive attitudes?
 - a. Removal of threat
 - b. Ventilation of feelings
 - c. Arousing self-insight
 - d. All of the above.
12. Which of the following condition is considered by a marketer in attempting to change the value expression function of an attitude?
 - a. Creating dissatisfaction in the individual with respect to his self-concept
 - b. Dissatisfaction with old attitudes as inappropriate to one's values
 - c. Both a & b
 - d. None of the above.

Answers:

1. d, 2. d, 3. c, 4. c, 5. d, 6. c, 7. c, 8. c, 9. c, 10. d, 11. d, 12. c.

Descriptive Questions

1. Define attitude change. Summarize the cognitive dissonance theory of attitude change.
2. Explain the reasons that create cognitive dissonance. Discuss with example how cognitive dissonance may be reduced.
3. Discuss with examples how a marketer can create cognitive dissonance in consumers. Discuss how dissonance may be reduced as described in the functional theory.

