

# Consumer Attitude

- **Attitudes is** a learned predisposition (WHAT) to behave in a consistently favorable or unfavorable way (TO WHAT) with respect to a given *object* (Schifman and Kanuk)
- **Attitude is** a lasting, general evaluation of people (including oneself), objects, advertisement, or issues (Solomon)
- Attitudes are not directly observable but must be inferred from what people say or what they do.

# Attitude Properties

1. Attitude has object(s)
- 2. Attitudes are a learned predisposition**
- 3. Attitudes have consistency**
4. Attitudes occur within situation
5. Attitude has valence: **DIRECTION**

# Attitude Has Object(s)

1. Broadly defined, includes (in marketing): product, product category, brand, service, possessions, product use, causes or issues, people, advertisement, internet site, price, medium, retailer, etc.
2. Research should be object specific

# Attitudes are a learned predisposition

- Attitudes are learned
- Attitudes are formed as a result of direct experience with the product, word-of-mouth information, advertisement, internet, and various source of marketing communication
- Reflect favorable or unfavorable evaluation of the attitude object
- Have a motivational quality, that is, they might propel a consumer toward a particular behaviour or repel the consumer away from a particular behavior.

# Attitudes Have Consistency

- Consistent with the behavior they reflect (but not permanent, change)
- When consumers are free to act as they wish, their actions will be consistent with their attitudes
- Circumstances can preclude consistency between attitude and behavior. Ex: PRICE

# Attitudes occur within situation

- Situation means events or circumstances
- Situation influence the relationship between an attitude and behavior
- A specific situation can cause consumers way seemingly inconsistent with their attitude
- Consumer attitudes vary from situation to situation
- “Bubur ayam” is favorable for breakfast, but not for dinner. But, when there’s no choice, bubur ayam can be accepted for dinner

# THE FUNCTIONS OF ATTITUDES

- 1. Utilitarian function:** We develop some attitudes toward products on the basis of whether these products provide pleasure or pain
- 2. Value-expressive function:** Attitudes express the consumer's central values or self-concept. Attitudes are formed based on what the product says about consumer as person.
- 3. Ego-defensive function:** We form attitudes to protect ourselves from external threats or internal feelings. I like local products (Made in Indonesia) because I don't want to be perceived as low patriotism person.
- 4. Knowledge function:** We form attitude because we need comprehensive meaning and avoid ambiguous situation

# Structural Models of Attitude

## 1. Tricomponent Attitude Model

Attitude consist of three mayor component (cognitive, affective and conative)

## 2. Multiattribute Attitude Models

Regard to attitude object as a function of consumer perception

## 3. Trying to Consume Model

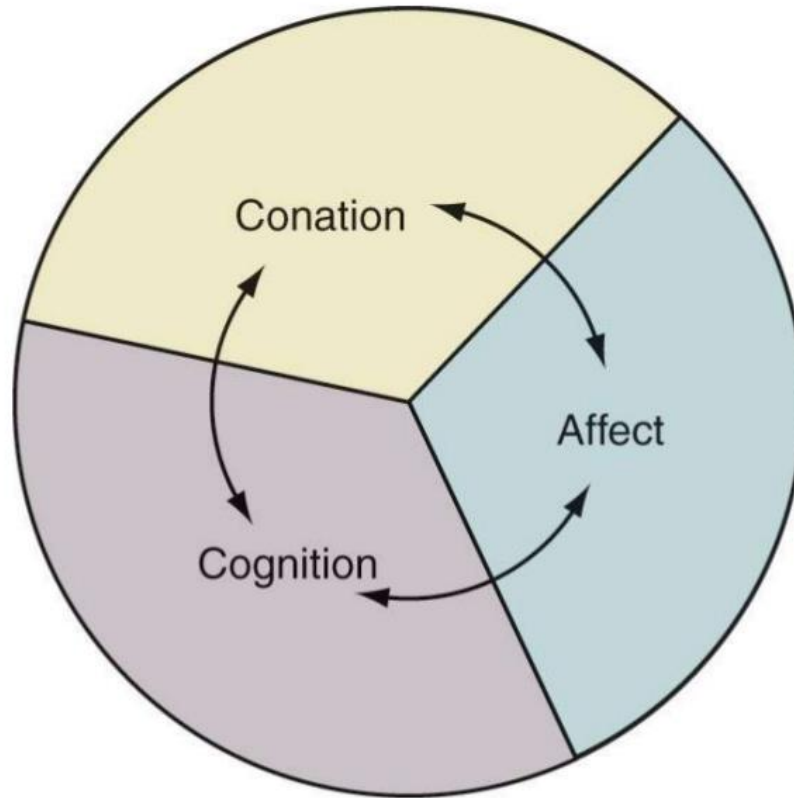
Reflect the consumer attempts to consume (purchase)

## 4. Attitude-toward the-ad Models

The impact of advertising on consumer attitudes



# A Simple Representation of the Tricomponent Attitude Model



# The Cognitive Component

1. The *knowledge* and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources
2. This knowledge and resulting perceptions commonly take the form of *beliefs*, that is the consumer believes that attitude object possesses various attributes and that specific behavior will lead to specific outcomes

# The Affective Component

1. A consumer's *emotions or feeling* about particular product or brand constitute the affective component of an attitude
2. Emotion and feeling treated by consumer researchers as a primarily *evaluative*.

# The Conative Component

1. Conative is concerned with the *likelihood or tendency* that an individual will undertake a specific action or behave in a particular way with regard to the attitude object.
2. Conative component treated as an expression of the consumer's *intention to buy*.

But, there are several questions

- Kalau kita mengetahui *overall attitude* (misalnya sikap terhadap kartu tol negatif), dengan model tiga komponen, kita tidak dapat mengetahui seberapa besar sumbangan masing-masing komponen terhadap sikap keseluruhan (*overall attitude*) itu (kelemahan).
- Masalahnya apa dengan adanya kelemahan itu? Kita tidak dapat mengetahui secara akurat komponen mana yang perlu dibenahi dalam mengubah sikap negatif (misalnya sikap terhadap kartu tol negative)

## 2. Multiattribute Attitude Models

1. Multiattribute attitude models portray consumers attitudes with regard to an attitude object (a product, a service, a direct mail catalog) as a function of consumers perception and assessment of the key attributes or beliefs held with regard to the particular attitude object
2. Multiattribute attitude models :
  - a. The attitude-toward-object (benda) model
  - b. The attitude-toward-behavior model
  - c. Dibuat oleh Marthin Fishbein (Fishbein Model)

# The attitude-toward-object model

1. Is especially suitable for measuring attitudes toward product (or service) category or specific brand
2. The consumer's attitude toward a product or specific brands of a product is a function of the presence and **evaluation** of certain product specific **belief** about certain attribute
3. Consumers have favorable attitudes toward brands that have an adequate level of attributes that they evaluate as positive, and they have unfavorable attitudes toward brands they feel do not have adequate level of attributes or have too many negative or undesired attributes

# Example of multi attributes attitude toward object model

Fishbein Model:

$$A_o = \sum b_i * e_i$$

$A_o$  = Attitude toward object

$b_i$  = Belief that an object have i-th attribute

$e_i$  = Evaluation of the consequences of i-th attribute



# Atribut Sampho

1. Busa sampho
2. Volume bersih sampho
3. Aroma
4. Harga

# FISHBEIN'S BELIEF COMPONENTS

Komponen *belief*

1. Busa Sampho X:

*Tidak ada -3 -2 -1 0 1 2 3 Banyak*

2. Volume bersih Sampho X:

*Kecil - 3 -2 - 1 0 1 2 3 Besar*

3. Aroma Sampho X:

*Bau -3 -2 -1 0 1 2 3 Wangi*

4 . Harga Sampho X

*Murah 3 2 1 0 -1 -2 -3 Mahal*

# EVALUATION

Dalam memilih sampho, atribut apa yang anda pertimbangkan?

## 1. Banyaknya busa:

*Tidak terpikirkan 0 1 2 3 4 5 Selalu dipertimbangkan*

## 2. Volume bersih sampho:

*Tidak terpikirkan 0 1 2 3 4 5 Selalu dipertimbangkan*

## 3. Hilangnya ketombe sebagai efek pemakaian sampho:

*Tidak terpikirkan 0 1 2 3 4 5 Selalu dipertimbangkan*

## 4. Dalam pembelian Sampho, faktor harga bagi anda:

*Tidak terpikirkan 0 1 2 3 4 5 Sangat penting*

## ATTITUDE TOWARD OBJECT MEASUREMENT

ATRIBUT	BELIEF	EVALUATION		SIKAP
		SKOR	BOBOT	
Busa	2	3	0.21	0.43
Volume bersih	3	5	0.36	1.07
Aroma	0	1	0.07	0.00
Harga	-2	5	0.36	-0.71
	Overall Attitude			0.79

# The Attitude Toward Behavior Model

1. The Attitude Toward Behavior Model is the individual attitude toward behaving or acting with respect to an object rather than the attitude toward object itself.
2. More closely to actual behavior than does attitude toward object model
3. The act of purchasing BMW 7 Series (attitude toward behavior), reflect purchasing power. Attitude toward expensive German car or BMW (attitude toward the object)
4. Consumer might have a positive attitude toward an expensive BMW, but a negative attitude as to his prospect for purchasing such an expensive vehicle

# Fishbein Model for Attitude toward Behavior

$$A_b = \sum b_i * e_i$$

$A_b$  = Attitude toward behavior

$b_i$  = belief that certain behavior has i-th outcomes

$e_i$  = evaluation of impact of i-th behavioral outcome

# KULIAH DI AUSTRALIA

- Outcomes

1. Biaya
2. Pengalaman internasional
3. Hubungan dengan keluarga
4. Peluang kerja setelah lulus

# Attitude toward behavior: BELIEF

1. Biaya kuliah di Australia:

*Besar -3 -2 -1 0 1 2 3 Kecil*

2. Dengan kuliah di Australia maka pengalaman internasional

*Menurun -3 -2 -1 0 1 2 3 Meningkatkan*

3. Dengan kuliah di Australia, maka anda dengan keluarga

*Makin jauh -3 -2 -1 0 1 2 3 Makin dekat*

4. Dengan kuliah di Australia, peluang kerja di Indonesia

*Menurun -3 -2 -1 0 1 2 3 Meningkatkan*



# Attitude toward behavior: Evaluation

1. Kuliah yang memerlukan biaya besar yang memberatkan anda

*Tidak penting 1 2 3 4 5 Penting*

Dipertimbangkan

2. Pengalaman internasional selama kuliah penting bagi anda

*penting 5 4 3 2 1 Tidak penting*

3. Jauh dari dari keluarga saat kuliah

*Penting 5 4 3 2 1 Tidak penting*

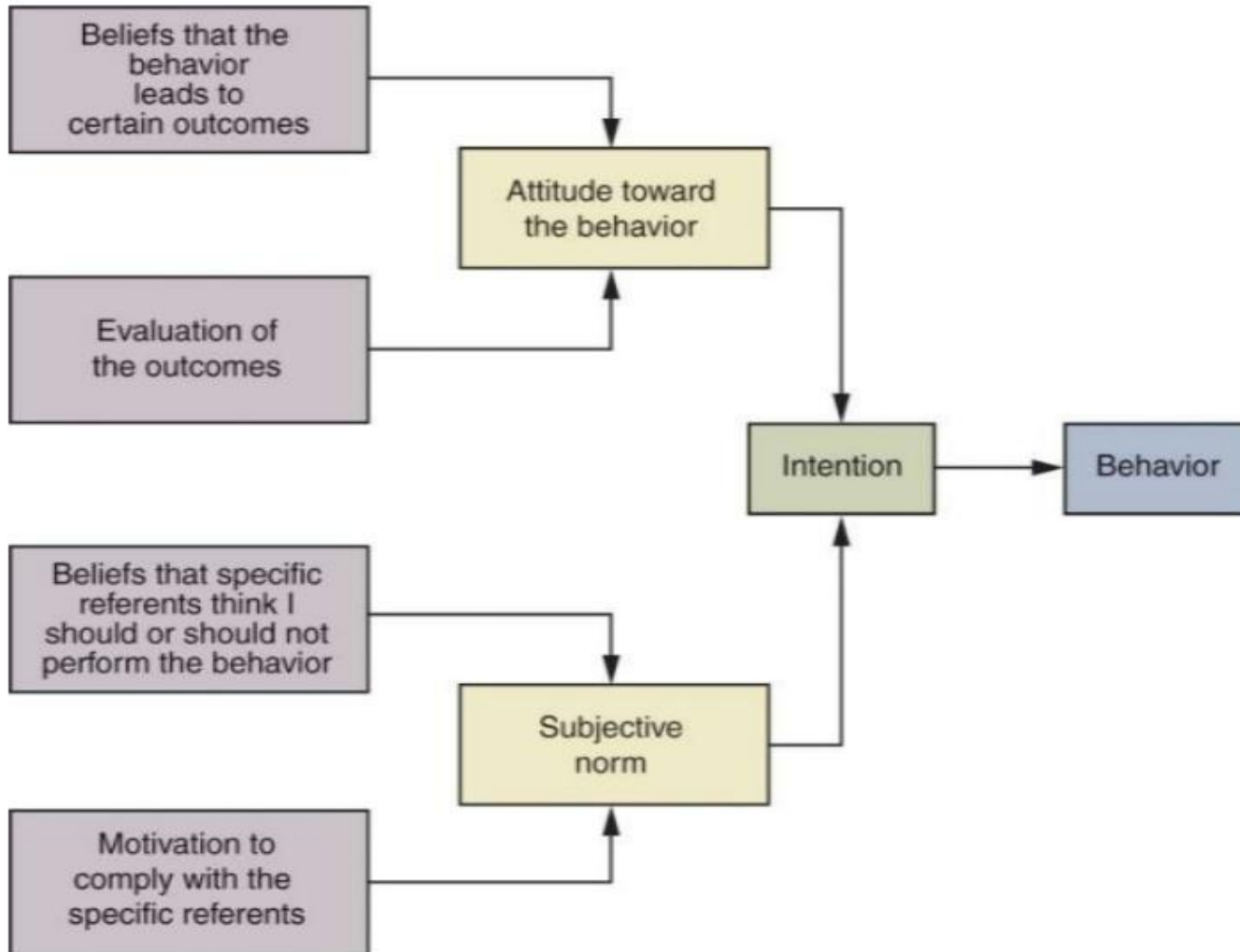
4. Tempat kuliah yang meningkatkan peluang kerja bagi anda:

*Penting 5 4 3 2 1 Tidak penting*

## Attitude toward Behavior Measurement

Outcomes	BELIEF	EVALUATION		SIKAP
		Skor	Bobot	
Biaya	-3	5	0.36	-1.07
Pengalaman Internasional	1	2	0.14	0.14
Jauh dari keluarga	0	2	0.14	0.00
Peluang kerja setelah lulus	2	5	0.36	0.71
	Overall Attitude			-0.21

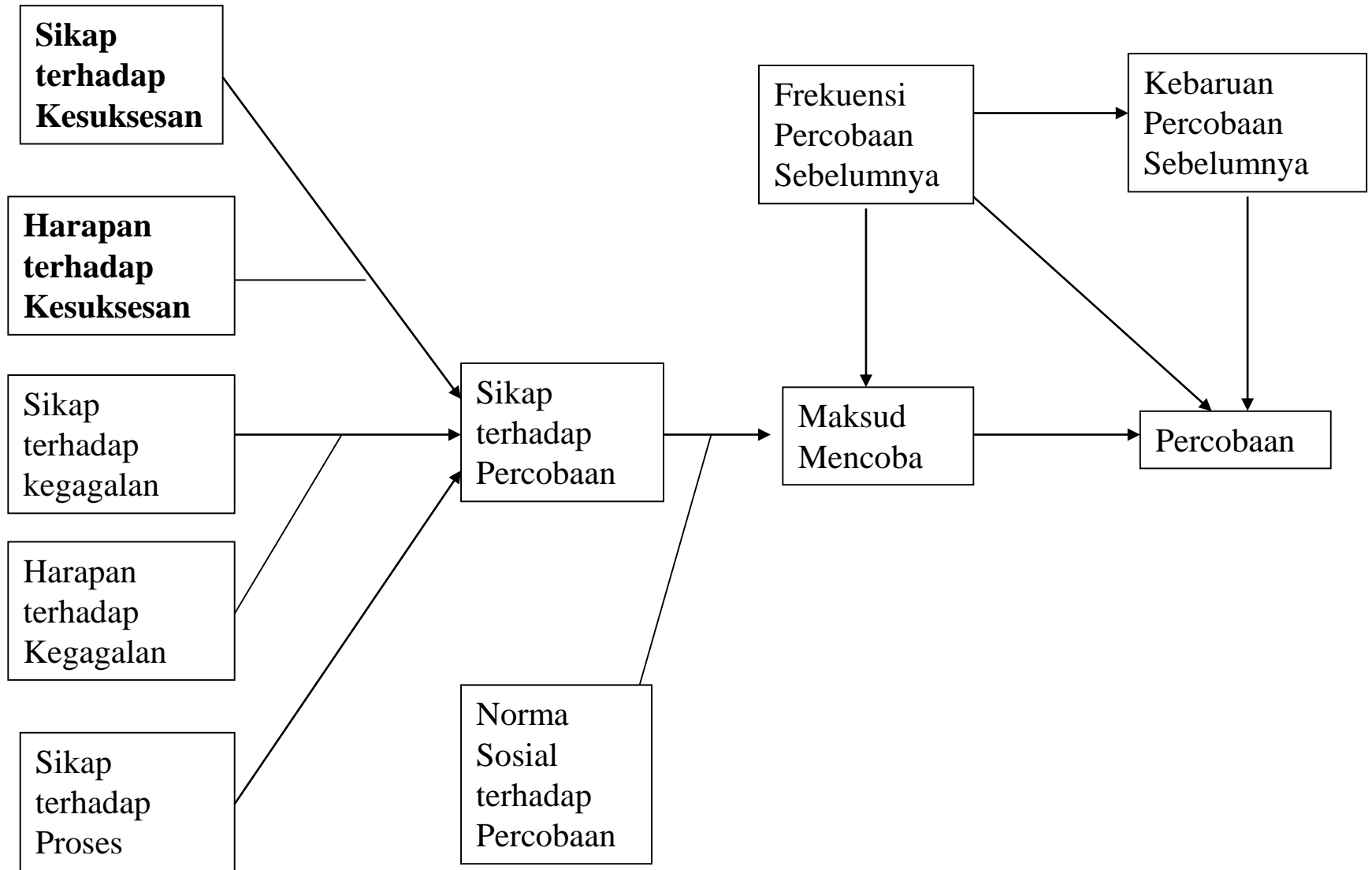
# A Simplified Version of the Theory of Reasoned Action



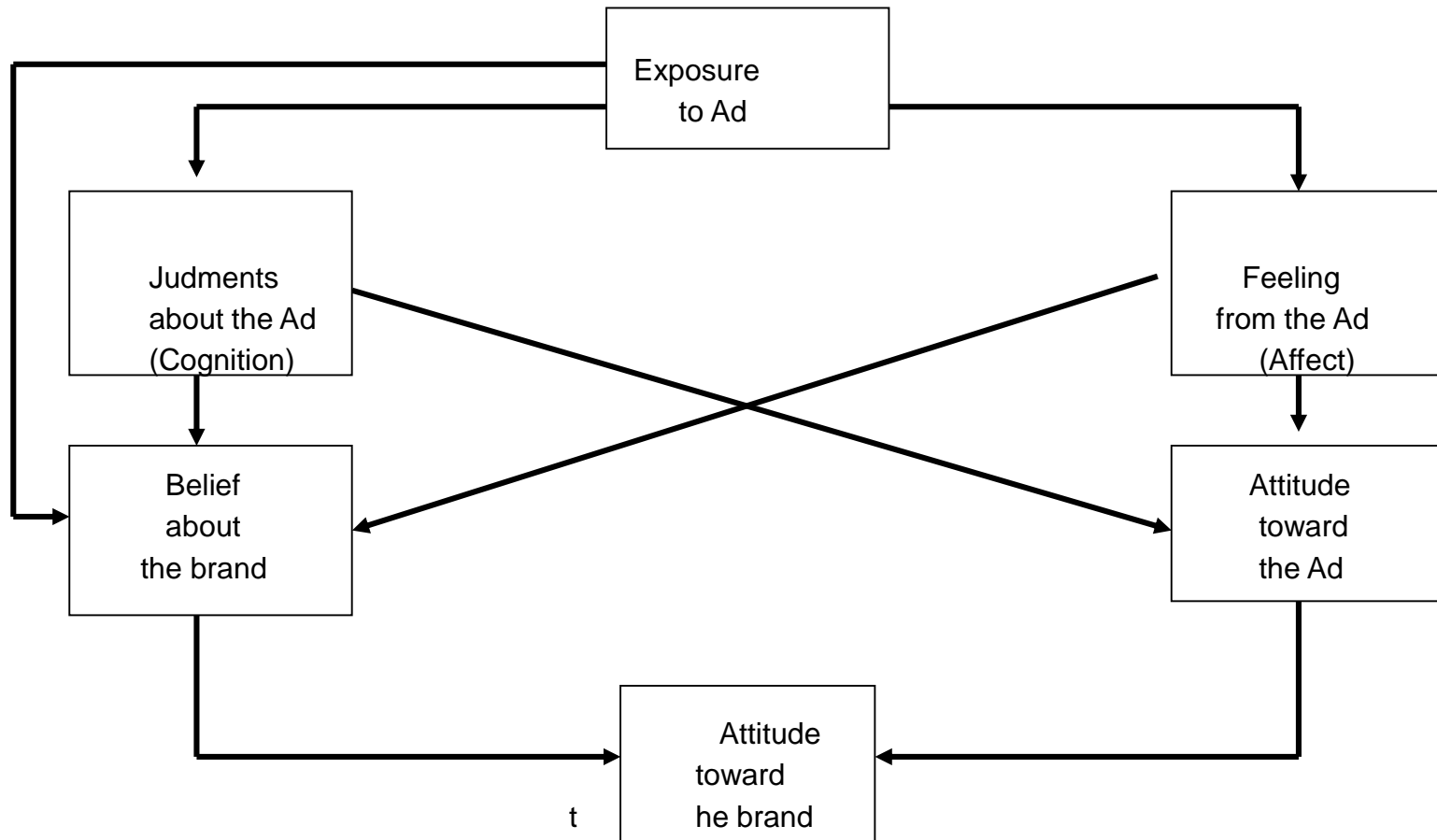
### 3. Theory of Trying to Consume Model

- Theory of trying to consume is designed to account for the many cases in which the action or outcome is not certain but instead reflects the consumer's attempts to consume
- A Classic example of trying ("Not") to consume is attempting to diet and lose weight.
- Attitude toward the ad Models is an effort to understand the impact of advertising or some other promotional vehicle (e.g., catalog) on consumer attitudes toward particular product or brands

# Theory of Trying to Consume Model



# A Conception of the Relationship Among Elements in an Attitude Toward the Ad Model



- Sikap terhadap iklan L Men mempengaruhi sikap terhadap L Men
- Kalau anda suka pada iklan L Men, anda makin suka pada L Men
- Kalau anda benci pada iklan L Men, sedikit banyak anda bisa benci pada L Men

# Strategies of Attitude Change

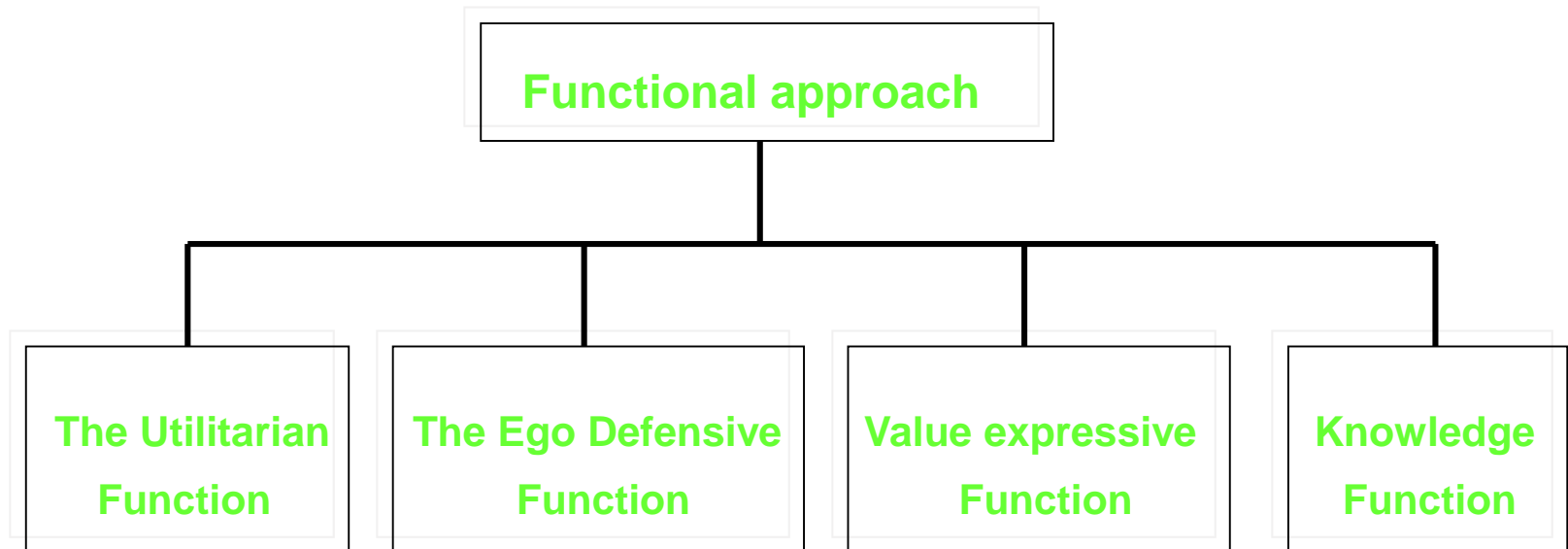
***Attitude Changes* are learned, influence by personal experience, and other sources of information. Personality affects both the receptivity and the speed with which attitudes are likely to be altered**

- **Among the *attitude change strategies* that are available to them are**
  1. Changing the consumer basic motivational function
  2. Associating the product with an admired group (dua kelinci sponsor real madrid) or event (RCTI sponsor piala dunia)`
  3. Resolving two conflicting Attitude
  4. Altering component of the multiattribute
  5. Changing consumers beliefs about competitor's brands



# 1. Changing The Basic Motivational Function

- **An effective strategy for changing consumer attitudes toward a product or brand is to make particular needs prominent**
- **Method for changing motivation**



# Utilitarian Function

- Kita membentuk sikap terhadap suatu merek, sebagian karena kegunaan merek bersangkutan
- Merek bermanfaat? Sikap kita positif
- Sikap terhadap merek anda negatif karena suatu fungsi? Tunjukkan fungsi lain yang tidak dimiliki merek saingan.
- Contoh: pasta gigi enzim cocok untuk gigi sensitif

# Ego Defensive Function

- Orang-orang cenderung melindungi diri dari perasaan bersalah (keragu-raguan) atas pemakaian suatu produk.
- Sikap dapat diubah dengan menyatakan bahwa merek aman, etis, relevan terhadap konsumen.
- Contoh: Kaca film HÜPER OPTIK: The smarter Choice karena menggunakan nano ceramic technology yang dipakai NASA untuk pesawat ulang alik

# The Value-Expressive Function

- Sikap merupakan ekspresi nilai, gaya hidup, dan tampilan diri secara umum.
- Orang yang suka pakaian 'fashionable', berarti suka 'being in fashion'.
- Sikap dapat dirubah dengan mengantisipasi nilai, gaya hidup, dan tampilan diri secara umum, dalam produk maupun iklan.
- Contoh: *Jupiter MX mengusung desain motif tribal dengan karakter Jepang. Menambah kesan pribadi yang dinamis semakin keren dan gaya. Ayo melesat dan buat yang lain makin jauh ketinggalan dengan kerennya si cepat motor berteknologi, Jupiter MX.*

# The Knowledge Function

- Setiap orang memiliki 'need to know' atau 'need for cognition'.
- Brand positioning bertujuan memenuhi 'need to know'.
- Sikap dibentuk dengan mengklaim merek sebagai *better than competitor* pada aspek tertentu.
- Perbandingan: merek kita vs pesaing sering menggunakan data

# Combining Several Function

- Dari segi *basic motivational function*, sumber sikap terhadap suatu merek, misalnya Nissan Grand Livina, bisa bermacam-macam, misalnya:
  1. Robert: Muat tujuh orang (functional)
  2. May: MPV terbaik menurut OTOMOTIF (Ego-defensive Function)
  3. Serly: Tampilan menarik (Value-expressive function)
  4. Judy: Berbasis sedan, lebih nyaman dan stabil. Mesin CVVT, powerful dan irit (knowledge function)

# Associating the product with a special group, event, or cause

- Attitudes are related, at least in part, to certain group, social events, or cause. It is possible to alter attitudes toward products, services, and brands by pointing out their relationship to particular social groups, events, or cause.
- Misal: Aqua dengan program pengadaan air bersih, Lifebuoy dengan pembangunan fasilitas MCK, RCTI dengan Euro 2008

# RESOLVING TWO CONFLICTING ATTITUDES

- Attitude change strategies can sometimes resolve actual or potential conflict between two attitudes
- Pada banyak produk kita memiliki sikap yang bertentangan, positif pada aspek tertentu dan negatif pada aspek lain.
- Contoh: Minum kopi, positifnya memberi kenikmatan, negatifnya kafein memicu tekanan darah karena menstimulasi kerja jantung. Aspek positif ditingkatkan dengan menyatakan bahwa kafein mencegah kanker.



# Altering Component of The Multiattribute Model

Multiattribute attitude Model have implication for attitude change strategies :



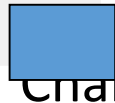
1. Changing the relative evaluation of attributes



2. Changing brand beliefs



3. Adding an attribute



4. Changing the overall brand rating

# Changing Beliefs About Competitors Brands

- ▷ **Another approach to attitude change strategy involves changing consumer beliefs about the *attribute of competitive* brands or product category**

**Example : Advil Ads claims last longer than aspirin and better than tylenol**

- ▷ **This strategy must used with caution. Comparative advertising can be boomerang by giving visibility to competing brands**

# Attitudes and Marketing Strategy

- Appeal to motivational functions of attitudes
- Associate product with a special group, cause or event
- Resolve conflicts among attitudes
- Influence consumer attributions
- Alter components of the attitude
  - ❖ Change relative evaluation of attributes
  - ❖ Change brand beliefs
  - ❖ Add an attribute
  - ❖ Change overall brand evaluation
- Change beliefs about competitors' brands
- Change affect first through classical conditioning
- Change behaviour first through operant conditioning