



# Chapter 8

## Attitudes and Persuasion

# Chapter Outline

1. The Power of Attitudes
2. The ABC Model of Attitudes
3. Hierarchies of Effects
4. How Do We Form Attitudes?
  - Attitude Commitment
  - The Consistency Principle
5. How Do Marketers Change Attitudes?



What is Attitudes?

# Attitude

- Attitude is a lasting, general evaluation of people (including oneself), objects, advertisements, or issues.
- Attitude/ attitude object.
- An attitude is lasting because it tends to endure over time.

# Daniel Katz: Functional Theory

- According to this pragmatic approach, attitudes exist because they serve some function for the person.
- Two people can each have an attitude toward object for very different reasons

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Psychologist Daniel Katz developed

**Functional Theory**  
**how attitudes facilitate social behavior**

UTILITARIAN

VALUE-EXPRESSIVE

EGO-DEFENSIVE

KNOWLEDGE

Psychologist Daniel Katz developed

## **Functional Theory** **how attitudes facilitate social behavior**

UTILITARIAN

- The utilitarian function relates to the basic principles of reward and punishment.
- We develop some attitudes toward products simply because they provide pleasure or pain.

Ex. Chilly, sugar

## **Functional Theory how attitudes facilitate social behavior**

- Attitudes that perform a value-expressive function relate to the consumer's central values or self-concept.
- A person forms a product attitude in this case because of what the product says about him as a person.

VALUE-EXPRESSIVE

Psychologist Daniel Katz developed

## **Functional Theory** **how attitudes facilitate social behavior**

- We form attitude to protect ourselves either from external threats or internal feelings
- perform an ego-defensive function.
- Eg. Deodorant

EGO-DEFENSIVE

## **Functional Theory** **how attitudes facilitate social behavior**

- We form some attitudes because we need order, structure, or meaning.
- A knowledge function applies when a person is in an ambiguous situation or she confronts a new product



KNOWLEDGE

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# The ABC Model of Attitudes



# **Affect**

I like Colgate as a toothpaste

# **Behavior**

I intend to buy Colgate

# **Cognition**

Colgate prevents cavities

# The ABC Model of Attitudes

Affect

How a consumer  
“**FEELS**”  
About an  
attitude object

Behavior

Intentions to  
take action  
about it / “**DO**”

Cognition

What he  
believes to be  
true about the  
attitude object /  
“**THINK**”



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# Hierarchies of Effects

- The hierarchies of effects show ***the relative impact of the three components.***
- Each hierarchy shows a ***fixed sequence of steps*** which can occur en route to an attitude.

# Standard Learning hierarchy



A person approaches a product decision as a problem-solving process.

- She first forms beliefs based on knowledge, then evaluates the beliefs
- and forms feelings about the product.
- She then engages in relevant behavior.

# Experiential hierarchy



We act on the basis of our emotional reactions. The intangible product attributes, such as package design, advertising, brand names. All of these can help shape our attitudes toward a brand. We may base these **reactions on hedonic motivations,**

# Low Involvement hierarchy (habitual)



The possibility that consumers simply don't care enough about many decisions. Consumers aren't necessarily going to pay attention anyway; they are more likely to respond to simple stimulus–response connections when they make purchase decisions.



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How Do We Form Attitude?

# How Do We Form Attitude?

- We all have lots of attitudes
- We are not born with the conviction
  - Ex. Pepsi is better than Coke
- We forms attitude in several different ways, depending on
  1. Attitude Commitment
  2. Consistency

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# Consistency Principle

Attitude

Attitude

Attitude

Cognitive

Affective

Behavior

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I will keep buying it.



“Pepsi is my favorite soft drink. It tastes terrible”????

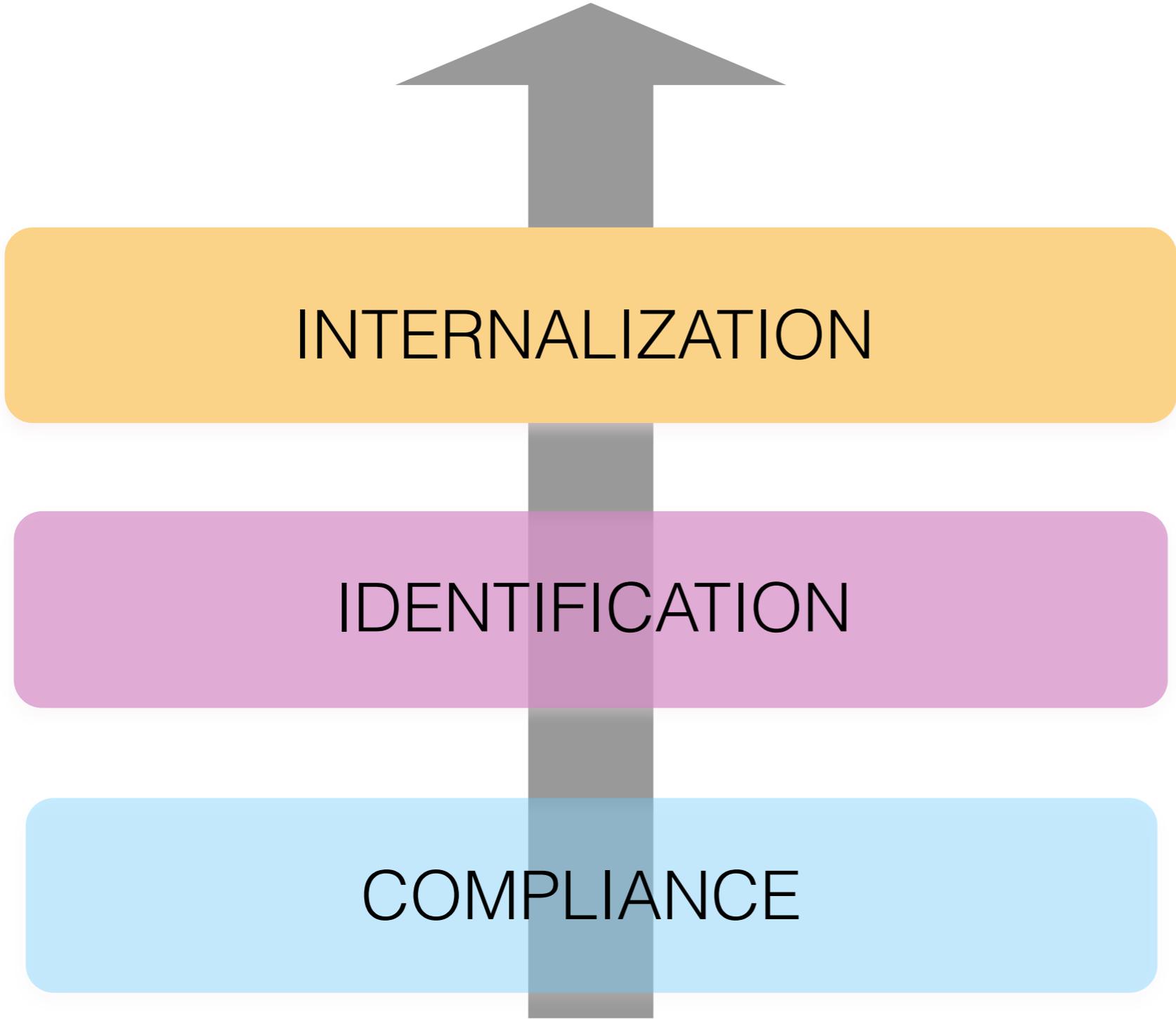


“I love my boyfriend.  
He is the biggest idiot I have ever met”????

# The Consistency Principle

- Why does a need to maintain consistency?
- among all of our attitudinal components (A, B, C) motivate us to alter one or more of them?
- When a person is **confronted with inconsistencies** among attitudes or behaviors, he will take some action to **resolve this “dissonance”**
- He perhaps change his attitude or modify his behavior to restore consistency

# Attitude Commitment



INTERNALIZATION

Consumers vary in their commitment to an attitude.

IDENTIFICATION

Their degree of commitment relates to their level of involvement with the attitude object

COMPLIANCE

# All Attitudes Are Not Created Equally

THREE (increasing) levels of commitment:

## 1. **Compliance**

- the lowest involvement, superficial – easy to change
- We form an attitude because it helps us to gain rewards or avoid punishment

## 2. **Identification**

- We form an attitude to conform to another person's or group's expectations
- Imitating the behavior of desirable models

## 3. **Internalization**

- The high level of involvement, deep seated attitudes, value system
- Very difficult to change because they are so important

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# How Do Marketers Change Attitude?

Thru... persuasion

Persuasion – an active attempt to change attitudes

# Persuasion Techniques

1. Reciprocity – We are more likely to give if first we receive
2. Scarcity – Like people, items are more attractive when they are not available. Limited Edition.
3. Authority – Authoritative source is much more readily than less authoritative one. EX: Expert said it's good
4. Consistency – people try not to conflict themselves in terms of what they do or say about that issue
5. Liking – we agree with those we like or admire
6. Consensus – we consider what others do before we decide what to do.

