



Consumer Behavior

Unit Four: Influencing Consumer Attitudes



Course Layout and Overview

- ▶ Ten units
 - ▶ Unit One: Introduction to Consumer Behavior
 - ▶ Unit Two: The Consumer Learning Process
 - ▶ Unit Three: Understanding the Consumer
 - ▶ **Unit Four: Influencing Consumer Attitudes**
 - ▶ Unit Five: The Purchasing Process
 - ▶ Unit Six: Consumer Analysis and Marketing Strategy
 - ▶ Unit Seven: The Effects of Consumer Groups
 - ▶ Unit Eight: The Influences of Class, Ethnicity and Age
 - ▶ Unit Nine: Cultural Influences
 - ▶ Unit Ten: Informing Marketing Strategy



Unit Four Learning Outcomes

- ▶ Explain why it's important for consumer researchers to understand the nature and power of attitudes
- ▶ Identify how we use attitude models to identify specific components for predicting a consumer's overall attitude toward a product or brand
- ▶ Identify how the structure of the message determines how persuasive it will be
- ▶ Assess why audience characteristics help to determine whether the nature of the source or the message itself will be relatively more effective



Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



Unit Four Overview Topics

- ▶ Nature and power of consumer attitudes
- ▶ Consumer attitude models
- ▶ Structure of the marketing message
- ▶ Audience characteristics and message



Influencing Consumer Attitudes Vocabulary

- ABC Model of Attitudes
- Consumer attitudes
- Emotional marketing
- Physical appeal marketing
- Trust characteristics



Nature and Power of Consumer Attitudes

- Understanding consumer attitudes
- Positive and negative associations

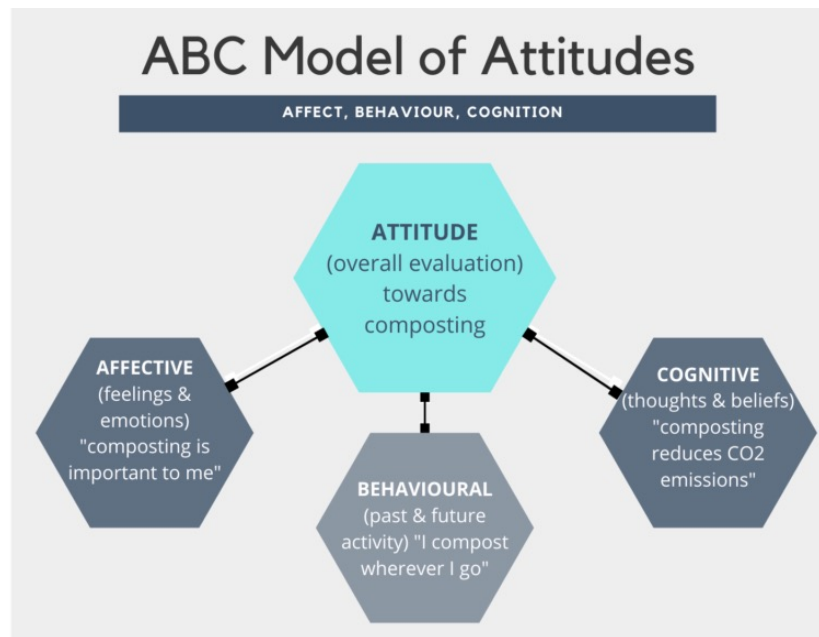


Consumer Attitude Models

- ABC Model of Attitudes
 - Affective - feelings and emotions
 - Behavioral - response tendencies based on past and future
 - Cognitive - Thoughts and beliefs



ABC Model of Attitudes



Structure of the Marketing Message

- Marketing messages
- how marketing influences purchasing decisions
- trust characteristics
 - Perceived authority
 - Honesty
 - Likability



Audience Characteristics and Message

- Marketing messages may include
 - Emotional
 - Cognitive
 - Physical attraction



Conclusion

➤ Unit Four Learning Outcomes

- ▶ Explain why it's important for consumer researchers to understand the nature and power of attitudes
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What's Next?

Unit Five: The Purchasing Process

