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The word "ATTITUDE" is written in a bold, blue, sans-serif font. It is centered on a white background that features several overlapping, 3D-style geometric shapes in shades of green and yellow.

# Emotion



- ❖ Emotion refers to a *strong, relatively uncontrolled feeling that can affect behavior.*
- ❖ Several things can trigger an emotional reaction.
- ❖ Particular behaviors are associated with particular emotions but they are not the same thing.

# Emotion Theory

- ❖ There is no one dominant theory.
- ❖ However, the two-stage view is gaining acceptance.
  - ➔ In the first stage, the person is exposed to some stimulus which causes some physiological changes which lead to some raw affect.
  - ➔ Then, “cognitive appraisal” occurs where the context and importance of the stimulus is taken into account very quickly.
  - ➔ All of that then leads to a specific emotion.



# Levels of Affective Response

AFFECTIVE RESPONSE	AROUSAL LEVEL	FEELING INTENSITY	EXAMPLES
Emotions	High	Strong	joy, love, fear, anger
Moods			calm, blue, bored
Evaluation	Low	Weak	like, good, favorable

# Types of Emotions

<b>PLEASURE</b>	<b>AROUSAL</b>	<b>DOMINANCE</b>
Pride	Interest	Guilt
Affection	Surprise	Disgust
Gratitude	Involvement	Fear
Desire	Distraction	Shame
Joy	Contempt	Anger
Faith	Excited	Sadness

# Marketing Applications



❖ Affect as goal: many products have emotional arousal as one of their primary benefits:

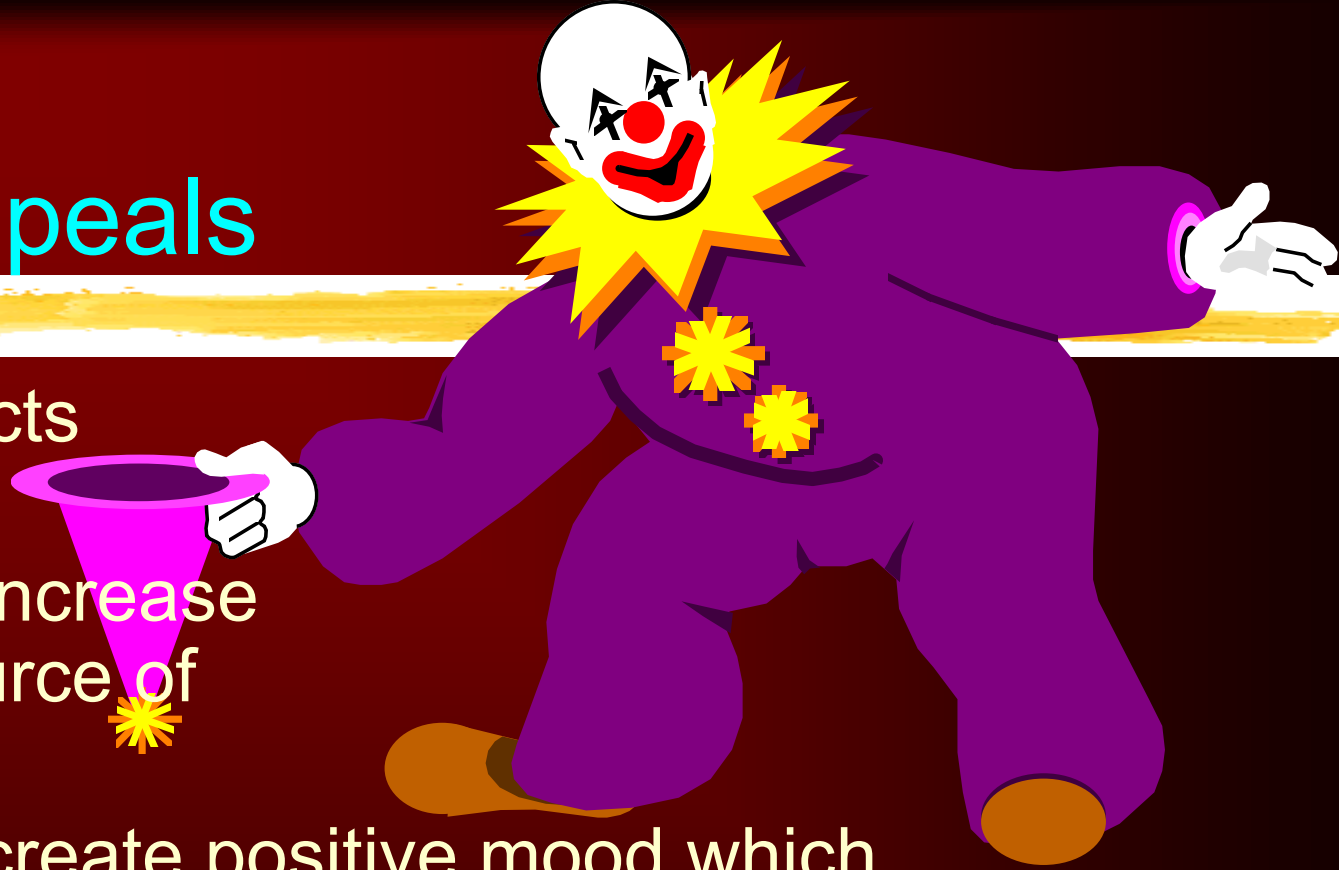
- movies
- music
- books
- games
- vacations
- amusement parks

❖ Affect as motive: incorporate particular emotions as part of the communication process.

- Emotional appeals
- Music is especially effective at triggering emotions.
- Incorporate emotion as part of speech synthesis and speech recognition.

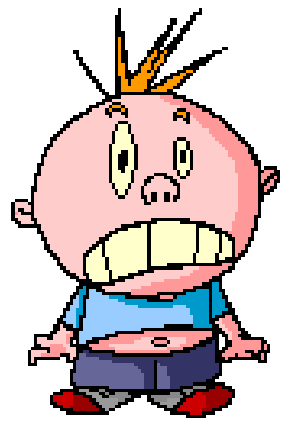
# Humor Appeals

- ❖ Humor attracts attention.
- ❖ Humor can increase liking for source of message.
- ❖ Humor can create positive mood which enhances persuasion.
- ❖ But, be careful that humor doesn't inhibit understanding of message.
- ❖ Effectiveness depends upon type of product, type of humor, and person's need for humor.



# Fear Appeals

- ❖ Typically used by trying to show failure to use product will bring about negative result.
- ❖ To be effective, should be highly credible source.
- ❖ Moderately intensive appeals may work best but it depends upon relevance of topic to audience.
- ❖ Seem to be most effective when clear recommendations are given.



# The Use of Music

- ❖ Music can be used in advertising as well as in stores for a variety of purposes.
  - ➔ Music can influence the meaning viewers give to ads.
- ❖ Music is perceived as expressing emotion-like qualities.
- ❖ Music may be able to trigger particular emotions.
- ❖ It's likely to be most effective in ads for products with high affective and/or low cognitive involvement.



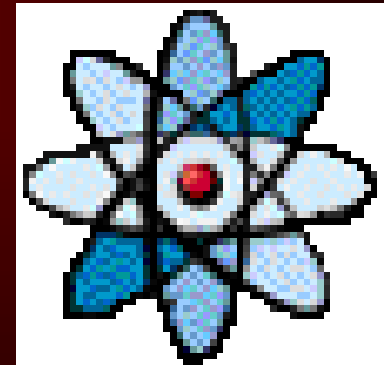
# Attitude



- ❖ An attitude is a *learned predisposition to respond to an object in a consistently favorable or unfavorable way.*
- ❖ Attitudes can not be directly observed.
- ❖ They are learned slowly and tend to only change slowly over time.
- ❖ As with emotion, particular behaviors may be associated with particular attitudes but they are not the same thing.
- ❖ Attitudes (specific) vs. values (general)

# The Structure of Attitudes

- ❖ The **cognitive** component (thoughts)
- ❖ The **affective** component (feelings)
- ❖ The **behavioral** component (intentions)
- ❖ The consistency of attitude components



# Attitude Models



- ❖ The models tend to vary based upon which components are included.
  - ➔ One model has all three components,
  - ➔ another has just two (cognitive and affective),
  - ➔ and some have just one (cognitive or affective).
- ❖ How should attitudes be changed?
  - ➔ High cognitive involvement implies that the cognitive component change first and the others will follow.
  - ➔ Low cognitive involvement implies that either the affective or behavioral components should be changed first.

# Attitude Strength



- ❖ Consistency of components: the more consistent the components, the stronger the attitude.
- ❖ Accessibility of attitude: the easier it is to remember, the stronger it is.
- ❖ Centrality of attitude to core values: the more central an attitude, the stronger it is.

# Attitude Change & Marketing Implications



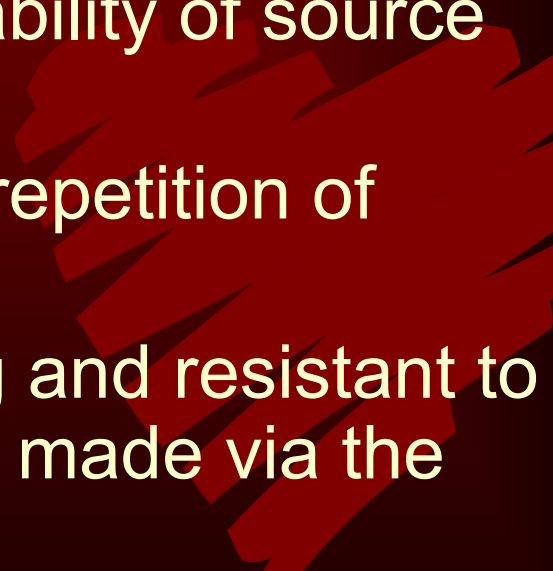
# Changes via Cognitive Component

- ❖ Changes made this way are relatively strong and resistant to change.
- ❖ Use cognitive learning theory to either:
  - ➔ Change the beliefs about the product attributes
  - ➔ Change the relative importance of the beliefs
  - ➔ Add new beliefs



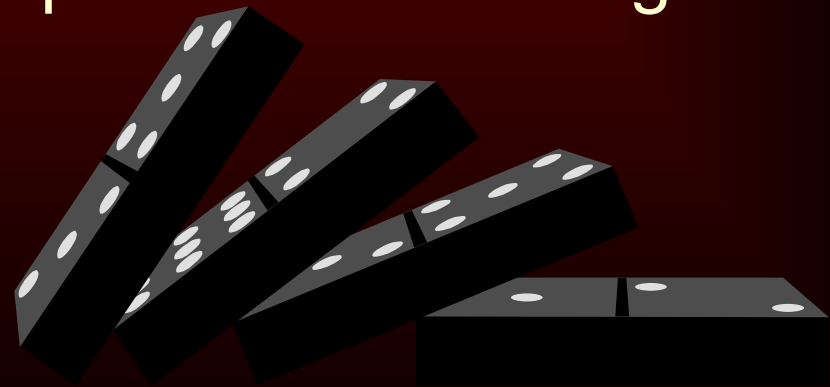
# Changes via Affective Component



- ❖ Good to use when consumers lack cognitive involvement.
  - ❖ Not based upon using arguments but emphasizes stimuli that touch emotions. Likeability of source and message are very important.
  - ❖ Use classical conditioning where repetition of relationships is important.
  - ❖ Changes made aren't as enduring and resistant to further change over time as those made via the cognitive component.
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# Changes via Behavioral Component

- ❖ Instead of attempting to change consumers' beliefs or feelings, motivate them to do something with regard to the product.
- ❖ If a person can *try* a product, that experience may provide the information to change inaccurate beliefs or feelings.
- ❖ This approach draws upon operant conditioning.



# Changes via Behavioral Component



- ❖ Getting consumers to **try** the product one time can be done by using “experiential marketing,” e.g., events, demonstrations, samples, coupons, and cash payments.
- ❖ By *trying* the product, the consumer gets information needed to change beliefs which in turn changes the behavioral component from “try the product” to “buy the product.”
- ❖ This may be most easily applied to low-involvement decision making situations.

# SUMMARY & CONCLUSIONS

- ❖ The role of emotions in consumer behavior are probably powerful but are only recently being studied and understood.
- ❖ Attitudes have long been viewed as extremely important to consumer behavior.
- ❖ Attitudes are not easily changed but it is possible.
- ❖ There are several different ways to attempt to change attitudes; the trick is to know how to select the most effective way for your target market.