

Continuing with the Mind: Attitudes, Emotions and Judgement & The Mind in the Marketplace



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Attitudes, emotions, judgements

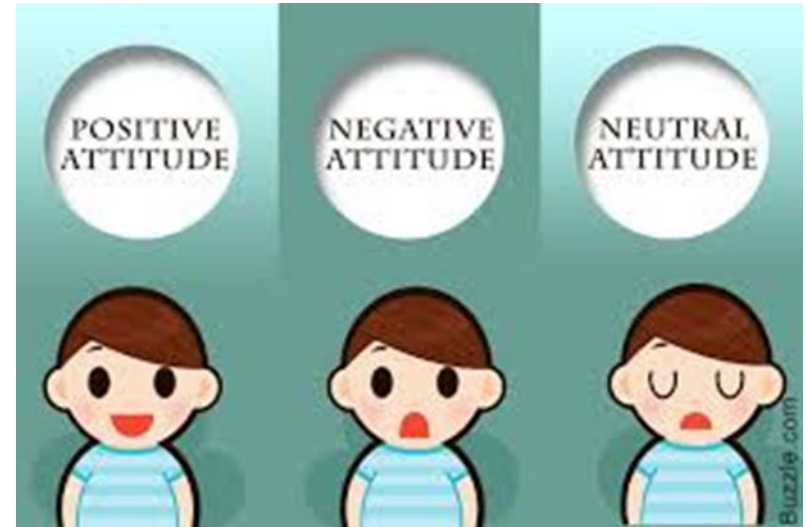


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What is an attitude?

Attitude is the predisposition
to evaluate an
object/symbol/person/situatio
n either favorably or
unfavorably

An opinion then again is a
verbal expression of an
attitude.



Why do we have attitudes?

- Attitudes make it easier to cope within the world and act in our lives. This is because we hold on to our attitudes for longer times.
- Once they are established, they guide our decision making now and in the future: because of our attitudes we make decisions more rapid and effortlessly than without them

Why do we have attitudes? FOUR FUNCTIONS.

1. INSTRUMENTAL / UTILITARIAN FUNCTION

- Evaluations of benefits and tradeoffs, punishment/reward

2. EGO-DEFENSIVE FUNCTION

- Protecting yourself from “harsh truths” about yourself / world

3. VALUE-EXPRESSIVE FUNCTION

- Satisfaction from expressing attitudes that cohere with values and sense of self

4. KNOWLEDGE FUNCTION

- Making sense of ‘the universe’, meaningful understanding

Attitudes = affect + behavior + cognition

Affect: emotions, core feelings of like/dislike

Behavior: intentions to act, actions undertaken

Cognitive: beliefs, understanding of object's characteristics (e.g., how the object breaks down, what it relates to...)

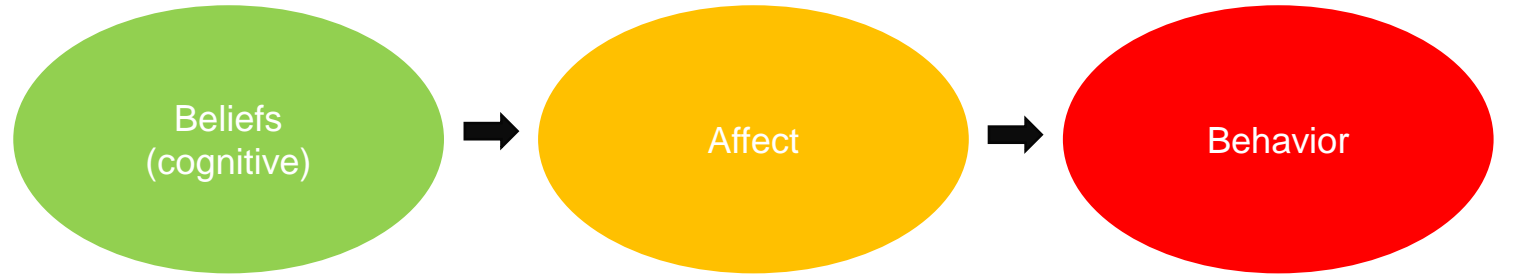
Attitudes organize into VALUE SYSTEMS

Example of affect + behavior + cognition

“I believe going to the gym is good for me (**cognitive**), so I intend to go to the gym at least 3 times a week (**behavior**). But I hate actually going to the gym (**affect**).”



Marketer perspective? High involvement contexts



Let's advertise the great attributes of our products, and why they are good for you!

= BUILDING AWARENESS

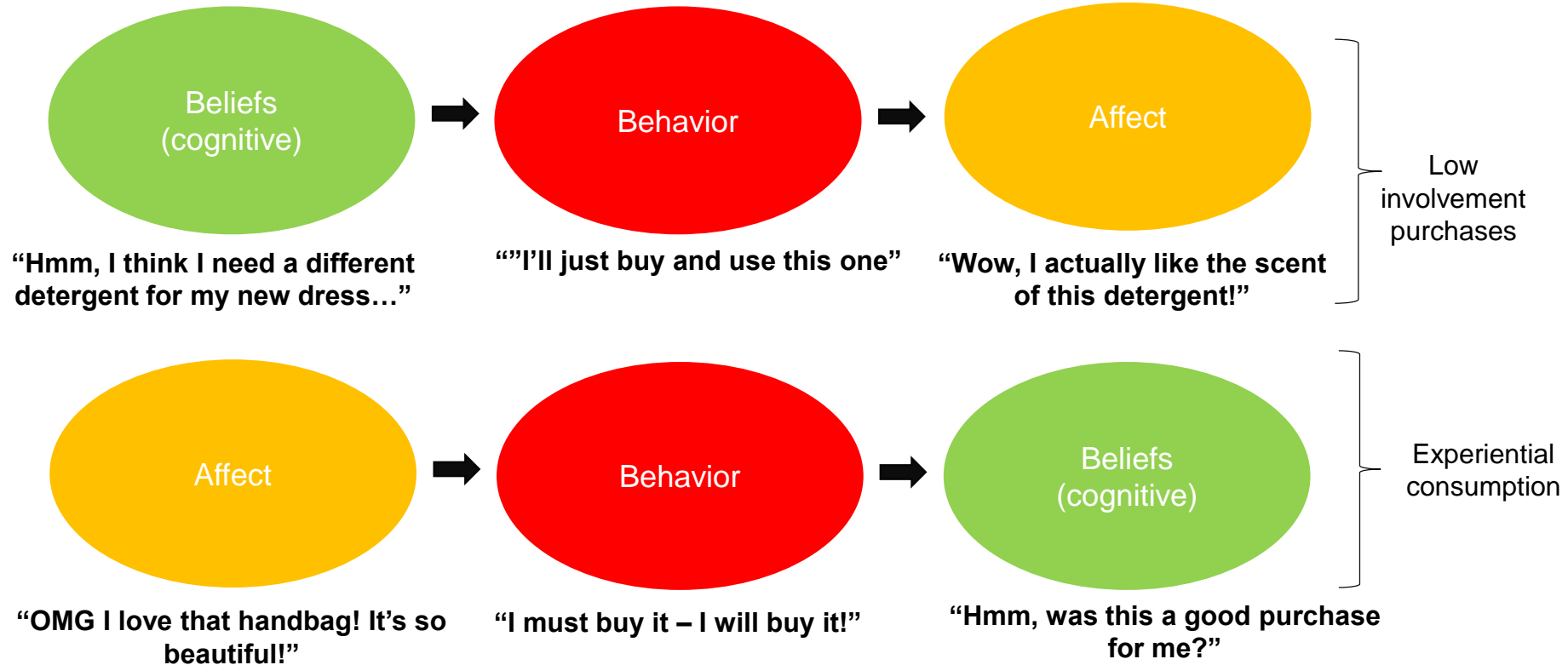
Consumers are getting interested based on the advertisement they see. They start feeling certain ways towards the product.

= GETTING INTERESTED

Consumers act based on their beliefs and feelings

= PURCHASING

But the process can work in multiple ways...



What is happening here?



Implications to marketers and researchers

If you want to predict specific behaviors through consumer research, you need to ask about consumers' attitudes towards **specific behaviors, not their general attitudes** towards larger domains of interests

- E.g. Which attitude would be the most likely to predict what consumers do with their old keyboard, when they buy a new computer
 - a. What is your attitude towards the environment?
 - b. What is your attitude towards recycling?
 - c. What is your attitude towards recycling old electronics?

The consistence principle

- Consumers **seek harmony among attitudes and behaviors** whenever they can and change components to maintain consistency
- **COGNITIVE DISSONANCE** → *“People experience psychological discomfort when there is an inconsistency between “cognitions (attitudes, beliefs, values, opinions, knowledge) about themselves, about their behavior and about their surroundings” (Festinger 1957)*
- Consumers take action to resolve dissonance when their attitudes and behaviors are inconsistent: they adjust either one of them
- Alignment not always easy!

The attitude–behaviour gap in sustainable tourism



Emil Juvan*, Sara Dolnicar

The University of Queensland, Australia

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ABSTRACT

This study investigates why people who actively engage in environmental protection at home engage in vacation behaviour which has negative environmental consequences, albeit unintentionally. The environmental activists participating in the study were highly aware of the negative environmental consequences of tourism in general, but all displayed an attitude–behaviour gap which made them feel uncomfortable. Participants did not report changing their behaviour; instead, they offered a wide range of explanations justifying their tourist activities. Gaining insight into these explanations contributes to our understanding of why it is so difficult to motivate people to minimize the negative environmental impacts of their vacations, and represents a promising starting point for new interventions to reduce environmentally unsustainable tourism behaviours.

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Attitude commitment

INTERNALIZATION

- Highest level: deep-seeded attitudes become part of consumer's personal value system

IDENTIFICATION

- Mid-level: attitudes formed in order to conform to another person or group

COMPLIANCE

- Lowest level: consumer forms attitude because it gains rewards or avoids punishments

Can you give personal examples of **internalization** (consistent attitude), **identification** (you starting to like something due to group/peer influence), **compliance** (rewards/punishments)?

Can you recall a time when your attitude has been fundamentally changed? Or a thing that you used to believe and now don't?

Making judgements

Social judgement theory

We assimilate new information about attitude objects in light of what we already know/feel. In other words, we perceive and evaluate an idea by comparing it with our current attitudes.

Three parts to the theory:

1. Lattitude of acceptance
2. Lattitude of rejection
3. Lattitude of noncommitment

Social judgement theory

1. Lattitude of acceptance
 1. The range of ideas that we see as reasonable or worthy of consideration
2. Lattitude of rejection
 1. The range of ideas that we see as unreasonable or objectionable
3. Lattitude of noncommitment
 1. The range of ideas that we see as neither acceptable or objectionable

Social judgement theory



Continuing with the mind...

The mind and the marketplace



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NEW YORK TIMES BESTSELLER

REVISED AND
EXPANDED EDITION



PREDICTABLY IRRATIONAL

"Sly and loud... Revolutionary." —New York Times Book Review

CHAPTER 9

The Effect of Expectations

Why the Mind Gets What It Expects



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What can we learn from the Coca Cola vs. Pepsi experiment?



The brain activation of the participants was different depending on whether the name of the drink was revealed or not.

The reaction of the brain to the basic hedonic value of the drinks (essentially sugar) turned out to be similar for the two drinks. But the advantage of Coke over Pepsi was due to Cokes's brand—which activated the higher-order brain mechanisms.

EXPERIENCE VS. EXPECTATIONS

The moral is that if you tell people up front that something might be distasteful, the odds are good that they will end up agreeing with you—**not because their experience tells them so but because of their expectations.**

WHEN WE BELIEVE beforehand that something will be good, therefore, it generally will be good—and when we think it will be bad, it will bad.

The power of presentation



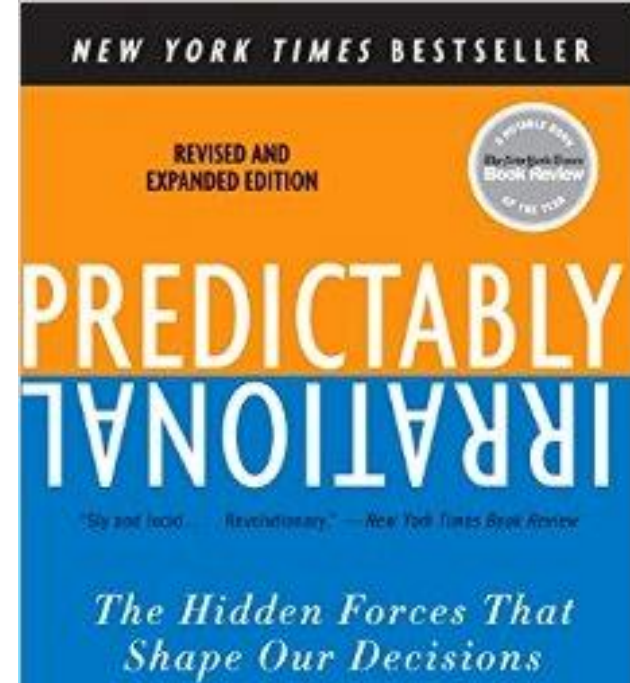
VS.



Implications for designing customer experiences?

Why a 50-cent aspirin can do what a penny aspirin can't

- The power of the placebo effect
- Price of products as the guiding principle for the placebo effect



CHAPTER 10

The Power of Price

*Why a 50-Cent Aspirin Can Do What
a Penny Aspirin Can't*

Marketing implication?

“Placebos pose dilemmas for marketers, too. Their profession requires them to create **perceived value**. Hying a product beyond what can be objectively proved is —depending on the degree of hype —stretching the truth or outright lying.”



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Get youthful glowing skin.

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OXY-INFUSION™ DAY CREAM
WITH
THE HYPOALLOGENIC MATRIX™

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Self-control and temptations



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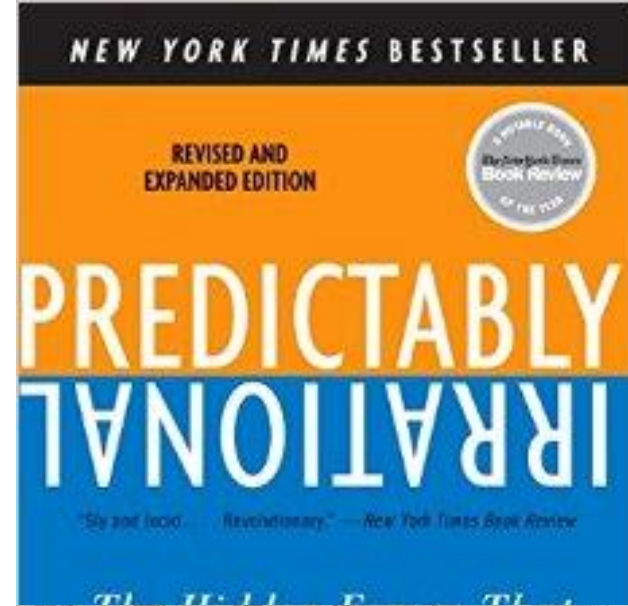
“Resisting temptation and instilling self-control are general human goals, and repeatedly failing to achieve them is a source of much of our misery.”



Why is self-control so hard?

“The road to hell, they say, is paved with good intentions. And most of us know what that's all about. We promise to save for retirement, but we spend the money on a vacation. We vow to diet, but we surrender to the allure of the dessert cart. We promise to have our cholesterol checked regularly, and then we cancel our appointment.”

- **PROCRASTINATION** = giving up long-term goals for immediate gratification
- Decision-making under hot emotions vs. cool states



CHAPTER 6

The Problem of Procrastination and Self-Control

*Why We Can't Make Ourselves Do
What We Want to Do*

Indulgence and self-control

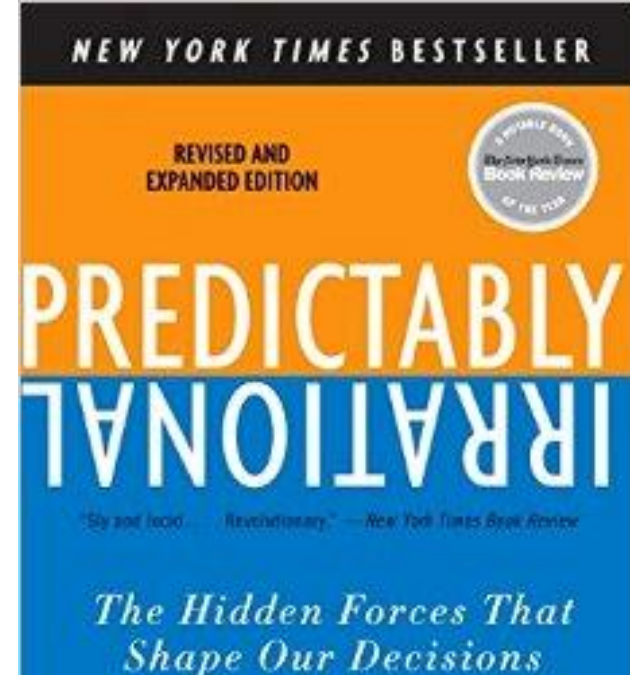
- **SELF-CONTROL**: abstaining from action with short-term benefits in lieu of action with bigger long-term benefits
- Idea of consumption as release, reward, and indulgence strong in marketing



Las Vegas: Another Name
for Indulgence

Options as distractions?

“In a modern democracy people are beset not by a lack of opportunity, but by a dizzying abundance of it. In our modern society this is emphatically so. We are continually reminded that we can do anything and be anything we want to be. The problem is in living up to this dream. We must develop ourselves in every way possible; must taste every aspect of life; must make sure that of the 1,000 things to see before dying, we have not stopped at number 999. **But then comes a problem—are we spreading ourselves too thin?**”



CHAPTER 8

Keeping Doors Open

*Why Options Distract Us from
Our Main Objective*

Marketing implications?

Restaurants shrink menus, focus efforts



Bruce Horowitz, USA TODAY 6:04 a.m. EDT August 24, 2014



(Photo: IHOP)

The restaurant industry's Next Big Thing is shrinking the menu.

For years, most major restaurant chains have been expanding their menus at a breathless pace in response to intense competition and consumer demand for more choices. But now, some chains are doing the unthinkable: cutting the number of menu items.

The theory is simple: less is more. More quality. Faster service. Hotter food. Not to mention lower prices, lower costs and higher profits. For the nation's \$683 billion restaurant industry, hit by an uncertain economy and changing consumer habits, this may be an unlikely, back-to-the-future path to progress.

Fewer menu options not only cuts costs, but — in theory — can make customers happier because chains can do a better job with their most popular menu items. That's one reason why, over the past few years, IHOP has whittled down its menu from 200 items to about 170, says Julia Stewart, CEO of parent company DineEquity. BJ's Restaurant has cut entrees from 181 to 150 and aims to get closer to 100, says CEO Greg Trojan. In three years, Tony Roma's has slashed its menu items from 92 to about



352



221



9





DON'T MOVE!
This Is A Limited-Time Offer
(seriously, when the time runs out that's it)

Thank you!



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