

**Interreg**

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**TOGETHER**

TAKING  
**COOPERATION**  
FORWARD



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**ATTITUDES**



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PURPOSE

COMPLEXITY OF  
HUMAN  
BEHAVIOUR

ATTITUDES

- Definition
- Measuring
- Models

TRICOMPONENT  
MODEL  
MULTIATTRIBUTE  
MODEL

COGNITIVE  
COMPONENT

CONATIVE  
COMPONENT

EMOTIONAL  
COMPONENT

ATTITUDES  
CHANGING  
STRATEGIES



# PURPOSE

To make a short overview of attitudes, models, ...



# Understanding the human behaviour

## **External factors** (physical an social surrounding):

- Fammily, Household and Generational Cohortes,
- Reference groups,
- Social class,
- Culture, Subcultures an Microcultures,
- Innovations,
- Media and Communication,
- Situation,
- ...



# Understanding the human behaviour

## Internal factors:

- Perception,
- Learning and Memory,
- **Attitudes,**
- Motivation and Emotions,
- Values,
- Personality, Lifestyle and Self Concept,
- Decision process,
- ...



# ATTITUDES



A learned predisposition to behave in a consistently favorable or unfavorable manner with respect to a given object.

Attitude:

- ☐ Has an object,
- ☐ Is learned,
- ☐ Is (relatively) connected with behavior,
- ☐ Can be measured.



## Qualitative :

- Observing,
- Interviewing,
- Focus groups,
- Projective tests,
- ...

## Quantitative :

- Likert scale,
- Semantic differential,
- Ranking,
- ...





## Qualitative - Unfinished sentences

The person who owns an electric car \_\_\_\_\_ .

The person who owns a gasoline car \_\_\_\_\_ .

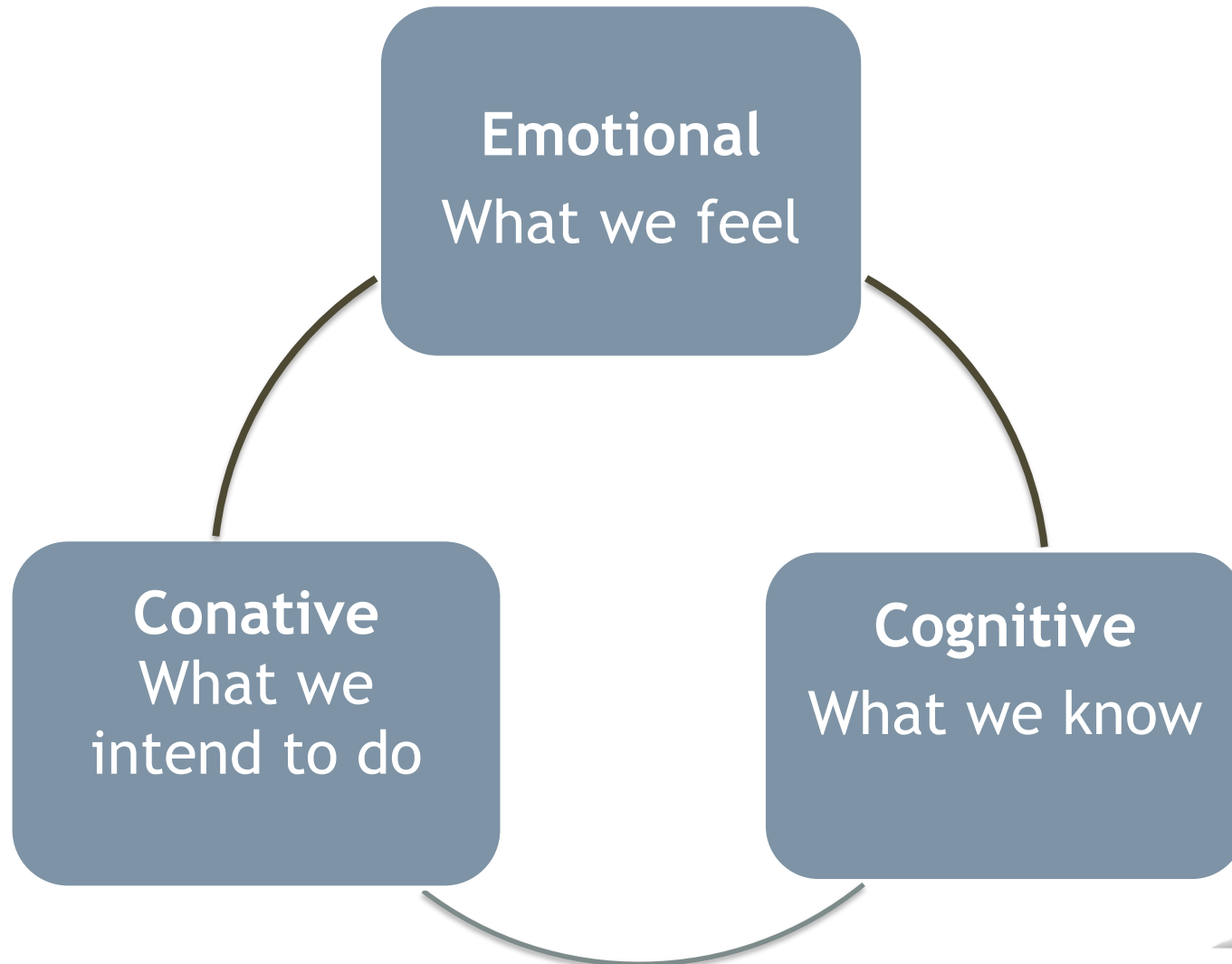
The person who owns a diesel car \_\_\_\_\_ .



# ATTITUDE MODELS



# TRICOMPONENT ATTITUDE MODEL



## Cognitive component measuring



$$A_b = \sum_{i=1}^n w_i |I_i - X_{ib}|$$

$A_b$	Attitude to product/brand $b$
$X_{ib}$	Belief about the attribute for the brand/product $b$
$n$	Number of attributes
$w_i$	Importance of attribute $i$
$I_i$	Belief about the attribute for the ideal product $i$



## Attitude towards electric vehicle - example

ATTRIBUTES		1	2	3	4	5	6	7	
Costs	Low	I						X	High
Reliability	Low				X			I	High
Safety	Low					X		I	High
Status	Low				I		X		High

X – assessment of the actual electric car

I – assessment of the ideal car



The importance of an individual attribute.  
Each consumer evaluate inportance for him/herself.

Attribute	Importance
Costs	20
Reliability	30
Safety	40
Status	10
Total	100



Iz tako dobljenih podatkov lahko izračunamo kognitivno komponento stališča posameznika do izdelka (na primer piva Zlatorog):

$$A_Z = 20 \times (|1 - 7|) + 30 \times (|4 - 7|) + 40 \times (|5 - 7|) + 10 \times (|4 - 6|)$$

$$A_Z = 120 + 90 + 80 + 20 = 310$$

Calculated value 310 we have to compare with:

- maximum value – 600,
- minimum value – 0 and,
- attitude values of alternative products (gasoline, diesel car).





# Conative component measuring



I will buy an electric car in a (6 months, 12 months, ...)



## Likert scale

I will buy an electric car in a (6 months, 12 months, ...)

- ☐ Totaly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Totaly disagree



# Affective/emotional component measuring



I like	<<	<	0	>	>>	I hate
E-car			x			E-car
Gasoline car		x				Gasoline car
Diesel car				x		Diesel car



I like	<<	<	0	>	>>	I like
E-car			x			Gasoline car
Gasoline car		x				Diesel car
Diesel car				x		E-car



# HOW CAN WE USE SERULTS

- Information about Attitude strenght,
- Consumer segmenting on a base of attributes importance,
- Forming a strategy for changing a cognitive component of attitude,
- Forming a strategy for (re)positioning of a product (brand),
- New products developement,



# 4 STRATEGIES FOR ATTITUDE CHANGE

$$A_b = \sum_{i=1}^n w_i |I_i - X_{ib}|$$

$A_b$	Attitude to product/brand $b$
$X_{ib}$	Belief about the attribute for the brand/product $b$
$n$	Number of attributes
$w_i$	Importance of attribute $i$
$I_i$	Ideal level for attribute $i$



## Attitude towards electric vehicle - example

ATTRIBUTES		1	2	3	4	5	6	7	
Costs	Low	I						X	High
Reliability	Low				X			I	High
Safety	Low					X		I	High
Status	Low				I		X		High

X – assessment of the actual electric car

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Attribute Importance	Our achievement	Competitor achievement	Result
High	Weak	Good	Missed opportunity
		Weak	Competitive weakness
	Good	Good	Competitive advantage
		Weak	Equivalent competitiveness
Low	Weak	Good	Low competition
		Weak	False alarm
	Good	Good	Fake advantage
		Weak	Fake competition



# THANK YOU



# LUNCH TIME

