

# The fishbein model



" THE FISHBEIN MODEL" 1975, 1980 and Apple`s I-phone Attitude - How does a consumer develop and change attitude? When we buy products we weight the most important attributes. Psychologist Martin Fishbein states that the attitude toward an object is the sum of the consequences of that object weighted by the evaluation of those consequences In order to understand the consumer behavior the Ajzen and Fishbein? s theory of reasoned action (TRA) can be used. TRA was initially associated to voluntary behavior. Later it was realized that that behavior is not always entirely voluntarily.

Therefore it was changed to " the theory of planned behavior". This theory predicts deliberate behavior; the reason for this is that behavior can be deliberative and planned Attitude is a predisposition to evaluate an object positively or negatively. It contains emotional and cognitive elements. Fishbein model implies that in order to enhance our attribute we can action following levers: 1. Improve our ratings in some of the attributes (the beliefs that consumers have regarding our brand) 2. Create new attributes or destroy existing ones 3. Change on consumer minds the weights of the attributes 4.

Since a consumer holds many beliefs, it may often be difficult to get down to a " bottom line" overall belief about whether an object such as McDonald`s is overall good or bad. The Multiattribute (also sometimes known as the Fishbein) Model attempts to summarize overall attitudes into one score using the equation: 5. That is, for each belief, we take the weight or importance ( $W_i$ ) of that belief and multiply it with its evaluation ( $X_{ib}$ ). For example, a consumer believes that the taste of a beverage is moderately important, or a

4 on a scale from 1 to 7. He or she believes that coffee tastes very good, or a 6 on a scale from 1 to 7.

Thus, the product here is  $4(6) = 24$ . On the other hand, he or she believes that the potential of a drink to stain is extremely important (7), and coffee fares moderately badly, at a score -4, on this attribute (since this is a negative belief, we now take negative numbers from -1 to -7, with -7 being worst). Thus, we now have  $7(-4) = -28$ . Had these two beliefs been the only beliefs the consumer held, his or her total, or aggregated, attitude would have been  $24 + (-28) = -4$ . In practice, of course, consumers tend to have many more beliefs that must each be added to obtain an accurate measurement.

Apple's iPhone Understanding our customers' needs, why would they purchase iPhone? " Apple Incorporated is a manufacturing based consumer electronics and related software corporation. Headquartered in Cupertino, California, Apple develops, sells, and supports a series of personal computers, portable media players, computer software, and computer hardware accessories. Apple is also constantly involved in the creation of new technology concepts, such as the iPhone, Apple TV and more. Before the iPhone, if one would make a Fishbein model of what a potential customers` are looking for when buying a new Cellular phone, the criteria would be \*

- \* Price.
- \* Operating simplicity.
- \* Weight.
- \* Shape.
- \* Color.
- \* Size.
- \* Reliability

People at Apple, have decided to go to the No-go zone, they knew No sailboat can sail directly into the wind, and they achieved that by using a totally deferent set of variables:

- \* Outstanding user interface.
- \* Multi-touch display (First smart phone to use one).
- \* Personalization ability.
- \* World of applications.
- \* " All-in-one" device.

The Importance of Marketing Research

Mobile phones are the fastest selling consumer electronic worldwide, making the mobile phone industry a highly competitive, multi-billion dollar industry (Plunkett Research, 2007).

At the Macworld Conference & Expo in January 2007, Steve Jobs, co-founder and CEO, revealed the long anticipated iPhone, a convergence of an Internet-enabled smartphone and video iPod. The iPhone combines a 2.5G quad band GSM and EDGE cellular phone with features found in hand held devices, running a scaled-down version of Apple's Mac OS X, with various applications such as Safari Web browser, email, and navigation. (Wikipedia, 2007) , and (Apple, 2007). The first Mobile phones were like Beating - sailing for twice the distance at half the speed and three times the discomfort.

With the iPhone, Apple Inc. has broken ground into the new market of mobile phone handsets with the likes of other corporations like Motorola, Nokia and Samsung. The original iPhone was more than a mobile phone - it was an integration of three extraordinary, high-tech electronic products rolled into one small, lightweight device. The iPhone Ultimate combined an advanced mobile phone, a wide-screen iPod with touch controls, a progressive Internet communications device, high quality camera, speech recognition technology, and upgrades in both memory and video resolution.

The most exciting upgrade found on the iPhone Ultimate is the introduction of speech recognition technologies. The major strength that the iPhone Ultimate brings to the table is that it provides many different functions all in one handheld device. By combining several popular features into their new product while feeding off the success of the iPod and the original iPhone,

Apple Incorporated has played on their strengths in this industry. iPhone Ultimate is the fact that they are brand new in the mobile phone industry.

This is Apple's first attempt in providing a mobile phone to their consumers and they have not had an opportunity to establish themselves in this market. Phones have gone from large pieces of equipment to sleek tiny devices that can fit into a pocket. The addition of new features has become one of the strongest trends that the mobile phone industry has seen over the last few years. Apple's main competitors for the iPhone are Motorola, Nokia, Sony Ericsson, and Samsung (Yahoo Finance, 2007). The iPhone seemed to catch them unguarded.

Loss of attention by the helmsman, lead them to an accidental jibes  
Marketing research started by collecting secondary data pertaining to these two market segments such as demographic, economic, and lifestyle characteristics of current mobile phone users as well as their current usage patterns and purchase behavior. Further research included collecting primary data on consumer and retailer response towards the features of the iPhone as well as attitudes toward pricing, value, and promotions. Apple will capitalize on the findings of the J. D.

Powers survey by focusing mainly on the safety features and benefits of the iPhone Ultimate and how cool it is to be able to send and receive calls and text messages without having to touch the device, Being the first company in the industry to market a device combining all the features offered by the iPhone Ultimate is a huge advantage to Apple. People remember who was first, but nobody remembers or cares about who was second. For example,

we all know Amelia Earhart was the first woman to make a solo transatlantic flight – can someone name the second woman to accomplish this feat?

I don't think so. Studies have shown that customers would like to have a product that consolidates multiple devices, such as the cell phone, iPod, digital camera, PDA, and that is what the iPhone brings to the consumers

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