Multi-attribute model essay sample

The ABC model of attitude assumes that a consumer's attitude (evaluation) of an attitude object (A◦) will depend on the beliefs he or she has about several or many attributes of the object. The use of multiattributes model implies that an attitude toward a product or brand can be predicted by identifying these specific beliefs and coming them to derive a measure of the consumer's overall attitude.

Most researchers agree that an attitude has 3 components:

-Affect refers to the way a consumer feels about an attitude object

-Behavior involves the person's intention to do something with regard to an attitude object

-Cognition refers to the beliefs a consumer has about an attitude object.

These three components can be remembered as the ABC models of attitude object.

1. Attributes are characteristics of the (A◦) will depend on the beliefs he or she has about several or many attributes of the subject. The use of multiattribute model implies that identifying these specific beliefs and combing them to derive a measure a measure of the consumer's overall attitude can predict an attitude toward a product or brand.

2. Beliefs are recognition about the specific (A◦) (usually relative to others like it). A belief measure assesses the extent to which the consumer perceives that a brand possesses a particular attribute. For example, a

consumer m might have a belief that Moss Burger has a better quality of food.

3. Importance weights reflect the relative priority of an attribute to the consumer. Although an (A∘) can be considered can be considered on a number of attributes, some are likely to be more important than others (i. e., they will be given greater weight). Furthermore, those weights are likely to differ across consumers. In the case if colleges and universities, for example, one consumer might stress location of fast food restaurants, whereas another might assign greater weight on the cost of food.

The Fishbein Model

The most common multiattribute model is called the Fisbein model, named after its primary developer.

Equation:

i = Attribute

j = brand

I = the importance weight given attribute/by consumer k

B = consumer k's belief regarding the extent to which brand j posses attribute i

A = a particular consumer (k's) attitude score for brand j

Strategic Applications of the Multiattribute Model

McDonald's is the world leading food service organization. The company operates and franchises more than 30, 000 McDonald's restaurants in 119 countries of 5 continents. These restaurants generate about 15 billion in revenues annually for the company. On a typical day, the McDonald's system serves 47 million customers.

Capitalize on Relative Advantage

It is the view of one's brand or product as being superior on a particular attribute; but if consumer's rate of importance of the particular attribute is lower, consumer needs to be convinced that this particular attribute is an important one.

McDonald's is well known of speed-of-services and friendliness scores. McDonald's always ensure that their restaurant staffs are focused on being friendly, as well as fast, with hospitality tanning. Customers are treated like value guest and happy when they choose McDonald's.

Speeding up services by simplifying the restaurant environment for their staff and customers. More visual menu boards make it easier for customers to order, and the elimination of certain sizes and slow selling items improve efficiently of staff.

Value is determine by hat you get for money. A variety of price and taste options designed to attract price-sensitive customers, as well as those who are willing to pay more for premium products.

A return to an all-time high in cleanliness scores.

Not only does cleanliness influence one' choice of where to eat, having a clean restaurant does not require capital investments. McDonald's has to enforce their gold standard of cleanliness.

Strengthen Perceived Product/Attributes Linkages

Increase brand awareness and a return to the all-time-high Happy Meals.

" i'm lovin it" McDonald's has a new creative brand direction that id designed to connect customers around the world, especially with young adults, moms and kids. It is centered on the theme – " i'm lovin it" and serves as the strategic framework for their worldwide marketing and advertising campaigns. They are also appealing to young adults with relevant advertising. The global theme features music performed by leading recording artists. They are also placing ads in the media well beyond the prime-time television format.

Happy Meal offerings Happy Meal offerings are a great concept for the kids to have a great meal together with a gift for coming into the restaurant. The recent promotion of Happy Meal – Mcdonald's Mighty Kids Meal. It is made to please kids with a little more food. There are 3 different choices: Double Cheese burger, Double Hamburger and a 6-piece Chicken McNugget, come along with drink, fries and Fisher-Price® toddler Choice.

Building on popularity with families. Their premium salads, McCafe concept, wholesome Happy meal are designed to make McDonald's an easy choice for families. Ronald McDonald should have a more prominent role in their marketing and goodwill efforts.

Differentiating McDonald's by creating more relevant experiences. Allowing customers with laptops to the internet using wireless technology. As well as improving services; eg. Introducing interactive e-learning tool for computer savvy staffs.

Add a New Attribute

Responsive to changing taste preferences and the growing interest in premium products and whole food choices.

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Giving customers more reasons to visit McDonald's. Incorporating a McCafe into restaurants where it makes sense. McCafe – a McDonald's coffee concept with a distinct adult appeal – has proven to be a great investment when added in the right location. Customers can enjoy premium coffees, pastries and muffins – all at a value price compared to the typical coffee house

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Influence Competitors' Rating

McDonald's should plan for a loyalty program that will keep customer loyalty to its product, such as issuing a frequent purchase card, similar to those of Coffee Bean and Starbucks. If the consumer has accumulated a minimum target purchase with the card, a free meal or burger will be reward with a free meal.

McDonald sponsorship for the upcoming Worldwide Olympic Partnership 2012 Games will definitely influence their competitors' rating

Decrease the importance of a Weak Attribute

Under growing public pressure to give consumers healthier food options. McDonald's has started phasing out I trademark Supersize fries and drinks in the U. S. restaurants as part of an effort to simplify its menu and give customers choices that support a balanced lifestyle. By the end of 2004, Supersize will no longer be available except in certain promotions. McDonald's added entree salads last year and has been moving to provide more fruit, vegetable and yogurt options with its Happy Meals.

McDonald's is recently diligently in promotion the nutrition value of their menu item due to several complaints. The world is cautious about the nutrition of food; McDonald's has improved the quality of their food by using Coconut and Palm Kernel Oil, adding less salt. They provide a nutrition analysis of their menu items to help you balance the McDonald's meal with

other foods you eat. Their goal is to provide you with the information you need to make sensible decisions about balance, variety and moderation in your diet. All the nutrition information could be found in the website.

The objectives of the above are to attract new customers, encourage existing customers to visit more often, to build brand loyalty and to create enduring profitable growth.