

# [Mkt 305 ch. 8 "attitudes and persuasion" p1](https://assignbuster.com/mkt-305-ch-8-attitudes-and-persuasion-p1/)

attitudea lasting, general evaluation of people (including oneself), objects, a advertisements, or issuesattitude object (Ao)anything towards which someone has an attitude ONMKT 305 CH. 8 " ATTITUDES AND PERSUASION" P1 SPECIFICALLY FOR YOUFOR ONLY$13. 90/PAGEOrder Nowlasting; general; modifiedAttitudes are \_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_, but can be \_\_\_\_\_\_\_\_\_\_direction; strength; preferences; actionsAttitudes have \_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_, and help determine \_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_functional theory of attitudesstates that attitudes exist because they serve some function for the personfunctional theory of attitudesexplains how attitudes facilitate social behaviorsituations; attitudeThe functional theory of attitudes states that consumers who expect they'll need to deal with similar \_\_\_\_\_\_\_\_\_\_ at a future time will be more likely to start to form an \_\_\_\_\_\_\_\_\_\_ in anticipationutilitarian, value expressive, ego defensive, knowledge4 functions in the functional theory of attitudesutilitarian functionrelates to the basic principles of reward and punishmentutilitarian functionex: you like the candidate because he'll give you tax breaksutilitarian functiondevelop attitudes towards products simply because they provide pleasure or painvalue expressive functionattitudes that perform a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ relate to the consumer's central values or self-conceptvalue expressive functionex: you like the candidate because he's going to fund education and you're pro-educationvalue expressive functionperson forms a product attitude because of what the product says about him as a personego defensive functionattitudes we form to protect ourself from external threats or internal feelingsego defensive functionex: you don't like the candidate because he's against gay marriageknowledge functionattitudes formed because we need order, structure, or meaningutilitarian, value expressive, ego defensive, knowledge4 functions in the functional theory of attitudesknowledge functionex: you like the candidate because he has a plan to balance the budgetABC Model of Attitudesa multidimensional perspective stating that attitudes are jointly defined by affect, behavior, and cognitionaffect, behavior, cognition3 dimensions of the ABC Model of Attributesaffectdescribes how a consumer feels about an attitude objectbehaviorrefers to a consumer's intentions to take action about the attitude objectcognitionwhat a consumer believes to be true about an attitude objectknowing; feeling; doingThe ABC Model of Attributes emphasizes the relationship between \_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_Hierarchy of Effectsa fixed sequence of steps that occurs during attitude formationinvolvement; attitude objectWhich hierarchy of effects takes place varies depending on such factors as the consumer's level of \_\_\_\_\_\_\_\_\_ with the \_\_\_\_\_\_\_\_\_think; feel; dostandard learning hierarchy: \_\_\_\_\_\_\_\_\_ --> \_\_\_\_\_\_\_\_\_ --> \_\_\_\_\_\_\_\_\_standard learning hierarchyassumes that a person approaches a product decision as a problem solving processstandard learning hierarchyex: buying a laptopstandard learning hierarchyleads to an attitude based on cognitive information processingdo; feel; thinklow involvement hierarchy: \_\_\_\_\_\_\_\_\_ --> \_\_\_\_\_\_\_\_\_ --> \_\_\_\_\_\_\_\_\_low involvement hierarchyassumes a consumer initially doesn't have strong preference for one brand over another, and instead acts on their limited knowledge and forms an evaluation only after they've bought the productlow involvement hierarchyex: point of purchase sales; repeat purchaseslow involvement hierarchyleads to an attitude based on behavioral learning processesfeel; do; thinkexperiential hierarchy: \_\_\_\_\_\_\_\_\_ --> \_\_\_\_\_\_\_\_\_ --> \_\_\_\_\_\_\_\_\_experiential hierarchyclaims that we act on the basis of our emotional reactionsexperiential hierarchyex: watching a sad movie trailer and then seeing the movieexperiential hierarchyleads to an attitude based on hedonic consumptionknowledge functionapplies when a person is in an ambiguous situation