

Mkt 305 ch. 8
"attitudes and
persuasion" p1



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attitudes are lasting, general evaluations of people (including oneself), objects, advertisements, or issues. An attitude object (Ao) is anything towards which someone has an attitude.

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Order Now

lasting; general; modified

Attitudes are _____ and _____, but can be _____ direction; strength; preferences; actions

Attitudes have _____ and _____, and help determine _____ and _____ functional theory of attitudes

states that attitudes exist because they serve some function for the person

functional theory of attitudes explains how attitudes facilitate social behaviors in situations; attitude

The 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 anticipation

utilitarian, value expressive, ego defensive, knowledge

4 functions in the functional theory of attitudes

utilitarian function relates to the basic principles of reward and punishment

utilitarian function ex: you like the candidate because he'll give you tax breaks

utilitarian function develop attitudes towards products simply because they provide pleasure or pain

value expressive function attitudes that perform a _____ relate to the consumer's central values or self-concept

value expressive function ex: you like the candidate because he's going to fund education and you're pro-education

value expressive function person forms a product attitude because of what the product says about him as a person

ego defensive function attitudes we form to protect ourselves from external threats or internal feelings

ego defensive function ex: you don't like the candidate because he's against gay marriage

knowledge function attitudes formed because we need order, structure, or meaning

utilitarian, value expressive, ego defensive,

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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

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emotional reactionexperiential 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