

# Internal influence of company attitudes on consumer choice of sqd atletica

[Business](#), [Marketing](#)



**Attitudes:**

This paper focuses on attitudes as an internal influential factor of consumer choice for SQD Athletica. The four functional attitudes are:

Utilitarian function: This function consists of reward and punishment.

According to this concept, consumer develops an attitude towards SQD Athletica how much pleasure or pain he will gain in purchasing its product (Candra & Iahad, 2013). In the case of SQD, consumer compares the product with the price and features of other brands and then takes decision.

Knowledge function: This function influences a consumer's decision because it develops an attitude in consumer based on the information of the products and the knowledge about the brand.

Value-expressive function: This influences a consumer to go for a brand which is acquainted with their core values, self-concept, and the beliefs to others (Greene, 2016). SQD athletics reviews influence a buyer's value expression function.

**Motivation:**

The research finds motivation as a key internal influence that affects the consumer choice of the brand SQD Athletica. Motivation is a rational process or step by step course that develops from deep psychological needs; it may be motivated by external forces, social status, and life-style; This influence works in consumer's behaviour without the primary knowledge of the consumer about it. It hits the decision making process of the consumer and reflects their private needs. Tai et al. (2012) refutes that an individual's

private needs can emerge a motivated behaviour because one's behaviour cannot be predicted beforehand. According to Gupta & Paruthi, (2014) it is a force that drives one's behaviour. This paper researches on what motivates a consumer to choose the brand SQD Athletica through Maslow's hierarchy needs which describes the human needs. It is a motivational theory described in Psychology that is consists of five tier pyramid model. From the down to the top the needs are physiological, safety, love and belonging, esteem and self-actualization (Castro, Cavalcanti & Foxall, 2016). According to the research, this brand is primarily an online shopping brand which gives easiness and convenience in product-searching and it fulfils their lower level deficit needs; the consumer can research products of their choice, gather knowledge and compare the features and prices in any time they are convenient. This theory can be understood with the ' Hierarchy-of-Effects Theory' clarifies the consumer's decision making process. The main purpose of this theory is to prove the result of the advertising with the effect of hierarchy needs. The effect of hierarchy works behind the development of learning and decision making process of a consumer. In SQD Athletica, a sale is made through a progression of consumer's learning and decision making process: When a consumer saw the advertisement of the company, he becomes aware of the brand. Then he consequently gathers knowledge, generates liking, gives preference, get convinced and then makes the purchase.

The research also uses Regulatory Focus Theory to analyses buyer's choice for the particular brand. According to Regulatory focus theory, consumer's

behaviour is prevention or promotion focused. This paper points out that, the consumers choice of SQD Athletica is motivated by promotion focused as it is persuaded by their aspiration of ideals. The brand is endorsed by famous personalities like Andrew hall, a sports dietician which motivates the buyer to take their purchase decision. ; a renowned runner Kieron Douglass who is a brand ambassador which inspires the buyer's to choose the gym garments for their ideal workout sessions. They relate themselves with this personalities which generates a positive feeling about their ideal shape when they workout.

### **Personality**

The research uses the five factor model as a tool to analyze that personality influences to choose a brand.

### **Openness:**

The openness trait in consumers makes them to accept new things or experience some changes breaking any traditional mindset. Being a fashion garments brand, SQD Athletica attracts this type of consumers and wins their choice when they launch something new or creative items.

### **Extraversion:**

These persons are influenced by their surroundings. So, when they see other people uses SQD brand, it influence them to shop from this brand (Rakhra & Pandey, 2017). They are also energetic and love People's Company which indicates their interest for Gym as Australian society is figure conscious. Primarily this brand focuses on Gym garments which influence extravert buyers.

**Conscientiousness:**

This personality type denotes the disciplined, self-achievers and hardworking people who are akin to athletics or sports (Bennett, Härtel, & Worthington, 2013). They love well organized and tidiness which influence them to choose gym garments from SQD.

**Agreeableness:**

This personality denotes a caring type of personality who is empathetic to others (Steinhart, Ayalon, & Puterman, 2013). Their buying decision is influenced by their concern for safety.

**Neuroticism:**

This type of personality denotes emotional instability. This type of consumers are difficult to adjust to the changes.

**Adjustment:**

Adjustment trait denotes the opposite characteristics of Neuroticism. It ensures emotional stability and devoid of any negative emotions. The marketing team of SQD Athletica can get favour from this type of consumers while launching new products or incorporate changes in the business.