

Key consumer behavior issue marketing essay



**ASSIGN
BUSTER**

The brief overview of the article is about Jet Star as Australian low cost airlines that going to spend more budget in social media marketing instead of using high price conventional way. Jet Star is facing an issue in how to compete with other airlines company and whether Jet Star can be success in changing consumer attitude toward its new plan in advertising. This becomes the key issue in consumer behavior raised by the reporting.

An explanation of how the article relates to consumer behavior theory

So basically this article is relevant to be selected since it is related with theory of consumer nature of attitudes and also changing the cognitive component of attitudes through the way Jet Star advertise in social media.

The first theory is about the nature of attitudes. While on the attitude there were two components which are cognition and emotion. Cognition is about beliefs of attitude, while emotion is about consumer feeling to an entity. Also there is hierarchy of effects exists that relates consumer emotion, thought, and behavior together with marketing communication. The first one is standard learning hierarchy (learn-feel-do); the next is the low-involvement hierarchy (learn-do-feel) and finally is the experiential hierarchy (feel-do-learn). (Solomon, Russel-Bennet, and Previte, 2010). Based on that theory, Jet Star is applying the standard learning hierarchy. This is similar to process where consumer attitudes are being constructed. Consumer sees their preference in decision making as a problem solving process. The first step is they collecting the knowledge about the product, in this case is airline ticket, about the price and the differences among other airlines and in feeling stage, consumer evaluate whether the price is suitable for them and finally

consumer begin to realize the decision by real action in choosing to buy the Jet Star ticket flight. It seems that from this hierarchy, consumer tends to be bonded with the product instead of buying other product. This hierarchy makes consumer to have high involvement by discovering any knowledge of the product and then come out with a conclusion. (Solomon, Russel-Bennet, and Previte, 2010).

Again based on Solomon, Russel-Bennet, and Previte (2010), the aim of marketer in attitude change is to make consumer go through their product, or go in opposition to competitor's product. There are two ways in changing consumer attitudes, by changing the cognitive component of learn and by changing the emotional component of feel. In changing cognitive component of attitudes, marketer can use any message that constructing the argument, drawing conclusion, or use comparative advertising. While on the other hand to change emotional component of attitudes, marketer can use any feeling such as humor or fear to change consumer attitudes. Apparently in this case based on the nature and consumer relationship with the product, Jet Star is using changing the cognitive component of attitudes to influence the attitude of its potential consumer. The way they choose is constructing the argument in which Jet Star try to argue and persuade the consumer about the advantage of them by choosing Jet Star as flying partner. So basically in this case, Jet Star wants to change the attitude instead of consumer feeling through this kind of social advertisement. There are two kind of measuring argument, the first one is supportive argument, and the other is refutational argument (Lecture slide, 2010). Using Twitter and YouTube as well, Jet star is presenting all of positive characteristics that they can offer in their service. It

always does promotion in twitter and show how great they are on their service in the flight and mainly what they sell is their super cheap price. However, Jet Star can be considered as having refutational argument as well when the negative issues is raised and then solve it. This case appear from twitter, in which Jet Star is being asked by people or potential consumer who followed Jet Star's account about negative thing, such as complaining, and then effectively, Jet star could solve the problem directly to the consumer.

Implications for marketing or advertising in the category, or industry, or sector discussed by

The article

In order to compete and win the consumer with the new plan in advertising, Jet Star should stick with their plan to invest more in social media and online advertising. This is based on evidence that from previous year in 2009 where they had try to launch the advertisement in social media, the result came into a huge success as the cost of doing advertisement in conventional media is became more costly and fragmented. Moreover, with the usage of social media, Jet Star could minimize the cost of using conventional media and get higher ability in reaching the consumer. Using social media as tool for reaching consumer, could makes Jet Star to reach hundred from thousand prospective consumer, just with one uncomplicated online message. (Reed Group, 2010).

Hopefully consumer is required to change their attitudes in choosing a service from Airline Company, and in order to do this, the consumer needs to adapt with this kind of advertising in social media. Only little adaptation that they needed, as this kind of new way in advertising is now part of

consumer's social daily life. In conclusion, using YouTube which is open video sharing site as medium for advertising representation of the future (Incisive Media, 2010) and twitter that has many users out there and searches on trending topics are to be anticipated place for mass advertise ads (Bernoff, 2010), will make Jet Star to successfully change consumer attitude from using another airlines into using Jet Star flight service. In addition if people using twitter and have to go through direct link into Jet Star's main page, they will come up to website that have predicate as the fastest homepage load time of Australian airline's website (Marketing Mag, 2009). Furthermore, in the future Jet Star could change consumer attitude in getting information about their service from conventional way, into adapting up to date information of service offered to consumer's social daily life. And the reason of their future success is based on the fact that they will shift 40% of their marketing budget into social media that had been proved before, in which this idea is getting phenomenal responses (Incisive Media, 2010).

Main article

Reed group, 2010, JETSTAR to shift 40% of spends online, viewed 15th April 2010, < <http://www.bandt.com.au/articles/A9/0C0681A9.asp>>.

Secondary article

Bernoff, J., why you should advertise on twitter, viewed 15th April 2010, < http://adage.com/digitalnext/article?article_id=143257>.

Incisive Media Investments Limited, 2010, YouTube hailed as advertising medium of the future, viewed 15th April 2010,

•

Marketing Mag, 2009, Tiger and Jetstar big winners online, viewed 15th April 2010, .

Solomon, M. R., Russell-Bennett, R., & Previte, J, 2010, Consumer Behaviour: Buying, Having, Being. Prentice Hall/Pearson Education, Australia.

Lecture slide, 2010, Consumer behavior; attitudes and attitude change, University of Queensland

Attitude and Attitudes Change

Benno Arsanto

41953734

Faculty of economic, University of Queensland