



FACULTY OF JURIDICAL SCIENCES

COURSE: B.B.A.LL.B. IInd Semester

SUBJECT: CONSUMER BEHAVIOUR

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Lecture-25



Individual Determinants of Consumer Behavior

Consumer Attitudes – Change

Once formed, attitudes are enduring and consistent. However, this does not imply that they cannot be changed. Attitudes can be changed in the same manner as they are formed, i.e. through learning. They can be changed by bringing about a change or alteration in any one or all of the components that make up the attitude, i.e. knowledge, feeling and behavior. Bringing about, changes in any or all of the tricomponents, requires immense effort on the part of the marketer, who need to provide information via media as well as use reference group appeals and opinion leaders so as to influence modification of attitudes.

Attitude change via cognition: Attitudes can be changed by providing information about the brand, and changing consumer beliefs about the attributes about a brand. It can also be brought about by changing the importance that consumers' attach to the attributes of a product.

Attitude change via affect: Attitudes can also be changed by generating positive feelings and emotions towards a brand. Ambience of the store, reward schemes, well designed ads with celebrities etc., also create positive mood states that impact attitudes.

Attitude change via behavior: Consumer attitude can also be changed by eliciting trial on the part of the consumer and encouraging him to use the product.