

# TUTORIAL 6

LEARNING AND ATTITUDE FORMATION

[marketingatvic.rocketspark.co.nz](http://marketingatvic.rocketspark.co.nz)

[kiriana.welsh-phillips@vuw.ac.nz](mailto:kiriana.welsh-phillips@vuw.ac.nz)

# TODAYS TUTORIAL



Upcoming Due  
Dates



Tutorial 5  
Feedback



Attitudes



Learning  
Hierarchies

# UPCOMING DUE DATES

01

Next week is  
the last tutorial!  
Yay!

02

Consumer Profile  
Assignment Due  
October 2nd 11pm

03

Final Test  
October 25th  
2:30pm

# CONSUMER PROFILE ASSIGNMENT

## **MONDAY 2ND OCTOBER, 11PM**

- Worth 35%
- 3500 words STRICT 5% deduction for every 500 words over the limit
- 10% deduction per day later

## **Report Format**

- 12pt Font Size
- Times New Roman
- 2.5cm margins all sides
- Justified Margins
- 1.5 line spacing

## **Diagrams, Appendices, Images, and References**

- Tables + Diagrams may be single spaced
- 10pt font
- Headings and Subheadings may use different fonts + font sizes
- APA 7th edition

# FINAL TEST

October 25th 2:30pm  
KELBURN CAMPUS

| Date   | Time  | Venue   | Surname          |
|--------|-------|---------|------------------|
| 25 Oct | 14.30 | KKLT301 | <b>A - COP</b>   |
| 25 Oct | 14.30 | MCLT101 | <b>COS - MCE</b> |
| 25 Oct | 14.30 | MCLT103 | <b>MCF - Z</b>   |

# FINAL TEST

In addition to achieving 50% overall, it's a mandatory requirement to finish the test

| SECTIONS  | FORMAT  | SCORES |
|-----------|---|--------|
| SECTION A | Long Answer Question<br>(Choose one from two) | 40     |
| SECTION B | Long Answer Question<br>(Choose one from two) | 40     |
| Section C | 20 Multiple-Choice QNs                        | 20     |

# Functional Theory of Attitudes

Attitude functions as identified by Daniel Katz

**Utilitarian**

**Value - Expressive**

**Ego - Defensive**

**Knowledge**

# Utilitarian Function



- Related to reward and punishment
- Developed on the basis of pleasure or pain
- Advertising should focus on product benefits (photo example is taste)



# Value-Expressive Function



- Expresses the consumers central values and self-concept
- Attitudes are based on what the product says about us as a person (expected self image)
- Emphasise how product says something about customer's values/self concept

# Ego-Defensive Function



- Attitudes formed to protect a person from external threats or internal feelings
- Advertising focuses on helping consumers get out of embarrassing situations

# Knowledge Function



- Attitudes formed as the result of a need for order, structure or meaning.
- Advertising usually reduces consumer effort

# Hierarchies of Effect

A fixed sequence of steps that occurs during attitude formation

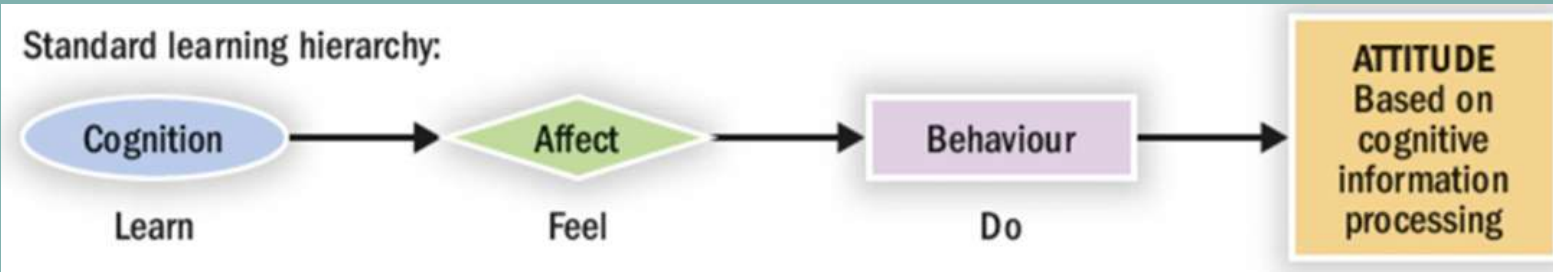
**01** Standard Learning Hierarchy  
Learn > Feel > Do

**02** Low-Involvement Hierarchy  
Learn > Do > Feel

**03** Experiential Hierarchy  
Feel > Do > Learn

**04** Behavioural Hierarchy  
Do > Learn > Feel

# Standard Learning Hierarchy



- Consumer approaches a product decision as a problem-solving process.
- Assumes that the consumer is highly involved in the purchase decision.

**Attitude to buying a tablet or TV**

Learn                      →                      Feel                      → Do

***Develops beliefs → Connection with brand → Acts***

(High-Involvement)

1. Consumer becomes aware of something
2. Information is used to decide/feel
3. Consumer begins action problem-solving process

Examples: Major purchases, cars, TVs etc

# Standard Learning Hierarchy

The Standard Learning Hierarchy is all about the information search stage of the Consumer Decision Making Process

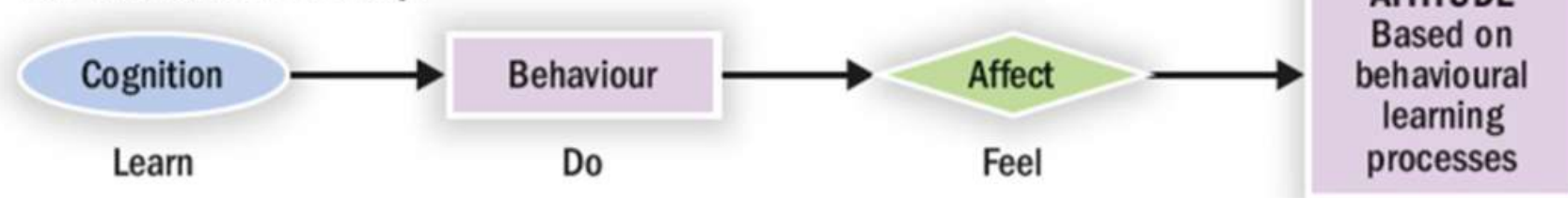
As a marketer it is important to:

- Convey the important information you want your consumer to know
- Emphasise brand attributes most important to consumers ... help develop beliefs/cognition

e.g., assure consumers of quality, performance of TV.

# Low-Involvement Hierarchy

Low-involvement hierarchy:



- Low involvement products.
- Consumer does not have strong initial preference.
- Consumer acts on limited knowledge and forms evaluation only after product trial.
- Involvement paradox = the less important the product, the more important marketing stimuli is.

1. Consumer becomes aware of something
2. Consumer makes a purchase
3. Consumer then learns more about the purchase through usage

Examples: Bread,  
Toothpaste, Toothbrushes

# Low-Involvement Hierarchy

Low-Involvement is the least risky type of purchase hierarchy as these purchases are usually lower cost (regarding price perception they are purchases made with a small amount of the consumers disposable income)

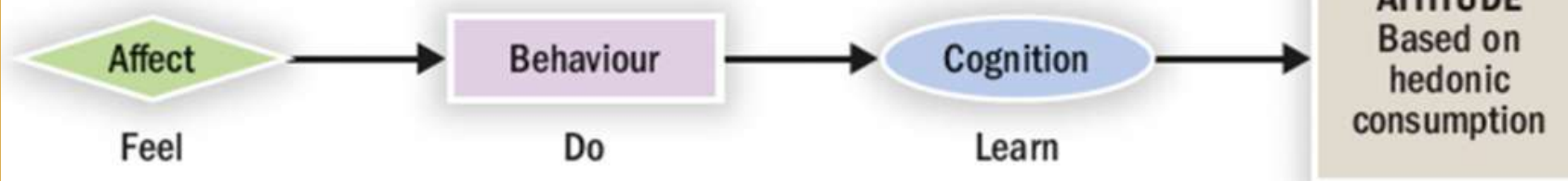
As a marketer it is important to:

- Create inviting and attractive in-store displays, focus on the senses (packaging, logo etc)
- Create a good brand image and brand awareness



# Experiential Hierarchy

Experiential hierarchy:



- Consumers act on the basis of their emotional reactions
- Emotions expressed by the communicator of a marketing message affect the attitude towards the product (emotional contagion)
- Emphasise emotional aspects of products. How does product make a consumer feel?

1. Consumer feels the urge or need to make a purchase
2. Consumer makes a purchase
3. Consumer then learns about their emotional reaction

Examples: Flowers, Perfumes

# Experiential Hierarchy

Experiential Hierarchy is based on Hedonic Consumption

*- The multisensory, fantasy and emotional aspects of consumers' interactions with products.*

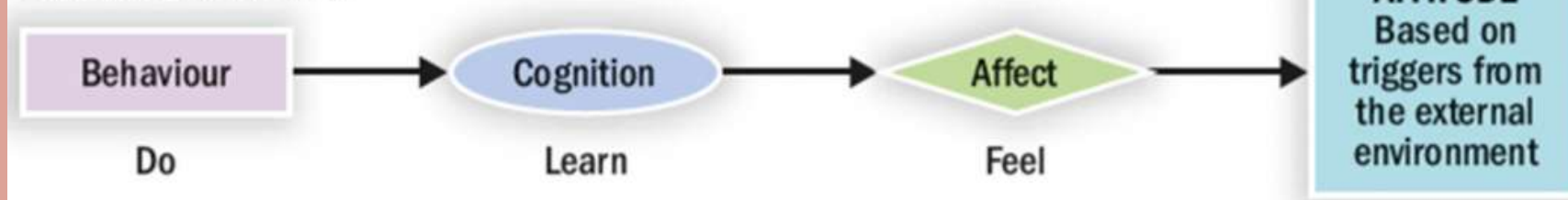
In other words, a purchase made to satisfy a craving and your emotions

As a marketer it is important to:

- Utilise the 5 senses to invoke feelings and a sense of need
  - If you walk past Subway you might associate the smell with a pleasurable previous experience (retrieval stage of memory) and create a desire or craving

# Behavioural Hierarchy

Behavioural hierarchy:



- Formation of attitudes in response to behaviours
- Behaviour comes before belief and affect
- Related to habitual purchases and impulse buying
- Make purchase rewarding
- Offer free trials

1. Consumer will “consume” the product first (not necessarily purchase)
2. Consumer learns about the product or service
3. Consumer develops and emotional response

Examples: Apple Music Trials, Farmers, In-Store Demos

# Behavioural Hierarchy

Behavioural Hierarchy is triggered by the external environment and is related to habitual purchases (purchases made regularly; out of habit) and impulse buying (buying with little to no previous information search)

As a marketer it is important to:

- Offer free trials
- Rewarding purchases (consumers may purchase because they will receive something else as well; example: Buy 1 get 1 free)



**Farmers and Briscoes utilise Behavioural Hierarchy really well. Their sales form a type of pattern so habitual consumers know they offer multiple rewarding purchases and will only buy during a sale**

- **Buy 2 get the 3rd 30% off**
- **Buy 1 get the 2nd Half Price**
- **Red Dot Sales**

**Consumers of these stores rarely purchase items at full price**

# GROUP EXERCISE

Discuss and brainstorm ideas for a marketing strategy

1. Each group will be given a different learning hierarchy to focus on
2. In your groups decide on a product that typically matches the learning hierarchy and fill out the table below

| Marketing manager's actions to form attitude to new brand | Learn/<br>Cognition | Feel/<br>Emotion | Do/<br>Behave |
|---|---------------------|------------------|---------------|
|   |                     |                  |               |
|   |                     |                  |               |
|   |                     |                  |               |
|   |                     |                  |               |
| [Add extra rows]  |                     |                  |               |

3. Discuss how the stimuli you designed can influence the attitude formation of your target segment from the competition.  
What attitude component will the stimuli influence?



# THANKS!

[marketingatvic.rocketspark.co.nz](http://marketingatvic.rocketspark.co.nz)

[kiriana.welsh-phillips@vuw.ac.nz](mailto:kiriana.welsh-phillips@vuw.ac.nz)