

## ATTITUDES AND COSTUMER BEHAVIOUR

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### Abstract

*An attitude may be defined as a learned predisposition to respond in a consistently favourable or unfavourable manner with respect to a given object*

*Financial capability encompasses the knowledge, attitudes, skills and behaviors of consumers with respect to managing their resources and understanding, selecting, and making use of financial services that fit their needs. The indicators on this page measure main aspects of financial capability, some of which refer to attitudes and motivations (e.g. attitudes towards the future, impulsiveness, etc.), others to behaviors (e.g. budgeting, saving, choosing financial products, planning for old age, etc). In the papers we will examine consumers, attitudes, reactions to their products liked, why they are liked them, as are attitudes toward their products? As the main theme, we will have to finance consumer behavior, as consumers react during fluctuations (increase) the prizes. During this presentation we will talk in detail about product loyalty (attitude towards loyalty) and disruptive loyalty. The nature of attitudes Attitudes vary in their strength Not all attitudes are the same, some consumer attitudes are stronger, some are volatile, has to do with loyalty Attitudes reflect a consumer's values Consumer attitude towards our product, shows its values for the company, he would make a good campaign for the product, as has its influence environment etc.. Attitudes are learned because consumers are learning to buy that product without changing the brand (in some cases, not because they trust more, is that the products are grown with it and never had, any situation that to change Different situations influence attitudes. A bad experience with the product or service can change consumer attitudes.*

**Keywords:** attitudes, costumer behaviour, marketer, behaviour, beliefs.

### Introduction

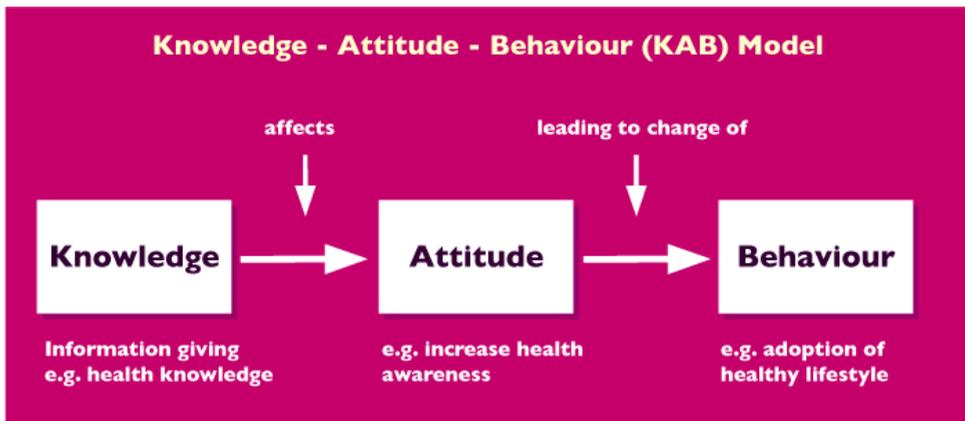
Businesses and social agency have succeeded in turning behavior between changing attitudes toward the product, service or activity.

The researchers focused on research on the behavior of estimate consumer attitudes through questions that they direct the customer and the conclusions they draw from their behavior. for example, if the applicant provides on the basis of the question, the customer uses the product continuously to the skin care brand NIVEA and recommends them to his friends then this applicant can reach a conclusion that the customer has a positive attitude towards products NIVEAs. On the other hand, this example shows that attitudes are not directly continuous but can be concluded based on what they say or how consumers behave.

Attitude is an organization Sustainable motivational processes, emotional, perceptual and cognitive regarding some aspects of our environment.

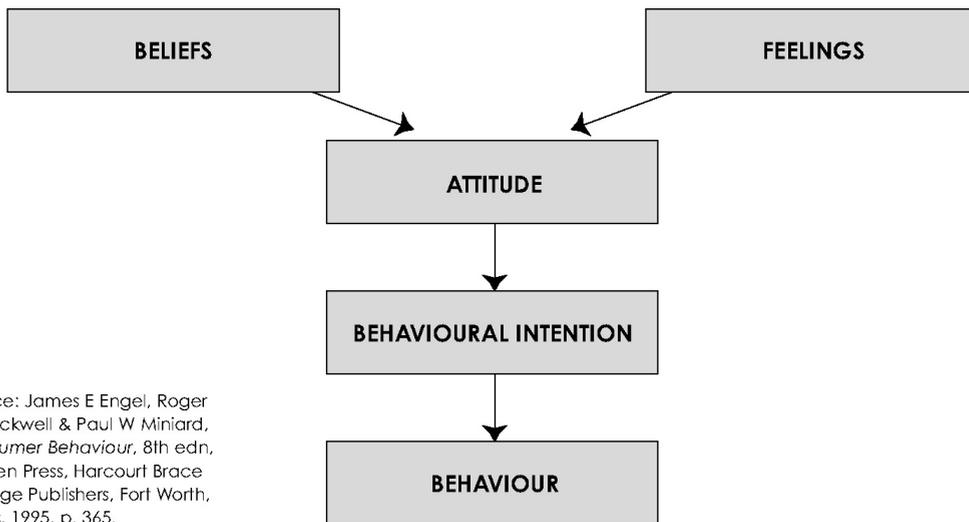
It contains learning readiness to respond in a way inconsistent manner favorable or unfavorable about a product / service given. But of course depending on the produkt research will try to be a very special product, for example if you are interested in consumer attitudes towards brands of laptops, brands can include HP APPLE SAMSUNG LENOVO ETC.

Attitudes are learned. This means that attitudes are related to purchasing behavior that is created as a direct result of the experience with the product information that is transmitted divided others, exposure to advertising media, internet and other forms of marketing directly in.



It is important to distinguish between attitudes and behavior. They are not synonyms of each other, attitudes may result from behaviors. They reflect the assessment are favorable or not favorable to an object. As an acquired predisposition or readiness, attitudes have a motivational quality, which means they can set in motion, a consumer towards a particular behavior or repel consumers from a particular behavior.

**FIGURE 9.1** The relationship between the elements of attitudes



Source: James E Engel, Roger D Blackwell & Paul W Miniard, *Consumer Behaviour*, 8th edn, Dryden Press, Harcourt Brace College Publishers, Fort Worth, Texas, 1995, p. 365.

But, on the other hand, attitudes are relatively way inconsistent with the behavior they reflect (this does not mean that they will not change, contrary). Their behavior is similar consumer with their attitudes. for example, if a customer the Albanian, says, that prefers electronic produktet German, than the Chinese, the possibility is that this customer to buy a German brand, when we have a need for an electronic product. in other words, consumers are free to act as they wish, and we would anticipate that their actions will be consistent with their attitudes. Referring again to the example above, the customer can find a video recording machine to a very special Chinese brands which may constitute a cost-effective choice than the German. You can say that the cost may affect consumer performance. Although this can happen very rarely, because the country of origin for products of the white, is a very strong push, and in most cases even crucial, in choosing prouktit. for most consumers, fear change maken (country of origin) for products that cost, taking into account the direct experience

with the product. If the experience has been good, in 90% of cases will be bought the same products, the opposite is true. As regards products, daily consumption and hygiene, consumers can not stay loyal to some products, even if the cost in question, sometimes the desire to try something new.

Referring to the definition of attitudes again noticed another important element as are situation or environment. Namely that attitudes are found within a given situation. This means that events or situations in a moment, affect certain time in relations, Amongst attitude and behavior. in a situation of special can happen that the consumer behaves in a way inconsistent with his attitude. for example, assume that a consumer who constantly changes, eyeliner brands that use. Even though her behavior may include more as a negative attitude, that frustration, that it proves to brands, currently, it can be affected by a very special situation as in some cases the desire to save, in some cases to spend more, that product X is the most expensive brand, but good. in some cases something with bio etc etc.. This means that consumers can have some attitudes in connection with a very special behavior that is happening, each in a situation of special. Another example, a customer may feel good to eat lunch at Mc Donald, but not dinner. But if he will be in a hurry and wants to spend less time for dinner, the customer can turn to Mc Donald. A customer means that this attitude has changed? I can not say exactly, probably yes. It is important to understand how consumer attitudes differ from one situation to another.

### **Attitudes individuals being served for four basic functions: (S. costumers S. loca)**

The function of recognition, some consumer attitudes serve primarily as a tool for organizing beliefs about products, and activities such as, trademarks and acquisitions. These attitudes may be appropriate or not in connection with the reality of produrti. for example, a customer stays in connection with cola drinks (Coca Cola and Pepsi) can be "they have the same taste." This customer has the opportunity to buy any brand, being influenced by the situation, or environment of the moment.

Function value, said other positions, which are created and serve to express individual core values, and the concept of self. So, to consumers who value nature and abientin affects value creation on products and activities are in no way inconsistent with these values. These consumatore not think only for pleasure but believe the product offers for the environment. They can take something is recyclable and what to buy those products, which today are termed "green". Funzioni utilitarian, this feature is supported on the conditioning operating. We try to shape attitudes favoriurese, to products and services that are "ministers" and stay negtiv, to those who are not such. Marketers constantly promising services, with their publicity, and manage extensive product testing, to be sure that their products are real-servers.

Protection function ego. attitudes are often created to protect egos, and our images, against the risks and contingencies. Products that are promoted that very masculine, can be seen in the manner favored by those who, not sure with their maskulutetin. This happens, since they are not safe, either in their appearance are biased and marketers have been able to perceive, and to give self-confidence in their products. or individuals who have certain problems, and do not feel better in social situations may form favorable attitudes toward products and brands that promise success in such situations. These individuals are likely to create favorable attitudes, towards popular brands and styles of dress, use of personal care products such as oral hygiene solutions, anti dandruff shampoo etc..

A certain attitude can perform different functions, where a man can dominate over another. Marketers must have a broad information on the function of attitudes, in relation to the purchase and use of their brands in order to reach the target market. Not all products have an open market, almost every company has a target, a target market. Not every age use the same products. for a brand marketer who, as the market have a certain target, in connection with their products, for it is less important to deal with the other taget. for them it is important to deal with their targati. If a shampoo is meant for colored hair, marketers should have information on their market, because it is very small chance that this shampoo to be used by those who do not have colored hair.

### **The models attitudes**

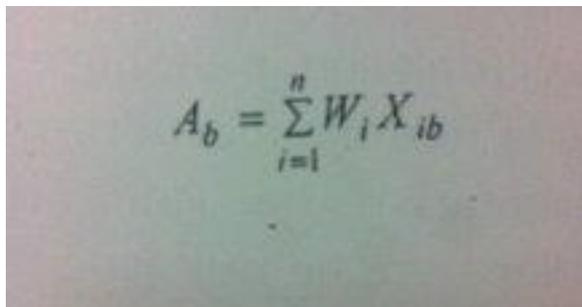
Being motivated by the desire to understand the relationship between attitudes and behavior. psychologists are trying to constructing models that build on the dimensions of attitudes. We will examine two models threeelements of the model, the make, model multi-attribute.

### Knowledge element, element emotional, behavioral element

Knowledge element consisting of consumer confidence on a product or scheduled service. Susceptible individual recognitions and perceptions of knowledge gained from a combination of direct experience that, in connection with a related products and information that, powered by different sources. It is precisely this knowledge, and consumer perceptions that manifest themselves in the form of beliefs, which means that consumer believes that the product possesses different attributes, and a very special behavior will lead to results determined. For example, we believe that Cola Zero, almost no calories, caffeine permeable, is competitively priced and produced by a large company. General Configuration about this brand, introduces the element of Knowledge of an attitude towards Cola Zero.

Beliefs. The first component is beliefs. A consumer may hold both positive beliefs toward an object (e.g., coffee tastes good) as well as negative beliefs (e.g., coffee is easily spilled and stains papers). In addition, some beliefs may be neutral (coffee is black), and some may differ in valence depending on the person or the situation (e.g., coffee is hot and stimulates—good on a cold morning, but not good on a hot summer evening when one wants to sleep). Note also that the beliefs that consumers hold need not be accurate (e.g., that pork contains little fat), and some beliefs may, upon closer examination, be contradictory (e.g., that a historical figure was a good person but also owned slaves).

Since a consumer holds many beliefs, it may often be difficult to get down to a “bottom line” overall belief about whether an object such as McDonald’s is overall good or bad. The Multiattribute (also sometimes known as the Fishbein) Model attempts to summarize overall attitudes into one score using the equation


$$A_b = \sum_{i=1}^n W_i X_{ib}$$

That is, for each belief, we take the weight or importance ( $W_i$ ) of that belief and multiply it with its evaluation ( $X_{ib}$ ). For example, a consumer believes that the taste of a beverage is moderately important, or a 4 on a scale from 1 to 7. He or she believes that coffee tastes very good, or a 6 on a scale from 1 to 7. Thus, the product here is  $4(6)=24$ . On the other hand, he or she believes that the potential of a drink to stain is extremely important (7), and coffee fares moderately badly, at a score -4, on this attribute (since this is a negative belief, we now take negative numbers from -1 to -7, with -7 being worst). Thus, we now have  $7(-4)=-28$ . Had these two beliefs been the only beliefs the consumer held, his or her total, or aggregated, attitude would have been  $24+(-28)=-4$ . In practice, of course, consumers tend to have many more beliefs that must each be added to obtain an accurate measurement. (Lars Perner, Ph.D. Assistant Professor of Clinical Marketing)

### Emotional element

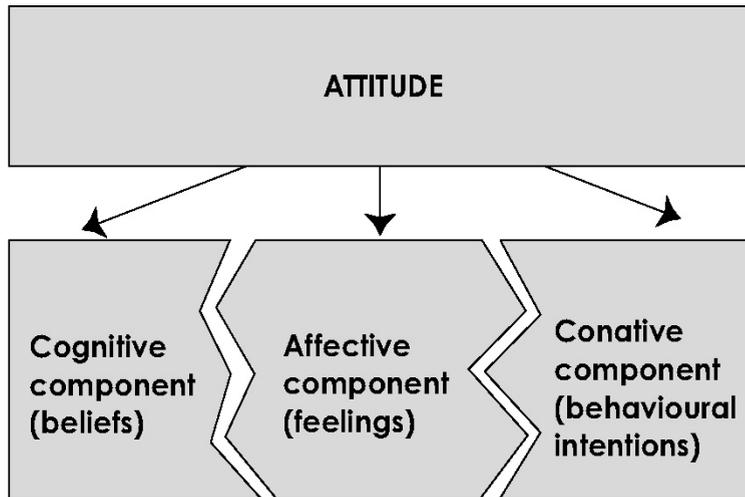
Our emotional feelings or actions toward a product, represent the emotional element. Consumer emotions can have good or bad about a product, positive or negative. The customer who declares that "I like Cola Zero", said to them, emotional outcome of a product. When the customer says "Cola Zero has a bad taste" includes a negative reaction to the special aspects of the product.

Consumers can also react in different situations., for example, "Cola Zero, has caffeine" and caffeine will not let me sleep. These beliefs can cause a positive reaction when consumers need to stay awake for long hours to work, and on the other a negative reaction when we want to drink that evening will be set up later to do tomorrow. Some individuals may have a positive attitude regarding faith that "Cola Zero is produced by a more multinational companies" while the other may react negatively, the company has won the trust and produces everything. etc.

### Element behavior

Behavioral element, the reception to react in a certain way towards a product characterized by individual activities during the reception to undertake a certain action or behave in a particular way towards a product. Many decisions to buy or not to buy Cola Zero, or for it to rekaomanduar or friends or any other trademarks, may reflect behavioral component of an attitude. element enables trends reactive behavior, or behavioral intentions. Our actual behaviors reflect these goals, as long as they are modified by the situation in which the behavior grappling.

**FIGURE 9.2** The tri-component model of attitudes



Source: James E Engel, Roger D Blackwell & Paul W Miniard, *Consumer Behaviour*, 8th edn, Dryden Press, Harcourt Brace College Publishers, Fort Worth, Texas, 1995, p. 364.

Fishbein's multi-attribute model of attitudes (s. Show Internet)

Assumes that attitudes often have many attributes that influence them

(The tri-component model assesses a person's attitude to only one attribute of the attitude)

Differs from tri-component model in 4 main areas:

Focuses mainly on the affect component

Considers the strength of multiple attributes

Suggests that attitude affects intentions and this leads to behaviour

Measures strength of attributes

Fishbein's multi-attribute model of attitudes

Attitude identification involves:

Identifying the attitude

Determining consumer intention, based on their attitudes

Predicting behaviour based on intentions

Attitudes and Marketing Strategy

Market research to track changes in attitude over time and for brand comparison

In new product development - focus on preferred attributes

In segmentation - focus on those attributes which particular segments favour

In helping tailor promotional strategies and in measuring the effectiveness of promotions



(slide show from internet)

Why, From a Marketer's point of view, is it important to know about Attitudes?

If a consumer is favorably disposed towards your product or service (i.e. has a positive attitude) then you want to keep them so disposed.

If they are unfavorably disposed or neutral then you want to change their attitude.

### Conclusion

Once the well explored consumer attitudes distinguishing between behavior, their elements, their models, etc will make a Table of contents, with extensive showing almost all the factors that affect a consumatore attitude.

Will answer the questions:

1. Why consumers, the stand, loyal some products, although to some not?
2. and what are the circumstances that determine product purchase?

1. The purchase of a product We are part of almost all of elements of consumer behavior, nowadays one of the most important are finances, family life style etc. perception. in the days of the products already see today what's going to become more expensive, the amount of money being lost. There are some products which customers are accustomed to, and they take almost instinctively, and not think to change because they are satisfied with the product offering. Perhaps it is the shtrjenjeti, but konsuamtoret are used to have, and in such cases, difficult to change consumer attitudes. Only by making a promotions directly in, showing the advantages of your product, which he uses against him. But no one was sure that he can buy that product again, he can buy but can also be returned to his old product. Some consumers are labile, and pelqejen you make changes and to prove in some cases new products, in some cases finances, those who impose the purchase, etc..

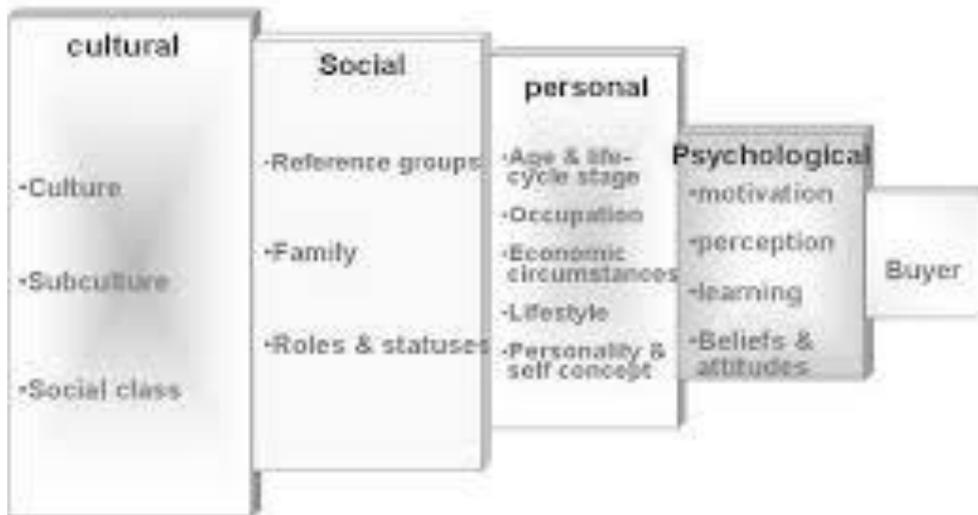
### How to create buyer?

Us to know that our buyers who are. Need to create a target market, previously well explored then those things, you belong, and that are important to our customer.

Should recognize culture trailer, in order to know that you have to produce. Mustrecognize our reference group, an integral form of these companies.

Once that know and understand the things of pergjidshme society must begin to recognize the style of our customer's lives, needs trailer, financial income. Once we have done this research, we simply need to show the customer that you have a need, should motivate them to buy your product. Once you have achieved this, we created a new buyer or a

consumer.



(internet)

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