

PERILAKU KONSUMEN

Bab 6

SIKAP KONSUMEN

Consumer Attitude Formation and Change

(Schiffman & Kanuk)

ZOOM

(1)

What are Attitude ?

The attitude object
Attitude are learned predisposition
Attitude have consistency
Attitude occur within situation

Consumer Attitude Formation And Change

(2)

Structural Models of Attitude

Tri component Attitude Model

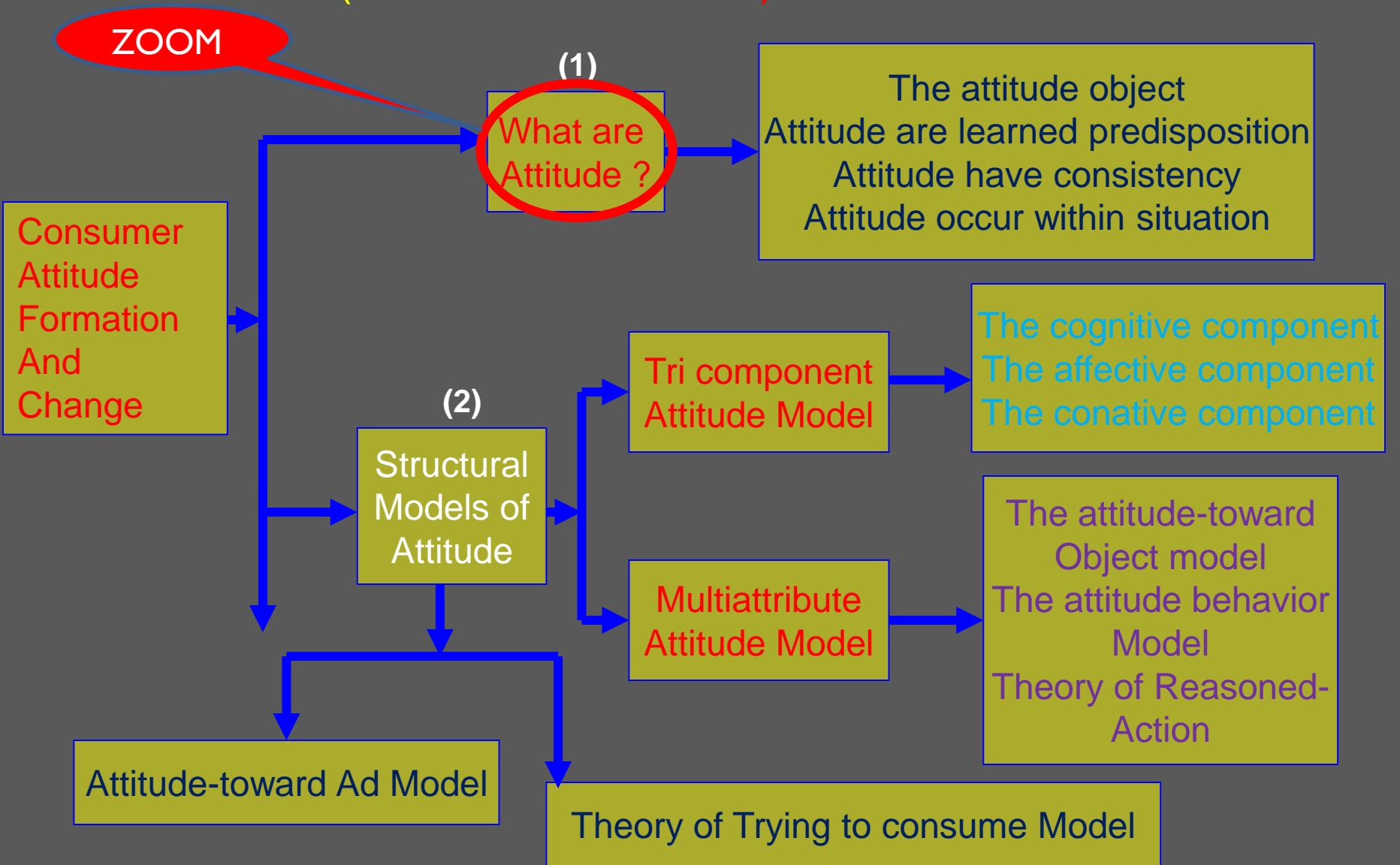
The cognitive component
The affective component
The conative component

Multiattribute Attitude Model

The attitude-toward Object model
The attitude behavior Model
Theory of Reasoned-Action

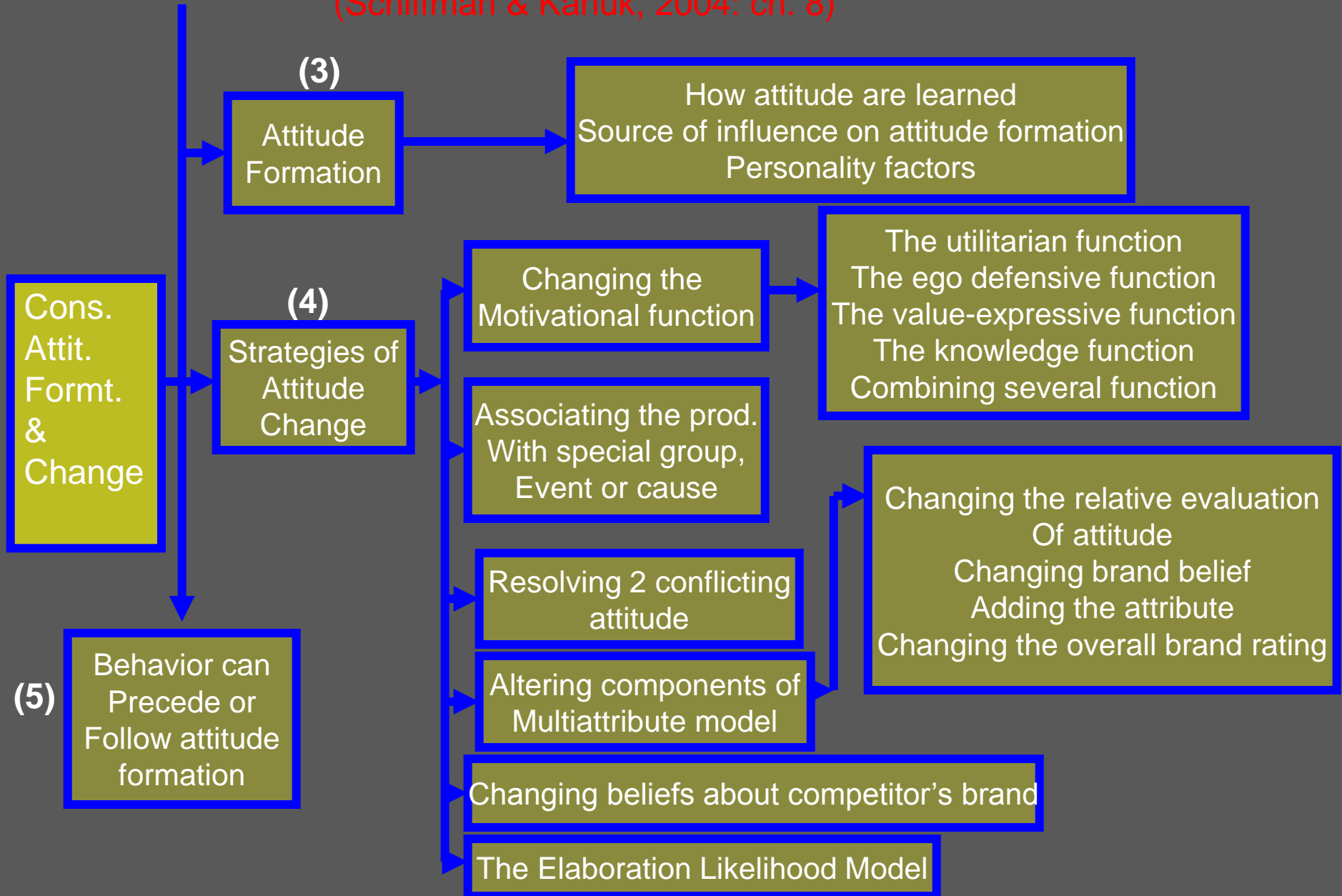
Attitude-toward Ad Model

Theory of Trying to consume Model



Consumer Attitude Formation and Change

(Schiffman & Kanuk, 2004: ch. 8)



1. Pengertian sikap
2. Model Struktural Perilaku:
 - a. Tri component Attitude Model
 - b. Multiattribute Attitude Model
 - c. Attitude-toward Ad Model
 - d. Theory of Trying to consume Model
3. Bentukan Sikap
4. Strategi mengubah sikap

1. Pengertian sikap

- Kegunaan
- Dimensi Sifat

Identifikasi pembeli potensial:

“Best prospects”

“Potentially convertibles”

“Neutral”

“No way”

“*Best prospects*” → segmen yg mengindikasikan sikap sangat baik thdp kesempatan membeli produk dlm waktu segera

“*Potentially convertibles*” → segmen yg mengindikasikan sikap baik thdp kesempatan membeli produk beberapa waktu y.a.d, namun tdk dlm jk waktu dekat.

“Neutral” → anggota masy dg sikap tdk ada rasa suka maupun tidak membeli produk

“No way” → anggota masy dg sikap tidak membeli produk

What Are Attitude ?

Consumer researcher assess attitude by asking questions or making inferences from behavior.

Attitude *are not directly observable* but must be inferred from what people say or what they do.

Consistency of purchases, recommendations to others, top ranking, beliefs, evaluations, and intentions are related to attitudes.

In consumer behavior context, an **attitude** is a *learned predisposition to behavior in a consistently* favorable or unfavorable way with respect to a given object.

What Are Attitude ?

(cont.)

“Object” : product, product category, brand, service, possessions, product use, causes or issues, people, advertisement, price, medium, Internet site, or retailer → object specific.

Are learned, that attitudes relevant to purchase behavior are formed as a result or direct experience with the the product, WOM inf. acquired from others, or exposure to mass-media ads, the Internet and various forms of direct marketing → as a result of consumer learning → attitudes ***are not synonymous*** with behavior.

What Are Attitude ?

(cont.)

Consistent with the behavior they reflect : when consumers are free to act as they wish, we anticipate that *their actions* will be consistent with their attitude.

Occur within a *situation* : events or circumstances that, at a particular point of time, influence the relationship between attitude and behavior

→ individuals can have a *variety of attitude toward a particular behavior*, each corresponding to a particular situation.

→ situations influence consumer attitude.

Dimensi/sifat Sikap:

- *Favorability* → kesukaan
- *Intensity* → kehebatan
- *Confidence* → kepercayaan
- *Stability* → kemantapan

Note:

Sikap dpt beragam dlm bentuk → dr apakah yg didasarkan pd manfaat yg dirasakan atau sifat kesenangan*)

Note (lanjutan):

- Beberapa produk, sikap tgt kemanfaatan yg dirasakan → manfaat fungsional merek
- Produk yg lain, sikap tgt pd sifat kesenangan yg dihasilkan → taman, musik, bioskop dll.

2. *STRUCTURAL MODELS OF ATTITUDE*

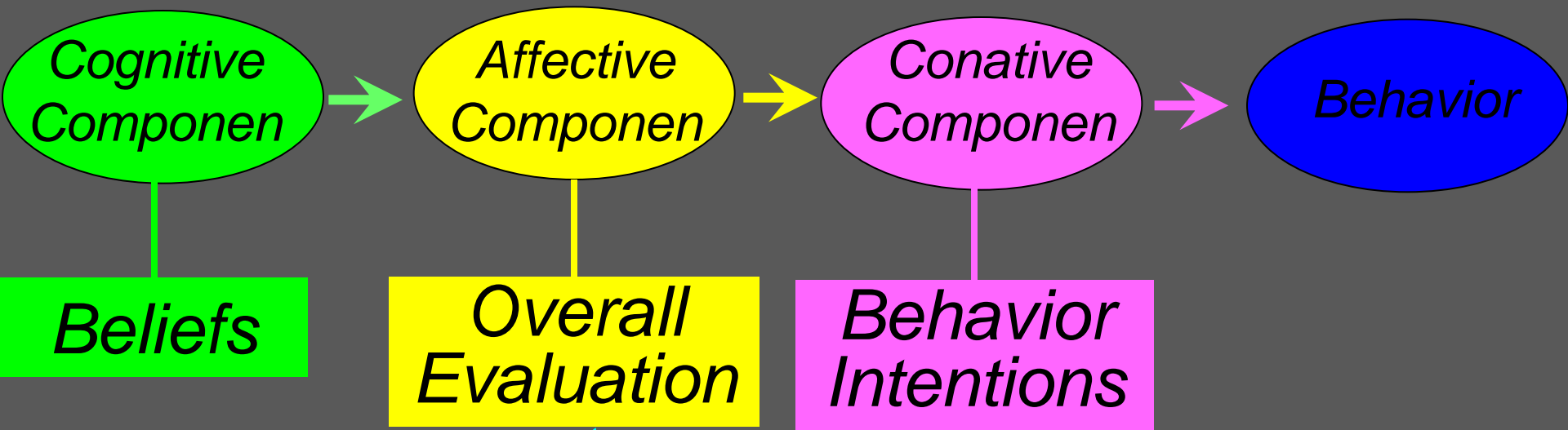
1. *Tricomponent Attitude Model*, attitude consist of 3 major components :

(a) a cognitive component

(b) an affective component

(c) a conative component

- Peter dan Olson (1999)
- Schiffman dan Kanuk (1994)
- Solomon (1999)



Evaluasi dr integrasi:

- Pengetahuan
- Arti
- Kepercayaan

Contoh Alternatif mengukur *Beliefs*, *Attitudes*, dan *Intentions*

Mengukur *Beliefs*

1. *How likely is it that Pepsi tastes sweet?*

very likely : : : : : : *very unlikely*

2. *How would you rate that sweetness of Pepsi's tastes?*

very sweet : : : : : : *very bitter*

3. *Indicate how strongly you agree with the following statement:*

“Pepsi’s has a sweet tastes”

- a. Strongly agree*
- b. Somewhat agree*
- c. Slightly agree*
- d. Neither agree nor disagree*
- e. Slightly disagree*
- f. Somewhat disagree*
- g. Strongly disagree*

Mengukur *Attitudes*

1. *How much do you like Pepsi?*

like very much ... : ... : ... : ... : ... : ... : .. dislike very much

2. *How favorable is your overall opinion of Pepsi?*

very favorable ... : ... : ... : ... : ... : ... : .. very unfavorable

3. *Pepsi is*

good ... : ... : ... : ... : ... : ... : .. Bad

appealing ... : ... : ... : ... : ... : ... : .. Unappealing

pleasant ... : ... : ... : ... : ... : ... : .. unpleasant

3. *Indicate how strongly you agree with the following statement:*

“I really like Pepsi”

- a. Strongly agree*
- b. Somewhat agree*
- c. Slightly agree*
- d. Neither agree nor disagree*
- e. Slightly disagree*
- f. Somewhat disagree*
- g. Strongly disagree*

Mengukur *Intention*

1. *Do you intend to buy Pepsi?*

definitely intend buy .. : ... : ... : ... : ... : ... : . *definitely intend buy*

2. *How likely is it that you buy Pepsi?*

very likely : : : : : : *very unlikely*

3. *What is the probability that you will buy Pepsi?*

0% 10% 20% 30% 40% 100%

3. *Indicate how strongly you agree with the following statement:*

“I intend to buy Pepsi”

- a. Strongly agree*
- b. Somewhat agree*
- c. Slightly agree*
- d. Neither agree nor disagree*
- e. Slightly disagree*
- f. Somewhat disagree*
- g. Strongly disagree*