

Should Marketers Try to Change Consumers Unfavourable Attitude for their Product into Favourable?

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Abstract

This is an empirical study of the interplay between consumers' attitude toward marketers' products and marketers; wish to elicit favourable buying behaviour from the consumer. According to the study the process of this transformation of consumer's attitude is not quite easy. The marketers have to put their acts together by producing products to match consumers attitude or build a gradual change that will result to favourable buying decision from the consumer.

Keywords: Marketers, Consumers, Attitude, Products, Buying Behaviour

Introduction

Attitude change is determined by the individual and the situation as well as the marketing programme of the company or the marketing environment. There are individuals' differences in how easily individuals will shift or change their attitude. Some people are more "stubborn" or close minded or less subject to social influence than are others. Attitude that are strongly held about certain products are more difficult to change than attitudes that are weakly held. Products or brands that consumers have become use to, is difficult to change their attitude towards such brands or products. Consumers try to avoid messages or information that is counter to their attitude (Kotler and Armstrong, 2001). For example few smokers would want to read articles on the harmful side-effect of smoking. An undergraduate girl in any of the

Nigeria University, who puts on mini skirt, doesn't bother what the society think or feel about her dressing.

Marketers are more interested in consumers that have not form the habit of consuming particular brand of products, because such category of consumers are more receptive to new brands of messages. There is the likelihood hold that they may be influenced or persuaded into appreciating the company's brand of product considering other variables such as personal disposition in income, taste and belief.

This depicts that consumers are not passive when marketers attempt to change their attitudes, instead frequently infer the marketer intent and respond to the communication in light of a presumed selling intent.

It is consequently possible that marketers as well as managers may sometimes try to change and form attitudes toward their products and brands and it is left for such attitude to translate into belief and acceptance, that may be formed in the consumer to manifest into positive buying behaviour for the products or brands.

A common and effective approach to changing consumers buying attitude is to focus on the cognitive component. For example, to change a consumer's attitudes toward cigarette smoking, an inscription on the package reads "cigarette smoking is dangerous to your health, smokers are liable to die young". Trying to change current attitudes of consumers is another alternative as noted earlier, but this presents even more serious problems. In fact, it has been observed that opposition to an attitude tends to strengthen. Kotler (2001) however, believes that there could be exceptional-situations where companies could try changing existing attitudes. But, here again, the marketer has to weigh the cost of doing so and the pay-off. To solve this problem, therefore, the marketer would have to weigh between the cost of changing product configuration and that of changing consumer's attitude as well as their respective pay-off.

The attitude of a consumer towards a product almost completely defines the image which the individual holds of the product. Hawkins, et al (2001) have said that since attitudes are learned phenomenon, a company's product is dependent upon an individual's experiences concerning the company. These experiences do not always directly involve the firm, but exposure to the firm of-personal promotion efforts, talking with friends about their experiences with the company, and viewing a store's display windows all provide a buyer with an "experience" upon which his attitudes about the company's product are formed.

Theories in consumer attitude formation indicate that by influencing belief, affective component will then change. The affective component can be altered, either by increasing the likeness for a company's product or brand without directly influencing beliefs or behaviour (Engel, Blackwell and Miniard, 1995). This can be done through classical conditioning, positive advertising, mere exposure etc.

Consider a consumer who has a long history of using and buying closeup tooth paste, and an inexperience buyer from the village that is not exposed to some of the brands of paste. Will they have the same attitude? which one will be more easy to influence or change in the short-run. In the long run the story may not be the same, because experience has come in as a result of usage, attitude formation and situational dynamics are part of those cues that are considered by the consumer.

Another reason why attitudes are hard to change is that their "structured" nature makes them generalizable. That is, a person's attitude towards a specific product or service tends to be generalized towards a class of similar products or services. For example, a bad experience

with a Mercedes Benz car may lead an individual into believing that all German made cars are poorly constructed.

To that extent people behave in a fairly consistent way towards similar products, and do not have to interpret and react to every product in a fresh way. Consumer product selection models can be reasonably predicted by marketers, if only they have the knowledge of current attitudes of the consumers towards various products attributes. This consistency in behaviour defines a state of equilibrium in the psychological set of the individual.

The implication of this attitude consistency is that presenting cues different from the ones which the individual is used to, will at least, result to an initial, resistance by the buyer. Ideally, the process of making a new decision alters the mind-set of the individual from a state of equilibrium to the state of disequilibrium, since the buyer is uncertain of what his or her new experience would be.

Most often consumer's attitude formation comes through personal experiences, group associations and through influential persons such as respected friends, relative and experts. People often come into contact with various products which could either be familiar or new to them. This evaluation or re-evaluation process which assists in developing attitudes towards such products is also influenced by such factors as needs, selective perception and personality.

Understanding how attitude influences a consumer's behaviour will require the knowledge of the characteristics as well as the function which it serves for an individual. Attitudes are known to have an object, direction, degree, intensity, structure, and they are also learned. Once an attitude has been formed about a product and stored in memory, consumers do not have to engage in another integration process to construct another attitude when they need to evaluate the concept again. Instead the existing attitude can be activated from memory and used as basis for interpreting new information (Cateora and Graham 2001). The earlier mentioned characteristics and function of attitude have implications on consumer behavior, and it will help marketers in understanding consumer motivations and their reactions towards various aspects or attributes of a given product if they know that attitude serves the consumer's adjustment, ego-defensive, value expression as well as the knowledge functions.

Consequently, the objectives of this study include the following;

1. To find out why marketers bother much about the attitudinal component of the consumer or buyer.
2. To find out how consumers form attitude towards particular brands of products.
3. To inculcate favourable buying attitude through a well articulated marketing programme.

The remaining part of the study comprises, theoretical conceptualization, components of attitude, communication characteristics that influence attitude formation, methodology and conclusion.

Theoretical Conceptualization

Attitude is one of the psychological factors that influence buying behaviour or consumer behaviour towards the consumption of products or services. Attitudes are learned, acquired and can be changed throughout interaction, co-existence, personal experiences, acquaintances, friends, relations, business community or environment and socio-cultural setting (Erasmus, et al 2001). It is therefore necessary to give a vivid distinction between consumer behaviour and attitude as captured in the study.

Consumer's behaviour is that part of the buyer or individual's action that cannot always be predicted, but remain a decision process involving considerable mental articulation (Kolter 2001). While attitude is a person's "enduring favourable and unfavourable cognitive evaluation, emotional feeling, or action tendency toward some object or idea". (Stanton, 1981). Engel et al (1995) defined attitude as a learned predisposition to respond constantly in a favourable or unfavourable manner with respect to a given alternative. In the words of Martin Fishbein as quoted by Agbonifoh et al (1998) attitudes are learned tendencies to perceive and act in some consistently favourable or unfavourable manner with regard to a given object or idea, such as a product, service, brand, company, store or spokesperson.

Anyanwu (2005) states that attitude can be seen as how an individual thinks or feels about something. He further stated that attitudes are device for simplifying consumer behaviour and that consumer attitudes are like the trigger of a pistol, just as the trigger sets the reaction of the pistol into motion, so attitudes initiate the reaction of consumers. Kolter (2001) has said that attitudes lead people to behave in a fairly consistent way towards similar objects, and that, people do not have to interpret and react to every object in fresh way. He further said that attitudes settle into a consistent pattern, and to change a single attitude may require major adjustments in other attitudes. Thus a company would be well advised to fit its image into existing attitudes rather than to try to change people's attitudes.

It can be infer that attitude have a direction because it may be favourable or unfavourable, that is the degree of positiveness and negativeness.

Elaborate likelihood model (ELD). This is a theory about how attitude are formed and change under varying conditions of involvement. The ELM suggests that brand involvement (the degree of personal relevance of the brand may change with the situation) and decision motivations are key determinants of how information is processed and attitudes are changed. High involvement results in a central route to attitude change by which consumers deliberately and consciously examine and process those message or elements that they believe are relevant to a meaningful and logical evaluation of the brand, these elements are elaborated and (combined with other bits of information related to past experiences and potential outcomes), compared to existing knowledge and combined into an overall evaluation. In contrast, low involvement results in a peripheral route to consumer attitude change, in which consumers form impressions of the brand based on exposure to the readily available cues in the message regardless of the relevance of those cues to the brand itself. Thus, such aspects as the consumption environment portrayed, the characteristic of the people in the advert, the package, and similar cues may be all that is attended to (Kotler, 2001).

Some attitudes serve majorly as a means of shaping and organizing beliefs about products or activities, which must have informed the consumer or individual's reasoning (Cateora and Graham, 2002). These attitudes may be accurate or inaccurate with respect to objective reality, but the attitude will often determine subsequent behaviours rather than reality. For example, a consumer's attitude toward made in Nigerian goods, and those made by the developed countries like USA and Britain will depend so much on the consumer's belief and attitude in terms of the satisfaction (which is sometimes measured in terms of quality) they are going to derive from such goods, apart from being stereotype, that home-made goods are inferior to those made across the shores of Nigeria. Thus attitudes and beliefs are strong and direct force affecting consumer's perception and buying behaviour. This is because any stimuli that is in conflict with consumers attitude is most often rejected (Ozo, 2002).

Attitudes also express an individual's central values and self-concept. Consumers who like buying fanciful products that are well packaged with colourful inscription labeled on the container or package of the product could be doing that as a result of their attitude towards the aesthetic value of the product and maybe, not because of the later satisfaction they hope to gain after trying the product. Consumers who value nature and the environment are likely to develop attitudes about products and activities that are consistent with environmental protection and buy green products (Hawkins, et al 2001). For example the Cross River State government leadership under His Excellency Senator Liyel Imoke's attitude towards environmental protection and Tourism has been quite commendable, and it has attracted international recognition. Not minding how much is spent for the elephant project each year. The utilitarian function is based on skinner and his follower's theory of operant conditioning that lay emphasis on reward for good behaviour and punishment for inappropriate behaviour (Mc Daniel 1979). Consumers therefore tend to form favourable attitudes towards object, products, and activities that are rewarding and negative attitudes towards those that are not. Hence marketers have resulted to pushing and positioning their product using intensive, persuasive, seducing, and luring advertising and sales promotion strategy to induce rewarding acceptance for their product. A product that gives a consumer the desired utility and satisfaction is perceive to be rewarding and if it does not it is not rewarding, and this also will result to repeat or not to repeat the same purchase. Attitude, once form about a particular company brand, sometimes (especially positive response) is difficult to change. The more reason Nigerian consumers or buyers are crazy over established products that have remain a household name; (that is what everybody is buying, you shouldn't be an exception).

The ego defensive is the conscious self, which we seek to balance the primitive tendencies of id and the moral constraints imposed by the superego (Agbonifoh, et al 1998). Attitude are often formed and used to defend our egos and images against threats and short comings. For example some consumers buy so much of high price (expensive) goods not minding how much they have to spend just to boost their ego and status in the society not necessary because of the functional value. To them goods that command high prices are viewed as favourable and those that command low price are unfavourable and inferior. For individuals who feel threatened in social situations may form favourable attitude towards products and brands that promise success or at least safety in such situations (Stanton, 1981).

Components of Consumer Attitude

This study has a total of three components of attitude, which include; cognitive or belief, affective or evaluative and behavioural or action tendency.

Cognitive or Belief Component

This component is based on the premise of what the consumer feel he or she knows and believes about the product, idea, services or object. For example made in Ghana goods are assumed inferior to made in Japan goods; Cross River State Government is crazy over tourism, hence the government form the attitude of organizing Xmas Jamboree and festivals for its citizenry during the stipulated period, and meaningful financial resources are squandered to the expense of profitable projects.

Therefore the total configuration of beliefs about a product or services represents the cognitive component of an attitude towards the product.

Affective or Evaluative Components

It refers to the individual or a consumer's feeling or emotional reaction towards liking or disliking an object, product or services. I don't eat dog meat, I dislikes sleeping on a wooden bed; I don't like Belgium Cars. All these statement explains the individual's evaluative components of the individual's attitude towards these products. The consumer mind set towards these product is already formed and it will require a marketer to brainstorm severely in order to have a change of mind.

Behavioural or Action Tendencies Components

The consumer's attitude will be based on behavioural disposition on how the product or object will be received or appreciated. Thus, it represents the manner a consumer tend to respond to a product, object or activity, that is, either to purchase or not to purchase a particular brand. Behavioural component of attitude in service shops that are favourable can create marketing opportunities for the marketer, while unfavourable ones could spell threat. Research studies have shown that considerable inconsistency could arise because of the following inhibited factors (Kotler, 2001);

- A favourable attitude requires a need or motive before it can be translated into action (purchase decisions) when the need or motive is not there it becomes unfavourable.
- Translating favourable attitude or belief and feelings into purchase decision (i.e. buying habit) for a preferred brand requires money, if the cash is not there, such purchase attitude cannot manifest, and it results to inconsistency.
- If the cognitive and affective components of attitude are weakly held and the buyer is privilege to have additional information about the product through advertising effort, then the initial attitudes may give way to new ones.
- If an individual's preferred brand is on the high-side, he might decide to buy a less expensive brand that can perform the same function.
- Some purchase decisions are based on impulse buying (i.e. unprepared buying) rather than cognitive or affective component.
- If there are speculations that in the nearest future more sophisticated products will be produce, buyers attitude might change, even if there is a need for the product now. So the situation at hand could also result to considerable inconsistency in the components of attitude.
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Communication Characteristics That Influence Attitude Formation

Some of the communication characteristics that influence attitude formation and change includes; source, appeal and message structure.

Source Characteristics: This could be divided into two fold; source credibility and celebrity sources. The source of a message or communication can be an identifiable person or unidentifiable person or a company that try to influence attitude formation or change for their product or brand using credibility, that is trust worthiness and expertise, and celebrity endorsers, that is matching the image of the celebrity with the qualities of the product or brand and desired self-concept of the target market. Thus influencing attitude is easier, when the consumer views the source of the message as highly credible, and celebrity source enhance attitude change because more attention is accorded to such celebrities and products associated to them (Fishbein and Ajzen 1995).

Appeal Characteristic: It includes; fear, humorous, and emotional appeals. Fear appeals make use of the threat of negative (unpleasant) consequences of the attitude or behaviours. There is some evidence that consumers avoid or distort extremely threatening messages. At the same time, fear appeals tend to be more effective as higher levels of fear are aroused (Erasmus, Boshoff, and Roseau, 2001). Those advertising firm using this method, want to maximize the level of fear aroused while not presenting a threat so intense as to cause the consumer to distort, reject, or avoid the message. This task is made difficult because individuals respond differently to threats. Thus, the same threatening and fearful advertisement may arouse a high level of fear in one individual and no fear in another. Though fear appeal has been frequently criticized as being unethical and the ethics of any given fear appeal is evaluated in terms of its probable effects on stakeholders, i.e. society, consumer and the firm (Hawkins, Best, and Coney, 2001). Humorous appeals increases attention and arouse the urge towards liking a company's product or brand, especially if the advert or characteristic of the product portrays elements of fairness among target market. Humor which involves, fun or sweet jokes attached to the advert of a company's brand enhance attitude formation and change towards positive action for the company's product, especially if the consumers have the purchasing power is there. Emotional appeals are designed to elicit a positive affective response or feeling rather than provide information or arguments about a product or brand. Emotional advertisements may include attitude formation or change by increasing, level of mental processing, attention, memorability and liking of the advert and associated product or services (Mazanee, 1994).

Message Structure Characteristics: This can be divided in to one sided and two sided message. One sided messages are commonly used in advertising messages, since marketers will only be more interested in narrating or presenting the benefit of their product or brand without mentioning other important advantage competitors have or side effect of their product. While two sided message presents both the good and bad point and qualities of the product (Olakunori, 2002). It is thus more informative in terms of changing a strongly held attitude, especially among educated consumers. Though marketers are mostly interested in using the one side message approach, they believe it is effective at reinforcing existing attitudes.

Methodology

In a study of this nature, marketers can use semantic differential scale (SDS), direct and indirect questions, and Likert Scale (LS) to elicit responses from their customers or potential buyers. The result is often analyzed to ascertain whether consumers attitude are favourable or unfavourable as regards to patronage. If it is unfavourable what should the company do to create favourable behaviour from the consumers? Furthermore, if consumer's attitude is favourable towards, a firm product, what should the company do to maintain this position and remain competitive in a vulnerable business environment. Few illustrations are given in table 1 and 2 below.

Table 1: Semantic Differential Scale Measuring Attitude Attribute

High Quality	-	-	-	-	-	-	-	Low Quality
High Price	-	-	-	-	-	-	-	Low Price
Sweet Taste	-	-	-	-	-	-	-	Bitter Taste
Large Quality	-	-	-	-	-	-	-	Small Quality
Well Packaged	-	-	-	-	-	-	-	Not Well Packaged
Weight	1	2	3	4	5	6	7	Weight

Source: Researchers Construction from Previous Study (2012)

Semantic Differential Scale (SDS) can be used for measuring cognitive or beliefs component of attitude. This scale lists all the attributes and characteristics of a product or brand that might be part of the target market’s attitude towards the brand. Consumers are interviewed for possible responses to those attributes and characteristics. Each characteristic is presented in terms of the opposite extremes that it has. These extremes can be separated by five to seven spaces. Consumers are asked to indicate how closely one or the other extreme describes the item being evaluated by placing an “X” in the appropriate space where the end positions indicate. For example, how would you classify this product?

Direct or Indirect Questions

Carefully worded direct and indirect questions can be used to measure the behavioural component of attitude of consumers toward some products.

However, for products for which there are strong social norms, such as alcohol or pornography consumption, eating habits, and media usage, it works less well.

People tend to understate the consumption or the intention to consume negative products such as alcohol and to overstate their consumption of positive products that are acceptable in the society. The result of all the questions administered through questionnaire is gathered for further computation. At the end of the day, the marketing manager is expected to make an informed decision.

Table 2: Likert Scales Measuring Attitude about Product Attribute.

S/n	Description	Strongly Agree	Agree	Undecided or Neutral	Disagree	Strongly Disagree
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The Likert Scale (LS) method measures the feelings or affective components of consumer’s attitudes. Here the various characteristic and attributes of a brand or product as they manifest on consumers’ attitude are placed in a statement form, and consumers are asked to state their degree of agreement or disagreement. The “LS” requires five levels of agreement. It is also use for measuring beliefs about existing brand or product. The consumer has the opportunity of stating his or her degree of acceptance or rejection. The result is then weighed and the highest number is selected to make decisions.

Data Analysis and Discussion

In the case of this study the researchers decided to use the Likert scale to elicit responses from respondents based on phenomenal issues as depicted below:

Table 3: Questions Based on Phenomenal Data/Responses

S/N	Description/Questions	SA (%)	A (%)	U (%)	D (%)	SD (%)	Total (%)
1	Attitude form the basis for buying	840 (34.3)	510 (20.8)	200 (8.2)	460 (18.8)	440 (17.9)	2450 (100)

2	Belief, feelings and behaviour are part of attitudinal components that influence decisions to buy or not.	750 (30.6)	620 (25.3)	100 (4.1)	400 (16.3)	580 (23.7)	2450 (100)
3	Decisions to make a purchase depend on favourable or unfavourable attitude of the consumer.	900 (36.7)	550 (22.4)	250 (10.2)	350 (14.3)	400 (16.3)	2450 (100)
4	Attitude is formed from experience, family, learning, past purchase and ability to pay for the product, etc.	735 (30)	700 (28.6)	245 (10)	370 (15.1)	400 (16.3)	2450 (100)
5	Marketers can influence positive attitude towards their product by not compromising quality	1005 (41)	840 (34.3)	55 (2.2)	320 (13.1)	230 (9.4)	2450 (100)
6	Quality as depicted by the consumer can change unfavourable to favourable attitude for a company's brand.	840 (34.3)	500 (20.4)	210 (8.6)	480 (19.6)	420 (17.1)	2450 (100)
7	Well articulated marketing programmes means good packaging, aesthetic, content, taste, durability, distribution outlet should be maintained.	670 (27.3)	700 (28.6)	200 (8.2)	380 (15.5)	500 (20.4)	2450 (100)
8	Firms often use promo tools to induce and change consumers' attitude toward their products.	950 (38.8)	750 (30.6)	75 (3.1)	370 (15.1)	305 (12.4)	2450 (100)
9	Companies should change product components to match consumers' attitude.	780 (31.8)	620 (25.3)	150 (6.1)	500 (20.4)	400 (16.3)	2450 (100)

Source: Researchers' Fieldwork, 2013

In explaining the above table the researcher based the analysis on the extent of agreement or disagreement and uncertainty, following the sequential order of the questions in the questionnaire administered to respondents.

Question 1, Clearly indicates that 1350 (55.1%) respondents accepted the fact that attitude form the basis of buying decisions, while 900 (36.7%) refused, and 200 (8.2%) of the respondents were not sure.

Question 2, further shows that 1370 (55.9%) of the respondents agreed and strongly agreed, those that disagreed and strongly disagreed were 980 (40%), and the remaining 100 (4.1%) were undecided in their decision. Based on the majority response above it invariably means that attitudinal components influence individual choice of products.

Question 3, responses depicts that 1450 (59.2%) respondents accepted, while 750 (30.6%) respondents disagreed with the research question. The remaining 250 (10.2) were not certain. It suffices to conclude that the decision to make a purchase depends on the favourable or unfavourable attitude of consumers' do to the majority response. This gives credence and support to the earlier work of Engel, et al (1995) and Fishbein (1975).

Question 4, analysis indicates that 1453 (58.6%) respondents were of the opinion that attitude is formed from experience, family background, learning, past buying, etc, while 770 (31.4%) respondents disagreed and the respondents that were not sure of themselves were

245 (10%). The majority response confirmed the scholarly work of Erasmus, et al (2001) and Hawkins, et al (2001), that all the above variables are determinant factors.

Question 5, response rate reveals that majority of the respondents believed that markets/firms can influence positive attitude for their products if the quality of a product is not compromised. The disagreed respondents were 550 (22.5%), while 55 (2.2%) were not certain. The result is at variance with Kotler (2001)'s work that require the marketer to weigh the cost of doing so and the pay-off.

Question 6, indicates that 1340 (54.7%) respondents agreed, 210(8.6%) respondents were not sure and the remaining 880 (35.9%) did not agree. The majority response means that the quality of a product as depicted by the consumer can change unfavourable to favourable attitude for a company's brand. For it is only the consumer that can tell what the quality of a product stand for.

Question 7, made us to understand that a well articulated marketing programme should be maintained based on the majority response of 1370 (55.9%) that leads to shaping purchase behaviour. 200 (8.2%) of the respondents were on the fence, while 900 (36.7%) did not agree to the assertion. From the marketing parlance, good package, concerns for aesthetic, durability, amongst others add to the success of a product.

Question 8, description of response rate shows that 1700 (69.4%) respondents accepted, 675 (27.5%) refused and 75 (3.1%) were not certain. The majority response rate above implies that firms or marketers use promo-tools to induce and change consumers' attitude towards products.

Question 9, was the last and the response include; 1400 (57.1%) agreed and strongly agreed, 900 (36.7%) disagreed and strongly disagreed while the remaining 150 (6.1%) could not state their degree of acceptance or rejection. In conclusion the majority response means that companies should change products components to match consumers' attitude. The result is in conformity with Stanton, (1981) and Kotler (2001) is exposition.

Conclusion

The statement or view that "the attitude of the buyer has no direct relationship with his or her buying behaviour and therefore marketers should not waste resources and their effort trying to change unfavourable into favourable attitudes may be quite ambiguous and requires empirical validation. From the literature of attitudes as it influence consumer behaviour we are made to understand that attitude is the way we think, feel and act towards a product, object, idea, or event and from this point the decision to buy emerge (i.e. liking or disliking the product or object as the case may be). It is therefore imperative for a marketer to have a fair knowledge of how attitudes are formed, measured and changed. Sometimes attitude are formed by the information people or buyers acquire through their past learning experiences with the product or idea or through their reference groups; like the family, social groups, peer groups etc. It suffice to say that attitude sometimes have a direct or positive relationship with buying behaviour and hence it is necessary for marketers to change unfavourable to favourable attitude, which result to positive response (i.e. buying decision). While unfavourable attitude represents or means negative response or excitement to a company's product or brand. The essence of a marketer being in business is to survive and make a reasonable return on investment. It becomes imperative on him to adapt all marketing strategies that will induce favourable response (i.e. appreciating and purchasing a company's brand). To achieve these laudable objectives, there are two options open to the marketer or firm; change buyers' attitude to be consonant or familiar and buy the product or try to

determine what buyers or consumers attitude are and then change the product to match those attitude (Stanton, 1981). It is easier to change the product than to change consumers' attitude.

Marketers should lay much emphasis on marketing concept, which requires companies or firms to first find out consumer's desire or attitude towards their product before producing these products or services, and summarizing it with proper service delivery that will attract and arouse their consumption and increase buyers' satisfaction with the hope of enhancing repeat purchase. As earlier said the attitude of a consumer is difficult to change, unlike a product that is internal to the firm producing it. The firm or marketer takes important decisions regarding the product, such decisions ranges from the quality, promotion, distribution and positioning etc. All these are the controllable variables that are open to the firm or marketer hence he can influence them to his own advantage, so that the firms remain competitive.

Changing the attitude of a consumer to accept, recognize and patronize a company's brand automatically means altering, a set of beliefs, feelings and behaviour about another company's brand that has already been formed a few years back is not a one day affair. For example, a consumer that has formed the attitude of buying peak milk will find it difficult to switch to another brand, especially if all other factors that determine demand are held constant (i.e. $Q_d = f(\text{Attitude})$). For marketers to achieve this objective of changing unfavourable attitude to favourable attitude he has to consider the individual's cognitive response, affective component and behavioural tendencies within the situation he finds himself as a consumer and the type of information, that is communicated in order to change negative attitude to positive attitude.

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