Chapter 6
Building and Changing Consumer Attitude

ABSTRACT

Developing consumer attitude is a prolonged and complex process. Consumers build perceptions on products, services, and marketing policies of companies by considering the extent of competitive advantage being offered. Consumer attitude is built when the consumer perceptions stay for sustainable period and are endorsed by their peers in an interactive manner. This chapter discusses various strategies for emerging companies to develop positive consumer attitude for their products and services in reference to consumption culture, shopping trends, varying consumer preferences, and shopping ambiance. The process of consumer attitude formation is delineated in the chapter and discussions argue about building customer-centric marketing strategies for the companies to develop a win-win marketing platform.

INTRODUCTION

Consumer psychology is complex being asymmetric and uncertain. It takes long time to develop an attitude on any consumer perceptions. Building attitude in marketplace is often impulsive than judgmental and is largely determined by the pressure of consumer needs and available choices. Airlines used to provide better inflight services to the passengers before 1990 and were also considered by the passengers as a privilege against the other modes of transport. In the early twenty-first century for a large number of consumers air travel has become a necessary due to rapid growth
of business and working avenues, and time and resources constraints. Such consumer need has prompted market competition in aviation sector and attracted a large number of low-cost airline companies posing threat to long standing and sustainable airline companies. The low cost airlines adapted the policy of lowering the price of tickets per trip by curtailing the inflight and ground services amenities. Consumers were critical about reducing the services and charging additional fee for inflight food and beverages. They perceived this change in the policy as deterioration of customer value. However, as more airlines have adapted similar policies, consumer choices of airlines were narrowed down while the need for air travel increased. Hence, the consumer perceptions were compromised at the cost of growing work pressures and frequency of travel that turned the altered quality of services as an attitude. The examples may be cited of Spirit Airlines (USA), Southwest Airlines (USA), Ryan Air (UK), and Indigo Airlines (India) that emerged as potential low cost airlines and successful altered the consumer behavior and attitude towards the air travel.

**CONSUMPTION CULTURE**

Early neoclassical economics conceptualized that the consumers determine which products and services would survive in the competitive marketplace by actively pursuing maximum individual utility. While this consumer retained the culturally driven decision making attributes such as masculinity or femininity embedded in the culture, needs, affordability, price, social intervention, and self-reference criterion. At the macro level, consumption was marginalized through Say’s law, which holds that excessive acquisition of commodities for consumption is potentially dangerous, because saving and investment drive the economy. The rise of mass consumption has influenced cultural gender sensitivity in consumption across the social, demographic, and cultural segments (Koritz and Koritz, 2001).

Traditional consumption practice is often assimilated to the generic preferences of ethnic culture. There has been a sustained interest in ethnic consumer developing composite cultural identities in emerged multi-cultural demographic contexts. The transitions among mainstream consumers and the local–global culture dichotomy are exposed to a wide diversity. The learnt, acquired, and shared consumption cultures among the range of local, global cultural demographics and markets deploy varied consumer attitudes. The customer focused marketing strategies of companies often drive consumer acculturation into foreign cultures as other discrete influences in multi-cultural marketplaces and builds a more coherent interaction with changing consumers’ perceptions (Kipnis et al, 2014).
Exploring Consumer Empowerment in Consumption Communities Based in Social Media
www.igi-global.com/article/exploring-consumer-empowerment-in-consumption-communities-based-in-social-media/132512?camid=4v1a