

Consumer Attitudes

Marketing

Why liking a brand does not mean buying it.

The attitude model

- Beliefs shape attitude
- Attitude shapes intention
- Intention drives behaviour
- Persuasion changes beliefs first
- Underpins most advertising theory

What the data shows

- Attitude explains little variance alone
- Behaviour often precedes attitude
- Users like brands because they use them
- Availability beats preference
- Habit dominates in low-involvement categories

THE DIFFERENCE THAT MATTERS

For everyday goods, being easy to buy usually matters more than being preferred.

This is the mental and physical availability argument: be thought of, and be easy to find, in the buying situation.