



CONSUMER ATTITUDES AND BEHAVIOUR

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Abstract. Ability of attitudes to predict behavioural intentions continues to be a major focus of theory and research. This article reviews theoretical framework on attitude and behaviour correlation that experiences significant progress along with the changing environment and covers research that is investigating behavioural differences through various lifestyle segments. Sparkling wine category research investigates consumer attitude to the category and particular brands from a lifestyle segmentation perspective. Through understanding of brands' positions in mind of consumers (brand continuum, brand attraction, image, levers) according behavioural reactions are estimated, evaluating how rational and emotional brand attractiveness influence the intention to act (willingness to buy the brand, to recommend or to pay premium price). The study confirmed that there was a significant association between the lifestyle of the consumers and the brands used. It was concluded that consumers often choose products, services and activities over others because they are associated with a certain lifestyle.

Key words: *attitude-behaviour relation, intention, lifestyle*

JEL codes: D03, M31

Introduction

Ability of attitudes to predict behavioural intentions continues to be a major focus of theory and research. Significant amount of consumer literature is devoted to the attitude-behaviour relationship where attitude is treated as a function of beliefs and associated values (Bass and Talarzyk, 1972; Kraft, Granbois and Summers, 1975). The attitude concept played a central role in scientific attempts to understand human thoughts and behaviour. Throughout the 20th century, the concept has had a tremendous impact on the social sciences. Perhaps the most fundamental assumptions underlying the attitude concept are the notion that attitudes, in some way, guide, influence, direct shape or predict actual behaviour.

Lifestyle is the most holistic segmentation approach that takes into account everything that might help marketers identify and reach desirable target markets (Gonzalez and Bello, 2002). Typically, a traditional lifestyle analysis segments markets using variables from the social sciences (e.g., psychology, social psychology) in combination with the commonly used demographic descriptors (e.g., age, race, sex). The underlying premise is that people who are similar in terms of such things as attitudes, opinions, motivation, orientation, access to resources, values, and interests are also similar as consumers. Segments are defined in terms of how consumers choose to spend their time and money. They deal with everyday behaviourally oriented facets of people as well as their feelings, attitudes, interests and opinion. A lifestyle marketing perspective recognizes that people sort themselves into groups on the basis of the things they like to do, how they like to spend their time and how they choose to spend their disposable

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income. Lifestyle is an important concept used in segmenting markets and understanding target customers, which is not provided by the study of demographics alone. Many researchers have focused on identifying the lifestyle of the consumers' to have better information about them.

Demographics do not give a complete picture of the consumer, thus hampering the marketer in segmenting the market to its full potential (Cooper, 1984). Bone (1997) indicates that the use of demographic characteristics such as age, income and employment status can be misleading factors while segmenting markets. The use of chronological age as a tool for segmentation is not as closely related to purchase behaviour as the psychological age (Barak & Rahtz, 1999; Barots, 1990). Though income is highly related to buying behaviour, it is generally used in segmenting the market; but it does not take into consideration factors such as activities, interest, health (Bone, 1995; Burnett & Wilkes, 1989; Moehrle, 1993). Social class adds a greater depth to demographics but it has to be supplemented by other information to give a meaningful insight of the individual characteristics. Lifestyle segmentation has been a very useful concept for marketing and advertisement planners. (Wells and Tigert, 1971)

By incorporating psychographics information with demographics, the marketer will better understand the wants and needs of the consumers. Psychographics was a term first introduced by Demby (1974) putting together psychology and demographics. Psychographic or Lifestyle refers to consumers' activities Interests and Opinion. More specifically it focuses on what people like to do, what are their areas of interests, and what are the opinion people hold on various matters (Lazer, 1963, Plumer 1974). Hence lifestyle patterns provide broader views about the consumers. The basic premise of lifestyle research is that the more the marketers know and understand their customers, the more effectively they can communicate to them and serve them. (Kaynak and Kara, 1996). This study used the lifestyle analysis to identify market segments. The main purpose of this study is to empirically examine the association between the consumers' general life styles and their consumption patterns within the sparkling wine category.

Theoretical Background

Earlier researches on attitude correlation with consumer behaviour was concerned primarily with demonstrating the predictive validity of the attitude construct (Wilkie and Pessemier, 1973) and has been demonstrated that changes in beliefs lead to changes in attitude (Lutz, 1975), that people combine belief and evaluation in the formation of an attitude (Bettman, Capon and Lutz, 1975). Attempts to predict behaviour from attitudes are largely based on a general notion of consistency. It is usually considered to be logical for a person who holds a favourable attitude toward some object to perform favourable behaviours, and vice versa.

According to Ajzen et al (1977), attitudinal and behavioural entities may be viewed as consisting of four different elements: the action, the target at which the action is directed, the context in which the action is performed, and the time, at which it is performed. The generality or specificity of each element depends on the measurement procedure employed. Given action is always performed with respect to a given target, in a given context, and at a given point in time. Criteria based on multiple observations of behaviour generalize across one or more of the four elements. For example, when the behavioural observations constituting the criterion measure involve a very heterogeneous sample of targets, the target element is essentially left unspecified. However, when the different targets constitute a more homogeneous set, their common attributes determine the target element. Similar considerations apply to the definition of the action, context, and time elements.

The central thesis of Ajzens' 'Attitude-Behavior Relations: A Theoretical Analysis and Review of Empirical Research' is that the strength of an attitude-behaviour relationship depends on the degree of correspondence between attitudinal and behavioural entities. Considering target and action elements alone, two attitudinal predictors can be identified that deserve special attention. The most common measure specifies a



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given target without reference to a particular action. This predictor may be termed attitude toward a target. Of less frequent use is attitude toward an action, a predictor that specifies both action and target elements. A similar distinction can be made with reference to behavioural criteria. When the criterion is an index based on observations of heterogeneous behaviours with respect to a given target, only the target element is specified and the resulting measure may be called a multiple-act criterion. When only one behaviour toward a given target is observed, both target and action elements are specified and we obtain a single-act criterion.

Two major distinguishable conceptualizations of attitude could be defined in the literature. Multi-dimensional that consider attitude to be a complex construct comprised of two or more components. In accordance with this view, Krech, Crutchfield and Ballachey (1962) define attitude as an enduring system of cognitions, feelings and response dispositions centered about a single object.' Also, Rosenberg and Hovland (1960) describes attitude as a 'predisposition to some class of stimuli with cognitive, affective and behavioural responses.' Attitude-behaviour relationship are considered to be stronger when the components are consistent (Rosenberg and Hovland, 1960; Rosenberg, 1968 and is suggested that cognitive, affective and conative evaluations of objects are distinguishable aspects of attitude and that simultaneous consideration of all three components should be most predictive of overt behaviour (Greenwald, 1968). Failure to find a consistent direct relationship between attitude and behaviour may be due to a failure to measure people's standing on all three components of attitude and to employ these as simultaneous and/or independent predictors of behaviour.

The major alternative considers attitude as a single affective construct. For example, Thurstone defines attitude as "the affect for or against a psychological object" (1931). Fishbein (1967) argues that scaling techniques have in common the characteristic that they place individuals on a dimension of affect. This affect for or against an object is typically inferred from an assessment of people's beliefs about the object and the evaluative aspect of those beliefs. Therefore, alternative approaches to the measurement of attitude provide alternative measures of the same thing and should yield the same results. Obtained differences among alternative instruments in measurement of an attitude, according to this approach, would be due to measurement error and not the assessment of alternative components.

A third and intermediate position is maintained in the paper "Attitude Measurement and Behaviour Change: A Reconsideration of Attitude Organization and Its Relationship to Behaviour" by Richard P. Bagozzi and R. Burnkran (1979). According to their view, attitude is a complex construct comprised of cognitive and affective components. These components simultaneously account for behavioural intentions. These intentions, in turn, lead to overt behaviours.

Katz and Stotland (1959) and Rosenberg (1968) point out that all true attitudes must have both cognitive and affective content, although they need not include a conative component. Similarly, Rosenberg (1968) stresses that, with the exception of cognitive dissonance, most of the consistency theories give only token recognition to the definition of attitude as an internally consistent structure of affective, cognitive and behavioural components; but, in practice, the behavioural component is usually treated as a dependent variable. The two component attitude position is consistent with the fact that self-reported behaviours and stated intentions to respond have frequently been treated as dependent effects of affective and/or cognitive variables (e.g., Tittle and Hill, 1967; Warner et al, 1969, Rogers and Thistlethwaite, 1970). Intentions appear to be at a lower level of abstraction than the cognitions and affective feelings on which they are based.

Ajzen summarized theories of predicted behaviour in his study 'Nature and operations of attitudes' (Annu. Rev. Psychol. 2001): most studies concerned with the prediction of behaviour from attitudinal variables were conducted in the framework of the theory of planned behaviour (Ajzen 1991) and, to a lesser extent, its predecessor, the theory of reasoned action (Ajzen & Fishbein 1980). According to the theory of planned behaviour, people act in accordance with their intentions and perceptions of control over the behaviour, while intentions in turn are influenced by attitudes toward the behaviour, subjective norms, and perceptions of behavioral control. The cognitive foundations of these factors are consistent with an expectancy-value formulation. Support for the theory in general is summarized in a meta-analysis



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(Armitage & Conner 2000a) and a review of the literature (Sutton 1998), and another review summarizes its applications to health-related behaviour (Conner & Sparks 1996).

The lifestyle concept was introduced by Bell (1958), Rainwater, Coleman and Handel (1959), and Havinhurst and Feigenbaum (1959), pointing to its potential significance in understanding, explaining and predicting consumer behaviour. William Lazer introduced the concept of lifestyle patterns and its relationship to marketing in 1963. He defined lifestyle pattern as a systems concept. It refers to a distinctive or characteristic mode of living, in its aggregate and broadest sense, of a whole society or segment. The aggregate of consumer purchases, and the manner in which they are consumed, reflect a society's [or] consumer's lifestyle. Moore (1963) suggested still another definition of lifestyle to bridge conceptual and operational interpretations of the term. The term "life style" suggests a patterned way of life into which people fit various products, events or resources. It suggests that consumer purchasing is an interrelated, patterned phenomenon, products are bought as part of a "lifestyle package".

Weber (1922) already used the term "Way of life" and the term "lifestyle" for persons in a certain status-group, based on as well social economic as on cultural resources. Lifestyle is described as 'the behaviour and rules used within a certain status group in those social interactions that are outside the economic sphere, which one regards in order to belong to a social group and by which one can distinguish oneself from others' (Ouweland et al). This behaviour is led by the individual's choices but these choices take place within a limited number of opportunities, depending on one's structural position in society. Economic classes and status groups are in this way connected but do not completely coincide. Decades later Herbert Gans (1991) distinguished five 'ways of life' for urban residents. From the end of the seventies, the work of Bourdieu has been very influential (Parker, 2004; Devine & Savage, 2005). Bourdieu builds on the work of Weber and distinguishes economic, cultural and social capital. Lifestyles are seen as a product of the volume and the interaction between economic and cultural capital (Bourdieu 2001). Ganzeboom (1998) states that the important difference in stated preferences and revealed preferences of different generations have not received much attention. Bourdieu assumes an obvious path of someone's life, but people make also rationale choices (Anderiesen and Reijndorp 1999). Gerhard Schulze states in his book 'Erlebnisgesellschaft' that the cultural hierarchy has lost ground to a much more horizontal experience society like a market model, due to growing wealth and opportunities (in Germany). "Where the cultural capital of Bourdieu will be built up through the years according to the lines of the philosophy of life, the choice on the experience market is a question of the moment. Why shouldn't these choices differ from moment to moment and from domain to domain?" (Van der Wouden and Kullberg, 2002). Jansen states after describing the way lifestyle has been conceptualized in different disciplines: "The approaches show important differences in their definition of lifestyle and in the factors through which it is expressed and through which it can be measured. The concept of lifestyle may vary from a limited characteristic to a broad spectrum of behaviour and various psychological and social variables.

Research on the sparkling wine category

The research investigates consumer attitude to the category of sparkling wines in general and concrete brands in particular and through understanding of brands' positions in mind of consumers (brand continuum, brand attraction, image, levers) estimates according behavioural reactions, evaluating how rational and emotional brand attractiveness influence the intention to act (willingness to buy the brand, to recommend or to pay premium price).

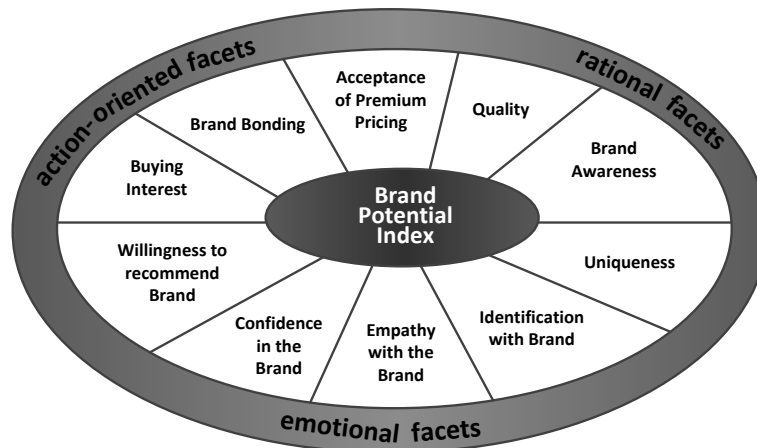
Research methodology: quantitative survey, face-to-face interviews. Target group: Inhabitants of Latvia, aged 18-74, drink champagne/sparkling wine at least once per three months. Sample size: 511 target group representatives.



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The research designed to identify how consumer's attitude towards brands influence behaviour through Brand Potential Index executed by GfK Latvia.



Source: GfK Research

Fig. 1. Brand Potential Index

The Brand Potential Index is operationalized through 10 different facets. It measures intersectorally the attractiveness of a brand according to the perception of customers. The Brand Potential Index (BPI) reflects their emotional and rational valuation as well as the behavioural willingness vis-à-vis the brand and therefore comprises all relevant aspects of the attitudinal brand strength.



Source: GfK Research

Fig. 2. Brand Potential Dimensions



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This measure allows for a valid picture of the relative attractiveness of the brand within its competitive environment and makes a future-oriented evaluation of the brand success possible.

In BPI dimensions consumer's attitudes towards brands are measured – how emotional and rational attitude leads to the behaviour – willingness to buy the brand, pay premium price and willingness to recommend.

Among this competitive set, Rīgas Šampanietis has the highest scores, winning in terms of rational and emotional attitude from consumers and, accordingly, willingness to act.

The weakest sides of Rīgas Šampanietis are price premium (the target group is not willing to pay more for this brand) as well as Attachment.



Source: GfK Research

Fig. 3. Brand Potential Dimensions

If comparing to Martini Asti, Rīgas Šampanietis is weaker in most of the facets, except awareness, scoring the worst particularly in rational attachment. Based on these diagrams could be concluded that attitude has strong relation to the behaviour of consumer's brand choice and loyalty.

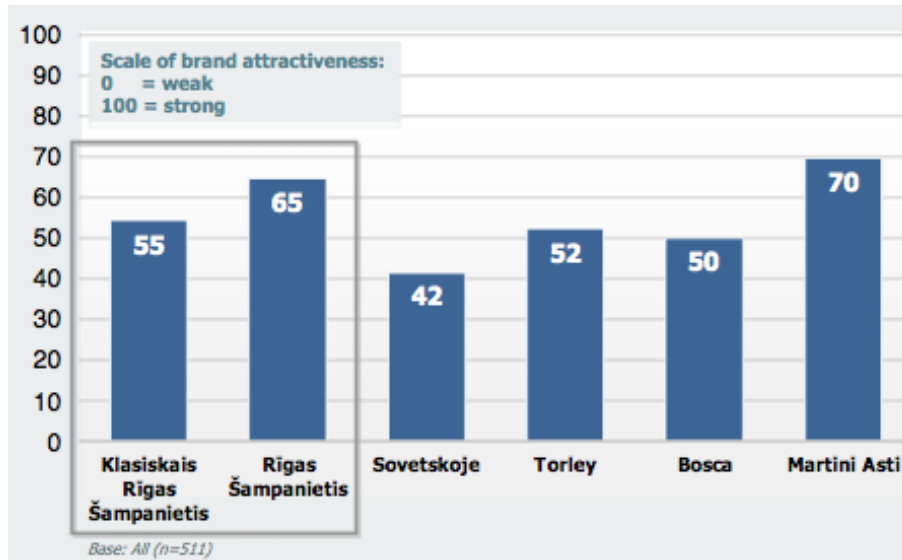
The most attractive for the target group and thus the strongest brand from all the brands observed is Martini Asti. Rīgas Šampanietis is quite close and can be marked as one of the strongest brands in the market. To maintain or improve it's positions marketing strategy of acquiring stronger emotional link with the consumers required.

If looking at the existing and potential target group of Rīgas Šampanietis, we can see that it is quite similar to the Champagne/ sparkling wine consumer on average – the largest segment is Open-minded (more young people, with higher education, searching for self-realization and enjoyment of life). At the same time, there are more than on average segment Settled (which is older target group, traditional-oriented people, desiring peace and harmony) representatives among the Rīgas Šampanietis regular consumers.



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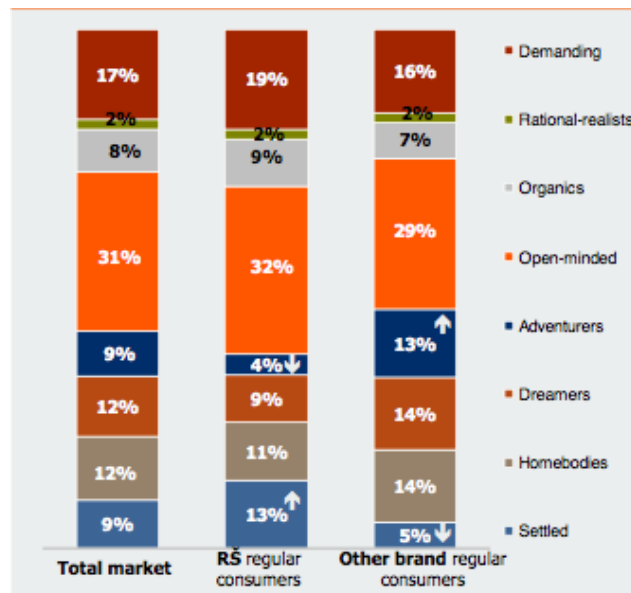
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Source: GFK Research

Fig. 4. Brand Potential Score

To sum up, – Dreamers, Adventurers and Open-minded covers the 45% of the Rīgas Šampanietis customers and is recommended direction for the further communication. Still, it has to be taken into account that these target groups are highly occupied by the main competitor of Rīgas Šampanietis Martini Asti.



Source: GFK Research

Fig. 5. Consumer Segments vs. Brand Preference



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The largest segment in the Champagne market is Open-minded, it covers almost the third part of the market. There are more settled segment representatives among Rīgas Šampanietis regular consumers than on average in the market and also comparing to the other brand consumers. There are smaller number of adventurers among Rīgas Šampanietis consumers, comparing to other brand consumers, as well as average in the market.



Source: GFK Research

Fig. 6. Structure of Value Orientation and Drivers of the Consumption

As a research results showed, sparkling and Champagne category is preferred by open-minded segment, which is in the sector 'to live a passionate life', interested in adventures, fun, freedom and innovations. Rīgas Šampanietis is also strong in settled segment that is characterized by being devoted to traditions, modesty and precaution.

Conclusions

Through evolution of studies, attitude-behaviour relationship remains a central element in theoretical as well as applied work, based mainly on the assumption that attitudes can explain and predict social behaviour. When empirical evidence concerning the attitude-behaviour relationship appeared to challenge, some investigators came to the defence of the attitude construct by questioning the validity of the instruments used to assess attitudes. Other investigators either resigned themselves to the conclusion that attitudes are poor predictors of behaviour or suggested that their impact on behaviour is moderated by situational factors, by personality traits, or by characteristics of the attitude itself. Attitude-behavioural path depend on a complex of various determinants, as latest researches report, it may vary if considering cross-national differences, or different product groups, or different consumer age groups or different lifestyles.



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Concepts of life, values and intentions of the consumers are so multifaceted that demographic target group analysis and one-dimensional target group models often are too limited to understand consumer behaviour and to create marketing activities oriented to their needs. Lifestyle approach is an instrument to investigate values, behaviour and interests of the consumers, to allow marketing activities to be focused to the target group specific needs and use in the complete marketing process.

In the 21st century, “Lifestyle Marketing” has become the magic buzzword to enthrall customers after the 80s “Niche Marketing” and the 90s “Branding” craze. Which allows to center promotional approach on the interests, values, attitudes and way of life of consumer target group. In lifestyle marketing one categorizes customers based on their interests, activities and opinions. Lifestyle marketing attempts to group customers according to some amalgamation of three categories of variables: activities, Interests, and Opinions and identifies the potency of a customer’s chosen lifestyle for determining the sort of products to be purchased and the specific brands that are further likely to appeal to the chosen lifestyle segment. Lifestyle marketing has assumed a new paradigm in today’s competitive business world. Lifestyle Marketing necessitates and works best when companies are able to connect with the lifestyle of their existing and potential customers by developing effective marketing strategies that seamlessly fit their way of living. It provides tremendous opportunities to the companies to directly target a specific type of consumer who will most likely be an enthusiast of the company’s specific products and thus, provide a competitive business advantage to the company and generate more business.

The paper gives an overview of the theories according to the model of the consumer behaviour process. The aim of the article was to give a view on consumer attitude – behaviour relationship, showing how attitudes differ between lifestyle segments, particularly illustrated by a sparkling wine research and to support the assumption that consumers often choose products, services and activities over others because they are associated with a certain lifestyle.

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