# Chapter 8 Attitudes in food and drink

## **Multiple Choice Questions**

1. Which of these is not a way in which an attitude can be formed?
2. Learning
3. Experience
4. Social Factors
5. Luck
6. Which one of these is NOT one of Katz psychological function of attitudes?
7. Value Orientation
8. Knowledge
9. Utilitarian
10. Self-esteem
11. Which of the following is an example is an example of the ABC component Affect?
12. Your love for cherries and everything cherry flavoured.
13. Avoiding jelly sweets.
14. Not eating carbohydrates because you feel they make you fat.
15. Staying away from gelatin as it derived from pork and you are Jewish.
16. Which of these is the ‘D’ in the AIDA Model?
17. Deterrent
18. Desire
19. Desperation
20. Discomfort
21. Tom is a vegetarian and cares about animal rights. He has a strong negative attitude towards meat. This is an example of which psychological factor of the functionalist theory?
22. Utilitarian
23. Ego-Defensive
24. Value Orientation
25. Knowledge
26. The Robinsons Advert is an example of:
27. Rational Appeal
28. Emotional Appeal
29. Celebrity Endorsement
30. Credible Source

**Revision questions**

1. Define in your own words what ‘attitudes’ means with examples.
2. Using the textbook and your own examples, identify different elements that effect a consumer attitude when purchasing gender targeted products. Use theories when possible.
3. Outline in your own words different aspects of Functional Theory.

**Answers**

### Multiple choice questions

1. D
2. D
3. A
4. B
5. D
6. B

### Revision questions

1. *Define in your own words what ‘attitudes’ means with examples.*

Attitudes are a key aspect when it comes to deciding regarding the purchase of an object. They are usually an opinion towards an object or service that can determine whether you want to buy something or not. These kinds of attributes liked to attitudes can be measured by looking at an individual’s valance, extremity, resistance, and confidence. The way individual analyses an object they want to purchase can be broken down into four individual terms to better understand the process of the purchase. This is helpful because it allows you to better understand how different people’s attitudes towards and object vary. The terms are as follows: Valance, which refers to the positive or negative thoughts towards an object. Extremity, which dictates how much we like or dislike something.

Resistance tells us how an individual reject change in their opinion towards something and finally confidence which allows us to believe in ourselves when it comes to deciding and referring to your current attitude towards the object.

1. *Using the textbook and your own examples, identify different elements that effect a consumer attitude when purchasing gender targeted products. Use theories when possible.*

One of the main elements that can greatly affect how genders view products is the way in which they are marketed. The way certain types of fizzy drinks are a prime example. The diet variants are mainly targeted at the women’s market. It’s no secret that women pay more attention to the smaller details like calories or sugar content. The way in which these products are marketed drastically change the way consumers respond when purchasing the items. Many advertisements now have narratives that try to relate to the consumer’s life (Woodside, A. G., & Suresh, S. (2008). Psychology & Marketing, 25(2), 97-145.). This is usually done with a male or female actor and during the brief narrative, they will include the dietary benefits. Two soft drinks that are marketed in different ways and target different audiences are Diet Pepsi and Mountain Dew. One advert shows a well-known actress drinking Diet-Pepsi while two boys are admiring her from behind, she finishes the drink and goes back to her car where she has two children. This ad portrays Diet-Pepsi as a drink that can be enjoyed without gaining weight, with the two young children suggesting that the drink can help them remain attractive as they get older and start having kids. The Mountain Dew advert shows two young men being chased by Chuck Norris through a range of film scenarios. This drink has been associated with the younger generation and is popular with gamers. Using the renowned popularity of Chuck with its slogan “Do something different” it shows that it understands its customer base which is predominately male. The social trend that consumers want to have a healthier lifestyle is an easy one to tap into and many of the fizzy drinks on the market now have an alternative diet-based product range that usually boasts less sugar and calories.

1. *Outline in your own words different aspects of Functional Theory.*

The main theory that is best used by businesses to understand consumer attitudes is Functional Theory as it allows businesses to find out what it is that their consumers like about the products. Consumers all have different functions and its these functions that allow businesses to better understand what their customers think about the products are purchasing, or not in some cases. Utilitarian functionalist is the most known of the four functions and it revolves around the principle of reward and punishment. Value expressive functions are when a consumer makes a purchase based on what that product says about individual consumers, so buying fair trade for example because you believe it’s better for low income farmers. This can lead to consumers ignoring other factors that might usually stop them from making a purchase, like cost for example. Ego-defensive functions are when consumers create attitudes to protect themselves from what they would be perceived as threats or negative feelings. They are protecting their ego, so if they were trying to protect their self-image, they might buy a more popular and well-known brand. Knowledge function is when the consumer can have their attitude changed towards a product because of factual evidence. So if they want to buy organic food they would most likely know of the benefits that that type of product brings.