

Relationship of Consumer Attitude and Brand: Emotional Aspect

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Under the conditions of intensive globalization and increasing competitiveness it becomes more difficult to affect consumer's attitude towards brands; therefore, a need to search for means of alternative influence arises. The aim of the article is to prove the relationship of brand and consumer attitude after the theoretical analysis and summarizing of brand and consumer attitude relationship from the emotional perspective, applying the example of PEPSI brand.

Consumers often face difficulties while trying to explain logically why they are more attracted to one brand instead of another or why some brands evoke strong negative feelings. Empirical studies prove that certain emotions towards goods or services are typical to consumers and the price of a good as well as practical benefit are not the only factors for the selection of the product. The experience of a consumer after a contact with a good or brand is defined as emotions that may have a varying level of intensity and may change depending on a product or situation. The impact of emotions and feelings on the formation of attitude is practically not investigated and the need to examine senses as a source of emotions appeared. Thus, the article attempts at solving the problem, related with the influence of emotions determining the formation of consumer attitude towards a brand.

The article reveals the conceptual essence of attitude as a variable of consumer behaviour. With reference to a detailed analysis of attitude conception and qualities, the conception of attitude is specified, stating that attitude is acquired and relatively permanent, gradual and at the same time purposeful, more or less intensive and reasoned intention of a consumer to react to a particular object. Following a three-component model of attitude, provided by Schiffman and Kanuk (2004) it can be stated that attitude is composed of three main constituent parts: cognition, emotion and intentions.

The theoretical analysis of attitude functions and sources of attitude formation reveals the idea that the model analysis of consumer attitude formation and change is necessary for a complete attitude towards brand. The conducted theoretical analysis of attitude as a variable of consumer behaviour and the models of attitude formation and changes analyzed and are frequently found in literary sources allow claiming that the relationship of brand and emotionally based attitude exists, which allows forming or changing consumer attitude to brand.

With reference to theoretical studies of emotions as a source of consumer attitude formation and shift the model, used for identification of influence of emotions

conditioned by senses and used for attitude formation is developed.

Striving to indicate the relationship of consumer attitude and brand from the perspective of emotions, the empirical research seeking to investigate the influence of emotions for the formation of emotionally based attitude towards PEPSI brand, expressed by the youth was carried out. The results of the research were summarized and recommendations for PEPSI brand strengthening were provided.

Keywords: *consumer behaviour, consumer attitude, brand, emotions, senses.*

Introduction

The Urgency. Theorists of consumer behaviour state that positive and negative emotions and consumer moods influenced by such emotions can help while forming consumer's attitude to a brand. However, attitude always aids while explaining the origin of consumer behaviour. Therefore, it is possible to make an assumption that emotions are one of the sources for the formation of consumer attitude and behaviour at the same time.

Globally it is possible to find not a single brand, successfully applying the means of emotional impact in communication with consumers. Advertising is no more a single source, causing particular emotions of consumers. Frequently, seeking for brand exclusiveness, emotional attributes are assigned to the brand itself. In this way consumers experience emotions, having a direct contact with the brand or the product itself. Therefore, detailed and methodologically proved studies of emotionally charged consumer attitude towards brand are necessary.

The Problem. Loudon and Della Bitta (1993), Peter (1994), Schiffman and Kanuk (2004), Solomon et al. (2002), Mowen and Minor (1998) as well as the majority of other theorists of consumer behaviour examined the importance of emotions as a component of attitude in their works. Recently, scientists are extremely interested and analyze the means of emotional impact that become more and more popular, influencing consumer behaviour within sub-consciousness. One of such theorists of consumer behaviour M. Lindstrom (2005) claims that attempting to develop brand exclusiveness, it is required to pass from traditional means of communication to sensual, emotionally-based communication. However, the usage of emotional means of attitude for consumer behaviour is poorly examined. Thus the article aims at solving the problem, related with the influence of emotions while forming consumer attitude to brand.

The aim of the article attempts to conduct theoretical research and summarize the results of the relationship of consumer attitude and brand as well as prove the relationship empirically, applying the example of PEPSI brand.

To achieve the aim of the article the following objectives formulated seek:

1. to reveal the conceptual essence of attitude as a variable of consume behaviour;
2. to conduct theoretical analysis of the models of consumer attitude formation and change;
3. to reveal the significance of emotions as a source for consumer attitude formation and change;
4. to prepare a model, indicating the influence of emotions that impact consumer attitude towards a brand;
5. to carry out empirical studies on the relationship of consumer attitude and brand from the perspective of emotions and provide recommendations.

The object of the article indicates emotional relationship, associating consumer attitude with brand.

The methodology of the research combines systematic and comparative analysis of scientific literary sources, periodicals and virtual databases. Conducting empirical studies the method of quantitative studies and personal survey was employed together with cross-series analysis of empirical study results.

Conceptual basics of attitude as a variable of consumer behaviour

The conception of attitude. Seeking to evaluate the expression of attitude within the context of consumer behaviour, the necessity to define attitude and identify its importance in the process of consumer behaviour formation and its change is required. The researchers of consumer behaviour disagree on the exact and solid interpretation of attitude conception. Still, completed theoretical studies allow stating that four definitions of attitude are most frequently used.

Loudon and Della Bitta (1993) note that attitude is how for or against, positively or negatively, favorably or unfavorably a person regards a particular object. This definition aims to reveal the idea that attitude contains consumer feelings and evaluations, related with a particular object. Solomon, Bamossy and Askegaard (2002) support the idea of the authors mentioned above and state that attitude is a long-lasting and common assessment of people, including oneself, objects, advertisement and a particular problem. Schiffman and Kanuk (2004) define attitude within the context of consumer behaviour as a constant tendency to behave accordingly in a concrete situation, regarding a certain object or a group of objects. Social psychologists Secord and Backman (Peter, 1994) popularized a detailed version of attitude interpretation, claiming that attitude is a particular system of motivation, emotions, perceptual and cognitional processes, responding to certain environmental aspects, surrounding an individual. This means that attitude is composed of three components:

1. *Perception or knowledge.*
2. *Feelings or emotions.*

3. Will or behaviour tendencies.

The studies of attitude conception disclose the idea that attitudes are related with persons, objects or behaviour that constitutes a part of the individual's world perceived. Summarizing opinions of various authors and indicating the most essential features of attitude, it is possible to state that the most precise definition of attitude determines it as a *permanent and achieved (perceived) intention to respond favorably or unfavorably to a certain object or a group of objects.*

The attributes of attitude. Following the analysis of attitude conception interpretations carried out and the current definition of attitude suggested, it is possible to identify the attributes, characteristic to it easily.

The attitude towards and object. Within the definition of consumer based attitude, *the object of attitude* is widely interpreted. The object can be a physical thing or an action. Besides, it is possible to associate attitude with one object (a person) or the entire group (a social class). According to Robertson (1973), attitude reflects the relationship between a consumer and an object. However, it is rather difficult to define the object, as scientists Solomon, Bamossy and Askegaard (2002) assess everything that can impact the attitude towards something as the object of attitude. Following Ajzen and Fishbein (1980) as well as Rosenberg and Hovland (1960) attitude can be described as *a particular evaluation of an object, which could influence emotions, knowledge or behaviour with regard to the object.*

Attitude is determined indirectly. Scientists, examining consumer behaviour, frequently evaluate attitude asking certain questions and drawing particular conclusions about consumer behaviour. Attitude is defined indirectly while interpreting words and actions of a consumer.

All authors commonly agree that *attitude is achieved.* Being born, a person does not have attitude because it forms as a result of available direct or indirect experience. This means that attitude within the context of consumer behaviour forms as a result of direct experience with a particular good or is achieved during a verbal communication with other consumer or through the means of mass media, Internet and various tools of direct marketing.

Attitude as an achieved inclination possesses its *own motivation* that is it could encourage particular consumer behaviour or deter from certain actions. Solomon et al. (2002) argue that attitudes exist simply because of the fact that they perform a particular function to a person; this means that they are determined by motives of an individual.

One more feature of attitude emphasizes that attitude is *relatively permanent* and reflects behaviour coherently. Schiffman and Kanuk (2004) state that attitude could be regarded as permanent if consumer behaviour matches up with consumer attitude. In other words, consumer is expected to behave in such a way, which would not contradict to his view/attitude expressed.

Attitude is favorable or unfavorable. This feature means that attitudes can be positive or negative. According to positive and negative attitude, consumers are subdivided into two opposite groups. Indifference indicates

that attitude is neutral (Engel and Blackwell, 1998).

Attitude is an inclination. This feature of attitude can be named as a view or frame. From consumer perspective this is a decision to prefer one thing to another. Attitude is an inclination to react to stimuli (Mellott, 1983).

Attitude degree determines how much a person likes or dislikes a particular object or their group (Engel and Blackwell, 1998). This quality indicates the fact that there are different levels of positive and negative attitude.

Attitude intensity is a reliability level of an opinion about an object or how much a person is convinced in his righteousness (Rice, 1997). Consumers are extremely sure of one attitudes and weakly sure of other. An attitude marked by a bigger conviction is steadier. Due to close relationship, the extent and intensity of attitude might be regarded as one feature, meaning that they are not synonyms.

Permanence of attitude is conditioned by resistance. Resistance is a degree of attitude stability, which shows how attitude is influenced by environmental changes (Rice, 1997). Some attitudes have a high degree of resistance and are well protected from external influence, while other may depend on external effects.

Attitudes possess structures. According to Loudon and Della Bitta (1993), attitudes incline to be steady and generalized. They are related one with another and make a unity. This signifies that there should be a particular match up between attitudes, as in another case they will clash up in between.

Attitudes make up a structure, they *remain steady* within time. It was already mentioned above that attitudes are mastered or learned, thus, the longer individuals possess them, the more intensive they become or at least more resistant to changes.

Attitude is *generalized*. This indicates that consumer's attitude towards a certain object generalizes the entire group of those objects. Loudon and Della Bitta (1993) state that consumers are eager to evaluate generically as decision making process becomes simpler.

With reference to a detailed analysis of attitude features, it is purposeful to expand the earlier definition of attitude claiming that *attitude is an achieved, relatively steady and at the same time purposeful, gradual, more or less intensive and motivated intention of a consumer to react to a certain object.*

The components of attitude. Striving to perceive the relationship between attitude and behaviour, psychologists try to build up models, which would precisely define the constituent parts of attitude. Bearing in mind the *three-component model of attitude*, presented by Schiffman and Kanuk (2004) it could be noted that attitude consists of three, main components: *cognition, emotion and intentions.*

The first constituent of the model is *cognition* revealing knowledge and perception, acquired during a direct interaction with the object of attitude and having information from various sources, related with the object.

Consumer feelings and emotions with regard to a certain object reflect the *emotional* component of attitude. Schiffman and Kanuk (2004) reveal the idea that emotionally shocking experience can also create an emotion-

ally tensed mood such as happiness, sorrow, shame, disgust, anger, grief, fault or astonishment.

Constituent of a three-component model of attitude is made up by *intentions* that are related with a probability or tendency that an individual will perform certain actions with regard to the object of his attitude. Scientists Schiffman and Kanuk (2004) affirm that the component of intentions can encompass behaviour itself as well. The three-component model of attitude is supported by authors such as Engel, Blackwell, Miniard, Loudon, Della Bitta, Mowen, Minor, Pranulis and many others.

One more theorists Lewiston, who approached attitude traditionally, notes that attitude is composed of three principal constituents such as *perception, feelings and behaviour.*

Perception is that what a consumer thinks about an object on the basis of information and knowledge that he has. Feelings but not convictions constitute the core of *feelings* that make up another component of attitude. Emotions such as fear, surprise, sadness, anger, joy or disgust are particularly important as they force the behaviour of a consumer in one way or another. The third constituent part of attitude is *behaviour*, which is a determination of a consumer to behave in a certain way, depending on convictions and feelings (Mowen, 1987).

Another representative of consumer theory Rice (1997) singles out three components of attitude as well, indicating:

1. The element of *emotions and feeling*, that can be positive or negative.
2. The element of *perception and knowledge*, signifying belief or disbelief.
3. The element of *intention and determination* or the element of behaviour tendencies (Rice, 1997).

Researchers Solomon et al. (2002) suggest subdividing attitude into three components such as *feelings, behaviour and perception* as well. They emphasize that the element of behaviour are intentions to behave in one way or another, considering the object of attitude.

The analysis of attitude components allows stating that attitude in any case is composed of three elements, which singles out attitudes from convictions and opinions that do not contain emotional constituent.

Researcher Solomon entitled *the hierarchy of standard cognition* as the first one. The pioneers of consumer behavior research believed that this hierarchy is the only one to be existent when a consumer refers to a decision making process as a problem solution. Firstly consumers, having certain knowledge about different qualities of an object, for example qualities of a product, form up their convictions. After the evaluation of the convictions, certain emotions and feelings with regard to that good are structured. Consumers structure the information about alternative brands during a particular time and decide which brand they will prefer. Finally, bearing in mind the decision made, consumers behave in a certain way. Standard learning hierarchy is described by a high level consumer involvement into the decision making process. (Solomon, 2002).

Currently researchers of consumer attitude are eager to emphasize the importance of emotional reactions as a

principal aspect of attitude. *Impulsive (experiential) hierarchy* uses emotions in order to ground consumer behaviour. This signifies the idea that impulsive hierarchy starts with behaviour, conditioned by strong feelings, and convictions appear just only as the evaluation of behaviour (Solomon, 2002).

Bearing in mind the fact that the importance of emotional reactions as a principal aspect of attitude formation is more frequently emphasized, the significance of impulsive hierarchical structure, identifying that behaviour is determined by feelings and convictions, structuring attitude appear later, is revealed.

The functions of attitude. The analysis of attitude functions is aimed to explain why consumers possess one or another attitude towards an object and what influences the formation of attitude in a concrete situation. Literary sources present four functions of attitude: *applied, ego-defense, value reflection and cognition.*

Applied function directs people towards pleasant and desirable objects and makes them turn away from unpleasant and undesirable products. This function corresponds to the utilitarian conception of maximized reward and minimized punishment. Therefore, it can be claimed that *this function is based on the principle of reward and punishment.* Solomon et al. (2002) state that attitude to an object appears due to pleasure or pain the object causes.

Attitudes that are formed seeking to protect oneself or others from external threats or inner trials perform *ego-defensive function.* For example, a consumer having a wrong decision made, can firmly define his decision to be appropriate at that time and conditioned by wrong advice of another person. Thus, *ego-defense function increases consumer's self-confidence.* Loudon and Della Bitta (1993) note that those attitudes, defending consumer's ego, help to defend his image without a conscious understanding.

Attitudes, performing the *function of value reflection,* define the basic values, lifestyle, prospects and self-perception of a consumer. Therefore, consumers employ particular attitudes, attempting to turn their qualities into something tangible, real and easier expressed (Loudon and Della Bitta, 1993). The function of value reflection allows expressing the assessment of goods and services thought attitudes. This is extremely important while revealing consumer's satisfaction with the product. In many cases this function is opposite to ego-defense function as it does not protect consumer image but demonstrates exclusive values.

The function of cognition manifests itself when individuals have a demand to understand environment and people surrounding them. Consumers' "wish to know" is rather essential for brand positioning. While positioning a product it is attempted to satisfy consumer's curiosity and adjust his/her attitude to a product, emphasizing its advantages in comparison with other competitive products. Because of this reason, the appeal to the consumer's wish to know is an important characteristic feature of advertising.

Sources of attitude formation. Following theoretical studies of such researchers as Solomon, Loudon, Della Bitta, Robertson, Schiffman and Kanuk, it should be noted that consumer attitude formation is significantly

influenced by such sources of attitude as *personal experience, influence of community, direct marketing, means of mass media and a consumer's personality.*

Bagozzi, Baumgartner and Yi (1991) suggest that primary sources, affecting attitude towards goods or services, are *direct consumer experience* and evaluation of the experience gained. Perceiving the importance of direct experience, sellers regularly encourage consumers to try new goods while suggesting discount coupons or free samples. Personal experience, related with sellers, goods or services helps to create and structure attitudes.

All people are more or less influenced by members of *community* that people belong to. The formation of consumer attitude is extremely influenced by the opinion of persons (family members, friends, and other influential people) with whom an individual communicates on a daily basis (Howard and Gengler, 2001). *Family* is one of the most important sources for attitude formation as the family introduces the main values and builds up the essential convictions. According to Robertson (1984), the family, co-workers and characteristics features of particular cultures and subcultures represent social aspects of attitude formation.

Another means, frequently employed by salesmen and directed to small niches of consumers while seeking to satisfy exclusive whims of consumers is *direct marketing.* It provides more possibilities to influence the attitude of target consumers positively as special goods, services supplied and individual messages expressed correspond to the needs and interest of individual segments and, thus, become more successful than mass marketing.

Mass media tools provide consumers with the information needed that helps building attitudes. According to Schiffman and Kanuk (2004), consumers, who form their attitude towards a good and do not have a direct contact with the product, are more influenced by the message of advertisement in comparison with those consumers who have the experience of using the same product. Therefore, it is possible to conclude that it is easier to affect consumers with no direct experience about the product by applying the means of mass media.

Personality has a crucial meaning in the formation of attitude. Schiffman and Kanuk (2004) believe that individuals, having a high demand of cognition (seeking for information and eager to think) will tend to form a positive attitude to advertisements or direct mailing that would provide the abundance of the information related with the product. And consumers, who have a lower demand of cognition, will have a positive attitude to advertisements with famous or beautiful people. Consumer's attitude to new products is influenced by specific personality factors as well.

In such situations, when a consumer attempts to solve a problem or satisfy the existing demand, attitude is formed while using *the information,* knowledge obtained and convictions acquired at the very moment. The more information about the product consumed a consumer has, the bigger is the probability that he will have a positive or negative attitude towards that production formed. Schiffman and Kanuk (2004) state that two or three stronger convictions towards a product may impact the formation of attitude and other convictions of lower im-

portance may provide no use.

Still, striving to study the influence of feelings for the formation of general attitude towards a brand, the sources of attitude formation, indicated above, are insufficient. M. Lindstrom (2005) suggests analyzing the object of attitude within a wider context as consumers are more and more influenced by emotional elements such as senses, surrounding consumers. Influenced by senses such as image, sound, smell, taste or touch a consumer is eager to form or change his attitude to the object that evoked senses. Due to this reason, senses as a powerful source of emotional influence will be further examined in parallel with other sources of attitude formation, provided by scientists. Seeking to simplify the study of feelings to attitude formation, the sources are subdivided into three levels, considering the fact how strong is their influence to emotional features of attitude.

The studies of sources for attitude formation make up the primary point to start further investigations of the models of consumer attitude formation and change as further analysis of the influence of separate factor towards the formation of general attitude to a brand is possible only after the investigation of attitude sources. It is obvious that in order to set a complete relationship of attitude and brand, the analysis of attitude conception, its features, components, functions and formation sources is not sufficient. The complexity of the question requires a deeper theoretical grounding, performed with a help of theories and models, illustrating consumer attitude formation.

Analysis of the models of consumer attitude formation and change

The understanding of theories and models of attitude formation and change will help conceiving the ways of a particular attitude to a brand formation or changing it accordingly. It is reasonable to start theoretical analysis of models from the most popular theories, applying a generic statement that a human mind seeks to maintain harmony or compatibility between the attitudes obtained hereupon. There are three classical compatibility based attitude theories: *balance, adequacy and cognition dissonance theory.*

Balance theory. Scientists, analyzing consumer attitude (Loudon, Della Bitta, Onkvisit, Solomon et al.) refer to several balance theories, which are, however, based on the primary theory of Fritz Heider. Balance theory studies the relationship of elements that are evaluated by people as interrelated and subjectively perceived as relationship of three elements that provide attitude structures, defined as *triads*. According the theory of balance, and individual evaluates surroundings as a triad. Every triad is composed of three elements: 1) a person and his cognition; 2) the object of attitude; 3) another person or object. Solomon et al (2002) claim that the principal human aim is to retain harmonious and balances relationship of the elements of the triad. *That is why it is possible to draw a conclusion that following the theory of balance, celebrities and the information received make the strongest influence on attitude formation.*

Cognition dissonance theory. The methods of attitude formation and change, analyzed earlier, are based on the prevailing traditional opinion that consumers have a certain attitude towards a particular object, formed before performing particular actions. Schiffman and Kanuk (2004) as well as Loudon and Della Bitta (1993) examine the theory that interprets the formation of attitude conditioned by behaviour differently. This is called the theory of *cognition dissonance*, claiming that a consumer experiences comfort or discomfort when mutually conflicting ideas, gathered about the object are contracted. (Schiffman; Kanuk: 2004). *With reference to the theories, presented above, it is possible to conclude that a consumer will tend to search for ways, seeking to justify his decision or eliminate existing doubts. The analysis of single-attribute models of attitude compatibility indicates the fact that it is extremely difficult to identify the reasons of attitude formation and possibilities of its change; thus, it is necessary to study multi-attribute attitude models, allowing to reveal the structure of attitude.*

Fishbein's model of attitude towards an object. Generalizations of attitude compatibility based on single-attribute theories provide assumptions for grounding of the need to examine multi-attribute attitude models. The models of *multi-attribute attitude* examine consumer attitude with the evaluation of attitude object as a function of consumer cognition and the principle features of the object or as convictions about a particular object. From the magnitude of models of this trend, the model, suggested by Fishbein is the most relevant and was studied by Solomon et al, (2002) Loudon and Della Bitta (1993) and other authors; therefore, the model will be analyzed in a more detail here.

Fishbein states that *people form attitude to objects on the basis of convictions, related with the object. Convictions, in turn, are determined by personal experience of using the object or by information, acquired from another sources.*

Using Fishbein's model it is possible to evaluate the following three components of attitude (Solomon et al., 2002):

1. Silent convictions of a consumer in respect of the object (appearing during the assessment).
2. Probability that an object possesses attributes, important for a consumer.
3. Evaluation of every important attribute.

Solomon et al. (2002) single out four ways that can change consumer's attitude, identified using Fishbein's model. It is possible to:

1. *Emphasize relative advantages.* If the brand considered has more advantages in comparison with another brand in respect of their attributes, it is important to prove to the consumer that these attributes are extremely significant.
2. *Strengthen conceivable relationship of the product and its attributes.* Identifying that a consumer does not associate the brand with certain significant attributes it is necessary to emphasize and convince the consumer in the importance of their existence.
3. *Introduce new attributes.* A positive attitude to a

brand could be formulated while introducing some unknown attributes.

4. *Change the opinion about competitors.* Seeking to achieve a more positive attitude to a certain brand, it is possible to decrease a positive attitude to competitors.

After the analysis of opinions, presented by various authors, who examined the application possibilities of Fishbein's multi-attribute model, it is possible to conclude that the model is popular due to its simple usage. Applying the model, it is possible to identify attitudes and determine their influence on consumer behaviour. However, recently a number of studies have been carried out (Solomon et al. 2002), proving that the attitude frequently declared does not conform to factual consumer behaviour. In this case it is a must to discuss theories, allowing identifying real consumer's attitude and his behaviour at the same time.

Attribute theories. Weiner (2000) states that *attribute theories* are based on interrelated but different psychological principles, applied to explain the way consumers ground their actions, considering their personal behaviour and other people, surrounding them. Studying the theories of attributes, the questions: "Why did I behave so?" or "Why I was convinced to shift to another brand?" are frequently asked. On the basis of this conception it is possible to note that *conclusions about personal behaviour or behaviour of another person make up the principal component of attitude formation or change.* Kardes (2002) explains the appearance of attitude as a result of particular behaviour on the background of *self perception theory, the co-variation principle and the causative scheme of Kelley.*

The theory of self-perception within the context of consumer behaviour indicates the idea that attitudes develop or are formed only then when consumers observe and evaluate their personal behaviour. Emphasizing the complexity of self-perception theory Schiffman and Kanuk (2004) single out *internal and external attributes.* A consumer, conditioned by the influence of his *internal attributes,* establishes his attitude and makes conclusions about his personal behaviour, stressing concrete results, achieved as an outcome of his personal effort (here possibilities, skills and efforts of the consumer are emphasized). However in cases, when consumers assign results of successful activity to uncontrollable factors such as other people, favorable conditions or just fortune, *external attributes* have to be identified.

Considering *the principle of self-defense,* presented by Schiffman and Kanuk (2004) it is possible to state that consumers tend to assign the glory of successful activity to themselves (*internal attributes*) and blame others for their misfortune (*external attributes*); therefore, it is essential to make consumers face the products of high quality that, in turn, would increase consumer's self-confidence in his capabilities and success.

Kelley's attribute theory is widespread and frequently used for the identification of factors, necessary for attitude formation. *Kelley's attribute theory is based on the principle that a reason (motive) and a result (outcome) are closely related (co-vary),* this means that the change

of a reason stipulates the change of a result. Kelley (1973) enumerates three, main reasons such as a product, situation and a person. According to Kelley's attribute theory, all the factors can influence consumer's behaviour. A positive consumer's attitude to a brand can be easily formed when high exclusiveness and permanence in any situation is emphasized together with the fact that such an opinion about the brand is widespread. Such and similar information encourages consumers to notice the best features that make the product exclusive.

Exclusive and permanent qualities of a brand, associated with positive feelings, are extremely significant while evoking emotional reactions of consumers. The ability to find and present brand attributes to a consumer in the appropriate way, allows forming or changing the existing attitude. *Thus, on the basis of attribute theory by Kelley (1973) it is possible to state that the crucial motives, stipulating one or another emotionally charged consumer's attitude and behaviour in respect of the brand is the brand itself or a situation.*

In those cases when consumers have no possibilities for attitude formation after a long-time data analysis, that is identifying attributes without any available information, researcher Kelley (1973) states that they are forced to apply *causative scheme.* The *causative scheme* is based on available information and previous experience. Kelley (1973) claims that when the information obtained validates and supports consumer's convictions, such information is considered to be relatively uninformative and unreliable due to the prevailing opinion that probable events can be stipulated by many but not a single reason. In this case the sources, providing a consumer with known and probable information will be accused of favour as it will not assess any other possible factors of influence. Trying to eliminate the problem, scientists Wood and Eagly (1981) suggest applying the *effect of unexpected information* because unexpected and unforeseen information increases creditworthiness of the source and, at the same time, allows diverting consumer's behaviour in the desired direction.

The analysis of attribute theories, presented by Kardes (2002), Kelley (1973) and other authors provides a basis for further studies of brand attributes that would assist revealing the relationship of attitude and emotional features of a brand. Another model, examining the formation and change of attitude under different circumstances of consumer involvement is ELM model.

ELM model. ELM (Elaboration likelihood model) is one of the models, studying the process of persuasion. ELM was introduced for the first time by Petty, Cacioppo and Schuman (1983), who indicated that ELM model in comparison with other models of attitude change suggests a more global attitude towards things that condition the change of attitude. This model presents an assumption that *the process of attitude change begins from the appearance of communication.* Conditions, such as the content of a message, consumer qualities and other circumstances influence the formation of communication with high or low level consumer involvement. Depending on the level of involvement, attitude and convictions can be changed by using two different routes: *central and sec-*

ondary routes to persuasion.

Central route to persuasion is significant for attitude change in those cases when consumer's motivation and possibilities to evaluate attitude's object are comparatively big, meaning that a consumer, attempting to change his attitude will actively look for important information about the object. He will compare the information obtained with his attitude. If the information obtained is acceptable to the consumer, the reactions of perception are formed. If perception reactions are not controversial to the content of the message, convictions of a consumer are changed and determine the change of attitude. When the change process of consumer convictions and attitude takes the central route of persuasion, consumer behaviour changes afterwards in an exact way. Thus, it is possible to state that a consumer, seeking to perceive, find out and evaluate the information available and related with the object of his attitude, makes a lot of effort and the change of cognition and attitude is caused by the central route.

In contrast to the central route to persuasion, when motivation or evaluation skills of a consumer are low (low level of involvement), the consumer does not search or emphasize important information about a concrete object; therefore, the change of cognition and attitude takes the secondary route of persuasion. In this case reactions of perception are not structured as consumers do not get deeper into the content of the message and do not evaluate its positive or negative aspects. The informative message is evaluated on the basis of such factors as the attractiveness, experience of a sender or the number of arguments provided and the usage of positive and negative stimuli in the informative message. Under the conditions of low level involvement convictions of a consumer change; still, it is rather complicated to impact consumer feelings and attitudes. Under such conditions only temporary attitudes can be formed and they are seldom associated with consumer behaviour. In such cases attitude, conditioned by external factors, often changes.

Secondary route to persuasion is more acceptable while evaluating and structuring emotionally based attitude to a brand as then it is possible to affect consumer's attitude without his involvement but simply changing his

convictions after the impact on his emotions. Communication, directed towards senses will attract consumer's attention which will change existing convictions, behaviour and ultimately attitude. Such conclusions allow making an assumption that the formation of consumer attitude to a brand, applying secondary route of persuasion is an appropriate method when the level of involvement in communication is low as this does not require a lot of effort from a consumer's side.

The conducted theoretical analysis of consumer behaviour as a variable and the examined models of attitude formation and change, presented in literary sources constitute the background for further theoretical studies in the area of relationship between consumer attitude and a brand. Awareness that emotionally based relationship between brand and attitude exists and can be used to form or change consumer's attitude to brands, increases the significance of senses as a source of influence and proves the necessity of theoretical studies of senses as the most important factor for emotional attitude formation and change.

Emotions as a source of consumer attitude formation and change

The researchers of attitude indicate the importance of emotional reactions as a principal aspect for attitude formation and change. Applying impulsive hierarchy, the behaviour of consumers is defined by feelings that stipulate convictions, forming attitude. Using impulsive hierarchy it is possible to form attitude or affect it using intangible attributes of a product.

The majority of scientists is interested and investigates the means of emotional influence that becomes more and more popular and influences consumer behaviour in subconscious level. An immense flow of information, which a consumer faces every day, becomes inefficient as consumers learn to filter irrelevant information. This article will apply the theory of five human senses, presented by Martin Lindstrom while attempting to reveal the conceptual essence of senses as a source of attitude formation and change.

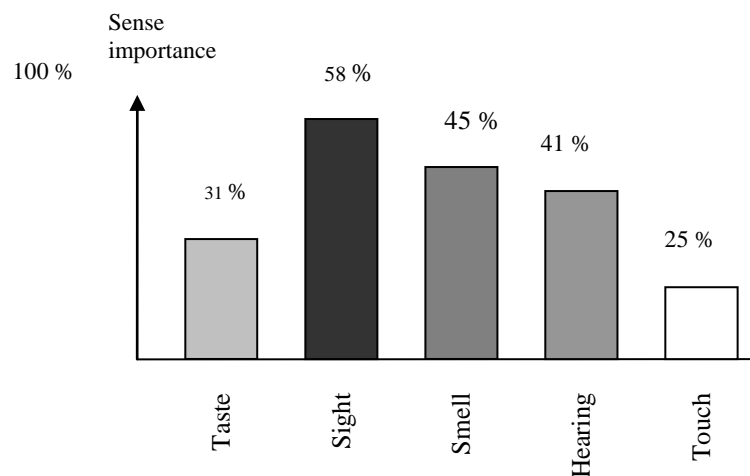


Figure 1. Attitude importance for a consumer (Lindstrom; 2005: 69)

M. Lindstrom (2005) presents a new attitude to brand exclusiveness. His new theory about a complex influence on human senses, seeking to sell a product or service, is evaluated as revolutionary. M. Lindstrom (2005) emphasizes the significance of the five senses while attempting to develop brand exclusiveness and suggests shifting from traditional means of communication to sensual and emotional communication.

M. Lindstrom, introducing sensual theory of brand concentrates all the attention to the five senses: sight, hearing, smell touch and taste. The author states that the significance of senses and their role in the increase of brand attractiveness is completely rejected in the contemporary communication with consumers. The studies, carried out, indicated that smell takes the second place according the importance after sight (Lindstrom, 2005). While in communication with a consumer the information is usually presented applying audiovisual channels of information and other senses are not addressed at all. The importance of senses is indicated in Figure 1.

The Figure clearly indicates that smell and taste have practically the same importance as sight, and smell even

surpasses hearing according the importance assigned to the senses by a consumer. It is obvious that not only visual attributes of a brand form one or another attitude towards a good or service, but other characteristic attributes such as smell, sound, taste and surface of a good, touched by a consumer, evoke one or other emotions that make a brand more attractive or oppositely more unpleasant. On the other hand, consumers are not always inclined to behave in such a way as they state they do, meaning that their behaviour differs depending on intentions. This is proved by another study, conducted by Lindstrom, during which the real impact of senses for decision making was investigated. It became clear that visual information has the biggest impact on 84 % of consumers, 12% rely on hearing, and the remaining senses influence just a small amount of consumers. Such tendencies can be explained in a simple way stating the fact that in communication with consumers communication means, oriented to specific senses are seldom addressed. However, Lindstrom (2005) forecasts that in future, seeking for a competitive advantage with a help of brand exclusiveness, the impact of the five senses, influencing consumer's attitude will spread evenly.

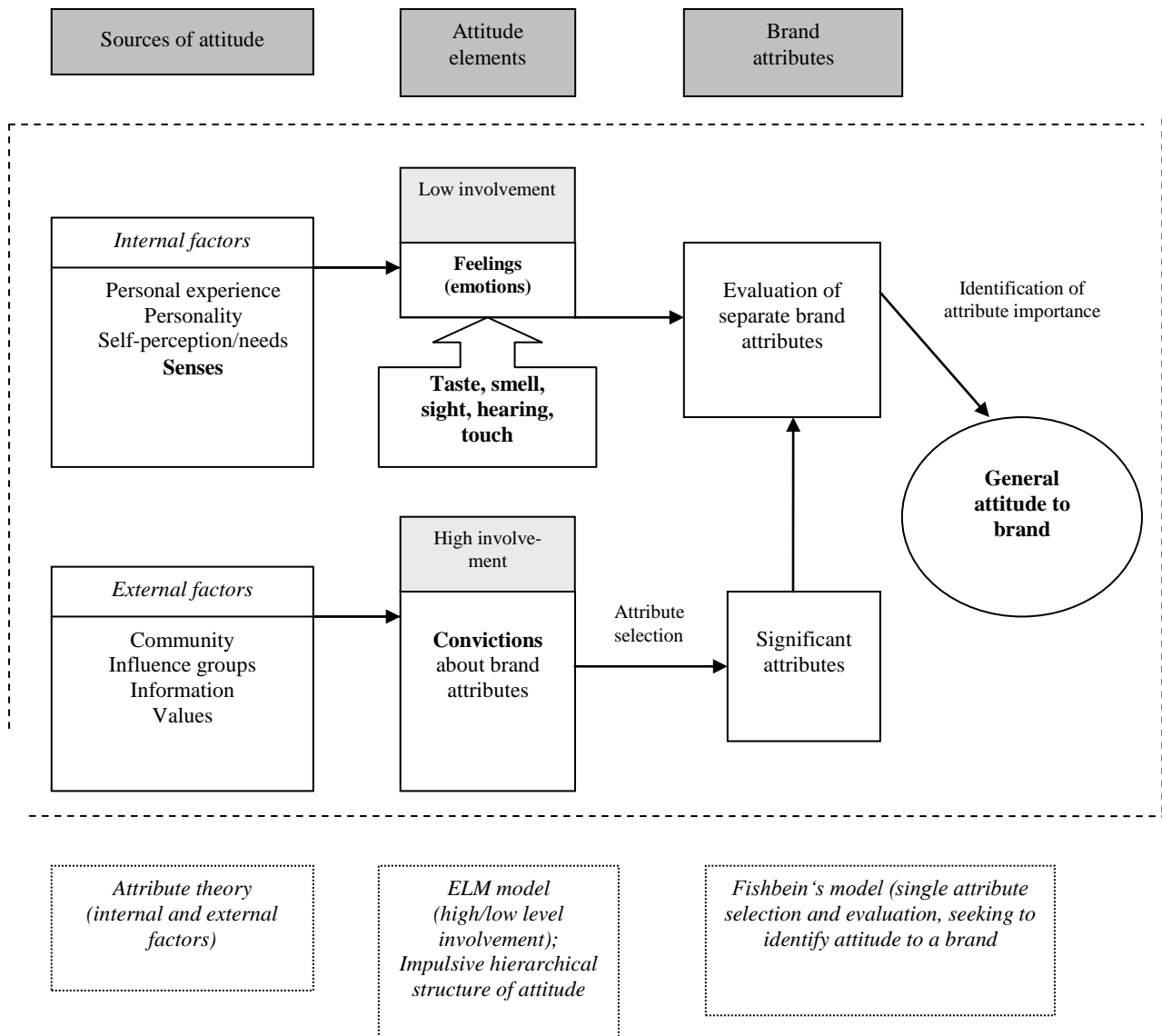


Figure 2. Identification model for sense conditioned emotional influence on attitude towards brand

Therefore, the studies, carried out by Lindstrom reveal the fact that the more of sensual features are addressed while developing a brand, the deeper emotional senses are evoked. And the stronger and more frequent emotional experience is, the more a consumer becomes attached to the brand. *The results of the investigations, conducted by Lindstrom (2005) prove the influence of senses for consumer attitude towards a brand and form a background for the structuring of a model that would help capturing the influence of emotions to a brand.*

Thus, following the analysis of attitude as a consumer behaviour variable and the model of attitude formation and change as well as the descriptive analysis of emotions as a source of attitude formation and change, the methodology for the investigation of emotion expression in attitude formation is developed. A detailed plan of emotional influence for the formation of attitude to a brand is indicated by Figure 2. Developing the research methodology of emotional influence for the formation of consumer attitude to a brand the following models and theories were employed: *internal and external attribute features, identified in attribute theory by Schiffman and Kanuk (2004), ELM model, stating that the process of attitude change begins from the appearance of communication with consumers, impulsive hierarchical structure of the influence of three attitude elements to the formation of general attitude, emphasizing the importance of emotional reactions as a principal aspect of attitude, presented by Solomon (2002) and the model of attitude to an object, presented by Fishbein, indicating of how to conduct the evaluation of separate brand attributes, seeking to identify general attitude to a brand.*

Developing the methodology, all attitude sources are subdivided into two groups of *internal and external factors*. Thus, it is possible to make an assumption that internal factors influence consumers under the conditions of low level involvement and *emotions* as a type of internal factors, conditioned by the five senses, make the biggest influence for the evaluation of separate attributes of a brand. And the selection of significant attributes is completed under the conditions of high level involvement, expressing convictions (opinion), conditioned by the influence of external factors.

General consumer attitude to a brand is identified while indicating the importance of brand attributes, defined as significant (Figure 2).

Empirical research of consumer attitude and brand relationship from emotional aspect

Research methodology. Studying the influence of emotions for the formation of attitude to a brand, general methodological regulations of consumer attitude studies are applied. Carrying out the study of the influence of sense based emotions for the formation of attitude, the approach of three-element attitude, defined by Schiffman and Kanuk, Engel, Blackwell and Miniard, Loudon and Della Bitta and other authors as well as the sources, influencing the formation of attitude and identified by Solomon, Loudon and Della Bitta, Robertson, Schiffman and Kanuk and Lindstrom are applied.

Developing emotionally based model for the evalua-

tion of attitude to a brand, *the attribute theories* analyzed by Kardes (2002) and Kelley (1973), and *ELM* provided by Petty, Cacioppo and Schuman (1983) and the impulsive hierarchical structure of three-element attitude, influencing general consumer attitude, presented by Solomon (2002) are employed. For the selection and evaluation of significant attributes of attitude *Fishbein's model of attitude to an object is applied.*

The aim of the research seeks to evaluate the influence of senses while forming emotionally based attitude of the youth to PEPSI brand.

Before the research the following **hypothesis** were formed:

1. The youth in Lithuania and England choose PEPSI drink due to its exceptional taste.
2. The attractiveness of PEPSI brand is conditioned by exceptional design and colors of the logotype.
3. The smell of PEPSI drink has strong influence while selecting the drink among another soft drinks.
4. The sound of the drink evokes positive consumer emotions when they consume PEPSI.
5. PEPSI is distinguished for its unique containers of attractive shape, characteristic only to this brand.
6. PEPSI brand possesses all the attributes, necessary to influence consumer senses.

Research method. For the purpose of quantitative study while investigating the influence of senses of the youth studying in Lithuania and England, the method of survey was chosen. In order to conduct a public survey, a questionnaire was compiled.

Sampling frame and size. Before the start of the study, the sampling frame investigated was chosen by selecting the students of Kaunas University of Technology, the Faculty of Economics and Management and of Manchester Metropolitan University, School of Food, the Faculty of Consumer, Tourism and Hospitality Management. The assumption is made by stating that the opinion of the students from Kaunas University of Technology reflects the opinion of all Lithuanian students and the opinion of students from Manchester University represents the opinion of all British students. For the selection of sampling frame interval, the method of quota selection was chosen. On the background of the selection method and paying attention to demographic and geographic features of classification it was decided to include into the sampling frame the third year students (21-22 years old) of marketing specialty in Kaunas University of Technology, the Faculty of Economics and Management and the third year students (21-22 years old), attending marketing classes in Manchester University in England. Thus, the sampling frame involves 120 people (60 students in England and 60 students in Lithuania).

Research results. The evaluation analysis of attributes, characteristic to PEPSI.

Asked to evaluate sensual attributes, 86 % of Lithuanian respondents believe that the taste of the drink makes PEPSI more attractive in comparison to other soft drinks, 34 % indicated the advertisement of the drink, 27 % think that PEPSI is attractive because of

its smell, 20% indicated the container as a reason of PEPSI attractiveness, 18% emphasized the cooler and shape of the bottle and only 5% indicated the sound while opening a tin or a bottle. While in England the most attractive feature of PEPSI was the taste, indicated by 74% of the respondents, then 26% indicated the advertising, 23% emphasized the smell of the drink, 17% stressed the shape and color of the container, 11% indicated the type of the container and 3% named the sound of the drink, heard while opening a bottle.

The most important attribute why PEPSI drink is chosen by consumers is taste of the drink as 84% of Lithuanian respondent indicated that feature, 20% emphasized the importance of the smell, 14% stressed the type of the container PEPSI is bottled in, 7% pay a lot of attention to the shape and color of the container and 5% pay attention to the sound. In England the respondents expressed the same opinion like Lithuanian respondents and, emphasizing the most important sensual attributes of PEPSI, 63% indicated the taste of PEPSI to be as the most essential quality for choosing the drink, 17% of the students in England believe that the smell is the most important feature for selecting the drink, 11% named the container of the drink, 6% consider the sound to be the most important and 14% of the respondents twice more than in Lithuania emphasize the shape and color of the drink as the most important quality. It becomes obvious that in England visual associations of PEPSI brand are stronger in comparison with Lithuania.

The second feature of importance that was frequently mentioned in Lithuania was the taste of PEPSI as 41% of the respondents indicated it, 32% believed the container of the drink to be rather important and 18% of the respondents enumerated the shape and color of the container as very significant. In England the evaluation of the brand's attributes according their importance spread evenly among all the five attributes, just the slight increase was noticed enumerating the importance of the container of the drink as 37% of the respondents indicated it.

The quality of PEPSI that was very often mentioned and regarded to be of no importance and having no influence for the choice of the drink was the sound of PEPSI, as this was indicated by 64% of the participants in Lithuania and 66% in England. Low significance of this quality is confirmed by Figure 6, where the importance of sound was emphasized just by a small number of the respondents.

The majority of the respondents in Lithuania believe that the taste of PEPSI is traditional and sweet (34% of the respondents). A similar number of the respondents stated that the taste of PEPSI as traditional and of medium sweetness (32%). 25 % of the respondents defined the taste as exclusive and of medium sweetness and just 9% of the students claim that the taste of PEPSI is exclusively sweet. In England 40% of the respondents believe that PEPSI is traditionally sweet. It is obvious that PEPSI is popular due to its sweet taste as the majority of the respondents both in Lithuania and in England do not consider the taste of the drink to be exclusive.

According the results of the research, it is obvious that the majority of the respondents do not identify the

smell of PEPSI as exclusive and making influence on attitude formation. 48% in Lithuanian and 49% in England defined the smell of the drink as undistinguished, 25% of Lithuanians and 40% of British have no opinion regarding the smell and just 27% of Lithuanians and 11% of British believe the smell of PEPSI to be unique and exclusive. Thus, it could be stated that the influence of the smell for the formation of attitude towards PEPSI brand is minimal. Lithuanian respondents, who defined the smell of PEPSI as exclusive, were asked to describe the smell of the drink and noted that it smells as roasted caramel (67%), as a sweet (42%) and as vanilla and coffee (17%).

Evaluating the memorizing of the sound while opening a tin of a bottle of PEPSI, it is possible to state that sound is not memorized by the majority of the respondents as 41% of Lithuanians and 37% of British indicated this answer. 34% of Lithuanian respondents and 51% of the British mentioned that they never paid a lot of attention to this attribute. Only 25% of Lithuanians and 11 % of English respondents believe that sound is exclusive and memorable. Considering the results of the research it can be concluded that sound evokes positive emotions, conditioning the formation of positive attitude towards PEPSI brand just for several consumers.

The majority of the respondents indicated that PEPSI can often be associated with the logotype of blue and red colors (70% of Lithuanians and 43% of British). Another, frequently mentioned feature that is associated with PEPSI is exclusive sweet taste (41% in Lithuania and 29% in England). A smaller percentage of the respondents (39% in Lithuania and 20% in England), who participated in the survey believe that PEPSI first of all is sounding name. 23% of the respondents in Lithuania and 26% of the respondents in England associate PEPSI with celebrities, advertising the drink. In Lithuanian the respondents relate PEPSI with the attractive smell of the drink (16%) and the exclusive design of the bottle (18%), while in England just a very low percentage of the respondents associate PEPSI drink with the features mentioned above. While the smell, as it was indicated above, does not have huge impact on consumer's attitude to PEPSI as just a small number of the respondents describe the smell of PEPSI as exclusive and attractive.

A small plastic bottle appeared to be the most attractive and popular container of PEPSI drink to the respondents in Lithuania as it was chosen by 36% of the participants. A glass bottle was less attractive as it was evaluated just by 27% of the respondents. The attractiveness of a tin and a big plastic bottle of the drink were evaluated identically as these types of containers were indicated by 18% of the respondents. Draught drink is bought just by 9% of the respondents from Lithuania. Evaluating the choice of the British students in respect of PEPSI's package a glass bottle and a tin were regarded to be as the most attractive for 37% of the respondents. 14 % of the students in England choose PEPSI on draught. Comparing the evaluation of PEPSI package in both countries, the opinion differs while comparing the case with tins and plastic bottles. The drink in tins is not as popular in Lithuania as it is in England while in England it was clearly observed that PEPSI in huge plastic bottles is not

used at all.

Considering the results of quantitative analysis, it could be stated that the hypothesis that “*the youth of Lithuania and England chooses PEPSI drink because of its exclusive taste*” was partially confirmed as this feature makes PEPSI more attractive to the respondents in comparison with other similar drinks, and this feature is important while choosing the drink.

The second hypothesis was proved as well stating that “*the attractiveness of PEPSI brand is conditioned by the logotype, exclusive in design and colors*”.

The hypothesis that “*the smell of PEPSI makes a big influence while choosing this drink instead of other*” was not confirmed.

In addition to this, the third hypothesis, stating that “*the sound of the drink evokes positive consumer emotions when they consumer PEPSI*” was not proved as well.

The hypothesis that “*PEPSI is distinguished for its unique containers of an attractive shape, characteristic only to this brand and attractive shape*” was partially proved as a small number of the respondents relate PEPSI with a glass bottle of exclusive design and evaluate the attractiveness of various types of PEPSI packages similarly.

The last hypothesis, stating that “*PEPSI brand possesses all the attributes, necessary to influence consumer senses*” was not proved, as only visual and taste attributes are efficiently used, seeking to influence emotional reactions of a consumer and form positive attitude to PEPSI brand. It appeared that sound is used, seeking to influence consumers during various charity events and associating PEPSI with popular musicians or other celebrities; however, the sound of the product itself was not emphasized as an attractive feature.

The research of the emotional influence for the formation of attitude towards PEPSI brand and the results obtained prove the fact that *the model, developed for indication of emotionally influenced attitude towards a brand*, was confirmed and is suitable while identifying attitude to a brand and evaluation of separate attitude elements, influencing the formation of attitude.

Conclusions

Summarizing everything what was completed it is possible to make the following conclusions:

1. Following the studies, conducted about the conception of attitude and its qualities, and summarizing the opinion, presented by many authors, it could be noted that attitude is determined as an achievable, relatively permanent and at the same time purposeful, gradual, more or less intensive and motivated consumer's intention to react to a particular object.
2. Summarizing the analysis of attitude components it is possible to state that four ways of attitude formation exist, depending on the level of consumer involvement. The ways are described by four hierarchical structures for three components of attitude, influencing general attitude formation. Applying impulsive hierarchy, it is possible to

conclude that attitude could be formed or affected by intangible attributes of a brand.

3. Having completed the studies of attitude sources and considering their impact on attitude's feeling element, and aiming to simplify the research, analyzing the influence of feelings for attitude formation, the sources of attitude were divided into three levels; depending on the fact how much they could influence emotional characteristics of attitude. Besides, here the conclusion was made that personal experience, personality and senses influence the emotional element of attitude most of all.
4. Having conducted the analysis of multi-attribute models of Fishbein's attitude to an object, Fishbein and Ajzen's rational behaviour and the Ideal point, the conclusion that the identification and evaluation of significant and preferable attributes of the brand using the synthesis of such models as Fishbein's attitude to an object and the Ideal point indicates that this method is appropriate for indicating consumer's attitude to a brand.
5. The completed analysis of emotional reactions as a principle source of attitude formation and change revealed the fact that senses make big influence on consumer emotions and at the same time attitude.
6. Developing the methodology, used while examining the influence of emotions on consumer attitude towards a brand, the following items were applied: Attribute theory, distinguishing internal and external characteristic features of attributes; ELM model, stating that the process of attitude change begins from the start of the communication with consumers; impulsive hierarchic structure of three attitude elements, influencing the formation of general consumer attitude that emphasizes the importance of emotional reactions as the main aspect of attitude; and Fishbein's model of attitude to an object, enumerating how to complete the evaluation of single brand attributes, seeking to identify general attitude to the brand.
7. The results of the empirical studies revealed the fact that senses influence the formation of emotionally conditioned attitude of the youth towards PEPSI brand; however, tangible attributes of the product as well as convictions related with the product are not less significant. On the basis of the results it could be stated that consumers have no negative attitude towards PEPSI brand and forming the attitude to the product consumer convictions and senses, stipulated by the drink, are equally important.
8. After the empirical research it became obvious that consumers, while choosing the drink, do not reject the importance of emotions, evoked by PEPSI, still, the qualities, defining the ratio of the price of the drink selected and its quality attracts the biggest attention; thus, consumer emotions are influenced by attitudes that consumers tend to relate with high quality of the drink most of all.
9. The analysis of the most essential senses, determining the attitude of the youth to PEPSI brand indicates the fact that PEPSI is attractive due to

such sensual qualities as taste, attractive visual presentation of the brand, though the importance of other senses is not emphasized as they are not considered to be as exclusive in respect of other similar drinks. Therefore, it is possible to conclude that PEPSI brand does not possess all the attributes necessary to influence consumer attitudes or consumers do not evaluate the significance of these attributes; thus, the development of PEPSI attributes from the perspective of all the senses, perceived by the man, is necessary.

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Vartotojų požiūrio ir prekės ženklo sąsajos: emocinis aspektas

Santrauka

Sparčios globalizacijos ir stiprėjančios konkurencijos sąlygomis vis sunkiau paveikti vartotojo požiūrį į prekės ženklą. Taigi iškyla būtinybė ieškoti alternatyvių vartotojo poveikio priemonių, padėsiančių suformuoti vartotojo požiūrį. Empiriniai tyrimai įrodo, kad vartotojams dažnai būdingos tam tikros emocijų ar paslaugų atžvilgiu ir kad prekės kaina bei praktinė jos nauda nebėra vieninteliai prekės pasirinkimo veiksniai. Vartotojų potyriai, susidūręs su preke ar prekės ženklu, vadinami emocijomis, kurios gali skirtis savo intensyvumu ir keistis priklausomai nuo prekės ar situacijos. Tačiau emocijų ir jausmų įtaka požiūrio formavimui yra dar palyginti menkai ištirta ir atsiranda būtinybė tyrinėti pojūčius kaip emocijų paveikto požiūrio šaltinį. Todėl straipsnyje sprendžiama problema, susijusi su emocijų įtakos vartotojų požiūrio į prekės ženklą formavimui.

Straišnio tikslas – teoriniu lygmeniu ištyrus ir apibendrinus vartotojų požiūrį ir prekės ženklo sąsajas emociniu aspektu, jas empiriškai pagrįsti PEPSI prekės ženklo pavyzdžiu.

Straišnio objektas – vartotojų požiūrį ir prekės ženklą siejančios emocinės sąsajos.

Tyrimo metodika – mokslinės literatūros šaltinių, periodikos, virtualiųjų duomenų bazių sisteminė ir lyginamoji analizė. Empirinis tyrimas atliktas kiekybinio tyrimo metodu – asmeninė apklausa, tiesinė ir kryžminė empirinio tyrimo rezultatų analizė.

Siekiant išryškinti vartotojų požiūrio ir prekės ženklo sąsajas emociniu aspektu, pirmiausia atskleidžiama požiūrio kaip vartotojų elgsenos kintamojo konceptualioji esmė. Požiūrio sampratos studijos rodo, kad požiūriai yra susiję su asmenimis, objektais ar elgsena, kurie yra individo suvokiamo pasaulio dalis. Apibendrinant Liudon ir Della Bitta (1993), Solomon, Bamossy ir Askegaard (2002), Schiffman ir Kanuk(2004) nuomonę bei išskiriant pagrindines požiūrio savybes, galima teigti, kad tiksliausiai požiūris apibrėžiamas kaip *pastovus įgyjamas (sužinomas) ketinimas palankiai arba nepalankiai reaguoti į tam tikrą objektą ar jų grupę*. Kaip teigia Schiffman ir Kanuk (2004), individas tam tikros elgsenos atžvilgiu gali turėti daug skirtingų požiūrių, kurie kiti priklausomai nuo konkrečios situacijos. Taigi akivaizdu, kad analizuojant požiūrius būtina įvertinti situaciją, kuri gali paveikti vartotojo elgseną. Siekdami suvokti požiūrio ir elgsenos santykį, psichologai dažnai bando sukurti modelius, kurie aiškiai apibrėžtų požiūrio sudedamąsias dalis. Remiantis Schiffman ir Kanuk (2004) pateiktu *trikomponenčiu požiūrio modeliu*, galima teigti, kad požiūrį sudaro trys pagrindiniai komponentai: *pažinimo* dedamoji, *emocinė* dedamoji ir *ketinimų* dedamoji.

Kadangi vis dažniau pabrėžiama emocijų reakcijų kaip pagrindinio požiūrio formavimo aspekto reikšmė, iškyla svarba impulsyvioji hierarchinės struktūros, teigiančios, kad elgseną lemia jausmai, o tik po to atsiranda požiūrį formuojantys įsitikinimai. Remiantis impulsyviąja hierarchija, požiūrį galima formuoti arba jį paveikti nematerialiais prekės ženklo atributais.

Atskleidžiant pojūčių kaip požiūrio formavimą ir kaitą veikiančio šaltinio konceptualiąją esmę, remiamasi Lindstrom (2005) penkių žmogaus pojūčių teorija. Jis (2005) nurodo naują požiūrį į prekės ženklo išskirtinumą. Lindstrom pabrėžia visų penkių žmogaus pojūčių svarbą siekiant sukurti prekės ženklo išskirtinumą bei siūlo nuo tradicinių komunikacijos priemonių pereiti prie juslinio, emocijomis pagrįsto komunikavimo. Apibendrinamas jutiminio prekės ženklo teoriją Lindstrom visą dėmesį sutelkia į penkis žmogaus pojūčius – regėjimą, klausą, kvapą, lytėjimą ir skonį. Autoriaus teigimu, šiuolaikinėje komunikacijoje su vartotoju visiškai neįvertinama pojūčių svarba ir jų vaidmuo didinant prekės ženklo patrauklumą. Lindstrom atlikti tyrimai atskleidė, kad kuo daugiau jutiminių charakteristikų įtraukiama kuriant prekės ženklą, tuo gilesnius emocinius potyrius jo vartojimas sukelia. O kuo stipresni ir dažnesni emociniai išgyvenimai, tuo vartotojas tampa labiau prisirišęs prie prekės ženklo. *Tokie Lindstrom (2005) atliktų tyrimų rezultatai pagrindžia pojūčių daromą įtaką vartotojų požiūriui į prekės ženklą ir sudaro pagrindą modeliui,*

padėsančio nustatyti emocijų įtaką požiūriui į prekės ženklą.

Remiantis atlikta požiūrio kaip vartotojų elgsenos kintamojo ir požiūrio formavimo bei kaitos modelių, ir aprašytąja emocijų kaip požiūrio formavimo bei kaitos šaltinio analize, suformuluojama emocijų raiškos formuojant vartotojų požiūrį į prekės ženklą tyrimo metodika.

Tiriant emocijų įtaką požiūriui į prekės ženklą formavimui taikomos bendrosios vartotojų požiūrio tyrimų metodologinės nuostatos. Atliekant pojūčiais pagrįstą emocijų įtakos vartotojo požiūrio formavimui tyrimą, remiamasi Schiffman ir Kanuk, Engel, Blackwell ir Miniard, Loudon ir Della Bitta ir kitų autorių apibrėžtu trielemenčiu požiūrio traktavimu bei Solomon, Loudon ir Della Bitta, Robertson, Schiffman ir Kanuk, Lindstrom išskirtais požiūrio formavimui įtaką darančiais šaltiniais. Kuriant emocijomis paremto požiūrio į prekės ženklą įvertinimo modelį, remtasi Kardes (2002) ir Kelley (1973) nagrinėtomis *atributų teorijomis*, Petty, Cacioppo ir Schuman (1983) pateiktu *ELM modeliu* ir Solomon (2002) trijų požiūrio elementų įtakos bendram vartotojų požiūriui impulsyviąja hierarchine struktūra. Reikšmingų prekės ženklo atributų atrankai ir įvertinimui atlikti bus remiamasi *Fishbein požiūrio į objektą modeliu*.

Tyrimo tikslas – įvertinti pojūčių įtaką formuojant emocijomis pagrįstą jaunimo požiūrį į PEPSI prekės ženklą. Prieš atliekant tyrimą buvo iškeltos tokios **hipotezės**:

1. Lietuvos ir Anglijos jaunimas renkasi PEPSI gėrimą dėl išskirtinio jo skonio;
2. PEPSI prekės ženklo patrauklumą sąlygoja išskirtinio dizaino ir spalvos logotipas;
3. PEPSI gėrimo kvapas turi didelę įtaką renkantis šį gėrimą iš kitų gazuotų gėrimų;
4. Vartotojams teigiamų emocijų vartojant PEPSI sukelia gėrimo skleidžiamas garsas;
5. PEPSI tara pasižymi unikalumu, tik šiam prekės ženklui būdinga ir vartotojui patraukli forma;
6. PEPSI prekės ženklas turi visus vartotojo pojūčiams paveikti reikalingus atributus.

Tyrimo metodas. Kiekybiniam pojūčių įtakos Lietuvos ir Anglijos studijuojančio jaunimo požiūriui į prekės ženklą tyrimui buvo pasirinktas apklausos metodas. Apklausiai atlikti sudaryta anketa.

Imties atranka ir dydis. Prieš atliekant tyrimą buvo nustatyta tiriamoji visuma, t.y. Kauno technologijos universiteto Ekonomikos ir vadybos fakulteto bei Anglijos Mančesterio universiteto Marketingo mokyklos (*Manchester Metropolitan University, School of Food, Consumer, Tourism and Hospitality Management*) studentai. Daroma prielaida, kad KTU studentų nuomonė atspindi visos Lietuvos studentų požiūrą, o Mančesterio universiteto studentų nuomonę galima sutap-

dinti su visos Anglijos studentų požiūromis. Tyrimo imties atrankai naudotas netikimybinis atrankos metodas – kvotinė atranka. Remiantis minėtu imties atrankos metodu, atsižvelgus į demografinius ir geografinius klasifikavimo požymius, į tyrimo imtį įtraukti Kauno technologijos universiteto Ekonomikos ir vadybos fakulteto 3 kurso marketingo specialybės studentai (21-22 metai) bei Anglijos Mančesterio universiteto Marketingo mokyklos 3 kurso studentai, lankantys marketingo paskaitas (21-22 metai). Taigi apskaičiuota tyrimo imtis yra 120 žmonių (60 studentų Anglijoje ir 60 studentų Lietuvoje).

Remiantis kiekybinio tyrimo rezultatais, galima teigti, kad iš dalies patvirtinta hipotezė, jog „Lietuvos ir Anglijos jaunimas renkasi PEPSI gėrimą dėl išskirtinio jo skonio“, nes būtent ši charakteristika respondentams daro PEPSI patrauklesnį nei kiti panašūs gėrimai ir yra svarbi renkantis gėrimus. Patvirtinta ir antroji hipotezė, kad „PEPSI prekės ženklo patrauklumą sąlygoja išskirtinio dizaino ir spalvos logotipas“. Hipotezė, kad „PEPSI gėrimo kvapas turi didelę įtaką renkantis šį gėrimą iš kitų gazuotų gėrimų“, nebuvo patvirtinta. Nepatvirtinta ir trečioji hipotezė, teigianti, kad „vartotojams teigiamas emocijas vartojant PEPSI sukelia gėrimo skleidžiamas garsas“. Hipotezė, kad „PEPSI tara pasižymi unikalumu, tik šiam prekės ženklui būdinga ir vartotojui patraukli forma“, patvirtinta iš dalies, nes tik mažą dalį respondentų PEPSI sieja su išskirtinio dizaino stikliniu buteliuku ir įvairias galimas gėrimo pakuotes pagal patrauklumą vertina vienodai. Šeštoji hipotezė, teigianti, kad „PEPSI prekės ženklas turi visus vartotojo pojūčiams paveikti reikalingus atributus“ nepatvirtinta, nes efektyviai naudojami paveikti vartotojų emocijoms reakcijoms, siekiant suformuoti teigiamą požiūrį į PEPSI prekės ženklą, yra tik vizualiniai ir skonio atributai. Garsais paveikti vartotojų bandoma rėmimo priemonėmis, susiejant PEPSI su garsiais muzikos atlikėjais ar kitomis garsenybėmis, tačiau pats prekės skleidžiamas garsas nėra akcentuojamas kaip patraukli charakteristika.

Atliktas emocijų įtakos formuojant požiūrį į PEPSI prekės ženklą tyrimas bei gauti jo rezultatai įrodo, kad sukurtas *pojūčių sąlygotų emocijų įtakos, požiūriui į prekės ženklą nustatymo modelis* patvirtinta ir yra tinkamas požiūriui į prekės ženklą nustatyti bei atskirų požiūrio elementų įtakai formuojant požiūrį įvertinti. Remiantis nustatytais vartotojų įsitikinimais ir jausmais į PEPSI prekės ženklą, galima teigti, kad straipsnyje pateiktas modelis gali būti panaudotas ne tik požiūriui į PEPSI prekės ženklą nustatyti, bet ir į kitiems prekės ženklams. Kadangi visi prekės ženklai pasižymi tam tikrais vartotojui daugiau ar mažiau reikšmingais atributais, kuriuos nulemia įsitikinimai, šių atributų svarbą, remiantis pojūčių daroma įtaka, galima nustatyti bet kokiam prekės ženklui, tiek plataus vartojimo, tiek ir prabangos prekei.

Raktažodžiai: *vartotojų elgsena, vartotojų požiūris, prekės ženklas, emocijos, pojūčiai.*

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