

### **Task, Part 1**

Using the three broad approaches to attitude change listed previously, come up with *specific* examples of how *each* of these three different approaches might be used to change consumers' attitudes toward the Treadfast tire. In other words:

1. Describe one specific way in which Fivestar might be able to change consumers' attitudes toward Treadfast by changing the importance/desirability of attributes.
2. Describe one specific way in which Fivestar might be able to change consumers' attitudes toward Treadfast by changing brand beliefs.
3. Describe one specific way in which Fivestar might be able to change consumers' attitudes toward Treadfast by adding a new attribute.

In this first part, your task is to identify the different strategies that might be used to change consumers' attitudes toward the Treadfast tire, *not* the specific ads that might be used to carry out these strategies. For example, one specific way in which Fivestar might be able to change consumers' attitudes toward Treadfast by changing brand beliefs would be to change consumers' beliefs regarding the handling ability of the Treadfast tire. (Please do not use this specific example in your answer to Part 1.) If they were able to change consumers' belief structures in such a way that consumers perceived Treadfast as rating very positively on the handling attribute, they could change those consumers' overall attitude toward the tire.

### **Task, Part 2**

After months of deliberations regarding possible ways of changing consumer attitudes toward the Treadfast tire, senior managers at Fivestar concluded that the most effective repositioning strategy would be to change consumers' brand beliefs by depicting Treadfast as the best tire on the market with regard to handling ability. The reasons behind the choice of this particular attitude change strategy were sound ones. First, the handling attribute is important to consumers, ranking only second in importance among the typical purchase decision criteria. Secondly, in tests conducted by objective third parties, the Treadfast tire has consistently scored very well on this attribute. Thirdly, consumers are, according to the K&M research results, largely unaware of Treadfast's superiority on this attribute.

Senior managers at Fivestar have also decided that it would be advantageous to advertise the Treadfast tire year-round, rather than only in the traditional buying season. They feel that brand familiarity is likely an important, though not often mentioned, factor influencing the purchase of winter tires. Therefore, although they will undoubtedly spend much more of their advertising budget during the buying season, they will direct at least some of that budget toward maintaining a "presence" in the marketplace year-round.