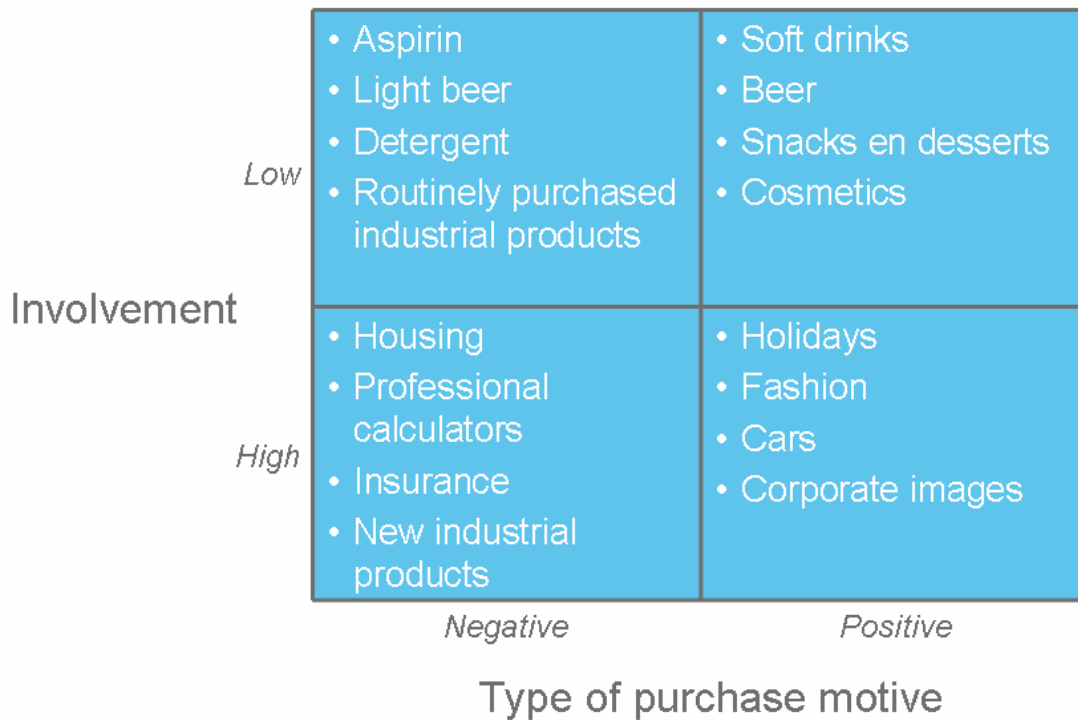


## Model: Brand Attitude Strategy Quadrants

Type of model: Brand model  
 Author(s): John Rossiter & Larry Percy  
 Domain: Positioning



Rossiter & Percy identified two main factors driving customers' purchasing process: 'type of decision' and 'type of purchase motive'. The former is determined by the level of involvement a customer feels with a product (low or high). The latter is determined by the question what motive drives a customer to buy a brand product. This leads to four types of brand positioning.

In Rossiter & Percy's model, 'involvement' is determined by the level of perceived risk, which can be split up into two components:

1. The perceived economic risk incurred by the purchase: loss of money, problems with performance, threats to physical safety, loss of time, and inconvenience.
2. The perceived psychological risk incurred by the purchase: perceived discrepancies between the benefits offered by the brand and the customer's self-image, and social rejection by the reference group.

Low involvement means that a customer feels he/she is not running any economic and/or psychological risks by buying a brand product. If a customer, on the other hand, finds a brand product expensive, the level of involvement is high. When buying cheap products, a customer can still feel high involvement if he/she perceives the purchase to lead to a high psychological risk.

Purchase motive comes in two types: negative and positive motives. A negative purchase motive means a customer feels something is missing or has encountered problems and wants to reduce or eliminate the negative feelings involved in that (such as buying painkillers when you have a headache). A positive purchase motive sees a customer buy a specific product to experience certain positive feelings (such as when eating candy). Rossiter & Percy have identified five negative and three positive purchase motives:

1. Negative motives:
  - a. Problem removal: reducing or eliminating a problem that is experienced at that moment (for example: buying a drink when you are thirsty). The purchase is supposed to solve the problem.
  - b. Problem avoidance: anticipating a future problem (for example: buying a bottle of soft drink to have something to drink in the evening), i.e.: preventive.
  - c. Incomplete satisfaction: the feeling of being incomplete is experienced as an adverse situation. Someone who, for example, is not satisfied with a certain brand, and is looking for a brand that better meets his/her wishes.
  - d. Mixed approach – avoidance: is based on either a conflict between one of the abovementioned negative purchase motives and a positive motive (for example: 'I like Scotch, but it gives me hangover'), or a conflict between two of the abovementioned negative motives (for example: 'a shot of Scotch helps me overcome my natural timidity, but it gives me a hangover').
  - e. Normal depletion (a slightly negative motive): completing or replenishing to maintain the present situation (for example: buying a bottle of Scotch for your drinks cabinet at home, in order to ensure you are never without).
2. Positive motives:
  - a. Sensory gratification: the objective of consuming is gaining (sensory) pleasure.
  - b. Intellectual stimulation: the objective of consuming is exploring (trying new things). The consumer is after psychological stimulation.
  - c. Social approval: the objective of consuming is receiving social reward/ personal recognition (conspicuous consumption). Note: when this

concerns reduction or elimination of a social fear, it is basically a negative motive.

Based on the *type of decision* and *type of motive*, a manager can place his/ her brand in one of the four quadrants. Depending on the product features and the purchase motive he/ she wishes to appeal to, a brand manager chooses the quadrant that best matches the brand product in question. For example: a dessert with 0% fat can be bought for negative reasons (dieting) or positive reasons (tasty). In case of a positive motive, involvement will probably be low, and in the case of a negative motive it could also be high (such as when excess weight is causing psycho-social problems). Rossiter and Percy stress that one and the same brand product can, in principle, be positioned in several quadrants, but that the brand manager should decide on the most obviously matching quadrant. They also provide a number of advertising guidelines that should be heeded during the creative execution stage. These guidelines have been summarized in another model in the brand communication models category.

#### *Reference(s)*

- Rossiter, J.R., Percy, L. (1987), Advertising and promotion management. McGraw-Hill, New York, N.Y.\*
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\* : Available in the EURIB library.