

Attitudes and Decision-Making Process (Assignment 3)

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Fishbein Model

Every person has different main attributes of a truck in their mind. To figure out what attributes are crucial in general, one may look into Maslow's hierarchy of needs... and check online articles that are based on customers' responses.

According to Maslow's hierarchy of needs (1987), the basic need of a human is a need for safety. Then, according to the article in *CNET* by Peter Glaskowsky (2008), customers seek affordable prices and comfort. Price is often the deciding factor when making a purchase, especially when a budget is limited. Comfort is simply an extra booster that makes people happier and more satisfied with their lives. The fourth aspect is eco-friendliness. Nowadays, sustainability is a trending topic in the car market. More and more companies go full-electric, that is why this attribute is among the most important ones.

To check the consumers' attitudes, the survey was conducted among 10 TRU students 18 to 25 years old. They were asked to rate the attributes and evaluate the performance of Ford Motor Company, GMC, and RAM in every attribute (1 -poor performance; 10- best performance). All the participants were asked to make the evaluations trusting their beliefs and attitudes. In the table below, the average numbers will be shown.

Attribute	Importance	Ford	GMC	RAM
Price	9	7.5 (8,6,8,7,8,9,7,6,10,6)	7 (8,6,6,6,5,8,8,8,7,8)	7.1(7,4,7,8,9, ,10,9,4,7,6)
Safety	10	7 (6,8,6,8,8,9,6,3,9,7)	6.9 (9,9,7,7,5,9,2,6,8,7)	7.2 (8,9,8,7,9,8,

				4,6,6,7)
Eco-friendliness	4	5.6 (7,7,7,3,8,9,3,5,2,5)	5.7 (8,5,8,3,5,9,4,8,2,5)	6.3 (6,5,6,4,9,9,7,5,5,7)
Comfort	7	8.5 (8,9,7,8,8,10,10,8,8,9)	6.8 (6,8,8,6,5,10,4,6,9,6)	7.1 (7,7,6,7,9,9,7,6,8,5)
TOTAL		219.4	202.4	210.8

This model represents attitudes and evaluations of 18-25 years old university students. All outlined the importance of safety and price, but only some cared about the environment and comfort while making evaluations. Results show the competitiveness of these three companies: most of the attributes are evaluated almost equally. It's important to notice that Ford trucks are considered more comfortable than GMC and RAM, but most of the participants rated Ford as not an eco-friendly vehicle. According to these results, consumers remember previous campaigns focused on comfort, but a new marketing campaign with a deep focus on sustainability did not reach the participants of this survey yet, they are unaware of the new F-150 All-Electric Lightning. Also, consumers are not 100% sure about the safety of trucks from these three companies. Overall, Ford trucks turned out to be more favorable among 18-25 years old students.

Recommendations

- The Fishbein model should be made in a year and check how attitudes on eco-friendliness will change after the F-150 All-Electric marketing campaign. It will also allow evaluation of the success of the marketing campaign.

- The marketing campaign should address the safety of the truck as it is considered the most important attribute of the truck by consumers, but they are unaware of how safe is Ford F-150.
- The product manager should pay attention to promoting eco-friendliness and keep comfort in focus and maintain already working promotional strategies.

Evaluation of Advertisements

The three advertisements represent two types of consumer involvement. The “Electric Lifestyle” is made for customers with high cognitive involvement, “Can a Truck Change Everything” is fully based on Zajonic’s Model (emotional involvement), and “What’s In the Frunk” combines both.

An Electric Lifestyle (2022)

https://www.youtube.com/watch?v=Nsl-xRttl2k&list=PLCFM1h5Oz66gIrcg2NISP1eYsfcQ6Eflb&index=20&ab_channel=FordMotorCompany

Source: TV/ Youtube advertisement. The platforms were chosen to cover as many people as possible. The TV advertisements cover the older generation (30+), while YouTube ads increase awareness among young people who are about to enter the market (16-29). YouTube has a high perceived social value, while TV is considered credible. Ford Motor Company’s (n.d) YouTube channel has a very strong brand image. The videos on the YouTube channel are made in a professional way. Most videos outline facts about vehicles that create credibility.

Argument: Ford Motor Company uses a balance theory to create the relations between the electric environment, digital environment and their new truck,

representing a car as an innovation for those who are familiar with digital devices and who care about the switch to electric vehicles.

Type of Message: The music used in the video creates an upbeat feeling, while the message is informative. Ford Motor Company chose this music, because it sounds modern and matches with information delivered.



Ford Motor Company, 2022

The ad highlights the functionality and modernism of the new all-electric Ford through visual and verbal stimuli. The verbal stimuli are every function promoted in this ad (e.g. available extended-range battery with dual onboard chargers for faster home charging). The visual stimuli are all details shown but not highlighted. For example, reusable bags for groceries are hints that represent the environmentalism and modernism of Ford Motor Company. Overall, the ad is very informative. It was created for highly-involved customers. The only recommendation is to draw a conclusion in the beginning and then present all the functions and novelties.

Can a Truck Change Everything? (2022)

https://www.youtube.com/watch?v=KDptc0ycLhc&list=PLCFM1h5Oz66glrCg2NISP1eYsfcQ6Eflb&index=9&ab_channel=FordMotorCompany

Source: TV/ Youtube advertisement. The platforms were chosen to cover as many people as possible. The TV advertisements cover the older generations (30+), while YouTube ads increase awareness among young people who are about to enter the market (16-29). YouTube has a high perceived social value, while TV is

considered credible. Ford Motor Company's (n.d) YouTube channel has a very strong brand image. The videos on the YouTube channel are made in a professional way. Most videos outline facts about vehicles that create credibility.

Argument: Keeping in mind the social judgment theory, Ford Motor Company names their ad "Can a Truck Change Everything". This helps to attach their new truck to the new meaning. The repetitive mention of a change in everything helps to highlight that this car is absolutely not the same as the previous version: that's an EV truck that can change everything.

Type of Message: In this ad, Ford Motor Company draws a conclusion stating that the F-150 Lightning is "the only EV smart enough, fast enough, tough enough to carry our name". This ad plays on the "affect" component of the ABC Model. According to Zajonc Model (2020), consumers' actions are



Ford Motor Company, 2022

influenced by their emotional reactions. Showing customers how they are changing society by purchasing an EV truck ("change the way we build", "creating...zero waste to landfill facilities", "change communities and regions", "change how the world feels about EVs", "change who we think drives a truck"), Ford Motor Company try to hit customers whose decisions depend on emotions they get after doing the research and watching the videos and ads. Of course, such statements as "changing community and the world" by purchasing a vehicle are very exaggerated, but that is what companies do to address the market of emotional buyers. Overall, the ad is very engaging and shows just enough to hook the customers who watch TV or YouTube. It does not include any specific details, but it convinces customers that this

EV truck is a vehicle that will not only change their life but benefit the whole society around them.

What's In the Frunk | EP.1 A Frunking Cookout (2022)

https://www.youtube.com/watch?v=pb_D_v-b0e8&list=PLCFM1h5Oz66glrCg2NISP1eYsfcQ6Eflb&index=4&ab_channel=FordMotorCompany

Source: The Youtube video. The platform was chosen to cover as many young people as possible. YouTube ads increase awareness among young people who are about to enter the market (16-29). YouTube has a high perceived social value, especially among young people. According to the research conducted by Arooj Ahmed (2020), 59% of 25-34 years old in the UK and 57% of 35-44 years old in the US were convinced to make a purchase by YouTube or Instagram video. Ford Motor Company's (n.d) YouTube channel has a very strong brand image. The videos on the YouTube channel are made in a professional way. Most videos outline facts about vehicles that create credibility.

Argument: Ford Motor Company tries to make F-150 Lightning look attractive for younger customers by showing how beneficial it can be for those who like meeting with friends for lunch or a picnic.

Type of Message: Humorous message. Two friends (representatives of a younger generation) have fun and joke together while showing the functions of the "frunk" (front trunk) and the functions of the truck for picnics. The use of language such as "gang gang gang" convinces that the YouTube video targets young people. Overall, the video is made in a humorous way that shows the excitement that the customers can get after purchasing the truck.

From my point of view, the best ad to show on TV and on YouTube is the “Can a Truck Change Everything?” one. It grabs the attention of people who are in the 4th and 5th stages of Maslow’s Hierarchy of Needs. These people respect others and want to make the world a better place, they have a need in making an impact on society. At the same time, it is made in a professional way that represents diversity, workforce, and different activities that customers can be involved in. At the same time, it just hooks up new customers without showing the details and functions of the vehicle. After all statements and conclusions are presented, customers would like to get more information on it. Overall, this ad is something for everyone!

Superstar: For the Canadian market, Keanu Reeves would be an appropriate superstar. This actor is connected with the Matrix and if we are following the match-up hypothesis, technological advances that Ford Motor Company highlights in their new truck. The product will benefit from using the Canadian star. As Keanu is from Canada, he can be filmed in snowy, cold areas saying something like: “Made for real Canadians”, assuring that it runs well even when it’s cold. Also, the producers can redo the scene with pills from The Matrix (1999), in which Keanu will choose the blue “Ford” pill and will know the truth of all the functions of the new truck. In the end, when promoting the vehicle, everyone wants to see or listen to a real-person experience. When one buys a car, they ask their parents or friends, first of all, if they know something about it. The fact that Keanu Reeves is a star will add more hype and credibility.

Brand Mascot/Character: As mentioned above, the mascot/character does not create the effect in the vehicle industry as a real person does. Ford has a brand

image of a serious, credible, and trustworthy company that presents all the information in a very formal way. For example, the announcer's male deep voice creates a feeling of security and credibility. Brand mascot simply does not suit most of the videos and ads by Ford. However, the brand mascot can be used in humorous videos with a story around the character that will keep customers engaged. For example, Ford could use a brand mascot/character in the episodes about the frunk. In other cases, the mascot/character is not applicable, as it can damage the official brand image of the company.

Decision Making Process

The buying decision behavior exists in three forms: habitual decision making, limited problem-solving, and extensive problem solving. Habitual decision-making happens when a purchase takes little or no conscious effort (grocery shopping). Limited problem solving require consumers to use simple decision rules to choose a product. Extended problem solving requires a high level of cognitive effort (buying a car) (Solomon, 2020, p.261).

As buying a car requires extended problem solving, the seller must keep in mind the stages of extended problem solving and develop marketing activities for each stage.

- **Problem Recognition**

When customers recognize the need for a truck or an opportunity to upgrade to a newer truck, they start searching online. If one types "buy a truck" in Google, there are no Ford advertisements and the Ford website is not at the top of the non-paid list. Chevrolet is taking over here. However, if one types "buy an electric truck" in Google, the all-electric F-150 Lightning will be the first in the non-paid

search. So, if a customer recognizes a need for an electric truck, they will read about the All-Electric Ford F-150 first. Also, the promotional videos on YouTube and ads on TV discussed above will hook those who want to buy an electric truck and introduce them to the vehicle.

- **Information Search**

During this stage, customers do an extensive search on the internet and ask their friends and relatives for information. Ford Motor Company (n.d.) provides customers with tons of information online. The website has all details about every vehicle. The header of the website is designed for customers who enter the website to have a look at a specific type of car. The sections included in the header are: SUVs & Crossovers, Trucks & Vans, Electrified, Cars, All Vehicles, Finance, Support, Dealership Locations, and My Account. Everything that people need for a search. Ford's YouTube channel (n.d.) provides customers with explanatory videos for most of the cars, so customers can have a look at the car and its functions before the purchase.

- **Evaluation of Alternatives**

To help customers evaluate alternatives, Ford Motor Company has a special rubric called "head-to-head". In this rubric, Ford's vehicle is compared to the other brand's vehicles. For example, in this video (The 2022 Ford F-150 vs 2022 Toyota Tundra, https://www.youtube.com/watch?v=6Nm48KtJfFs&list=PLCFM1h5Oz66g3BiQ5P1YasI2sHU976AHJ&index=9&ab_channel=FordMotorCompany), Ford highlights the features of their vehicle to convince customers to buy a Ford.

- **Product Choice**

When customers enter the product choice stage, they start visiting dealerships

to try cars. Ford has 430 dealerships across Canada (Canadian Vehicle Manufacturers' Association, 2019) and provides customers with the ability to schedule a test drive of a car they want to buy. That can help customers feel the car, and make sure that the evaluation matches with reality.

- **Post-purchase Evaluation**

Ford Motor Company (n.d.) does not post any customer reviews on their YouTube channel and website, but on the unofficial website for reviews called Trustpilot (n.d.) Ford Motor Company has 1.7 out of 5, having 79% of “Bad” reviews.

Recommendations

1. Ford Motor Company should do paid promotions on Google. Otherwise, Chevrolet, GMC, and RAM will overtake them. It is important to be at the top of the search list.
2. The other missing parts are customer reviews and mass communication with customers. Ford does not have videos with customer reviews and videos that address negative customer reviews. The use of a two-sided message when addressing a specific problem of a vehicle would be the best option.

Antecedent States

Distribution: According to the case study by Aditya Shastri (2020), the main distribution channels of Ford Motor Company are dealerships, auto parts, and motor credit companies. There are 430 Ford dealerships across Canada (Canadian Vehicle Manufacturers' Association, 2019), and even



iStock, n.d

in such a small city as Kamloops, one can find 2 dealerships of Ford. The distribution centers are important as people are social animals, and they always need other people to help them and physical objects that they can see and touch.



Ford Media Center, n.d

However, nowadays people do a lot of research before purchasing a vehicle, that is why e-commerce and marketing have to be developed too. Ford Motor Company has an online store, so people can order a vehicle online and get it in the closest store.

Three Factors:

1. Physical surroundings and store image

The physical surroundings and store image influence the customers' perceptions of the service experience and ultimate satisfaction with the service (Bitner, 1992, p.58). Most of the Ford dealerships are painted in their brand blue colour. According to the previous assignment, the blue colour means trust and security. Customers can change their minds and go to Ford instead of Toyota or Chevrolet because they will consider Ford more secure because of its colour. As for the interior of the store, one can notice that Ford uses a lot of lighting and digital screens to present their car in the best way possible. Customers want to buy something that shines and looks top-notch. Décor is crucial in car sales.

2. Salesperson

Salespeople always make a huge impact on consumers' behavior. A salesperson:

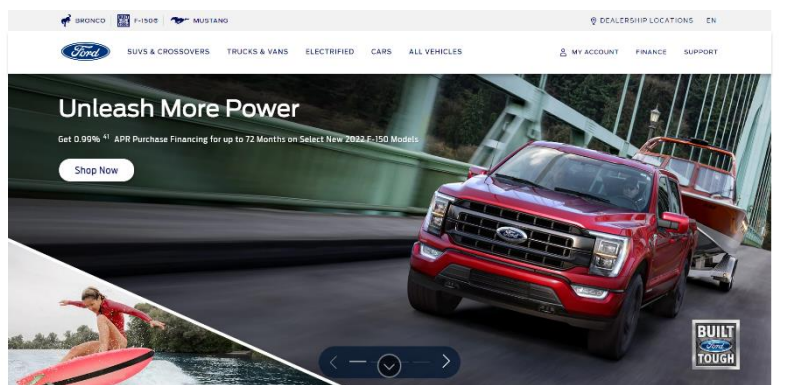
- provides a "vision advantage" helping customers learn about nonobvious opportunities
- creates social ties with customers, therefore, an ability to share offers
- generates social credentials and starts the word of mouth

- assures a customer that they have access to and deserve important performance-enhancing resources (Bolander et al., 2015, p.2).

When it comes to selling cars, salespeople can create a lot of revenue by offering extra services, tools, and parts to customers. In the vehicle market, salespeople have very high importance, as they build communications and create long-lasting relationships with customers.

3. E-Commerce

E-commerce and website design is the third crucial component of car sales. After COVID-19 hit the world, it became crucial to offer services online. Ford offers a clear and accessible shop with sections and types of products. The font is easy to read and the filter is not hidden, it is open. The picture easily describes the type of a car. The main website includes a lot of



videos and pictures that feature new and upcoming vehicles and their functions.

Ford Motor Company, n.d

Recommendations

- 1) Add artificial surroundings that highlight the function of the vehicle. According to the case study done by Mwendwa, M.J. (2016), aesthetic features and décor have a positive effect on sales. An appropriate design and store image can push customers to make a purchase, as outlined earlier, that is why the idea of setting up an artificial campsite in the store around the All-Electric F-150 to show its functionality will be successful. For example, Real Canadian Superstore sells grills, picnic chairs, and picnic tables together setting them up

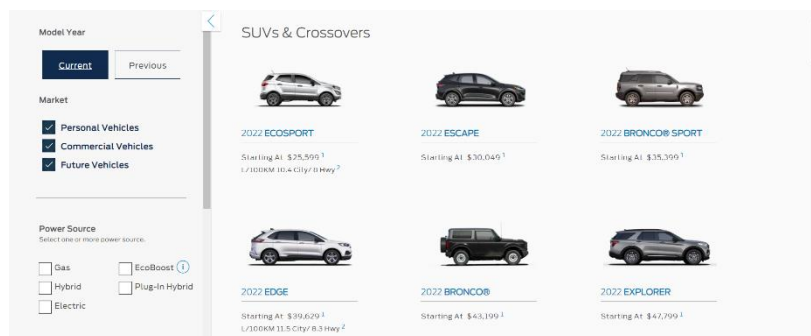
in a special way that reminds a real picnic site. Customers will relate to the situation, and the chances of purchase will increase.

- 2) In 2022, companies need to implement virtual assistance. With technological advances, more and more people start using VR/AR glasses to play games and watch movies. Businesses have to implement this technology that will allow them to do 15-min presentations with a salesperson or a customer service representative. For example, Peugeot presented the iCockpit experience

(https://www.youtube.com/watch?v=dEoVPt5QatQ&t=75s&ab_channel=TimFlaming) that allows customers to sit inside the car and highlight its functions. As Future Visual article (n.d.) stated, this function “can let users fully grasp why it can serve their business needs”.

- 3) Again, as we are living in the digital age, the store has to include more visuals.

Ford's online store provide customers with images, but



do not deliver virtual reality. The

Ford Motor Company, n.d

addition of 360 degrees scrolls and virtual pictures of the interior would

increase the number of online orders. For example, Home Depot (n.d.) has an augmented reality function in their app so that customers can put a virtual model of a sofa or a table in their room and see if it fits.

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