

Attitudes on Magnesium Alloys

Panagiotis Rentzelas and Eirini Mavritsaki – School of Social Sciences

Abstract

Magnesium based alloys are versatile products that can have a lot of innovative applications to the automotive and aerospace industry. However, it seems that there is not empirical and systematic research on the engineer's attitudes towards the use of magnesium alloys especially in these industries. In this line of research we try to address this gap in the literature by employing an innovative empirical approach. We achieved this by assessing engineers and industry decision makers attitudes and behavioural intentions over magnesium alloys. Furthermore, we will investigate if individual differences characteristics and psychological traits might play a role on how attitudes towards magnesium alloys are formulated. Since previous research suggests that locus of control correlates negatively towards attitudes to use new technology whereas locus of control and affinity for technology positively (Caciopo, Petty & Kao, 1982).

We will conduct a scoping pilot study on the engineer's attitudes following the methodology of previous psychological research (Edison & Geisler, 2003) where attitudes towards new technology and brand names were investigated. Furthermore, we will investigate if the psychological constructs for Need for Cognition (Caciopo, Petty & Kao, 1982) as well as measurements for Affinity for Technology (Parasuramam, 2000), Tolerance for Ambiguity (McQuarrie & Mick, 1992) and Locus of Control (Rotter, 1966) could moderate the formulation of magnesium related attitudes.

[Join Birmingham City University on 20th July for more insights on hidden benefits of Magnesium.](#)