

Attitude and Behavior

What is Attitude

- Is a
- *Learned Predisposition*
- *Towards a Stimulus Object*
- *In a Favorable or Unfavorable way*

What do you think about this Movie?



What do you think about ?



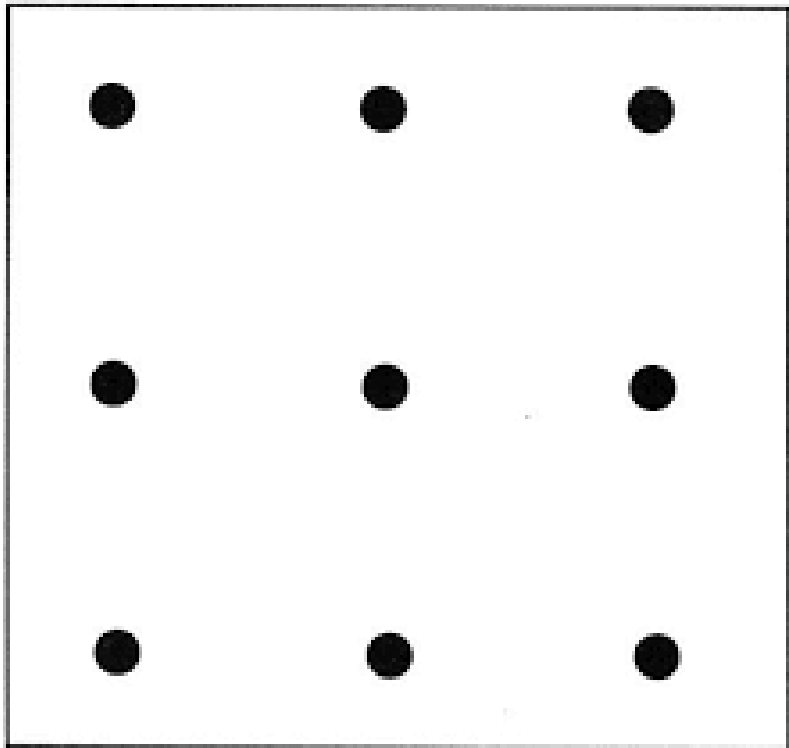
- Time Killer
- Addictive
- Team work is required
- Measure your intelligence

How attitude is formed

- Tri component model of attitude
 - Cognitive---Learn Something---Learn
 - Affective-----Feeling----Feel
 - Behavioural ---Act

1. Learn—Feel—Act
2. Feel-Act—Learn
3. Act---Feel---Learn

How attitude is formed



ABC Model of Attitudes



AFFECT

The way a consumer feels/emotion about an attitude object.
Eg: I like high heels



BEHAVIOR

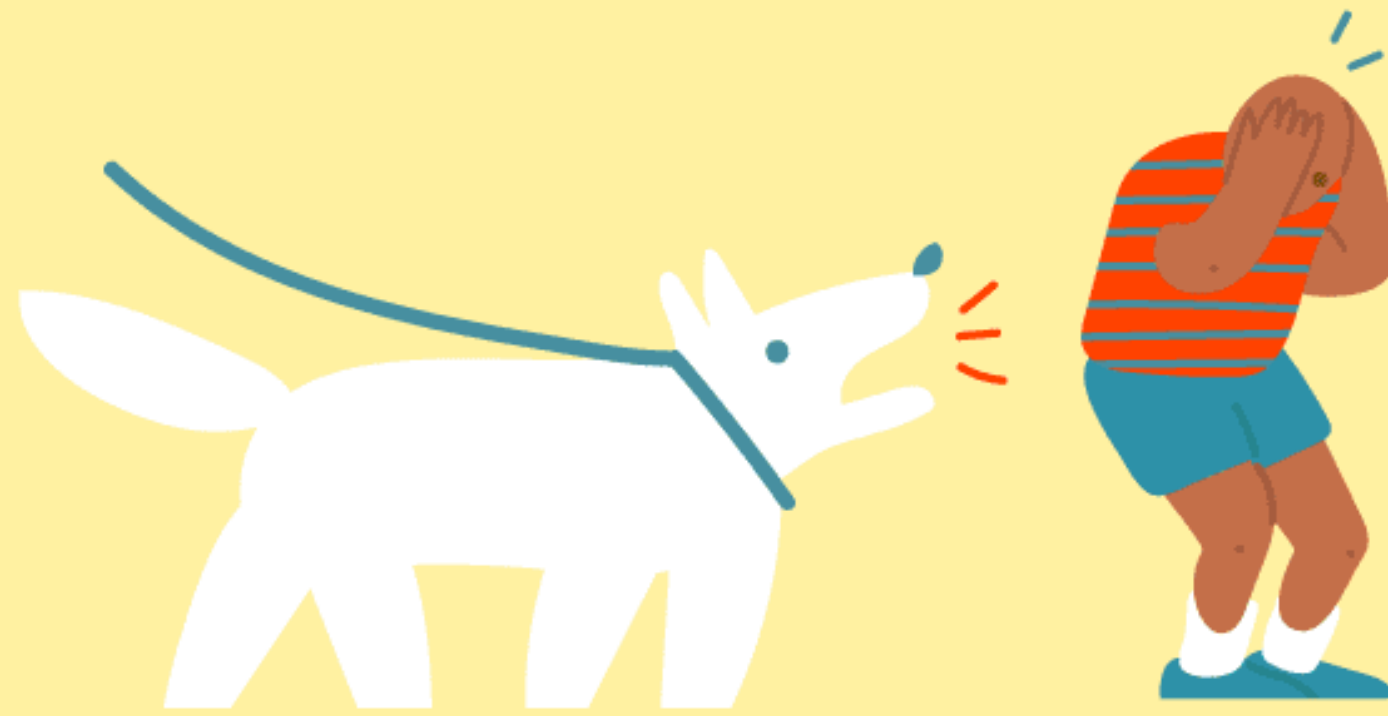
Person's intentions to do something with regard to an attitude object. Eg: I will buy high heels if i go to the Mall



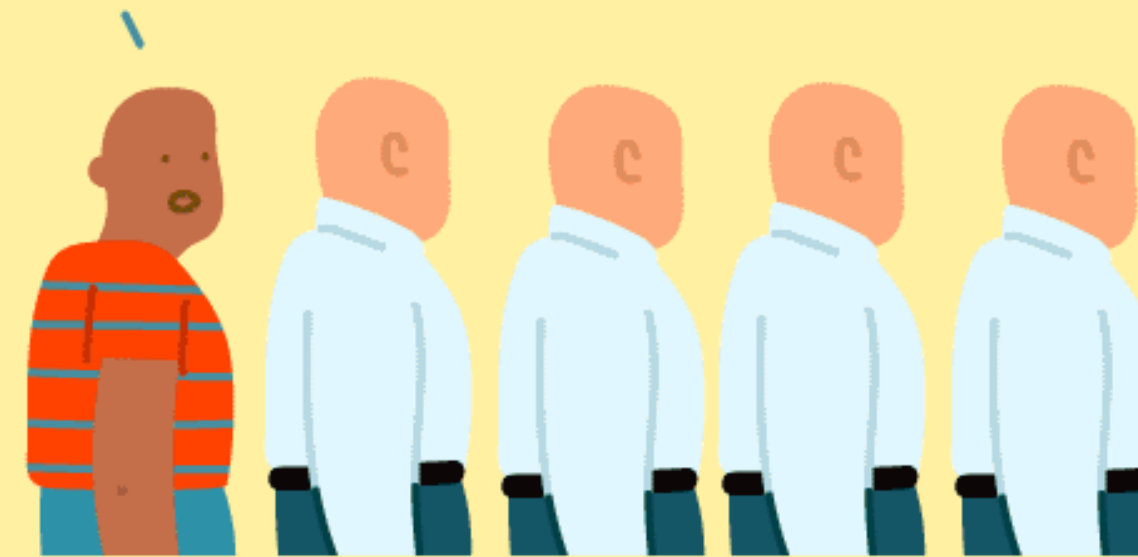
COGNITION

Beliefs a consumer has about an attitude object.
Eg: I believe high heels make me gorgeous

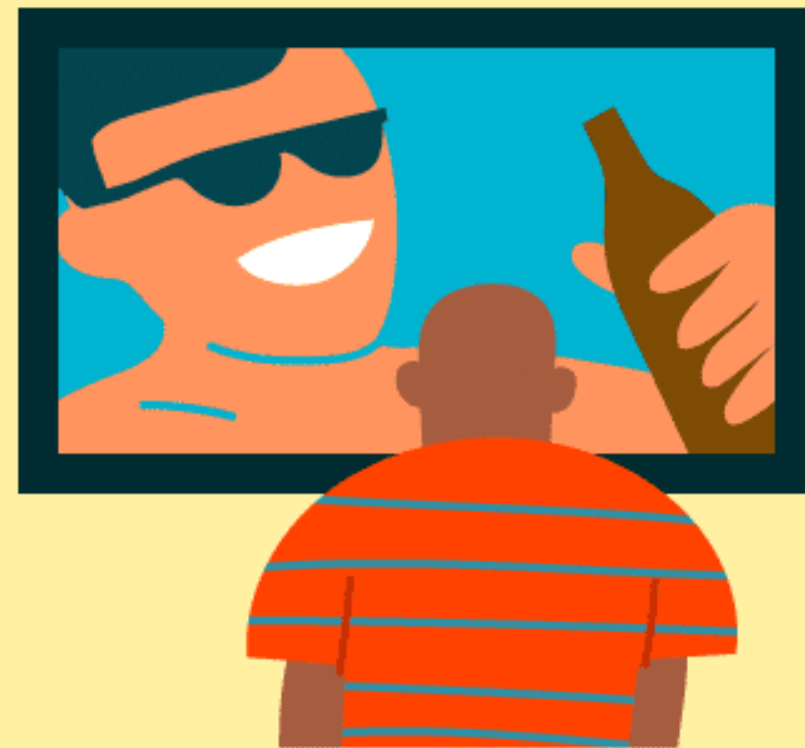
Factors Influencing Attitude Formation



experience



social roles & norms



**classical & operant
conditioning**



**observing people
in environment**

ATTITUDE VERSUS BEHAVIOR

ATTITUDE

Standpoint or stance one has towards something or someone

Influenced by environment, experiences, and moral values

Can be primarily negative and positive

Results in the thinking process and the behavior of a person

BEHAVIOR

Way in which one acts or conducts oneself, especially towards others

Influenced by attitudes, character traits, biological factors like endocrine and nervous responses

Can be innate and learned

Results in the reflection of a person's character and attitudes

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What are Values?

- Marwari
- Punjabi
- Sikh
- Gujarati

What are values?

- How do an Hindu, Muslim, Christian , Jain, Punjabi, Rajasthani , Marwari, Gujarati, differ.
- How do an American, Japanese , Chinese, Indian European differ in terms of values,

Rockeach Values

Instrumental values

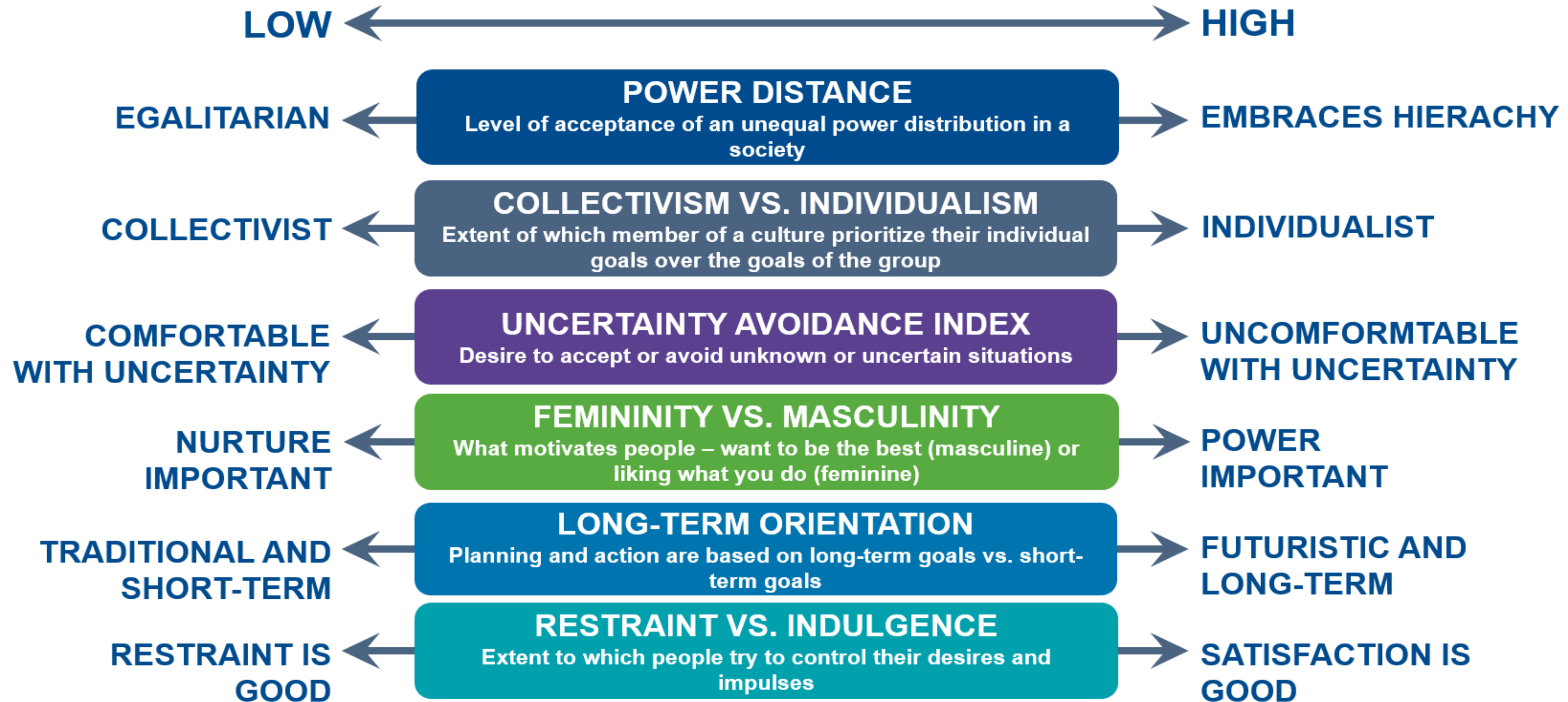
- Ambitious
- Broadminded
- Capable
- Cheerful
- Clean
- Courageous
- Forgiving
- Helpful
- Honest
- Imaginative
- Independent
- Intellectual
- Logical
- Loving
- Obedient
- Polite
- Responsible
- Self-controlled

Terminal values

- Comfortable life
- Exciting life
- A world at peace
- Equality
- Freedom
- Happiness
- National security
- Pleasure
- Salvation
- Social recognition
- True friendship
- Wisdom
- A world of beauty
- Family security
- Mature love
- Self-respect
- A sense of accomplishment
- Inner harmony

Social research shows 'happiness' and 'honesty' to be relative important values across the world. Rokeach also shows (1971) that people differ in their value orientation.

Hofstede Cultural Dimension



The Advantage of Each Orientation*



*This slide showcases ITAP's terminology for Hofstede's dimensions

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