# UNIT 6: CONSUMER ATTITUDES

## UNIT STRUCTURE


6.1 Learning Objectives

6.2 Introduction

6.2.1 Meaning

6.3 Consumer Attitudes

6.4 Characteristics of Attitude

6.5 Functions of Attitude

6.6 Attitude and Behaviour

6.7 Models of Attitude

6.8 Beliefs, Feelings and Behaviour

6.9 Formation of Attitudes

6.10 Types of Attitude

6.11 Learning Attitudes

6.12 Changes in Attitudes

6.13 Strategies of Attitude Changes

6.14 Let Us Sum Up

6. 15 Further Reading

6.16 Answers to Check Your Progress

6.17 Model Questions


## 6.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- define the concept of consumer attitudes
- explain the functions and characteristics of attitudes
- discuss the relationship between beliefs feelings and behaviour.
- explain the learning attitudes
- discuss the theories of attitudes
- explain the various attitude changing strategies.

## 6.2 INTRODUCTION

Attitudes are evaluating statements. They respond one's feeling either favourably or unfavourably to persons, objects or/and events. In other words, attitudes reflect how one feels about something. For example, Professor Philip Kotler says "I like teaching," he is expressing his attitude about his work.The salient features of attitudes flowing from above definitions are summarized as follows:

- Attitudes are related to the feelings and beliefs of people.
- Attitudes respond to persons, objects or events.
- Attitudes affect behavior either positively or negatively.
- Attitudes undergo changes.

## 6.3 CONSUMER ATTITUDES

Attitudes are evaluative statements. They respond one's feeling either favourably or unfavourably to persons, objects or and events. In other words, attitudes reflect how one feels about something. A consumer attitude is a composite of three elements: cognitive information, affective information, and information concerning a consumer's past behavior and future intentions. In other words, attitude consists of thoughts or beliefs, feelings, and behaviors or intentions towards a particular thing, which in this case is usually a good or service. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object.

Attitude is said to define the personality of a human. Naturally, this falls under two categories, the good and the bad. According to Winston Churchill, Attitude is a small thing that makes a big difference. If you are willing to perfect yourself, then you should watch your attitude. One of the best things that bring a big change in a man or a woman's attitude is positive thinking. If you are willing to make yourself good in front of other people, then the attitude will be one of the determining factors. The best thing about this simple attitude thing is that it can make you look like a winner or a

runner at the same time. According to most people, the energetic and positive mindset combination can be said to be one of the best attitudes for all people out there.

According to Munn, "attitudes arte learned predispositions towards aspects of our environment. They may be positively or negatively directed towards certain people, service or institutions."

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- Attitudes respond to persons, objects or events.
- Attitudes affect behavior either positively or negatively.
- Attitudes undergo changes.

## 6.4 CHARACTERISTICS OF ATTITUDE

- Attitudes are the complex combination of things we tend to call personality, beliefs, values, behaviors, and motivations.
- It can fall anywhere along a continuum from very favorable to very unfavorable.
- All people, irrespective of their status or intelligence, hold attitudes.
- An attitude exists in every person's mind. It helps to define our identity, guide our actions, and influence how we judge people.
- Although the feeling and belief components of attitude are internal to a person, we can view a person's attitude from his or her resulting behavior.
- Attitude helps us define how we see situations, as well as define how we behave toward the situation or object.
- It provides us with internal cognitions or beliefs and thoughts about people and objects.
- It can also be explicit and implicit. Explicit attitude is those that we are consciously aware of an implicit attitude is unconscious, but still, have an effect on our behaviors.
- Attitudes cause us to behave in a particular way toward an object or person.

- An attitude is a summary of a person's past experience; thus, an attitude is grounded in direct experience predicts future behavior more accurately.
- It includes certain aspects of the personality as interests, appreciation and social conduct.
- It indicates the sum total of a man's inclinations and feelings.
- An attitude is a point of view, substantiated or otherwise, true or false which one holds towards an idea, object or person.
- It has aspects such as direction, intensity, generality or specificity.
- It refers to one's readiness for doing Work.
- It may be positive or negative and may be affected by age, position, and education.

## 6.5 FUNCTIONS OF ATTITUDE

Attitudes serve four major functions for the individual; these are the adjustments function, the ego defensive function, the value expressive function, the knowledge function. Ultimately these functions serve people's need to protect and enhance the image they hold of themselves. In more general terms, these functions are the motivational bases which shape and reinforce positive attitudes toward goal objects perceived as need satisfying and or negative attitudes toward other objects perceived as punishing or threatening.

- **Adjustment Function:** The adjustment function directs people toward pleasurable or rewarding objects and away from unpleasant, undesirable ones. It serves the utilitarian concept of maximizing reward and minimizing punishment. Thus, the attitudes of consumers depend to a large degree on their perceptions of what is needed satisfying and what is punishing. Because consumers perceive products, services and stores as providing need satisfying or unsatisfying experiences we should expect their attitudes toward these object to vary in relation to the experiences that have occurred.
- **Ego Defensive Function:** Attitudes firmed to protect the ego or self-

image from threats help fulfill the ego defensive function. Actually many outward expressions of such attitudes reflect the opposite of what the person perceives him to be. For example a consumer who has made a poor purchase decision or a poor investment may staunchly defend the decision as being correct at the time or as being the result of poor advice from another person. Such ego defensive attitude helps us to protect out self-image and often we are unaware of them.

- **Value expression function:** Whereas ego defensive attitudes are formed to protect a person's self-image, value expressive attitudes enable the expression of the person's centrally held values. Therefore consumers adopt certain attitudes in an effort to translate their values into something more tangible and easily expressed. Thus, a conservative person might develop an unfavorable attitude toward bright clothing and instead be attracted toward dark, pin striped suits.
- **Knowledge function:** Humans have a need for a structured and orderly world, and therefore they seek consistency stability definition and understanding. Out of this need develops attitudes toward acquiring knowledge. In addition, the need to know tends to be specific. Therefore an individual who does not play golf, nor wish to learn the sport is unlikely to seek knowledge or an understanding of the game. This will influence the amount of information search devoted to this topic. Thus, out of our need to know come attitudes about what we believe we need or do not need to understand.
- **Utilitarian Function:** This function is based on operant conditioning. Utilitarian function of an attitude can play in obtaining rewards, avoiding punishment or both. One way of changing attitude in favor of product is by showing people that it can serve a utilitarian function they may not have considered.

## 6.6 ATTITUDE AND BEHAVIOUR

The four basic types of attitudes and behaviours those are positive, negative and neutral.

- **Positive Attitude:** This is one type of attitude in organizational behaviour. One needs to understand how much a positive attitude it takes to keep the work moving and progressing. It means that keeping a positive mindset and thinking about the greater good, no matter whatever the circumstances are. A positive attitude has many benefits which affect out other kinds of behaviour in a good way. For example, a person who has a positive attitude and mindset will look for the good in other person's no matter how bad they behave or how bad is their attitude. The former person thinks about the greater good and that is why he is called a person with a positive attitude. These persons generally don't care about the hurdles in life. They nurture their skills daily and overcome almost anything and everything that comes in their way. The best way to maintain a positive attitude for the beginners is to avoid naysayers and believe in them.
- **Confidence:** Confidence is good attitude and one of the basic things in the list of positive attitudes. Generally, people with a plus or positive mindset are rewarded with this automatically. Confidence is necessary to approach life with zest. Looking at things confidently and saying "I'm up for this', is enough to reflect your attitude towards life in general and attitude in particular. Confidence in other elements in the world will start with being confident with self.
- **Happiness:** Happiness is the next type of attitude in the list of positive attitudes and behaviours. A happy mind is an abode for all the good things to self. Confident people are quite happy as they are not worried about results, interviews, etc and other similar things in life that are meant to test us. Look within yourself; you will find happiness.
- **Sincerity:** An individual with a positive mindset is often found to be quite sincere. He or she is aware of the work to be done, and they know that the only way out of a situation is through it. Sincerity is one trait that you should never let go off or compromise.
- **Determination:** A determination is one of the primary rewarding points for a person with a positive attitude. A right dose of hard work, effort and

determination are essential to get things the way you want. A person who is driven and properly determined will overcome all impossibilities.

- **Negative Attitude:** A negative attitude is something that every person should avoid. Generally, people will negative attitude ignore the good things in life and only think about whether they will fail. They often find a way out of tough situations by running away from it. They often compare themselves with other persons and find the bad in them only. In short, he is exactly the opposite of the one with a positive mindset. There are certain bad effects that a person with a negative mindset has to face.
- **Anger:** A person with a negative mindset is often found to be angry most of the time. Sometimes there might not be any kind of specific reason behind their anger. Anger is the root cause of self-destruction. While some amount of anger is good, extreme cases of anger only lead to destruction.
- **Doubt:** A person can question himself but he or she should never doubt themselves. Unfortunately, if you have a negative mindset, then you will often doubt yourself. Self-doubt will lead to no progress and will often lead to low confidence.
- **Frustration:** A negative person is a frustrated person. As said earlier, attitude defines the person and that is why if you are frustrated that will show on your face and you will be facing some serious difficulties. Frustration will not help you build your career. It is an irritant and will keep preventing you from taking any positive step forward.
- **Neutral Attitude:** This is another type of attitude that is common. That mindset is a neutral one. There is no doubt. Neither is there any kind of hope. The people generally tend to ignore the problems in life. They wait for some other individual to take care of their problems. They generally have a lazy life and they are often unemotional. It is as if they don't think about anything that much and doesn't care for the same as well. They never feel the need to change themselves as they can simply live with the way they are.He or she will feel disconnected quite often and that is why having a neutral attitude is very bad and should be fixed as soon as possible. However, a person with neutral attitude can go to

the path of a positive attitude. In most cases, it has been seen that the attitude adjustment metal therapies have led persons to a road filled with positive feelings only.

4. **Sikken Attitude:** One of the most dangerous types of attitude and different is the sikken attitude. The sikken attitude has the caliber to destroy every image that comes in connection with a positive image. This type of attitude is more of a negative attitude and is very destructive. It often reflects the mind's negativity. It is necessary to let go off this kind of attitude for the betterment of the self and the people around you. They are often difficult to be mended because the attitude is deep-rooted within one's personality. However, with time, it nevertheless is possible to change the course of direction of this attitude.

## 6.7 MODELS OF ATTITUDE

Attitudes are an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some object. They are an outcome of psychological process, and hence are not observable, but must be inferred from what people say are what they do.Attitude has been one of the most important subjects of study in the field of Consumer Behavior. Attitude research forms the basis for developing new products repositioning the existing products, creating advertising campaigns, and predicting brand preferences as well as general purchase behavior. Understanding how attitudes influence a consumer's purchase behavior is a vital ingredient of the success of any marketing program. Business frequently succeeds in altering behavior by changing attitudes toward a product, service or activity.

- **Tri-Component Model:** According to tri-component attitude model, attitudes consist of three major components, a cognitive component, an affective component, and a behavioral component. These are explain below:
  - **Affective Component:** A consumer's emotions or feelings about a particular product or brand constitute the affective component of an attitude.These emotions and feelings are evaluative in nature,

because of this nature, an individual rate an object either favorable or unfavorable. When a consumer likes or dislikes a product, it is an evaluation based on a vague, general feeling without cognitive information or beliefs about the product.

- **Cognitive Component:** The cognitive component consists of a consumer's beliefs about an object. It includes the knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources. This knowledge and resulting perceptions commonly take the form of beliefs. The total configuration of beliefs about a brand represents the cognitive component of an attitude towards as product.
- **Behavioral Component:** This represents ones tendency to respond in a certain manner toward an object or activity. According to some interpretations, the cognitive component may include the actual behavior itself. In pure marketing terms it relates to the consumer's intention to buy. That is, behavioral intentions. A series of decisions to purchase or other brand to friends would reflect the behavioral component of an attitude.

- **The Multi Attribute Attitude Model:** It portray consumers attitudes with regard to an attitude objects viz. a product, service, catalog, direct-marketing or cause or an idea; as function of consumers perception and assessment of the key attributes or beliefs held with regard to the particular attitude object.Although there are many variations of this type of attitude model, the following three models are briefly stated and discussed here viz. 1) the attitude-towards-object model, 2) the attitude-towards-behavior model, 3) the theory of-reasoned-action model.
  - **The attitude-towards-object model:** It is especially suitable for measuring attitudes towards a product or service category or specific brands. Thus consumers have favorable attitudes towards those brands that they believe have an adequate level of attributes and they evaluate it as positive, and they have unfavorable attitudes towards those brands they feel do not have an adequate level of desired attributes or have too many negative or undesired attributes.

- **The attitude-towards-behavior model:** It is designed to capture the individual's attitude towards behaving or acting with respect to an object rather than the attitude towards the object itself. A model that proposes that a consumers attitude towards a specific behavior is a function of how strongly he or she beliefs that the action will lead to a specific outcome whether it is favourable or unfavourable.
- **The theory-of-reasoned-action model:** This model presents comprehensive integration of attitude components into structure that is designed to lead to both better explanation and better predictions of behavior. It consists of all three elements viz. cognitive, affective and conative components like tri-component model, but are arranged in different pattern.

- **The Trying-to-Consume Model:** The theory of trying to consume is designed to account for the many cases in which the action or outcome is not certain but instead reflects the consumer's attempts to consume. In this model, there is often personal obstruction that might prevent the desired action or outcome from occurring. In this theory the outcome cannot be assumed to be certain.
- **The Attitude-towards-the-ad Model:** To understand the impact of advertising or some other promotional vehicle on consumer attitudes towards particular products or brands, considerable attention has been paid to developing what has been referred to as attitude towards the ad models.As the model depicts, the consumer forms various feelings, affects and judgments, cognitions as the results of exposure to an advertisement.

## 6.8 BELIEFS, FEELINGS AND BEHAVIOUR

- **Belief:** Beliefs are the core of who we are, what we do, and the success that we acquire. All people, whether primitive or civilized, have shared a particular philosophy that is central to their culture. People of all ages have ascribed to the idea that if you believe that something will happen, it will take place. It is the power of belief that causes things to happen in

our lives. Most people define beliefs as inward convictions, a feeling of certainty about what something means. A belief is both mental and emotional. A true belief is something that resonates both in heart and mind. A belief is something we consider to be a fact. It is anything that we assume to be true. We use our beliefs to understand and navigate this world.Our beliefs serve to function as our subconscious autopilot. Once formed, these beliefs become ingrained in us. We take them for granted, and we also assume our beliefs to be factual, whether they actually are true or not. Our beliefs determine if we consider something or someone to be good or bad, right or wrong, beautiful or ugly, desirable or undesirable, safe or dangerous, worthy or unworthy, or acceptable or unacceptable. Our beliefs also dictate what we consider to be possible or achievable.

- **How Our Beliefs Affect Our Behavior, Thoughts and Emotions:** When we have deeply-rooted beliefs that we cling to subconsciously, our minds will constantly look for proof to validate and bolster them. How we think, act, and feel is based upon these beliefs.Beliefs can be empowering or limiting in nature. Limiting or negative beliefs prevent us from fulfilling our true potential, hold us back, and give rise to negative thoughts and emotions. Empowering or positive beliefs, on the other hand, allow us to act resiliently, believe in ourselves, and invoke positive thoughts and emotions. In a sense, our beliefs create our sense of reality. Yet, most people are not aware of their own beliefs because they have never taken the time to analyze them carefully.

## 6.9 FORMATION OF ATTITUDES

- **Direct Experience:** One's direct experience with an object or person serves as a powerful source for his/her attitude formation. In other words, attitudes are formed on the basis of one's past experience in concerned object or person.
- **Social Learning:** The process of deriving attitude from family, peer groups, religious organizations and culture is called social learning. In

social learning, an individual acquires attitudes from his/her environment in an indirect manner. Social learning starts from early age when children derive certain attitudes from their parents. This is often evident from when young children expense their political preferences similar to those held by their parents.

An individual's association with others also shapes one's attitude about him/her. For example, the teacher's attitude, be it favourable or unfavourable, abut X student will often be formed by associating him with Y student about whom the teacher had already formed an opinion or attitude.

## 6.10 TYPES OF ATTITUDE

- **Job Satisfaction:** The term job satisfaction refers to an individual's pleasurable or positive emotional state toward his or her job. Job satisfaction is related with the five specific dimensions of the job pay, the work itself, promotion opportunities, supervision, and co-workers. When people speak of employee attitude, more often than not, they mean job satisfaction.
- **Job Involvement:** Job involvement is the degree to which employees immerse themselves in their jobs, invest time and energy in them, and consider work as a central part of their overall lives. Employees with a high level of job involvement strongly identify with their jobs and take utmost care about the kind of job they do.
- **Organizational commitment:** organizational commitment is an attitude about employee's loyalty to their organization. It is a process through which employees identify with the organization and want to maintain membership in the organization.

**Attitude Change:**

**Attitude covers several theories; some of the prominent are discussed below:**

- **Cognitive dissonance theory:** this theory is propounded by Festinger. According to this theory attitude change is caused by inconsistency or dissonance in beliefs. The reason is not difficult to seek. One cannot remain for long in inconsistent belief system. One needs to remove inconsistency in beliefs by resuming to one belief as good or right.
- **Reinforcement theory:** This theory is propounded by Hovland et.al and is based on the effects of persuasive communication. According to this theory change in attitude takes place due to the reward or incentives offered in the communication. More the communication persuasive, more likely is change in attitudes.
- **Balance theory:** This theory developed by Haider, the balance theory explains that when ones beliefs are unbalanced, these create stress or tension. Then, one feels pressure to relieve stress by balancing i.e. changing ones attitude. Balance occurs when sentiments or unity between beliefs about people or events or things are equally positive or negative. Imbalance happens when they are dissimilar in nature.
- **Comprehensive theory:** It was McGuire who has been credited with the development of most comprehensive theory of attitude change. According to him, change in attitude follows through these five stages such as source, message, channel, receiver and destination.

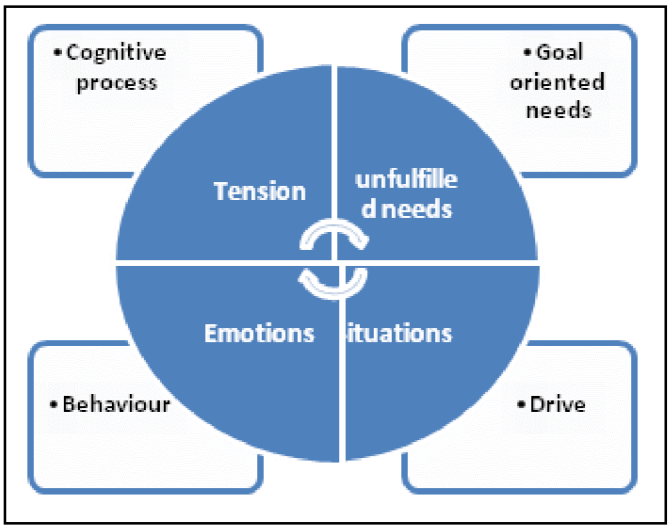
## 6.11 LEARNING ATTITUDE

Attitude can alter every aspect of a person's life, including their education. A person's attitude on learning determines their ability and willingness to learn. If negative attitudes are not altered, a person is unlikely to continue his education beyond what is required. Changing person's negative attitudes towards learning is a process that involves determining the factors driving the attitude and using this information to bring about change.

Learning is an art of knowing, understanding and internalizing concepts. A concept can be real or imaginary but is something that contributes to knowledge i.e. idea of entire reality. Relearning is molding

already learnt concepts to accommodate fresh evidence of change in any magnitude and direction. Unlearning is overriding or basically shelving off already learnt concepts in favor of evidence that contradicts the same. An important difference between Relearning and Unlearning is that in Relearning the fundamental understanding does not change for a concept but modifications are made to it keeping the spirit of knowledge intact. In unlearning though, the concept is rendered moot and has to be discarded.

****Learning consists of following elements: Relationships**




**Types of learning:**

- **Classical conditioning:** Ivan Pavlov a Russian physiologist was the first to explain condition and to propose it as a general model of how learning occurs. Pavlov conducted experiments on dog to study the relation between salvation and ringing of a bell. In his experiments Pavlov sounded a bell and then immediately applied a meat paste to the dogs tongue which caused is to salivate learning followed almost immediately by the food, the bell alone caused the dog to salivate. The dog associated with the bell is conditioned stimulus and the meat paste is unconditioned stimulus.
- **Operant conditioning or instrumental conditioning of behaviour:** Operant is defined as behaviour that produces effect. Operant conditioning refers to the changing of the frequency or probability of a

response by following it with reinforcement. Operant condition is that type learning which are examined through consequences of behaviour.

- **Cognitive process:** Cognition refers to the individuals, thoughts, ideas, knowledge, understandings etc about himself and his environment. Learning based on mental activity is called cognitive learning. Cognition is the act of knowing an item of information and this knowledge affects the behaviour of the person.
- **Social learning theory:** Social learning theory integrates the cognitive and operant approaches to learning. It recognizes that learning does not take place only because of environmental stimuli or individual determinism but is a blend of both views. This theory assumes, behaviour is a function of consequences and this theory acknowledge the existence of observational learning and perception of learning.

## 6.12 CHANGES IN ATTITUDES

Attitude is a learned behaviour and, as such, is highly susceptible to change. The Behavioural Theory requires "positive reinforcement" or reward for good behaviour. This theory is consistent with the attitudes toward learning, especially at an elementary level. We can states that a learning attitude is developed over time, and that past learning experiences affect future learning experiences. We can develop a positive and powerful learning attitude by doing right things at the right time. Some important points which complements learning attitude are as follows:

- **Utilize the most important hours of your day:** Make the most of your early morning hours of your day to become more productive. Practice reading, consume audio video contents and try to pen down your powerful thoughts and ideas that strike in your mind during the course of your learning. Do not delay or hesitate to write them down as you delay you tend to forget them easily.
- **Prioritize your goals and duties:** Do not exhaust your available time in doing the least priority jobs and leave a very little time for doing the most important work in your life that matters a lot.

- **Open for learning:** Open for learning anything and everything that looks complex and critical for the first time.This will help you breaking out from your comfort zone and trying something different rather than spending time on doing same routine work. You will be empowered to deal with the difficult and challenging emotions required for growth and evolution.
- **Upgrade yourself intellectually, emotionally, and spiritually:** Set yourself apart from the ordinary crowds and upgrade yourself intellectually, emotionally, and spiritually. Quickly you will realize that you can work with people much more effectively, solve problems easily, and create an amazingly satisfied lifestyle
- **Nourish your mind and soul:** Allow your learning to alter and enhance your current mental situation.Allow your learning to hone and improve your current priorities, goals, choices, and daily behaviors. Learn from your mistakes, and elevate yourself with no regrets and repents.

## 6.13 STRATEGIES OF ATTITUDE CHANGES

A tendency to respond positively or negatively towards a certain idea, object, person or situation is called Attitude. Our attitudes are formed by the influence of the personal experience, social media, and even from the environment. Therefore, the key strategy for the marketers is to alter the attitudes of the consumers. The aim of the marketers is to create a positive attitude in consumer minds to attract the product comparison to competitors. Generally, it is very difficult to change the attitude of the consumers when they suspect that the marketer has a self-serving agenda in bringing about this change.

- Changing the consumer's basic motivational function
- Associating the product with an admired group or event,
- Resolving two conflicting attitudes
- Altering components of the multi attributes model
- Changing consumer beliefs about competitors brands
- **Changing the consumer's basic motivational function:** By making

a particular need prominent, we can change the consumer attitudes towards a product or a brand. One method that we can use to change the motivation of the consumer is called functional approach. For example, Attitudes can be expressed when the consumer reflect a product or service based on their self concept or central values. It gives consumers to gain positive feelings about themselves through expressing their self image of who they are. If the consumer likes wearing active wear like sportswear it shows her identity that he/she enjoys being active and, sporty. Marketers can approach by targeting the consumer's attitude on their outlook, lifestyle and self-image by reflecting these characteristics while advertising and marketing.

- **Associating the product with an admired group or event:** Attitudes of consumers towards the particular brands and services can possibly be changed by consolidating with social groups or events. For example, recently Mc Donald's made biggest fast food collaboration with cartoon Despicable Me 3. Mc Donald's added a new menus with minions influenced items in order to help promote Despicable Me 3.
- **Resolving two conflicting attitudes:** Sometimes, attitude change strategies can determine actual and possible conflict between two attitudes. If the consumers were made to have a negative impact on the product or a specific brand, but if they do not have any conflict, this made the consumers to alter their judgment of the product. For example, disposing nappies can be made for the environment but as it is made with organic cotton, it helps with the environment sustainability.
- **Altering components of the multi attributes model:** Multi attribute is a strategy to change the attitude of the consumer by altering the evaluation of products, changing the perception about the brand and remodeling the over-all brand rating by adding an attribute to a product. It changed the negative aspect that the consumers have towards the product or brand by reinforcing their persisting beliefs. It is done by adding an attribute that has been ignored by reflecting its actual product innovation. Therefore it changed the rating of the brand.
- **Changing consumer beliefs about competitor's brands:** A second

cognitive oriented strategy for changing attitudes is changing beliefs or perceptions about the brand itself. Advertising helps us to find out what a particular product has "more" or is "better" or "best" in terms of some important product attribute. It is the strategy of changing consumer's beliefs by comparing with the competitors brands. For e.g.- Nike Vs Adidas.



**CHECK YOUR PROGRESS**

**Q 1:** Answer as directed:

a) What do you mean by distributed learning?

b) Differentiate needs with wants.

c) What is AIOs?

d) An attitude describes the way people behave when faced with difficult decisions. (Write True or False)

e) Language, literature, music and beliefs are all elements of a society's culture. (Write True or False)

f) Name two types of behavioural learning.

g) _____ describes a person's consistently favourable and unfavourable evaluation, feelings and tendencies towards an objects or idea.

h) What are the internal influences on consumer buying behaviour?

i) Without perception, we would understand nothing. (Write True or False)

j) When a consumer's current state matches their desired state it means that they have a problem or unfulfilled need. (Write True or False)



## 6.14 LET US SUM UP

- Attitude is a integral part of an individual's life. It determines to like your work. Then it will become a pleasure and it creates a positive mindset towards the work. From our discussion it is clear that behavioural theories view learning as observable responses to stimuli. Attitudes serve four major functions for the individual; these are the adjustments function, the ego defensive function, the value expressive function, the knowledge function. Ultimately these functions serve people's need to protect and enhance the image they hold of themselves. In more general terms, these functions are the motivational bases which shape and reinforce positive attitudes toward goal objects perceived as need satisfying and or negative attitudes toward other objects perceived as punishing or threatening.



## 6.15 FURTHER READING

1) Organisational Behaviour - By Dr S.S. Khanka
2) Narain's Organisational Behaviour - By S. Sachdeva
3) Modern Marketing Principles and Practices - By R.S.N. Pillai & Bhagavathi



## 6.16 ANSWERS TO CHECK YOUR PROGRESS

**Ans to Q No 1:** Learning spaced over a period of time to increase consumer retention.

**Ans to Q No 2:** A need is a basic requirement without which one cannot survive. On the other hand, when a need is being specified that becomes want.

**Ans to Q No 3:** They are psychographic variables that focus on Activities, Interest and Opinions.

**Ans to Q No 4:** False

**Ans to Q No 5:** True

**Ans to Q No 6:** Classical conditioning and operant conditioning

**Ans to Q No 7:** Attitude

**Ans to Q No 8:** Personality, perception, learni9ng, motivation, attitudes and beliefs.

**Ans to Q No 9:** True

**Ans to Q No 10:** False



## 6.18 MODEL QUESTIONS

**Q 1:** In your words what is an attitude? Discuss how it is formed.

**Q 2:** Explain various types of attitude.

**Q 3:** Discuss the relationship between belief, feelings and attitude of an individual.

**Q 4:** Explain the concept of cognitive and social learning. Explain various learning theories.

**Q 5:** Explain various strategies of attitude changing with example.

**Q 6:** What is learning and unlearning attitudes? Give example.

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