



3D MODEL OF ATTITUDE

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Abstract: *In the early years of social psychology, attitude was acknowledged as one of the main psychological experiences. Over the centuries, the importance of attitude has gradually increased and its technique has changed a lot. The present paper is an effort to understand the term attitude in a simpler way. It will examine the numerous definitions and models of attitude. This work not only studies the attitude in logical order but also identifies some relevant models in chronological order. It will also inspect the three critical components of attitude. An attempt is then made to propose a theoretical model within which attitude components could be examined with their interrelationship to form various attitudes. Although the model, as presented, can be considered novel, it is believed that substantial steps are taken to follow the previous theories and models.*

Keywords: *Attitude, Model, Component, Affective, Behavior, Cognitive.*

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INTRODUCTION

The study of attitude is gaining importance because its influence over an individual's behavior. One possible reason for the popularity of the attitude concept is that social psychologists have assumed that attitudes have something to do with social behavior (Wicker 1969). Concepts referring to behavioral dispositions, such as social attitude and personality trait, have played an important role in these attempts to predict and explain human behavior (Ajzen 1991). Attitudes are believed to directly influence behavior. In practice, the term attitude is often used as an umbrella expression covering such concepts as preferences, feelings, emotions, beliefs, expectations, judgments, appraisals, values, principles, opinions, and intentions (Bagozzi, 1994a;1994b). Advocating the role of attitude on human behavior, Allport(1954)describes attitude as the primary building stone in the edifice of social psychology. Adding to it, Conner & Armitage (1998) express that the attitude component is a function of a person's salient behavioral beliefs, which represent perceived outcomes or attributes of the behavior.

ATTITUDE

Jung[1921] (1971) expresses several attitudes within the broad definition readiness of the psyche to act or react in a certain way. He argues that attitudes very often come in pairs, one conscious and the other unconscious. Similarly, Ajzen & Fishbein (1977) states that attitudes are held with respect to some aspect of the individual's world, such as another person, a physical object, a behavior, or a policy. Therefore, the way a person reacts to his surroundings is called his attitude. Baron & Byrne (1984) define attitudes as relatively lasting clusters of feelings, beliefs, and behavior tendencies directed towards specific persons, ideas, objects or groups.

An attitude is not passive, but rather it exerts a dynamic influence on behavior. Allport (1935) expresses that an attitude is a mental or neural state of readiness, organized through experience, exerting a directive or dynamic influence on the individual's response to all objects and situations to which it is related. It is a tendency to respond to some object or situation. According to Malhotra(2005), an attitude is a summary evaluation of an object or thought. Attitude is the affect for or against a psychological object (Thurstone 1931). The object or phenomenon can be anything a person discriminates or holds in mind and may include people, products, and organizations(Bohner, G. and Wanke 2002).



Fazio & Williams (1986) confer that attitudes are summary judgments of an object or event which aid individuals in structuring their complex social environments. Hence, attitudes cannot be observed directly. These are acquired through learning over the period of time and influenced by individual's personality and group. Bem (1970) suggests that attitudes are likes and dislikes. Further, Walley et al. (2009) submits that attitudes may be positive, negative, or neutral. Attitude is a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor (Eagly & Chaiken 1993). Every individual has some kind of attitude but, being a psychological phenomenon, each attitude is invisible. Therefore, attitudes are subjective and personal attributes and difficult to measure.

ATTITUDE MODELS

Many models of attitude have been proposed by the different scholars. Some of the relevant and well-recognized models are presented below.

Expectancy-Value Model

Among the early expectancy-value models, one is offered by Rosenberg (1956) in which he suggests that the 'value importance' and 'perceived instrumentality' are separate and possibly manipulable dimensions of attitude-related cognitive structures. There is a common acceptance that attitude can be understood as comprehensive evaluation of an attitude object. This model consists two elements, the likelihood 'expectancy' of each belief making up an attitude and the worth 'value or affect' associated with each belief (Calder & Ross 1972). Fishbein & Ajzen (1975) argue that the Expectancy-Value Model of attitude proposes that a person holds many beliefs about an attitude object; an object is seen as having many attributes.

One of the most popular and recognized Expectancy-Value based models of attitude is Multiattribute Measurement Model.

Multiattribute Measurement Model

Multiattribute Measurement Model of attribute is proposed by Fishbein (1963). According to him, attitude is an independent measure of affect for or against the attitude object, which is a function of belief strength and an evaluative aspect associated with each attribute. The elementary model of an attitude can be represented by the following equation:



$$A_0 = \sum_{i=1}^n (b_i a_i)$$

Where,

A_0 is the individual's attitude (for or against) toward an object (o);
 b_i is the individual's belief (like or dislike) about the object's attribute;
 a_i is the individual's evaluation (good or bad) of the attribute; and
 n is the number of salient attribute.

Another model, which may be considered as an expectancy-value approach, is offered by Anderson(1971), in which he argues for the extension of his information integration model to attitude change.

Vector Model

Calder & Lutz(1972)represent attitude structure in their approach, as a two-dimensional metric space, recognized as Vector Model. According to them one dimension represents an affective component (liking or favorableness) and the other represents a cognitive component (likely or probable). Any belief an individual possesses about a product is characterized by a value on each of these dimensions as a set of coordinates in the cognitive space.

Tripartite Model

As shown graphically below (Figure 1) Spooncer(1992) model of attitude better known as Tripartite Model. This model consists of three components of attitude: Feelings, Beliefs and Behavior. First component includes an individual's emotion which represents verbal statements of feeling, where as second component includes an individual's cognitive response which represents verbal statements of belief and finally the third component includes an individual's overt action which represents verbal statements about intended behavior against environmental stimuli.

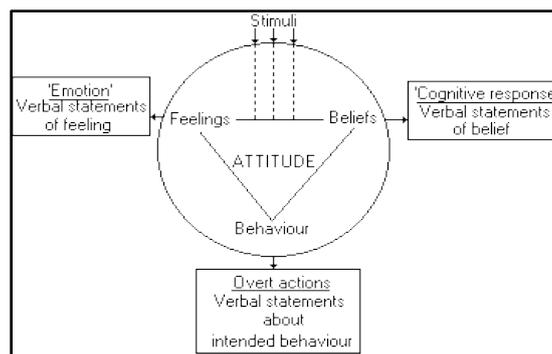


Figure 1: Tripartite Model

Technology Acceptance Model

Suggested by Davis (1989, 1993), TAM is an applied model of attitude (Figure 2) in which intention to use a technology is influenced by attitude towards that technology and perception of its usefulness. Attitude, in turn, is influenced by a person's beliefs in how useful the technology is and how easy it is to use. In this context, attitude is influenced by both ease of use and usefulness. The perception of ease of use is measured by the degree to which using a technology is free of effort and the perception of usefulness is measured by the degree to which the technology can help to improve task performance (Djamasbi et al. 2009).

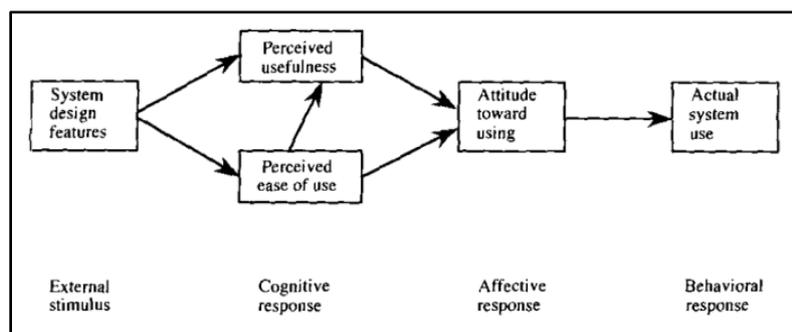


Figure 2: Technology Acceptance Model

ABC Model

ABC model is one of the most cited (Eagly & Chaiken 1998)(Van den Berg et al. 2006) models of attitude. ABCmodel suggests that attitude has three elements i.e. Affect, Behavior and Cognition. Affect denotes the individual's feelings about an attitude object. Behavior denotes the individual's intention towards to an attitude object. Cognitive denotes the beliefs an individual has about an attitude object.

Cognitive-Affective-Conative Model

In CACModel (Figure 3), Schiffman & Kanuk (2004)suggest that attitudes are constructed around three components:

- (1) A cognitive component (beliefs);
- (2) An affective component (feelings); and
- (3) A conative component (behavior).

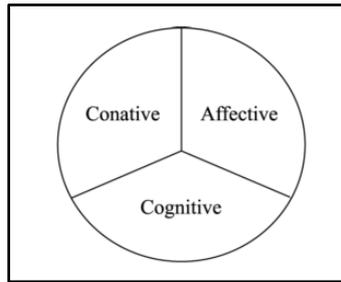


Figure 3: CAC Model

COMPONENTS OF ATTITUDE

Now, after reviewing various definitions and models, it is generally accepted that attitude represents the positive or negative mental and neural readiness towards a person, place, thing or event. It consists of three components:

- Affective Component (Neural) (Feeling/ Emotion)
- Behavioral Component (Readiness) (Response/ Action)
- Cognitive Component (Mental) (Belief/ Evaluation)

Affective Component

The affective component is the emotional response (liking/disliking) towards an attitude object. Most of the research place emphasis on the importance of affective components. An individual's attitude towards an object cannot be determined by simply identifying its beliefs about it because emotion works simultaneously with the cognitive process about an attitude object. Agarwal & Malhotra, (2005) express that the affect (feelings and emotions) and attitude (evaluative judgment based on brand beliefs) streams of research are combined to propose an integrated model of attitude and choice.

Behavioral Component

The behavioral component is a verbal or overt (nonverbal) (Wicker 1969) behavioral tendency by an individual and it consists of actions or observable responses that are the result of an attitude object. It involves person's response (favorable/unfavorable) to do something regarding attitude object. Attitudinal responses are more or less consistent. That is, a series of responses toward a given attitudinal stimulus is likely to show some degree of organizational structure, or predictability (Defleur & Westie 1963).

Cognitive Component

The cognitive component is an evaluation of the entity that constitutes an individual's opinion (belief/disbelief) about the object. Cognitive refers to the thoughts and beliefs an



individual has about an attitude object. Fishbein & Ajzen (1975) express theta belief is information a person has about an object; information that specifically links an object and attribute. The cognitive component is the storage section where an individual organizes the information.

3D MODEL

A proposed 3D (Three-Dimension) model of attitude is based on the various combinations of Affect (Feeling), Behavior (Dealing), and Cognitive (Meaning) components of attitude. These three components of attitude are essential and must be taken into consideration. When these three components join together, they construct an overall attitude about an object.

It is also evident that these three components individually can be either positive or negative. After having the concept of three elements and two outcomes (+ or -) of each of the elements, eight ($2^3=8$) different combinations (Table 1) for attitude are possible. These combinations will be referred as Triodes. Each triode reflects a different state of attitude.

Table 1: Triode

TRIODE	AFFECT	BEHAVIOR	COGNITIVE
PPP	Positive	Positive	Positive
PPN	Positive	Positive	Negative
PNP	Positive	Negative	Positive
PNN	Positive	Negative	Negative
NPP	Negative	Positive	Positive
NPN	Negative	Positive	Negative
NNP	Negative	Negative	Positive
NNN	Negative	Negative	Negative

PPP Triode

PPP triode is the combination when all the three components of attitude Affect, Behavior and Cognitive are positive. This is the situation in which an individual is not only having positive feelings towards an object but also having positive beliefs over available information and his final response is culminated as favorable. For example, a person who likes a car based an advertisement, before he finalizes the decision of purchase; he makes individual and collective assessment from various sources. If individual's beliefs are fine-



tuned with affection, his decision goes with purchasing the car. In this triode, individual is influenced by all the three components in unidirectional and positive way.

PPN Triode

PPN triode is the combination of positive Affect, positive Behavior and negative Cognitive components. Here, an individual likes the product but having lot of confusion during the evaluation based on various sources. After proper clarification, he takes favorable action over the product. For example, the person who likes a particular model of a car is having a negative feedback and different opinion from various sources. Finally, he gets clarification by the Sales Executive of the showroom and it culminates into a favorable decision to purchase the car. In this scenario one can observe a clash between feelings and beliefs but at last feelings dominate beliefs and leads to positive response.

PNP Triode

PNP triode is the combination when both Affect and Cognitive components are positive but the Behavior is negative. In this situation, an individual is having both positive feelings and beliefs towards an object, even though he takes an unfavorable decision. For example, an individual who likes a car and after positively evaluation, visits the showroom to purchase the car. But, because of Sales Executive's opinion to wait for one month, he postpones or cancels the decision to purchase the car. This triode reflects, from the model, that even both affect and belief are unidirectional and positively respond on an object, the response goes in the opposite direction.

PNN Triode

In PNN triode only Affect is positive; Behavior and Cognitive components are negative. This is the situation in which an individual likes the product but because of reliable information from various sources has made a rational assessment more of negative opinion and takes an unfavorable decision. When a person, by seeing repeated advertisement on TV, likes the car but those who have already purchased the car gives negative feedback and it culminates into an unfavorable decision to purchase the car. Here, there is a clash again between feelings and beliefs but beliefs dominate feelings and leads to inference.

NPPTriode

When Affect component is negative with both Behavior and Cognitive are components are positive, it creates the NPP triode. In this combination, if an individual does not like an



object, even then, because of positive assessment from various sources, his decision culminates into favorable one. For example, a person may not like a particular car but because of positive assessment he decides to purchase the car. There is a clash between feelings and beliefs; finally beliefs dominate feelings and leads to positive response.

NPN Triode

This is the combination of negative Affect and Cognitive components but the Behavior is positive. In this rare situation, neither individual likes the object nor the information related to the object but because of situational understanding and realization its utility, he takes a favorable stance on object. For example, a person dislikes the particular model of car and also all sources of information support to his dislike, but due to some pressure or emergency his decision is culminated to purchase the car. This is clear from this triode, however both feelings and beliefs impact are unidirectional and negatively respond on an object, the decision goes favorable with external stimuli.

NNP Triode

The combination of negative Affect, negative Behavior and positive Cognitive depicts the NNP triode. Here, individual does not like the object and decides an unfavorable response, even the evaluation of the object is positive. For example, a person dislikes the particular model of car, though the opinion related the particular model is highly favorable for purchase, he does not purchase the car. One can observe a clash between feelings and beliefs where feelings dominate beliefs and leads to inference.

NNN Triode

One of the most common combinations is when all three components Affect, Behavior, and Cognitive are negative. This is the situation in which an individual does not like the object also the information related to the object is unsupportive and finally his decision culminates to unfavorable one. For example a person dislikes the particular model of car also evaluation of information supports and decision is culminated to unfavorable to purchase the car. In this triode, the inference of the individual is the resultant manifestation conglomerate negative feelings, response and beliefs.

CONCLUSION

Proposed theoretical model provides an insight of attitude based on the impact of feelings, response and beliefs. In the future, it will give a base for empirical study to know the



consumer's behavior towards different brands, which in turn will help to tap into a proper target market. For example, the researcher may be interested to know that a specific brand mobile having all the good features, whether consumers would actually purchase the mobile or not. Similarly, voting trends, signing an agreement, job satisfaction, selection of courses etc. could be studied.

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