

Attitude Type and Theories

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An attitude describes persons' enduring favorable or unfavorable cognitive evaluations, feelings, and action tendencies toward some object or idea. People have attitudes regarding almost everything such as religion, politics, cloth, music, food.

A person's attitudes settle into a coherent pattern and to change one may require difficult adjustment in many others. Thus, a company would be well advised to fit its product into existing attitudes rather than to try changing people's attitude. Attitude can be defined as learnt predispositions to respond to an object or class of objects in a consistently favorable or unfavorable way.

In simple words, an "attitude" is an individual's way of looking or an individual's point of view at something. To be more specific, an "attitude" may be defined as the mental state of an individual, which prepares him to react or make him behave in a particular pre-determined way. It is actually an acquired feeling.

Attitude is the mixture of beliefs and feelings that people have about situations, specific ideas or other people.

Components of Attitude-

- ✚ Cognitive component
- ✚ Affective component
- ✚ Behavioral component
- ✚ **Cognitive component-**

Beliefs are the cognitive components of consumer attitude. Cognitive component of attitude is associated with the value statement. It consists of values, belief, ideas and other information that a person may have faith in. Positive brand associations enhance brand equity and are achieved through a number of positioning strategies. Through brand associations, marketers establish and influence favorable beliefs about a brand and unfavorable beliefs about competitors. Example: Quality of sincere hard is a faith or value statement that a

manager may have.

Affective component-

Affective is the emotive component of consumer attitude. Affective component of attitude is associated with individual feelings about another person, which may be positive, neutral or negative. Example: I don't like Sam because he is not honest, or I like Sam because he is sincere. It is an expression of feelings about a person, object or a situation.

Behavioral component-

Intention is the behavioral component of consumer attitude. Behavioral component of attitude is associated with the impact of various conditions or situations that lead to person behavior based on cognitive and affective components. Two research models demonstrate the relationship between intention to purchase and actual purchase and consumption.

Characteristics of Attitude

Characteristics of attitude are discussed below:

- Attitudes are predispositions
- Attitudes are different from values
- Attitudes are evaluative statements
- Attitudes influence human behavior
- Attitudes have intensity
- Attitudes are learnt

Attitudes are predispositions

Attitudes are predispositions of purpose, interest or opinion of the person to assess some objects in a favorable or an unfavorable manner.

Attitudes are different from values

Attitudes are different from values: Values are the ideals, whereas attitudes are narrow, they are our feelings.

Attitudes are evaluative statements

Attitudes are evaluative statements: either favorable or unfavorable concerning the objects, people or events.

Attitudes influence human behavior

A positive attitude towards a thing will influence human behavior towards the thing favorably and vice-versa.

Attitude have intensity

It refers to the strength of the effective component. For example, we may dislike an individual but the extent of our disliking would determine the intensity of our attitude towards the person.

Attitude are learnt

Attitude is not inborn phenomenon. Attitude are learnt through social interaction and experience.

Functions of Attitude

- Adjustment Function
- Ego-Defensive Function
- Value-Expressive Function
- Knowledge Function
- Functions of Attitude
- Functions of Attitude
- Adjustment Function
- Attitudes often help individuals to adjust to their work environment.

Types of Attitudes

There are broadly three types of attitudes in term of organizational behavior

- ✚ Job satisfaction
- ✚ Job involvement
- ✚ Organizational commitment

1. Job satisfaction-

A collection of positive and/or negative feelings that an individual holds toward his or her job. A person will hold a positive attitude if had a high level of satisfaction, while dissatisfied people will generally display a negative attitude towards life. When we talk about attitude, we generally speak about job satisfaction because they are inter-related in organizational behaviour.

Job involvement-

Job involvement refers to the degree to which a person identifies himself (psychologically) with his job, actively participates and considers his perceived performance



level important to self-worth. (Robbins). Higher job satisfaction leads to low absenteeism & employee turnover and indicates that the individual cares for his job.

Organizational commitment-

Organizational commitment refers to a degree to which an employee identifies himself with the organizational goals and wishes to maintain membership in the organization.

