

A

Seminar report

On

Attitude

Submitted in partial fulfillment of the requirement for the award of degree
Of MBA

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Preface

I have made this report file on the topic **Attitude**; I have tried my best to elucidate all the relevant detail to the topic to be included in the report. While in the beginning I have tried to give a general view about this topic.

My efforts and wholehearted co-corporation of each and everyone has ended on a successful note. I express my sincere gratitude towho assisting me throughout the preparation of this topic. I thank him for providing me the reinforcement, confidence and most importantly the track for the topic whenever I needed it.

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Introduction

- Attitude constitutes an important psychological attribute of individuals which shape their behaviour.
- Attitude is defined as the way a person feels about something- a person, a place, a commodity, a situation or an idea.
- Attitude expresses an individual's positive or negative feelings about some object.
- Attitude describes an individual's feelings, thoughts and predisposition to act towards some object in the environment.

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What is an Attitude

An attitude is an evaluation of the feelings an individual has towards something. They convey what we think and how we feel about an object, 'target' or referent. These referents may be specific and tangible or abstract and intangible. When the object of the attitude is important to the person, the evaluation of the object produces an affective or emotional reaction.

Features of an Attitude

- Attitudes remain fairly stable and permanent throughout our life.
- Attitudes generally only apply to socially significant objects.
- Attitudes are generalisable.

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How many Components

One-Component Model :

An attitude consists of affect towards, or evaluation of, the object

Two-component model:

An attitude consists of a mental readiness to act. It also guides evaluative responses

Three-component model:

An attitude consists of cognitive, affective and behavioural components

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Components Of Attitudes

Cognitive Component

It is the belief segment of an attitude. When someone forms an opinion or perception about any person, object, or situation; the cognitive component comes into play. The opinion may be favorable or unfavorable, positive or negative. For example, if a person says "Life is unfair", he's iterating his opinion about how he perceives life is.

Affective Component

It is the feeling segment of an attitude. When someone attaches his/her emotions to the opinion that has been formed about any person, object, or situation; the affective component comes into play. For example, if a person says "I hate the fact that life is unfair", he's connecting an emotion through hatred, to his opinion of life being unfair.

Behavioral Component

As the word itself suggests, it's the behavior segment of an attitude. When a person attaches a desire to behave or act in a certain way based on the emotions he has attached to the opinion about any person, object, or situation; the behavioral component comes into play. For example, if a person says "I am going to hurt myself and others if life doesn't stop being unfair to me", he's reflecting a desire to act by hurting himself and others based on how he perceives life to be and the emotions he has attached to this perception.

However, a negative attitude need not be always concluded through a negative reaction. Instead of stating "I am going to hurt myself and others if life doesn't stop being unfair to me", he could have said "The change needs to start from within myself if I am to make it fair". As it was discussed, it is in our own hands of how we transform the negative attitude into positive.

Different Kinds Of Attitude

People react differently when confronted with different situations. For example, a person who reacts cheerfully when it comes to watching a movie may not react cheerfully when it comes to going out to the mall. That doesn't mean that this person is not cheerful, but only justifies the first statement of this paragraph. Here's a list of few of the attitude types that we've put together of what people's actions and perceptions are.

- Optimism
- Pessimism
- Confident
- Interested
- Independent
- Jealous
- Courteous
- Cooperative
- Considerate
- Inferior
- Happy
- Frank
- Respectful
- Authoritative
- Sincere
- Persistent
- Honest
- Sympathetic
- Realistic
- Faithful
- Flexible
- Decisive
- Trusting
- Thoughtful
- Determined
- Loving
- Hostile
- Modest
- Reliable
- Tolerant
- Humble
- Cautious
- Sarcastic
- Helping
- Hard Working

Summarizing everything said above, what we think, what we do, and what we feel is what forms our attitude. While sometimes knowledge and experience form our attitude, on other occasions it is based on our assumptions and beliefs.

Explicit and Implicit Attitudes

Explicit attitudes are evaluations that people can report consciously

Implicit attitudes are automatic evaluative responses to a target, which may occur without awareness

Functions of Attitudes

Functions Of Attitude

- Value-Expressive Function:
 - Enable us to express who we are and what we believe in.
- Knowledge Function:
 - Enable us to know the world.
- Utilitarian Function:
 - Enable us to gain rewards and avoid punishment.

Characteristics of Attitudes

Following characteristics explain the nature of attitudes

- The attitude object
- Attitudes are learned predispositions
- Attitudes have consistency
- Attitudes occur within a situation

1. Attitude Object

The word object in our consumer-oriented definition should be interpreted broadly to include specific consumption or marketing related concepts such as product, product category, brand, service, possessions, product use, causes or issues, people or advertisements. In conducting attitude research we tend to be object specific. For example if we are interested in learning about three popularly priced brands of watches our "object"

may include:

- Seiko
- Fossil
- Casio

2. Attitudes are learned predispositions

There is general agreement that attitudes are learned. This means attitudes relevant to purchase behavior are formed as a result of direct experience with product, word of mouth, information acquired from others, exposure to mass media advertising, the internet and various forms of direct marketing. It is important to remember that attitudes result from behavior they are not synonymous to behavior, instead they reflect either favorable or unfavorable evaluation of the attitude object

• 3. Attitudes have consistency

Attitudes are relatively consistent with the behavior they reflect; however, attitudes are not necessarily permanent.

Attitudes do change

• 4. Attitudes occur within a situation

Situation means events or circumstances that at a particular point in time influence the relationship between

attitude and behavior. A specific situation may cause individuals to behave in a way seemingly inconsistent with

their behavior. For example if Ali purchases a different brand of toothpaste every time he runs low. Although his

brand switching behavior may seem to reflect a negative attitude or dissatisfaction with the brands he tries, it

actually may be influenced by a specific situation which in this case is Ali's wish to economize.

References

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