

Glossary

- a)** The tri-component model- the tri-component attitude model states that attitudes are composed of three components, viz., a knowledge (cognitive) component, feeling and emotional (affect) component and the action (co-native) component.
- b)** The multi-attribute attitude model- It states that a consumer's attitude towards an attitude object (product/service offering, brand, elements of the marketing mix) is a function of a consumer's perception and belief of the key attributes as well as his assessment of the key attributes.
- c)** The attitude-toward-object model- It states that a consumer's attitudes towards a product/service offering or a brand, is a function of the presence or absence of certain attributes, and the corresponding evaluation.
- d)** The theory of trying to consume-This theory focuses on a purchase situation where the action or act of behavior (in terms of actual purchase), is not certain and may even be uncertain sometime in future.
- e)** The Attitude-towards-the-Ad Model: This model lays emphasis on the impact of an advertisement, either in print or in audio-visual on the formation of consumer attitudes towards product and service offerings and or brands.