

Summary

So friends, in today's session we have studied about

Firstly, Consumer Attitude- Consumer attitudes are a composite of a consumer's (1) beliefs, (2) feelings and (3) behavioral intentions towards some object--within the context of marketing, usually a brand or retail store.

Secondly, the various models which include

- i) the tri-component attitude model,
- ii) the multi-attribute attitude model,
- iii) the trying-to-consume model, and
- iv) the attitude-toward-the-ad model.