

FAQ's

Q1. What do you mean by attribution theory?

Ans. It is a theory which supposes that people attempt to understand the behavior of others by attributing feelings, beliefs, and intentions to them.

Q2. What is meant by attitude formation?

Ans. It refers to the feelings and beliefs of "individuals or groups of individuals.

Q3. Define Attitude.

Ans. Attitude: Attitude is function of evaluation of product -specific beliefs and evaluations.

Q4. What do you understand by mass communication?

Ans. Attitudes are generally less stable as compared to values. Advertising messages for example, attempt to alter the attitude of the people toward a certain product or service.

Q5. What do you mean by internal attribution?

Ans. The process of assigning the cause of behavior to some internal characteristic, rather than to outside forces.

Q6. What do you mean by external attribution?

Ans. The process of assigning the cause of behavior to some situation or event outside a person's control rather than to some internal characteristic.

Q7. What do you mean by cognitive dissonance theory?

Ans. According to cognitive dissonance theory, there is a tendency for individuals to seek consistency among their cognitions (i.e., beliefs, opinions).

Q8. What do you mean by attitude change strategies?

Ans. Changing attitudes is generally *very difficult*, particularly when consumers suspect that the marketer has a self-serving agenda in bringing about this change.

Q9. Explain in brief the "change affect".

Ans. The change affect which may or may not involve getting consumers to change their beliefs. One strategy uses the approach of *classical conditioning* try to "pair" the product with a liked stimulus.

Q10. Which two factors affect the strength of dissonance?

Ans. The two factors that affect the strength of the dissonance are :

- a. the number of dissonant beliefs, and
- b. the importance attached to each belief.