

BUJOU SOLUTIONS, INC. PRESENTS

A guide for first-time entrepreneurs

Lecture 5. Attitude Measurement

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What is Attitude?

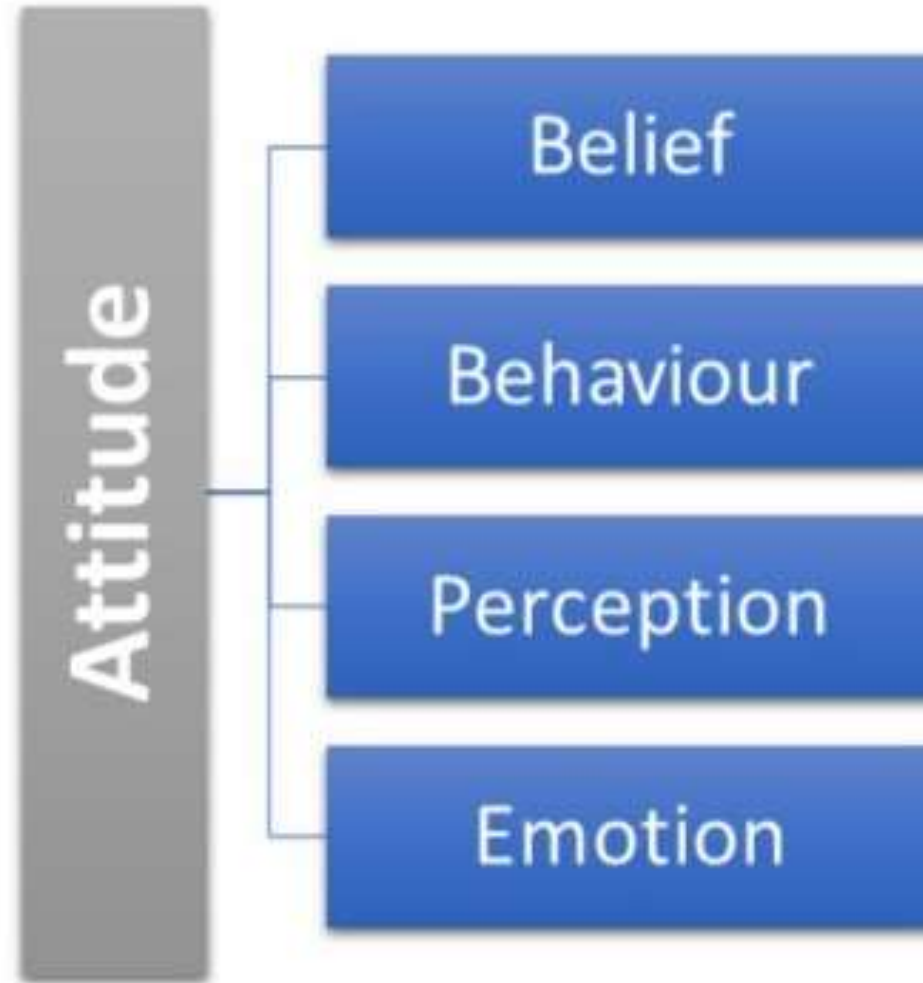
Attitude is a set of beliefs, behaviors, perceptions or emotions towards a place, person, object or an activity as defined by psychologists.

Attitude is the sum total of all the perceptions formed as a result of the life experiences of any person and the environment he/she lives in. Attitude is a person's feeling, beliefs or perceptions about a product or service.

Attitude may be negative or positive.



Importance of Attitude in Business research





Components of Attitude

1. Cognitive
2. Affective
3. Behavioural

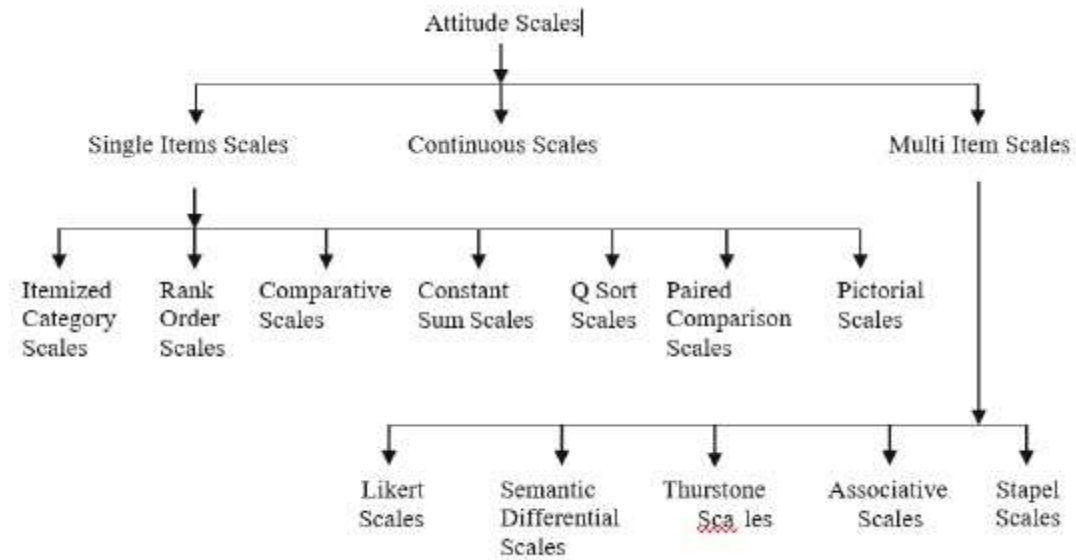
Critical aspects governing the attitudes and behaviour of consumers

1. A product or service usage will be maximum if the person develops a positive attitude towards it.
2. Attitudes of consumers towards products that they have never tried will be neutral.
3. When attitudes are developed based on actual trial and experience of a product, attitudes predict behavior effectively.

Companies can attempt to change the attitudes of customers

- . Altering existing beliefs about a product
- . Changing attitudes by changing the importance of beliefs
- . Adding new beliefs.

Types of Attitude Scales



Types of Attitude Scales

Given below is a itemized category scale ranging from highly satisfied to highly unsatisfied. Please select one of the following options based on your satisfaction levels of the hotel service.

Highly Satisfied

Considerably Satisfied

Reasonably Satisfied

Unsatisfied

Highly Unsatisfied

Types of Attitude Scales

Given below is the scale ranging from excellent to very poor. If you were asked to rate the sweet shop 'X' in comparison to sweet shop 'Y' in Hyderabad. Which one will you choose. If you choose excellent then select the first option.

Excellent

Very Good

Good

Both are same

Poor

Very poor

Types of Attitude Scales

Exhibit 4.10: Paired Comparison Scale for a Toothpaste

Please select one item each from the following pairs that is most important to you for selecting a toothpaste.

a. Fights decay

a. Affordable

a. Longer germ protection

b. Affordable

b. Longer germ protection

b. Fights decay

Types of Attitude Scales

Exhibit 4.11: Constant Sum Scale Used for a Supermarket

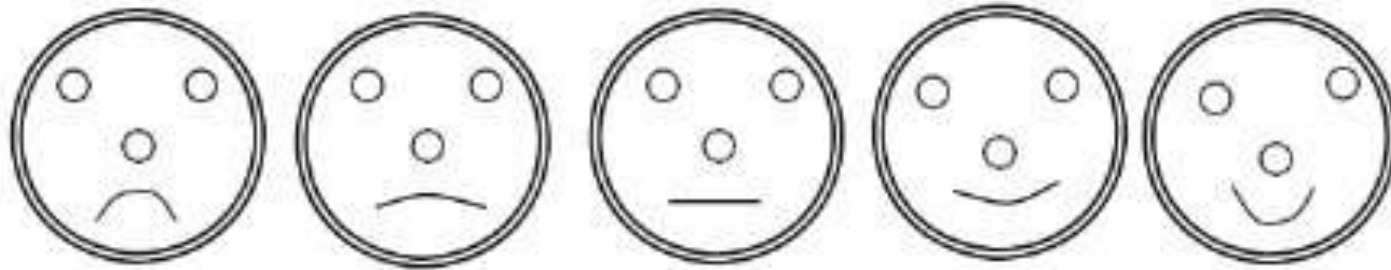
Given below are the ten characteristics of a supermarket. Please give each characteristic some point(s) based on your assessment, so that the total points add up to 100. The higher number of points allocated to a particular characteristic, the higher its importance to you. However, if any particular characteristic is unimportant to you, then you need not assign any points to it. However, it is essential that all points given add up to 100.

Characteristics of a supermarket	Number of points
The supermarket is conveniently located	_____
The supermarket has enough range of products	_____
All the items in the store are conveniently located	_____
Sales persons are cooperative	_____
Aisle space is comfortable	_____
Prices are very much affordable	_____
The ambiance in the store is pleasing	_____
Soft music played in the store is entertaining	_____
Billing counters are sufficient	_____
Parking facility is adequate	_____

	100 points

Types of Attitude Scales

Exhibit 4.12: Smiling Face Scale



(Verbal Instructions)

Face 1 should be selected, if you did not like the chocolate ad at all and face 5 should be selected if you liked it very much, now how did you like it?

Types of Attitude Scales

Exhibit 4.13: Continuous Rating Scale

Given below is a continuous scale ranging from 0 to 100 points. You have to indicate a point that best describes how you rate the overall service. If you rate it the best then it would be 100.

How would you rate the overall service of Pizza hut?

