

PREDICTING BEHAVIOR BY ATTITUDES ESSAY

This essay will examine the strength of the link between attitudes and behaviour and show that attitudes do not always predict behaviour as there are a number.

Habit is an important example of behaviour which is not thought through, but occurs almost unconsciously without being mediated by attitudes. The knowledge function refers to our need for a world which is consistent and relatively stable. The following factors may have a strong impact on consumer behavior: changes in consumer values, changes in attitudes, changes in consumer knowledge about products, and changes in some significant aspects of consumption process price and quality, changing in consumer habits and preferences Harrison, ; Hoyer, Do you like this essay? Other factors like the social groups we are involved can influence how we behave even if we have a different attitude. The theory of planned behaviour has been supported by many studies such as Armitage and Connor who have confirmed this statement after a meta-analysis of studies. Louviere, J. Dissonance theory has also been associated with anxiety that someone may suffer after making a decision Festinger Psychologists have attempted to identify the most significant factors and formulate theories which may explain why attitude does not always predict behaviour. These attitudes towards academic dishonesty are representative of one issue schools deal with in our society regarding students Tourism Management, 27 4, Participants are consequently more honest about their attitudes, since they are led to believe that they cannot hide them if they try. This study although raise a lot of questions regarding the validity of attitude-behaviour consistency it is considered flawed. For example, if a person has a negative attitude towards some other person, he may not express it directly, rather he may not show any interest to join him in a party, or to share a common platform- with that person. This function has psychiatric overtones. Another study seems to confirm this idea by concluding that social pressure and perceived difficulty may have some influence over attitude predicting behaviour Wallace et al Albarracin et al. The main hypothesis was that students who are involved in more campus and club activities would report having a greater sense of school community and social justice engagement. This feeling of ownership can give rise to positive feelings people viewing belongings as an extension of themselves which in turn can set off sense of responsibility. However, the theory according to Ajzen and Fishbein will only predict behaviour if both the attitude and behaviour were measured in the same level of generality. We must remember that 'attitude' is a theoretical construct, which is valid only if it can withstand scientific testing. Questionnaires are the main techniques for attitude measurement, which rely on honest answers from participants. Who were the participants? Behm-Morawitz and Mastro, p. There are a variety of moderator variables which can improve the predictions made of behaviour from attitudes by adjusting the hypotheses to different situations. Attitudes then, are to do with being apart of a social group and the adaptive functions helps us fit in with a social group. An example of this would be to feel good because of performing a good deed and the value would be actually doing something good. The decision to engage in a particular behavior is based on the outcomes the individual expects will come as a result of performing the behavior. Review of General Psychology. Does the gender gap in the extent and direction of voting participation and political orientation vary across racial groups? For example, if we feel that we are competent, we will undertake challenging tasks. Due to the popularity of this film, more movies are being produced with the same stereotypes of girls, thus further exposing to teens to this negative behavior. Theories There are many variables which affect and deter attitude from affecting behaviour. This idea is known as moral hypocrisy. Laney Wade Word count: Turnitin no: To what extent can contemporary theories of attitudes allow us to predict behaviour and facilitate behaviour change? Fazio and Zanna found that the attitudes of students who had previously participated in psychology experiments gave a more accurate prediction of whether they would participate in future psychology experiments than the attitudes of students who had only read about such experiments.. People can often hold an attitude about something but not always act on it Azjen and Fishbein The Theory of Reasoned Action and Theory of Planned Behavior is used to evaluate health-related behaviors that are affected by choice We all have different personalities and attitudes and we all have to learn how to deal with them if we are going to manage or work in these types of environments. Intention to act in a certain way plays a crucial part in determining whether or not the action is taken. Batson and his studies have shown that people can appear to be fair on the outside 3

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but may not necessary carry this through. The attitude would also have to be consistent for the prediction to be successful Krosnick and Petty Subjective norms from significant others guide individuals in The Differences in Attitudes of Parents Towards Attributes Required for Marriage words - 8 pages certain way.