

SHAPING ATTITUDES – ANALYSIS OF EXISTING MODELS

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Abstract

Consumer behaviour, seen as an integrated system, is a composite of 5 major processes: perception, information, attitude, motivation and actual behaviour. Consumer behaviour specialist study during the last century the different aspects of this behaviour considering the impact of each process and of all processes on consumers' behaviour underlining its impact on products and services markets. Attitude is the process with the greatest stability in time and by its conative dimension influences directly the actual behaviour of the consumer. This is why the process is well studied and documented, specialist wanting to discover how attitude is formed and how it can be used, changed or influenced in obtaining the desired response from consumers. The present paperwork intends to summarise the main models developed in order to have a complete image of the attitude process.

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