



ATTITUDE AND BEHAVIOR

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ATTITUDE ?

Attitude is the way a person thinks and feels about something or someone, and how they behave in response. It can also refer to a person's posture or physical alignment.

Scientific Definitions

- According to Gordon Allport, “An attitude is a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual’s response to all objects and situations with which it is related.”
 - Frank Freeman said, “An attitude is a dispositional readiness to respond to certain institutions, persons or objects in a consistent manner which has been learned and has become one’s typical mode of response.”
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- Thurstone said, “An attitude denotes the total of man’s inclinations and feelings, prejudice or bias, preconceived notions, ideas, fears, threats, and other any specific topic.”
 - Anastasi defined attitude as “A tendency to react favourably or unfavourably towards a designated class of stimuli, such as a national or racial group, a custom or an institution.”
 - According to N.L. Munn, “Attitudes are learned predispositions towards aspects of our environment. They may be positively or negatively directed towards certain people, service, or institution.
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BEHAVIOUR

Behaviour is how someone acts. It is what a person does to make something happen, to make something change or to keep things the same.

Behaviour is a response to things that are happening:

- Internally - thoughts and feelings
- Externally - the environment, including other people. Observing behavior is the easy part. It is understanding why someone does what they do that is much more complicated.

Behavior serves a purpose and has a reason, including:

- Communication - Through use of body language, facial expressions, gestures and silence
- Function -to help meet a need, attract attention, gain an internal or sensory sensation, access an item or activity, or get away from something. The key to understanding behavior is to understand why it is occurring, what is being communicated or what is needed.

Difference between Attitude and Behavior

Attitude is a person's internal thoughts and feelings, while behavior is the actions and reactions that result from those thoughts and feelings.

Example-

- **Attitude**—A student mind have a negative attitude towards mathsclass
- **Behaviour**—The students skips maths class as a result of his/her negative attitude.
- Another difference between attitude and behaviouris that attitudes can be primarily negative and positivewhile behaviourcan be innate and learned.

FUNCTIONS OF ATTITUDE

Attitudes serve **four major functions** for the individual:

- The adjustments' function.
- The ego defensive function.
- The value expressive function.
- The knowledge function.

Ultimately these functions serve people's need to protect and enhance the image they hold of themselves..



1. Adjustment Function

The adjustment function directs people toward pleasurable or rewarding objects and away from unpleasant, undesirable ones. It serves the utilitarian concept of maximizing reward and minimizing punishment. Thus, the attitudes of consumers depend to a large degree on their perceptions of what is needed satisfying and what is punishing. Because consumers perceive products, services and stores as providing need satisfying or unsatisfying experiences, we should expect their attitudes toward these objects to vary in relation to the experiences that have occurred.

2. Ego Defensive Function

Attitudes formed to protect the ego or self-image from threats help fulfil the ego defensive function. Actually, many outward expressions of such attitudes reflect the opposite of what the person perceives him to be. For example, a consumer who has made a poor purchase decision or a poor investment may staunchly defend the decision as being correct at the time or as being the result of poor advice from another person. Such ego defensive attitude helps us to protect our self-image and often we are unaware of them.

3. Value expression function

Whereas ego defensive attitudes are formed to protect a person's self-image, value expressive attitudes enable the expression of the person's centrally held values. Therefore, consumers adopt certain attitudes in an effort to translate their values into something more tangible and easily expressed. Thus, a conservative person might develop an unfavourable attitude toward bright clothing and instead be attracted toward dark, pin striped suits. Marketers should develop an understanding of what values consumers wish to express about themselves and they should design products and promotional campaigns to allow these self-expressions. Not all products lend themselves to this form of market segmentation however. Those with the greatest potential for value expressive segmentation are ones with high social visibility. Cross pens, Saks Fifth Avenue clothes, Ferrari automobiles and Bang & Children stereo systems are examples.

4. Knowledge Function

Humans have a need for a structured and orderly world, and therefore they seek consistency stability definition and understanding. Out of this need develops attitudes toward acquiring knowledge. In addition, the need to know tends to be specific. Therefore, an individual who does not play golf, nor wish to learn the sport is unlikely to seek knowledge or an understanding of the game. This will influence the amount of information search devoted to this topic. Thus, out of our need to know come attitudes about what we believe we need or do not need to understand.

FORMATION OF ATTITUDE

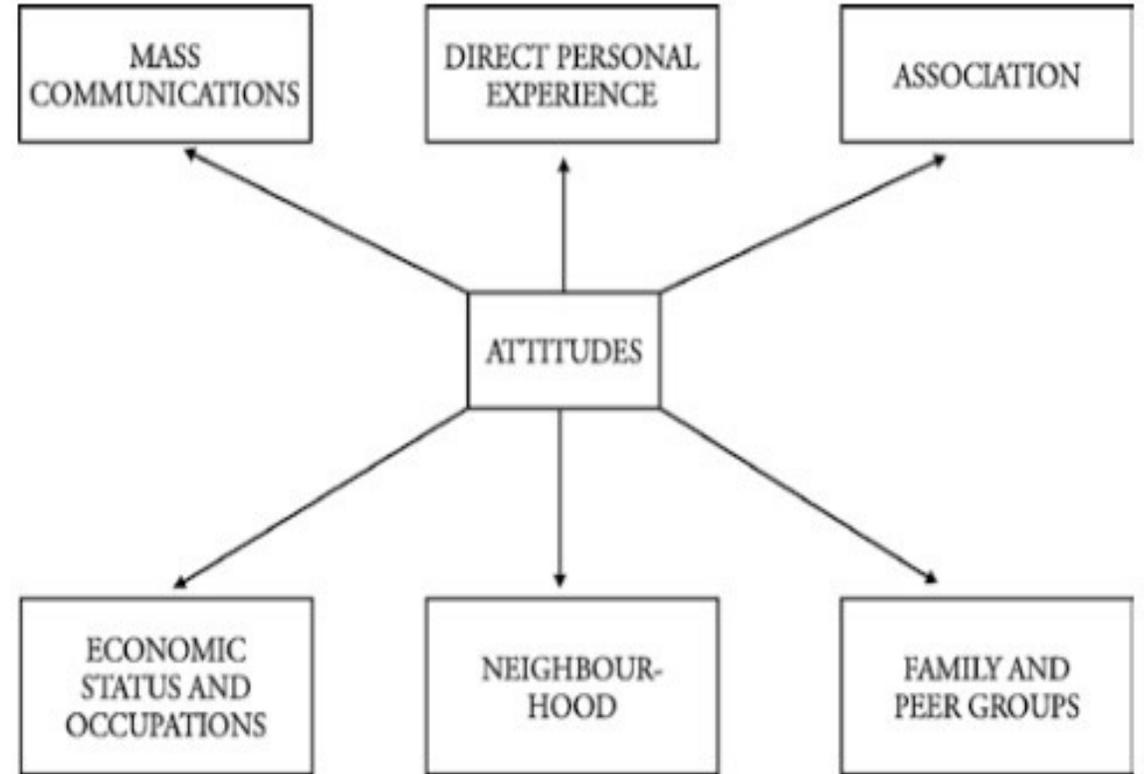
- Attitudes refer to the feelings and beliefs of “individuals or groups of individuals. But the question is how these feelings and beliefs developed?
 - The point which has been stressed by many people are that attitudes are acquired, but not inherited. A person acquires these attitudes from several sources.
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Important sources of acquiring attitudes are as discussed below:

- **Direct Personal Experience:** A person's direct experience with the attitude object determines his attitude towards it. The personal experience of an individual, whether it is favorable or unfavorable, will affect his attitude deeply.
- **Association:** Sometimes an individual comes across a new attitude object which may be associated with an old attitude object.
- **Family and Peer Groups:** Attitudes like values are acquired from parents, teachers and peer group members. In our early years, we begin modelling our attitudes after those we admire, respect or may be even fear
- **Neighborhood:** The neighborhood in which we live has certain cultural facilities, religious groupings and ethnic differences

Economic Status and Occupations:
The economic status and occupational position of the individual also affect his attitude formation

Mass Communication: 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.



IMPORTANCE OF ATTITUDE

Employees with a positive attitude will create a healthy atmosphere in the organization, develop positive relations with sub-ordinates, their supervisors, managers and top management. A positive attitude has significant benefits for an individual in many aspects.

- Following are the aspects related to the importance of attitude:

1.Careersuccess 2.Productivity 3.Leadership 4.Teamwork

5.Decisionmaking management 6.Motivation 7.Interpersonalrelations

8.Stress

- **Career success**

Performance is a parameter to measure employees success in the workplace. Performance leads to success either through promotion or increased compensation. A positive attitude of an employee will help him to think of ways to accomplish their task in a well-defined manner

- **Productivity**

An employee with a positive attitude tends to take more interest and responsibility and will provide better work, which in turn will improve productivity

- **Leadership**

Managing a diverse workforce is a crucial task for achieving the objective of an organization. Positive attitude demonstrated by leaders or employee will result in proper communication between subordinate which will lead to efficient work.

- **Teamwork**

A positive attitude of employees helps to appreciate each other's competencies and work as a team for achieving common objectives.

- **Decision making**

An employee with a positive attitude and mindset will help employees to make better decisions, in an objective manner. It will enable employees to choose wisely and logically and avoid them to take an unambiguous decision.

- **Motivation**

Motivation is an important factor for efficient work. An employee with a positive attitude will always be mentally prepared to face any obstacle in a job. The moment they are successful in overcoming obstacles, they are motivated to move forward.

- **Interpersonal relations**

Customers prefer to make relation with someone who is positive in nature. A positive attitude helps in establishing valuable customer loyalty.

- **Stress management**

Positive attitude and thinking will reduce the stress of an employee and with reduced stress employee can take a better decision and increase their productivity which results, employees, to enjoy better health and take fewer sick leaves.

STEPS IN DEVELOPING POSITIVE ATTITUDE

Component	Steps
Cognitive	<ol style="list-style-type: none">1. Change focus, look for the positive.2. Get into a continuous education program.3. Learn to like things that need to be done.
Affective	<ol style="list-style-type: none">1. Build a positive self-esteem.2. Stay away from negative influences.3. Develop an attitude of gratitude.
Behavioral	<ol style="list-style-type: none">1. Make a habit of doing it now.2. Start your day with something positive.

Building Cognitive Component



Development of an individual's cognitive powers leads to development of rational intelligence or practical knowledge of a person.

Step 1:

Change focus, look for the positive-Let's start looking for what is right in a person or situation instead of looking for what is wrong. Andrew Carnegie, who built a steel empire told, "Dealing with people is like digging gold: When you go digging for an ounce of gold, you have to move tons of dirt to get an ounce of gold. But when you go digging, you don't go looking for the dirt, you go looking for the gold."

Step2:

Get into a continuous education program- The most important thing one can learn is to “learn to learn”. Learning is a continuous, life -long process. Knowledge, wisdom, and character are important for one to flourish in life. What do you learn and how? We learn how to lead a purposeful life and learn from people and organizations we come across. We live in an information age. It is estimated that the amount of knowledge is doubling every year. Knowledge is potential power, wisdom is real power. We are Born with five senses touch, taste, sight, smell, and hearing. We have to use them in an appropriate manner to gain general and deeper understanding of environment and people we are dealing with. It is why people say knowledge without common sense has little meaning. Common sense is the ability to see things as they are and do them as they ought to be done. An abundance of common sense is called wisdom. Finally, education that builds fundamental traits of character such as honesty, compassion, courage, persistence and responsibility is absolutely essential.

Step 3:

Learn to like the things that need to be done- Different people have aversions for different things. Some students dislike mathematics. Some employees dislike touring jobs. But when what we do not like becomes part of our work, there is no escape. What we have to do is to tell ourselves that we do not dislike or scared by it. Proper psychological preparation is essential to take up such tasks with a positive mind. Start by doing what is necessary, then what is possible, and suddenly you are doing the impossible.



Building Affective Component

The affective component when developed provides to emotional intelligence or stability of an individual:

Step1:

Build a positive self-esteem- Self-esteem is the way we feel about ourselves. When we feel well within, our performance goes up; our relationships improve both at home and at work. The world lodes nicer. One can improve self -esteem by becoming capable and making contributions to:

1. Individual goal accomplishment
2. Team performance and development
3. Quality of life of society

Step2:

Stay away from negative influences- Today we live in global village characterized by information avalanche and social diversity. Exposures to mass media on a large scale and interactions with people of diverse cultures have both positive and negative influences on our mind. To stay away from negative influences, one has to do the following:

- Be assertive to say no to negative people (vicious minded, drug addicts, political activists, and anti-social elements),
- Be firm to block negative desires like viewing obscene movies, postponing work or study, etc.,
- Be strong willed to avoid development of negative habits like smoking, drinking, taking drugs etc., and
- Be decent to avoid use of wrong accents, foul words and vulgar expressions.

- Step 3:

Develop an attitude of gratitude- We are indebted to many people in our life who have contributed to our development in many ways at different times. Some of them might have treated us by adopting harsh and critical approach; others might have supported us by taking positive and development approach. Often, we complain against those who were critical. Also, we are so focused on complaining about things we don't have. We lose sight of the things we have. Be focused on good. Remember the good, the positives in your personality and in your associations. The negative are to be remembered for adopting a cautious approach in our life but not ruining it

Behavioural Component

Practice will make one perfect. As one goes on developing right habits of doing, his or her Business Communication Skills functional ability as a worker will strengthen manifesting work habits like punctuality, regularity and efficiency.

Step 1:

Make a habit of doing it now

Those seeking to build a positive attitude, should learn the phrase, “do it now” and stop the habit of procrastination. Procrastination leads to a negative attitude and results. A completed task is fulfilling and energizing; an incomplete one is demoralizing and degenerating. ‘Do it now’ has a development angle. If we utilize our present to its fullest, we are sowing the seeds for a better future automatically.



Step 2:

Start your day with a positive thing

Practice having positive thoughts and behavior daily until they become a habit. Read or listen to something positive first thing in the morning. After a good night's sleep, we are relaxed and our subconscious is receptive. It sets the tone for the day and puts us in the right frame of mind to make every day a positive day



Conclusion and Q & A

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Thank you

Shamna Subaida Khalid
Shamnaplpy@gmail.com