

Generic Attitude Research: Finding Creative Attitude Function in Consumer Marketing Over Katz Theory – A Theoretical Study

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Abstract

Individual prospect usually makes an attitude after having a contact with product/service, as proposition. To make a success in marketing programme, marketer gives best attempt to achieve a ‘desired’ attitude. Ultimate target is to be a purchasing behaviour as an output of marketing. With purview of consumer behaviour & its marketing management, there is the conventional theory, called as Katz theory of attitude function, so fundamental so traditional, making helpful to this present study to undergo. For an objective pursuit to arrive at, seven (7) attitudes have been obtained by implying ‘creative’ nature on its methodology. These attitudes by function could be regarded as attitude function of future vision also, almost to any marketing scenario. It provides enhancement through an intense association with consumer’s decision making (which is, building up of ‘attitude’ function) to purchasing. Such ‘creative’ attitude functions, known as C.C.A in study, are very specific to the kind & get engaged in instantly whence a consumer is actually seeing an advertisement or going through a media publicity, of a proposition. Consumer marketing would get better efficient ladder over such ‘creative’ attitude functions in order to create better, specific, ‘engaging & intense’ proposition ‘persuasion’ among prospects. This study shows the path to explore out many of ‘creative’ ones as attitude function as to research point of interest.

Keywords: Katz theory, Creative attitude, Attitude styles, Consumer behaviour, Consumer marketing, Marketing management, Brand management.

INTRODUCTION

“Attitude is the better stage than Behaviour” – it is the statement of thought of this paper of research interest. It is always observed to variability & its possibility by variety in marketing communication business related with consumer behaviour. In marketing management, viability, susceptibility, compressibility etc. are usually the words of familiarity to gain a competitive marketing position^[1, 2]. Without competition & challenging cutting-edge success, there is hardly any story of successful proposition (product/service) crop up & in that, utility could be a facet^[3]. Be it new or existing proposition, crucial struggles are & have become a compulsory accompaniment everywhere in any type of market condition & riding over these struggles to win, typical strategic action is essential; be it utility based or else. Huge competitive market structure formed in any possible way is or becomes valid for any proposition (product/service) now-a-days. Marketers attempt to design their marketing strategy & communication philosophy accordingly to create a ‘favourable’ position in huge clusters of commercials, ads, branding etc., in the mind of customers’ positivity^[4]. So, it is like that there are two sides of a coin (coin itself as a consumer market) – one side is marketer’s continuous struggling to win over than competitors & other side is the consumers about whom correct understanding is a ‘tough’ task to marketers to business acquisition. Magnitude of competition over huge clusters of propositional acquaintance is very fluctuating also by original nature of itself especially due to complex behavioural exposition by consumer. This complexity is the prediction-ability to marketers who always try to make customers to be engaging into a purchasing behaviour task, treated as the ultimate & final aim of them^[5]. In this huge & complex scenario of market-ability of a proposition (new/old), of attitude making strategy, conventionality may be followed with sorts of creativity^[6].

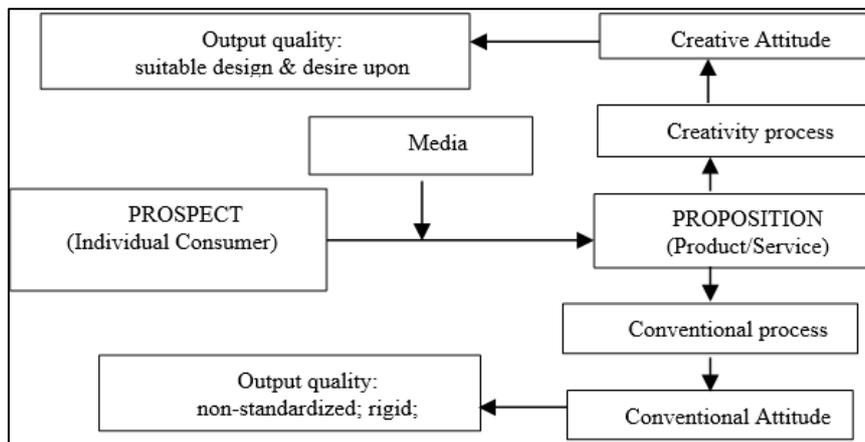


Figure 1: Birth of attitude (conventional & creativity) in consumer marketing

In market/industry, business always faces competitiveness which, in turn, causes to be alert of susceptibility^[7]. In such scenario, knowing of consumers or gathering & retaining their trusts & loyalty are, after all, to be remained onto the deliverance quality of a proposition^[8]. To one way, it is about consumers who expose themselves before marketer & the other way marketers to delivering before

consumers. So, it is a both-way reaction-making concept too besides coin concept explained above. Moreover, knowing consumer better & much better gives a better ‘returning back’ reaction & know-how’s about consumer behaviours to a business, where marketer himself/herself remains as a non-buyer entity although. There is more of a marketer in marketing business which is proposition & its ‘interaction’ reaction with prospect (Figure 1).

In the history of consumer marketing, prediction-ability^[9] to knowing behaviour of consumer is not an impossible one but indeed a difficult task to a marketer always & ever, to obtain it (as function of attitude) by accuracy. Marketing concepts are getting modernized now-a-days, by ideas, innovations & technology^[10], to win over competitive-edges & simultaneously create positive persuasion in consumer’s minds. Figure 1 shows how changes can be incorporated into by providing creativity into attitude making.

As said, various challenges in a business in addition to cutting-edge acquisitions to competitiveness, a marketer should undergo research-like experimentations onto business by applying ‘creativity’ in many possible ways rather only by simple ‘conventional’ practices only. In view of this, attitude making approach finds creative application in its traditionalism which is the subject matter of discussion of this present study. Creative applications take practices of attitude making to a level where the ‘resulting’ attitude functions are as highly active as closely engaging to a consumer’s behaviour & fruitful to business objective. Table 1 describes the difference between conventional & creativity as a system of attitude function.

Table 1: Conventional Versus Creativity

Sl.	Conventionality	Creativity
1	Traditional & fundamental	Advancing & fundamental
2	Granted as basis	Evolved as basis
3	Higher coverage & wider range	Acutely active
4	Seeming to be isolatedly acting to few ones of attitude function	Similar emphasis like conventionality but it is more closely acting than ever
5	Limited quantity	Expansive, advancing
6	Surface player	Deep player
7	Provides complexity on its actual provision to cover up	Highly perspicuous in nature with clear visibility along with easeness to use
8	Obscuring boundary & quite often illusive	Clearly visible boundary with clear cut definitions
9	Unclearly marked circumstances of happening, of non-distinct ones identifying obscurity, complexity, illusion, etc.	Wideness may be smaller but intense
10	Usualness	Loopholes in (& beyond) usualness, turning to distinctly different one ever

Table 2: Attitude by methodology

System of attitude functions	Process (of attitude)	Input & Output (of attitude process)	Business impact
Conventional system	Prospect based mostly	Viewing experience as input & usualness as output	Usual or Natural business expectation
Creativity system	Proposition 'strategy' based mostly & prospect as secondary	Achievement as output & continuous 'carrying-over' as input	Artificial or Habitual business expectation

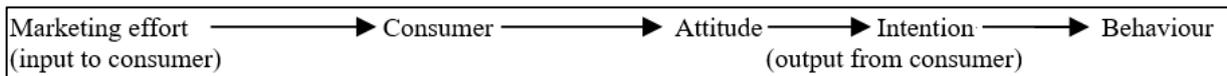


Figure 2: Behavioural process of consumer behaviour

It is a well known fact & fundamentally true that behaviour is very close to attitude & well formed in a behaviour-making process after attitude has been formed sufficiently^[11]. Also, theories are there proclaiming a consumer should expose his/her behaviour once an attitude is formed of, after having traversed through several intermediate stages like value, perception, belief, imaging, trust, feeling etc^[11, 12]. In all, an attitude is what its behaviour should be & vice-versa (Figure 2). Table 2 thereby shows a pathway why a creative application is necessary in order to bring up a marketing effort well up to a consumer level, by attitude function, to fulfill cutting-edge successes or to remain competitive always, in a business. This study has shown & described what attitude functions could be created out by implementing creative applications on marketing strategy & etc. in a business. At the same instance, the study also describes various limitations of 'conventional' attitude functions as exfoliated by Table 1 as well as Table 2.

Background to methodology

By terminology 'creativity' means artificial application rather than naturalness over exuberance from an interaction like prospect & proposition that is somewhat of higher level potential. To be fast, highly reactive, highly deliberate & highly touching, an attitude function should not be capable 'enough' just having relied upon prospect only. This study has assumed that attitude functions determined & controlled mostly by proposition & its attributive effects on prospects are called as 'creativity' attitude functions. Such attitude functions have marketing implications as broad as advancing. Table 2 which is highly to be meaningful to definite distinctness, shows it clearly what creativity does to & over conventional application, while treated as a 'system' delivering attitude function. It is relatable with Figure 1 where separate enunciation shown to demarcate the two types of attitude function system on the interaction subjected to media promotion. Summarily, conventional has fixed kind of nature while creativity has numerous & immense scopes with suitability to strategic applications through the attitude functions. Creativity should create debate over conventionality to an extent where conventionality departs away from creative findings by definition & dimension^[13] – it acts as an opportunity to business functioning.

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This present study has been analyzed to describe those places of departure in terms of attitude functions. In a consumer, there is nothing better except attitude function usually treated as benchmark of business success as it's considered as close to a behaviour making.

Let's consider a consumer marketing provided with media communication or brand awareness/promotion of any marketing programme where a prospect sees a proposition through media communication & etc., whatever data get processed within the prospect during such viewing by the prospect are functional to the type of system. As said by Table 2, conventional application never forms an attitude function to a degree formed by creative application which is said to be mostly proposition based. Actually, prospect has known features of attitude possibilities by function within itself. So, what varies is to be by proposition & its attributes' effects & here lies the research interest of this present study. By keeping a proposition-centric vision, numerous attitudes could be possible to be defined & created out (Table 1).

As creativity based attitude functions are proposition based, so there should be 'continuous' knocking of attributes as offered by a proposition, in association with available feature of attributes what a prospect constitutes with as considered (Table 2). So, intensity of propositional arrangements makes the sense & this is what creativity should reign over conventional attitude functions. Attitude functions by creativity over time should become a habitual response also as it gets habituated into a prospect by artificial charging.

A proposition is always made up with 'strategic' target to be fulfilled about what magnitude of attitude would have to be fostered with & delivered by marketing programme. This target should be after proper analysis by various marketing's strategic tools such as marketing's mix elements like 4P's, 3P's (P for product of marketing), segmentation-targeting-positioning (STP), PESTEL analysis, Porter's five forces, SWOT analysis, etc. etc.^[14]. This brings in the creativity pathway for attitude functions to explore out. Marketer should always have an expectation level of attitude function to develop out as output from a marketing programme. Proposition is prepared of accordingly alongwith marketing or branding programme. So, once again, this preparation is to be functional by 'creativity' only which should cover up all the factual functions of attitude which is really & rationally happened & that is much beyond feasible potential of conventionality arena of evolving out.

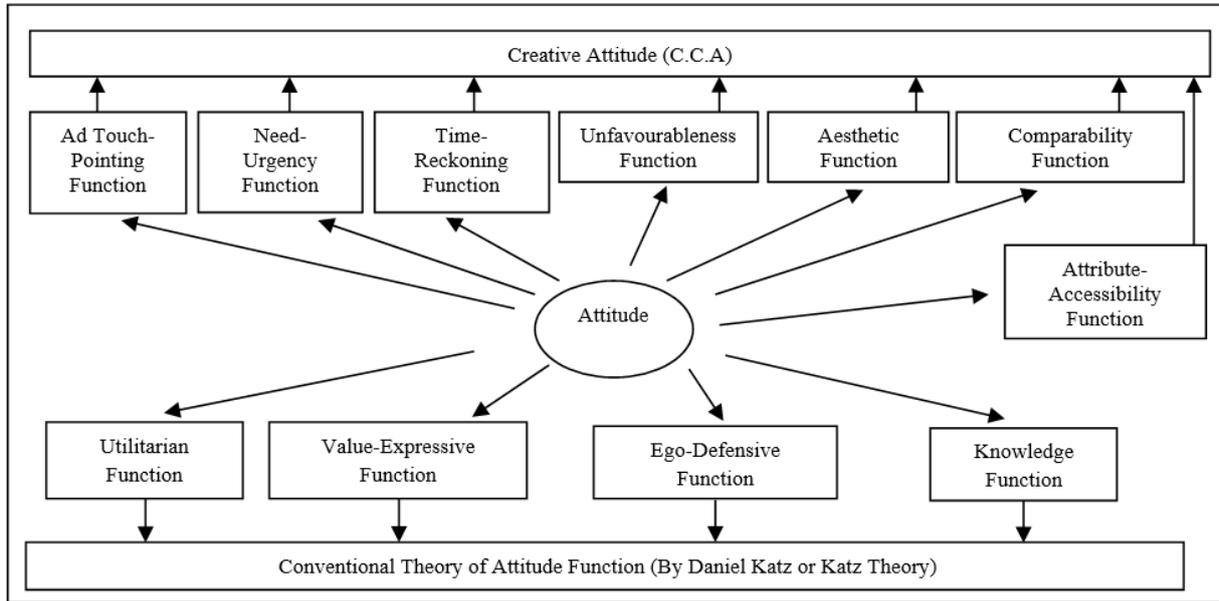


Figure 2: Behavioural process of consumer behaviour

Now, methodology of the study is quite built up as narrated by above considerations & explanations. There could be various approaches^[14] of marketing by which attitude functions can be formed & created. It should be of immense pleasure & nothing of amazing if conventional attitude functions are outweighed by popularity of creativity based attitude functions, resulting to make them obsolete one to practical ground of business^[15]. Within coming years ahead, it could be expected that competitive-edge gaining would be highly demanding in any marketing scenario & creative ones (of attitude function) should provide the demanding ‘necessary’ supplies.

So, attitudes formed by ‘creativity’ standard are found to be more demanding & henceforth defined with detailing by seven creative natures (Figure 3, Table 3; described in the foregoing), where each creative attitude is called as creative consumer attitude (C.C.A), assuming to take place as new pathways to attitude functioning or attitude research.

Table 3: Description of Generic Attitude Of Consumer Behaviour

Sl.	Name of C.C.A	Description
1	Unfavorableness Attitude	<ul style="list-style-type: none"> It is the attitude ‘style’ which is very important one by its ‘reversible’ & more ‘dynamic’ nature of existence, to become an attitude in consumer behaviour. The operational process of the attitude-gain occurs in either of two ‘creative’ ways:

		<p>(i) it starts from unfavourableness (towards a proposition) & ends at unfavourableness simply.</p> <p>(ii) it turns out to be a 'favourable' attitude with crude & critical justification from unfavourableness or fairly favourableness.</p> <ul style="list-style-type: none"> • Each process is bearing an attitude function individually. Both the function in this type of attitude gaining/acquirement together forms a cyclic process in prospect. The cyclic process finally leads to the resulting attitude which would have always to be tending to 'unfavorableness' & that is why the attitude is called so. • It is caused due to several reasons of socio-demography & pre-dispositional events that might have occurred in or within a prospect himself/herself. • Marketing communication takes this attitude concept as a vantage point in their promotional activity in a way to cause such an attitude among prospects. • It is thereby very important & interesting attitude by its own kind as it offers a mobility & dynamics to a prospect in the attitude process.
2	Time-Reckoning Attitude	<ul style="list-style-type: none"> • It is unique attitude in its action of region & origin. • It acts overwhelmingly on a prospect exposed by media marketing. • It is the classified attitude where a prospect assumes himself/herself as an accountant of time or a good 'time' reckoner. It is a function of 'time' unit. • Prospect takes all the decision about persuasion & purchase related stage of the proposition with respect to the time (like time availability, whether best time to buy, climatic time, seasonal time, time of the day/month, whether the time in turmoil, whether time of any promotion ahead, whether time ahead to budget extra, whether disposable income available etc.). • In this attitude, there are two variables acting simultaneously – <ul style="list-style-type: none"> i) Time; as Primary. ii) Miscellaneous - budget related mostly (as Secondary). <p>Simultaneous effect of these two makes the prospect consequently to assume & acquire the attitude or leadership role of Time-Reckoning.</p>
3	Need-Urgency Attitude	<ul style="list-style-type: none"> • It is another unique attitude which not only acts on 'need-fulfilment' aspect of prospect but also its 'urgency' to fulfil by. • Prospect makes this attitude development by taking his/her decision by measuring utility ranges existing in the proposition. He/she attempts to determine basic 'core' need fulfilment about the proposition. Gauging of

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		<p>effectiveness & efficient aspects is evaluated by the prospect himself/herself & consequently the attitude is created, gained & acquired.</p> <ul style="list-style-type: none"> • Its intensity of development depends on variety of factors like proposition features/quality (i.e., consumables, durable, hardware, etc.), whether requiring levels (high/low/limited) of decision-making/involvement & many more, of ‘core’ senses of need on ‘urgent’ basis.
4	Comparability In Attitude (Surfacing attitude)	<ul style="list-style-type: none"> • It is the attitude where all functions of above three attitudes are brought into in a culmination or combination creativity & final resulting attitude so formed is such an attitude of ‘comparability’. • All the pros & cons of the three attitudes are applied in this type of attitude construction. • It has formed its unique place in the memory of prospect by the superimposition or amalgamation of the three attitudes. • At the final form of this type of attitude, no attitude out of the three is quite impossible to be distinguished out or recognized so. Consequently, a resulting attitude of unique nature would come out & exist in as the comparability attitude.
5	Aesthetic Attitude	<ul style="list-style-type: none"> • It is an attitude related with estimation of human characteristics by a proposition/marketing situation. • It is a long-born feature lying within human insights. Its quality varies from human to human. • On anticipating over a behavioural attitude, a prospect needs to be in his/her maximum position of analysis that should be ‘considerate’, ‘visionary’ or such. Such attitude is hereby called as aesthetic attitude & over its successful realm a prospect could appear as an “expert with prudence”.
6	Ad Touch-Pointing Attitude	<ul style="list-style-type: none"> • It is an attitude based on touch-points used in media communication such as advertising both printing & digital media. • Touch-points act as booster & tremendously ‘touchable’ in gaining such attitude. • This type of attitude should be short-term but its influence depends on its intensity so gathered in inside of a prospect’s mind or memory. • Its intensity is to be quite acute & with ‘sharp’ peaks in a consumer behaviour. It is going to be a practice to facilitate such attitude as advanced one in obtaining a competitive marketing edge in upcoming industry/market

		<p>competition. Sometimes, such attitude achieves a deep ‘core’ place in prospect’s ‘persuasive’ mind, permanently.</p> <ul style="list-style-type: none"> • It basically reflects a prospect’s involvement by its own ‘segmented’ & clearly ‘distinct’ style of marketing communication.
7	Attribute-Accessibility Attitude	<ul style="list-style-type: none"> • It is a cardinal attitude especially related with human ability or human’s potential (both physically & mentally). • Endurance with attributes (through finding out cum selection of attributes so related in a media marketing of proposition) becomes a potential factor in gaining an attitude, functional to the related attributes. • It spontaneously involves known & skillful levels of social, cultural aspects in a prospect including demography. • It has a dragging feature of taking out inner abilities in terms of attribute-oriented.

OBJECTIVE OF STUDY

1. To concentrate fully on attitude & its possible functions closely, acutely & intensely.
2. To lay a methodology or process to ‘creative’ attitude function determination.
3. To determine ‘creative’ attitude functions in consumer marketing.
4. To obtain advantage of creativity over conventionality, but not by their fundamentalism.
5. To bring out scopes & advantages of new, vibrant & engaging ‘creative’ attitudes.
6. To examine intensity of engaging of attitude functions among consumers by marketing.
7. To find out possible scenarios & situation where ‘creative’ attitude functions could be formed.

LITERATURE REVIEW

Muzikante & Reņge Study (2011)^[6]:

It is the study which explores a conclusive remark through hypothesis analysis that attitude could act as a mediator in value-behaviour relationship. Also, it explains the possibility of attitude change to change a behaviour. A questionnaire analysis & further used them to do the hypothesis tests was conducted in it & it emphasized ‘value-expressive’ function of attitude as centre of attraction than other types of attitude function. Attitude as found from the study itself is said to be finally so significantly responsible & effective if treated to be individually with a value-expressive function & if it is not attitude not as the

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mediator. So, it confirms that attitude is always there in between value & behaviour as value only acts as abstract goals to create guiding principles to behaviour while attitude is the predictor or indicator of behaviour. More involvement with value-variables, more significant becomes attitude-exposition. There are some direct connections of motivation variables (acted as the attributes of value-attitude regression analysis) to value in which attitude is found absent, but indirect connections clarify the connection between value to behaviour via attitude. And, behaviour is only formed once attitude is present.

Ajzen study (1993)^[7, 11, 15]:

This study gives knowledge of what an attitude is & how it does affect on behaviour which is regarded as final disposition of human behaviour in a transaction or exchange of information processing. Classification of stages prior to & after attitude has been discussed in this attitude-research study. Time as an influencing agent that causes effect on attitude formation with respect to time-bound memory formation of attitude in human brain has been explained in detail with important fundamentals. It has sighted various instances of use of the study. Alongwith many more vast details of attitude formation fundamentals, behaviour intention as equivalent measure or stage to behaviour exposition (by a prospect) is also expressed with several instances & detailing with the human-brain system of knowledge processing aspects.

Katz study (1966)^[12]:

It is study of attitude functions & attitude structure. Where processing of attitude to behaviour by human-brain system is explained by Ajzen study, fundamental of attitude as a structural function to human behaviour especially useful to consumer behaviour has been explained in detail. This study is regarded as 'conventional' (core fundamental) field of knowledge to attitude function determination. The study has aimed to provide the concept of effects (as attitude function) to a transactional information processing situation than giving much emphasis on brain-processing of such functions of attitude.

METHODOLOGY

Methodological purview

It has been assumed in this study that attitude functions can be said to be functionally effective & efficient also, if the functions are highly close to human decision making behaviour. It is usually enhanced, encouraged & provoked from branding and/or promotion of a proposition (product/service). This is like both-way reaction situation as explained earlier where either prospect or proposition must initiate start the play of the act of creating the close interaction. For doing successful marketing, both entities on the interaction should be ready enough to respond (Figure 1). More & more an 'attitude forming' interaction occurs by creativity, higher increases would be on the proclivity of attainment of C.C.A. This proclivity should be increased & ensured by degree of creation-ability to forming various attitude functions subject to business objective.

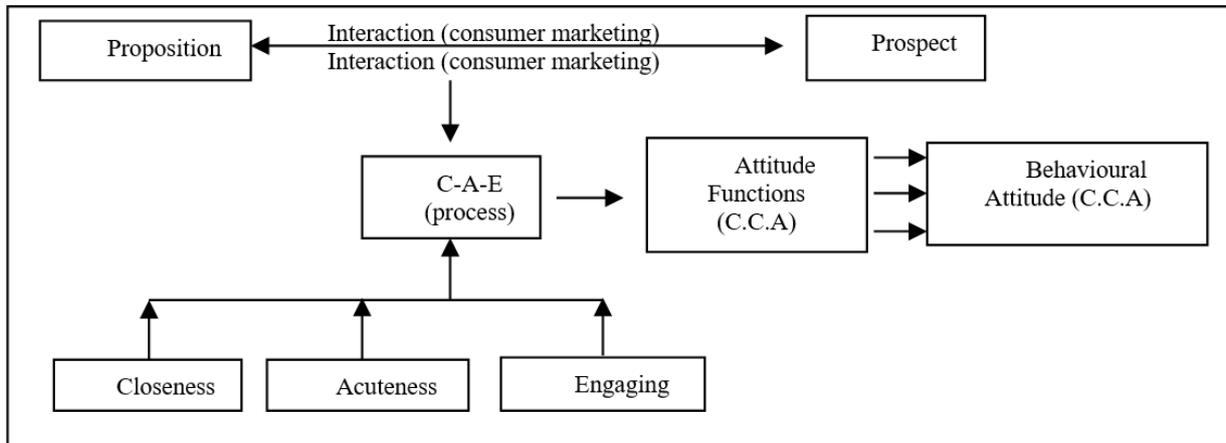


Figure 4: Interaction To Attitude Functions To Behavioural Attitude

It is therefore clear that creativity should be able to generate & develop attitude function which is ‘as close as possible’ to a human’s ‘abled’ responses. Such attitude functions known as C.C.A in this study would be somewhat different from conventional ones. This means there would be attitude functions ‘left untouched’ & not yet discovered out so far by conventional theory of attitude function. Seven ‘attitude functions’ as considered & so given in this study should lead to make ‘intense’ close attachment to a prospect against a propositional interaction (Table 3).

Table 4: A Comparative View Of The Generic With Respect To The Katz Theory

Comparison Factorial	Katz Theory Of Attitude (Conventional)	C.C.A
No. of functions	Four	Seven
Name of attitude	Please see Figure 5	Please see Figure 5
Fundamental Basis	Functional	Functional (Creative&Generic)
Feature	Broad; Open; Integrative	Definite, Standard, Discrete; Differentiative
Discrimination	some attitudes may be found completely absent in C.C.A.	some conventional theory (like Katz) attitudes could be as C.C.A in their distinctive mark of improvement or else; some attitudes are found to be completely new & individually defined without any similarity with any earlier finding of attitude theory ever.

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This research study is completely theoretical & seven attitude functions (or 7 C.C.A's) are herewith described in detail in Table 3 (also afterwards herein as additions) to establish the fact & reasoning of their unique validity & existence, in the study of attitude function. Conventional attitude functions so far (Katz theory, etc.) can be treated as competitive to this study of C.C.A itself, with respect to kind of attitude by function (Table 4, Figure 3).

Although C.C.A functions so explained by Table 3 are not sequentially fixed as they are given so, but this study has considered a process called as C-A-E, known to be a processor in arriving at the attitude functions as well. This process, C-A-E, is said to be an initiator (or background processor to C.C.A) to govern & determine the attitude functions, described afterwards.

C-A-E – a methodological process to C.C.A determination:

Before going to C.C.A's descriptions in detail, let's describe stage-wise methodology known here as, C-A-E process, that determination of C.C.A should follow by in a *sequence* of following three stages (Figure 4) –

Step 1: Closeness (C) – it is the first stage where an individual prospect (say, consumer), having been exposed by media publicity of proposition, tries to become close to the proposition. The individual gets attracted by, like, fall in likeness (not love!) at first sight. Packaging, incentives, colors, brands, sounds, space use, lighting, etc. arouse at this stage, to positive closeness, ontowards attitude upwards.

Step 2: Acuteness (A) – Once the first stage is successful, then 2nd stage occurs. At this stage, socio-demography status of the consumer plays the role for the likeness to go deep into the attitude-behaviour system of the consumer to strengthen an attitude of concern.. Striking on acute factors starts to play on during this stage in brain memory. Flamboyant color, light & sound etc. be an example that could cause satisfactory level of this step. Sometimes, combination of vibrant with dullness in background may prove this step a successful one. So, there are immense possibilities of creation.

Step 3: Engaging (E) – Having a balance or higher than the congruence in between C & A signals this stage to occur. Consumer engages himself/herself with the proposition of marketer to purchase making attitude function. The degree of likeness has aroused to higher level of magnitude in this step & that may be called a “love” to relate & define clearly.

These three stages are functional variables to each attitude function out of all C.C.A's. This means each creative attitude function must abide by steps of C-A-E to get on & arrive at satisfactorily. Closeness, acuteness & engaging functions do enhance, excite & encourage establish attitude function. Each of C, A & E remains individually & acts as a value intensive variable to its respective function into attitude function making. To be mentioned here that a marketer should facilitate the provision of variables as ‘potentially’ & ‘suitably’ applied to in a marketing programme, into creation of attitude function making.

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Creative Consumer Attitude (C.C.A):

Based on C-A-E process of consumer marketing concern, seven attitude functions of 'creativity' concern have been found out by interpretation & logical nature by C-A-E itself. Seven attitudes, called as C.C.A, are completely based on creativity basis as it is meant by 'creativity' as literature term, to consumer 'marketing' behaviour. So far so long C-A-E process is concerned, all C.C.A's are with an aim to provide, create & establish such attitude function that would be 'closely' engaging with acute measurability. After all, a marketer's dream is always to create, sustain & prevail over prospect's minds through a proposition's selling 'persuasion' programme by 'marketing' attitude functions as creative as strong, than conventional ones. All formative attributes, their selections & dynamic movements are always in the hands of a marketer now to obtain a 'desired' status of 'marketing' attitudes (attitude function) which should make easier to enhance propositional bonds with prospect so acutely & so engagingly.

Seven attitudes, each of which is called as Creative Consumer Attitude or C.C.A, are finally given as, namely –

- Unfavourableness Function Attitude
- Time-Reckoning Function Attitude
- Need-Urgency Function Attitude
- Comparability Function Attitude
- Aesthetic Function Attitude
- Ad Touch-Pointing Attitude
- Attribute-Accessibility Function Attitude

In addition to Table 3, following is the description given with more detailing, of attitude functions (C.C.A) –

Unfavourableness Attitude:

It is also a place where a prospect finds a proposition as (to be) favourable or not. Its existence circumscribes several factors that cause an unfavourableness as a final decision to a proposition's purchasing behaviour. There is an internal conversion & transformation of various factorials' culminations in it& henceforth it is also an attitude of research interest like other attitude classes.

This type of attitude is formed among prospects on being failed to become persuaded by a marketing programme. Attitude thus formed is called as unfavourableness attitude. Marketers always try to collect data & information of such variables responsible behind such attitude function.

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Time-Reckoning Attitude:

It is the most vital attitude. In this, the time factor would be given the prominence into having the attitude/behaviour of purchase making. Consumer decides the level/nature/availability of time (whether the best time or time of crisis or else) in a purchase-making attitude/behaviour.

Based on the time-reckoning ability (depending on self-aptitude & demography of consumer), this attitude is said to be formed in every prospect seeking the purchase of the proposition.

Need-Urgency Attitude:

It is based on 'need' of the consumer over the proposition. Unless a need is arrived or felt of to the extent of 'urgency' completely, this attitude gets never formed. The need should herein be a level of 'urgency' manner in order to form this type of attitude (as function). The two bases (need & its urgency level) must be formed to have & create this class of attitude in prospect. Either of two bases is not sufficient to determine this attitude. So, the two bases together (between each other of need & urgency) may form a set of correlations in between to determine this attitude by 'numerous' degree of intensity.

Comparability Attitude (Surfacing Attitude):

It is the attitude obtained by summing up of earlier attitudes as described in this study. Earlier three attitudes are analyzed by their surfaces individually & then summed up. It thereby follows a surfacing trend to define itself over the summing & henceforth called as surfacing attitude. It never goes to much deeper judgements & does not involve intrigued thought-making decision attributes.

Word-of-mouth communication could add weightage to feathers of attitude of this type.

It is the attitude which entails the basis of information from earlier purchase or word-of-mouth communication or perception or such. Nature of this kind of attitude is always to go through the information bases before purchasing. It enhances the better knowing of about the proposition & consequently takes a little bit extra time in making the attitude. This attitude makes the prospect to behaving more clear ideas & the consequent decision.

Aesthetic Attitude:

This class of attitude is associated with human's in-built likes, disciplines, visionary perspectives, considerations, acceptability, etc. Genes of human could be responsible for it as a direct 'intrigued' response to a proposition's arousals. It is so deep in nature that it often deals with deeper insights & beliefs in a human. Changeability to it is thereby a concern for this type.

It comes out to be in relation with particular feature of the proposition, i.e., the aesthetic. It is said to be getting formed considering the aesthetic standard of the proposition, before obtaining the purchase

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behaviour. Finally the standard if qualified & satisfactory creates the attitude called as 'Aesthetic Attitude'. It may become so significant if the marketing programme is made up of so.

These attitudes are obtained by analyzing the concept & theory of attitude, its function & structure, theoretically. In this way, several attitudes of 'creativity' category of interests are obtained & discussed with by their features, mechanics of operation, etc. All the attitudes (C.C.A) are indeed highly deliverable to research points of interests. Immense possibilities lie in each of them with unique viability, to marketing interests.

Ad Touch-Pointing Attitude:

It is related to the contact of oneself (i.e., individual consumer) with attracting elements of proposition or marketing advertisement. The formative attitude would be by the element (i.e., attribute specified by this attitude function) so attractive/touching to an individual's mind (i.e., prospect) into a purchase making pursuit.

It is highly important in rapidly gaining market acquisition & life-style product/service propositions. Various attributes are provided & those carry touch-points like color, brand, sound, package, etc. meant to create a highly & deep positive persuasive consideration in consumer's mind. The attributes are supposed to be remaining long-time & causing as an instant result making wishing or output as an adherence to human's sensors' arousals that create (positive) attraction/wills at least to have a search on 'visit' about the proposition.

Sub-attitude names of it would be called as brand attitude, color attitude, sound attitude, graphic attitude, space attitude, use attitude & so on.

Attribute-Accessibility Attitude:

This type of attitude building depends on degree of function-ability of human brain. It is formed by intensity by degree of acute ability of the decision making by the brain. It implicates the level of habitual practice to making an attitude process in oneself, particularly the proposition purchasing.

Marketers always enhance the consumers by providing & sometimes, by 'imposing' various news & information about the selling concept of purchasing. *Enthusiasm, encouragement, recognition, appeasement*, etc. are the term to be given by marketing programme to the level that a prospect must develop this type of attitude function of purchasing. This means prospect would, in turn, develop to thinking & re-thinking for a proposition to get it granted & accepted by reasons or not-to-be a disregard/obsolescence. So, there is an excitation of *internal demand processing* for supply of such various attributes as required; some of them might be totally new ones to the field of attitude world. Towards a proposition situation, gathering of such attributes (by an internal dragging) becomes an essential content to arrive at a decision. This ability varies from human to human, by age, religion & etc. It is indeed beyond the level of surfacing attitude. It depends on the function-ability of human brain. It

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is formed by intensity by degree of acute ability of decision making by human brain. It implicates the level of habitual practice of making an attitude process in oneself, particularly the proposition purchasing.

This type of attitude thereby searches & finds on an access-ability within oneself of the consumer. This attempt of searching, finding & obtaining the ability or extent of potential lying within a prospect to reach to the level ‘desired’ as by a marketing initiation or effort is highly an essential object for ‘changing’ & cutting-edge market dominance in marketing business where prospect would process himself/herself according to a given ‘desired’ manner/way of marketing business programme by an internal ‘strong’ accessibility.

Consumers who are new to this ‘demand’ nature of marketing efforts would become habituated by learning over time. So, this attitude function is capable for a business to become equipped of to future possible changes, besides any differentiation that a marketer wants or demands to achieve on.

COMPARISON (vis-à-vis Katz Theory):

As per the Katz theory, there are four functional bases each of which forms the related attitude of interest. These four attitude functions are Utilitarian Function, Value-Expressive Function, Ego-Defensive Function & Knowledge Function. C.C.A may be compared (given in Table 6) with conventional Katz theory’s attitudes^[7] in order to have the difference & discriminative ‘uniqueness’ concepts. Similar more study^[16, 17, 18] including ones completely different category of study could all enhance the research interest of this present study in order to explore out possible other dimensions of attitude function^[19, 20]. Also, of categorical interest such as religion freedom effects^[21], or, very interestingly, effect of transient emotions on attitude^[22], etc. could also be consulted with to have a diverse comparison in this regard.

The author would rather like to describe the attitudes (C.C.A) without comparing with any theory in the attitude or attitude making. C.C.A’s are thereby suggested to be understood under the limelight of the study itself, by not making comparison with any theory in the field. It is solely a research discussion, describing how research efforts could be enhanced & progressed to better improvement in the study.

Table 5: C.A.A function attributes as variables to their conversion to attitude functions[^]

Attitude function type	Attribute perspective	Attribute variables	Attribute significance
Unfavourableness Attitude Function	Negative attitude	dislikes, unfaithfulness, disregards, likeness trimmers, non-persuasive, etc.	Unfavouring
Time-Reckoning Attitude Function	Timely	auspicious, cost respective time (reckoning time), fortunous time,auspicious time,	Time

		anticipating, good time, luck time, festivity time, budgetary time, etc	
Need-Urgency Attitude Function	Needfulness	promptness, weightage preference, etc.	Solver
Comparability Attitude Function	Combinations	optimizing, minimizing or maximizing	Composing
Aesthetic Attitude Function	In-liners	self-statutes/mindset, long value-belief system, changefrictions, etc.	Visionary
Ad Touch-Pointing Attitude Function	Directive	brand, color, graphic, packaging, image, space use, target demography styles & etc.	Sensor-intense (or sensing)
Attribute-Accessibility Attitude Function	Mobilizing	demanding, crisis, tending, deprivation fears, etc.	On-potential variables

^perspective, variable & significance according to definition of C.C.A & descriptions given by Table 3; marketers should try to enhance & increase positivity by lowering the negativity in each C.C.A, to purchasing concern.

C.C.A Attributes, their significance & perspective (alongwith leadership styles):

In order to understand C.C.A, Table 5 shows the illustrations. Here, each C.C.A has been further demonstrated by various attributes attached to or associated by it by definitions, as formative causations. By definition, C.C.A must consist of associated ‘definitive’ variables or attributes by perceptions. For example, for unfavourableness attitude function, the attribute variables are dislike, disregard, likeness trimmer, etc. etc. So, these must be according to the descriptions so given earlier & by Table 3, for each C.C.A.

Each C.C.A has its *own definition & feature* & based on these, their associated variables like attribute, perceptions, etc. are evaluated for better understanding. Perception is utmost important over significance. However, these all are given in Table 5 in congruence to description feature of each C.C.A. These are quite philosophical but understandable to so far their descriptions are concerned according to Table 3.

Again, for more understanding of C.C.A, each C.C.A function is given with its leadership role that it should play in fulfilling individual & functional features of itself. So, together Table 5 & Table 6 it would be relevant & clear of the finding of C.C.A by definition & features. All these tabulations & their detailing are self-expressive & it shows how leadership style is attached to attitude function.

C.C.A’s are basically functional to leadership-styles’ making. Marketers develop & impel them to explore on a marketing proposition in a way that those styles get exposed out from prospects. So, C.C.A attitudes could be also treated as ‘propounding’ attitude.

Table 6: Attitude & its leadership

1. Sl.	2. Creative Attitudes (C.C.A)	3. Leadership role
4. 1	5. Unfavourableness function attitude	6. Judiciary
7. 2	8. Time-reckoning function attitude	9. Estimator/Forecaster/Anticipator
10. 3	11. Need-urgency function attitude	12. Prudent Budgeter
13. 4	14. Comparability function attitude	15. Expert
16. 5	17. Aesthetic function attitude	18. Considerate
19. 6	20. Ad touch-pointing attitude	21. Brand moderator
22. 7	23. Attribute-accessibility function attitude	24. Self-provocator

Ultimate or final fate of an interaction usually goes to a decision-making like yes/no/let's think later better - this vacillating nature often seen in consumer's behaviour could be highly dominated over & consequently replaced by a positive attitude function or such functional methodology, once proposition is provided with attributes of 'creative' attitude functions where, attributes have to be so intense & so acute by nature & functioning to make an attitude function vibrantly touching & so perspicuous in nature, to the entire scenario of attitude & attitude making. These attitude functions of enhanced nature are termed in the study as C.C.A.

All C.C.A's are standard to 'creative' attitude concern & that is why they can be called as 'generic' attitude of creativity interests rather than conventionality. Each C.C.A has novelty in its own nature; one C.C.A is not in any relation with other C.C.A, among the sevens. Each is discrete in nature & quite different than the others. Each C.C.A function has the three stage process, C-A-E, always to go through to reach at the function itself. It is suggested that C.C.A functions are crudely to research point of interest & deals with understanding of the attitude as a function & its building up to making better & better, in a marketing business pursuits.

Summary of the study:

A marketer does always have an 'uncertainty'^[23, 24, 25] to an accurate forecasting in regarding an attitude attainment & its 'realm' recognition, during a consumer's marketing endeavor (as attitude is a prelude version & close to behaviour exposition)^[7]; a problem as 'uncertainty' by this present study implies to failure to right recognition & accountability to various attributes or variables so given into a

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proposition as prospect's features are all set & considered by known database as available as fundamentals.

An attitude by level is always desired from a marketing communication & also its time of occurrence alongwith prevalence & finally stability. All these of 'uncertain' nature could be solved & made to a stabilized genre in marketing business once sources of attitude formation (that is, source apportionment) are well evaluated, assessed & determined – and, apportionment finders (Table 5) should better be determined by expertise hand of a marketer through a well-judged marketing strategy as there are immense possibilities of designing a market field/purchasing scenario by nurturing attribute variables of C.C.A.

A marketer could lead into an 'unsuccessful' result if consumers are not possible to be sensed this apportionment/sources correctly/accurately in terms of attitude attributes as explained by Table 5 & Table 4 of roles played by C.C.A.

Answers of following some questions have been explained in discussions in this study –

- What causes to form C.C.A apart from conventional ones?
- What are the advantages a consumer marketing should provide by C.C.A?
- How much is viability to C.C.A as against conventional functions?

However in an instance, let's have a look on the following that comprises the study entirely, by background & its methodology so far, to research interest –

- Market scenario description like competitiveness, cutting-edge acquisitions, etc. as a basis of attitude function determination (why creativity?)
- Methodology creation prone to subjective discussions (expectation of business)
- C-A-E process (how attributes are processed to create & define attitude function?)
- C.C.A descriptions (what are creativity attitudes?)
- C.C.A & its viability descriptions (methodologically 'sustainable' determination)

Findings of the study are completely theoretical right now & discover out unexplored areas of conventionality, attracting much attention to its ownness by enhancing further research study as research scope. Various statistical applications like hypotheses testing, etc. could be well to apply on several experiments like survey study, interview by questionnaire, group study, etc. to arrive at magnitude of C.C.A functions against a marketing scenario.

Attitude is indeed the best indicator of behavioural intention or behaviour only. As this present study concerns to attitude level about its formation by function & preceding stages to attitude like personality, perception, beliefs, values, etc. are usually assumed to be happening & forming in by usual way, a consumer marketing does always provide proper care to all intermediate stages happen to an attitude

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function formation. Propositional attributes (including prospective customers) should be made at par with such caring & business strategy^[11]. Creative new attitudes, C.C.A, are meant in the study to be considerate enough 'so highly so deeply' on attributes about their strengths, potentials, target ability, intense intriguing, balancing synergetic ability between product & prospect, etc.

RESULTS & DISCUSSION

- Entire finding is kept limited unto the interest of attitude function, of consumer behaviour & its strategic management to business objective.
- Each C.C.A is individually strong, discreet in nature & perspicuous in all respects. No two C.C.A's should merge together by meaning, definition & etc. And, it has been delivered in accordance to fulfillment of individual discreteness & such.
- The study emerges as giving the pathway to attitude determinations. It should become a benchmark in governing over attitude function formulation to various marketing situations. After all, this study would become a helpful one to navigate attitude dimension by functional definition. This variability could be onto following aspects as well –
 - Anxiety level^[25]
 - Emotion level^[26, 27,28]
 - Demography status (religion, income level, social taboo etc.)^[20, 28]
 - Cognition level^[29,30]
- There are seven attitudes found & discussed in this research paper. These attitudes are considered to be formed owing to a process, C-A-E which is the backbone of this attitude function determination study.
- C-A-E is entirely methodological & completely a new pathway to attribute on 'creative' attitude definition.
- A behaviour should always be from an attitude and an attitude may always not reach to the behaviour level – this fundamental is obeyed by all C.C.A by function & definition.

CONCLUSION

- Proposition means product/service required to be marketed & sold. Prospect means the customer/consumer of the proposition. In between these two, correct balance of synergy could be maintained & provided with by means of C.C.A by magnitude, sequence of formation, influencing intensity, etc. by providing suitable marketing attributes, of proposition.
- C.C.A could be helpful to fast selling to a proposition's purchasing attempt.

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- It is better for a marketing strategy if there lies a good & balanced synergy in between C.C.A & corresponding 'formative' variables, attributes, etc. But, it may not an easy task to be accomplished as in the synergy there might be emergency points of concern or happening like times on pandemic^[31], impact of drug-brain synergy^[32], level of parenting effect on children^[33], human awareness, others. On other hand, information sharing across social media^[34] & emotional attachments^[35] & alike, should improve attitude quality to betterment which must be greatly a needful aspect of processing of creativity attitude (C.C.A).
- Attribute-accessibility function of attitude is quite an influential one out of sevens as it signifies level of human potential on attitude formation^[19, 20, 28] on the time when physically inner 'potential' regulation of human or prospect becomes an essential.

FUTURE SCOPE

- Attitude variables are numerous & varied by marketing attributes. So synergy between each C.C.A & its formative variable or attributes should provide scopes, of numerous attitude functions by dimensions, to get explored.
- Table 5 & Table 6, together, should provide a better reference to go with the study to find more of such functions by dimensions & definitions.
- A marketer should establish 'creative' attitudes (C.C.A) through provision, spread & application of marketing mix elements (such as 4Ps, 3Ps, several analytical tools & etc.).
- Various marketing media communications that do create a 'space of demand' to make a purchase decision should be composed of 'related functional' attributes (of C.C.A concern) for a proposition.
- Attitude determination is the prime objective of the study. As mathematical function to define, attitude as a variable acts as dependent variable whereas various associated variables (attributes) in determination of attitude act as independent ones. Each C.C.A is discrete in nature & individually significant.
- Various other research interests do include factors like involvement levels, variety of 'propositional' attributes, proposition attributes, detention period of 'temporary' attitude functions, intensity & depth of exposure during attitude making, consumer characteristics, degree of marketing effort/communication standards, business strategy, etc. & these are to the extent of C.C.A to form.
- Using C-A-E always to form C.C.A is to be another point research furtherance which could be made to more competitive nature by required enhancements.

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