Clarifying Attitude Functions:
An Empirical Test on an Integrated Framework
Using the Object-based Approach

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ABSTRACT

The study of attitude functions has been developed for fifty years. It has yielded much attention on its operationalization and application in persuasion and advertising. However, there is a gap in the knowledge of the study using the functional approach and there has been a lack of consensus on how the functions are categorized. The present study proposed an integrated framework being composed of two dimensions of Communication Setting and Self-continuum. The four quadrants made by the dimensions represent four traditional attitude functions of the ego-defensive, the social-adjustive, the value-expressive and the utilitarian, and they are operationalized as four products of push-up bra, perfume, wedding ring and toothpaste. 847 female university students were surveyed with questionnaire. In discriminant analysis, 68.2% of correct classification of product membership tells that the framework works well to differentiate the products. Theoretically, it brings the study of the four functions as part of a unified whole and socially, it provides objectively-scored measurement for advertisers to understand the functions served by their products.
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