

FOUNDATIONS OF INDIVIDUAL BEHAVIOUR

- ATTITUDE
- PERSONALITY
- PERCEPTIONS
- LEARNING
- MOTIVATION

ATTITUDES

Definition

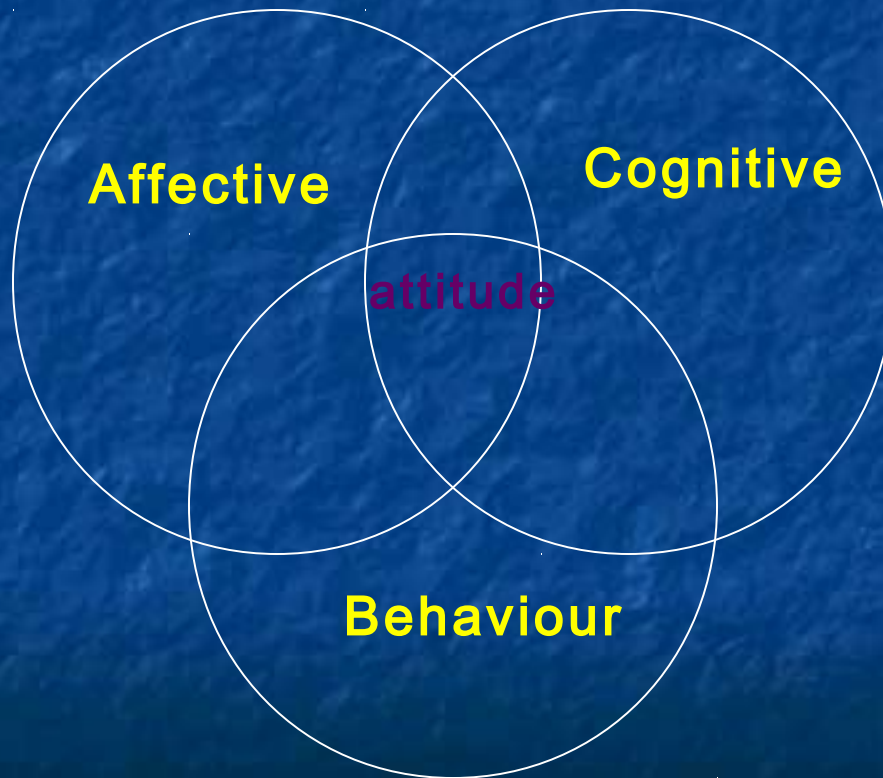
Attitude is the mental state of readiness, learned and organized through experience, exerting a specific influence on person's response to people, object and situations with which it is related.

Attitudes are learned predispositions towards aspects of our environment. They may be positively or negatively directed towards certain people, service or institutions.

Characteristics of Attitudes

- ✓ Attitudes are learned
- ✓ Attitudes are predispositions to respond to a set of facts
- ✓ Attitudes are evaluative statements.
- ✓ Everybody, irrespective of age or social status, hold attitudes.

Components of Attitude

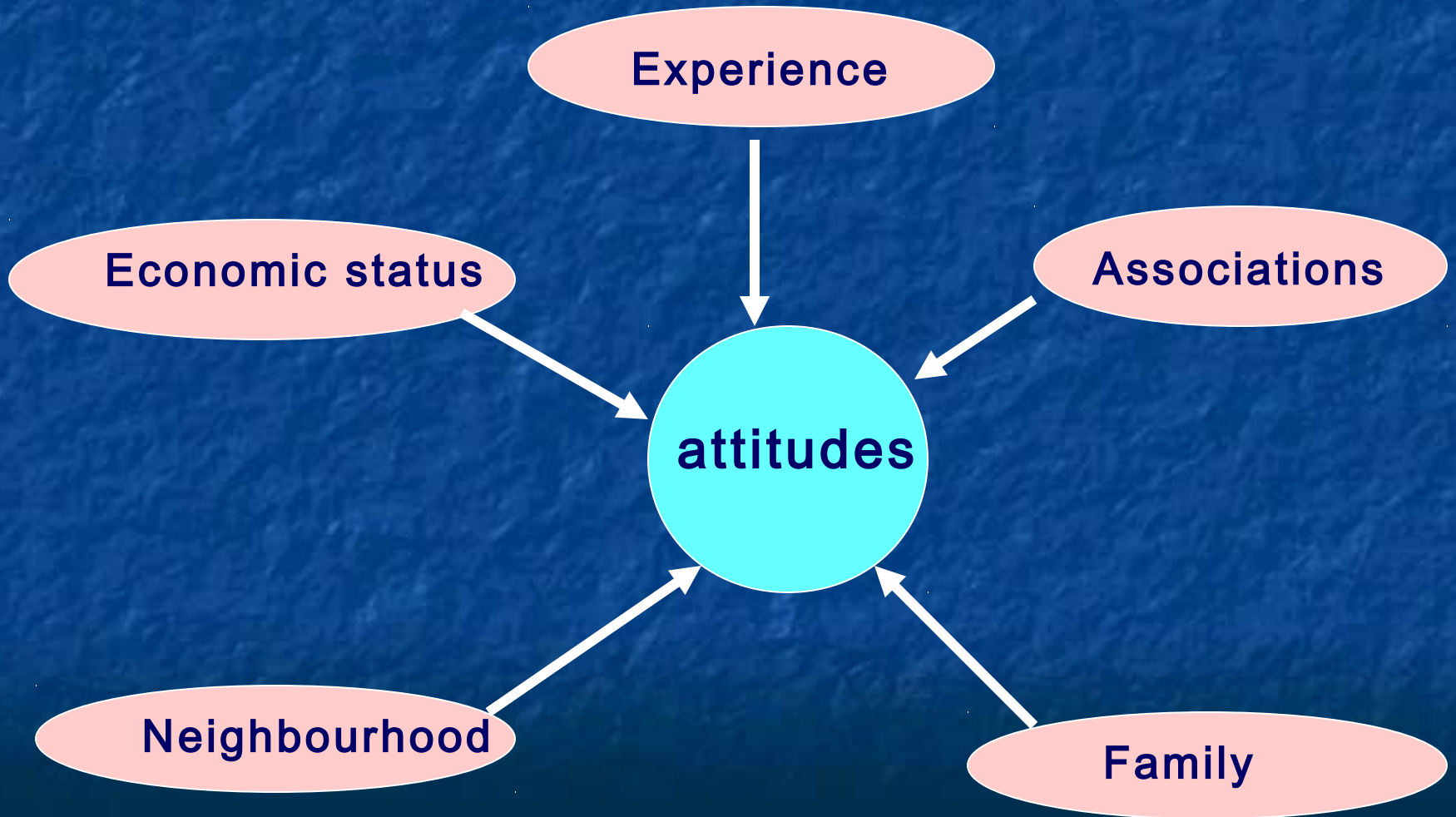


ABC Model

- **Affective component** : feelings, sentiments, moods and emotions about a person, event, idea or object.
- **Behavioural component** : predisposition to form a favourable / unfavourable evaluation of something. Also called overt component.
- **Cognitive component** : beliefs, opinion, knowledge or information held by the individual.



Formation of attitudes



Influence of Attitudes

- ❖ Influence perceptions
- ❖ Job- satisfaction
- ❖ Job involvement
- ❖ Organizational commitment

Attitudes Vs Values

- Values : represent long lasting beliefs about what is important.
- Evaluative standards that help us define what is right or wrong.
- General beliefs about life, and stands in relation to some custom / cultural practice or norms.
- Enduring and resistant to change.

***VALUES LAY THE FOUNDATION FOR
ATTITUDES AND MOTIVATION***

PERCEPTIONS



Definition

It is the intellectual process by which a person acquires information from the environment , organizes it and obtains meaning from it.

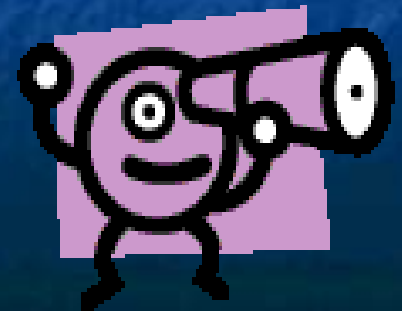
Process of Perception



Selection

Selective perception involves two psychological principles :

- ❖ Figure ground principle
- ❖ Relevancy



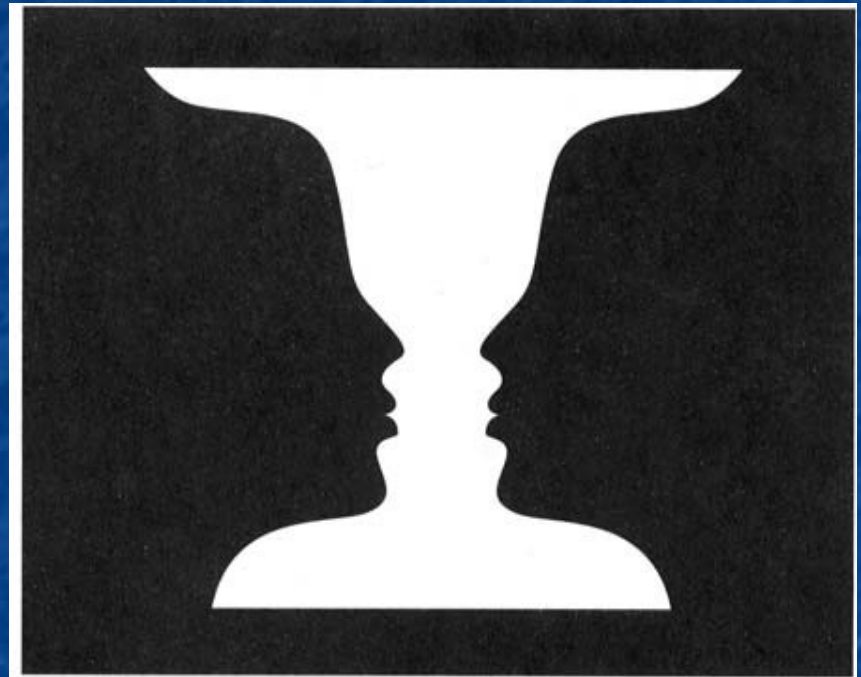
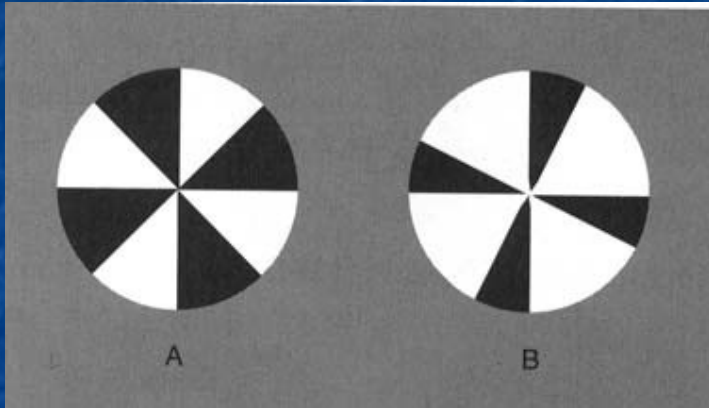
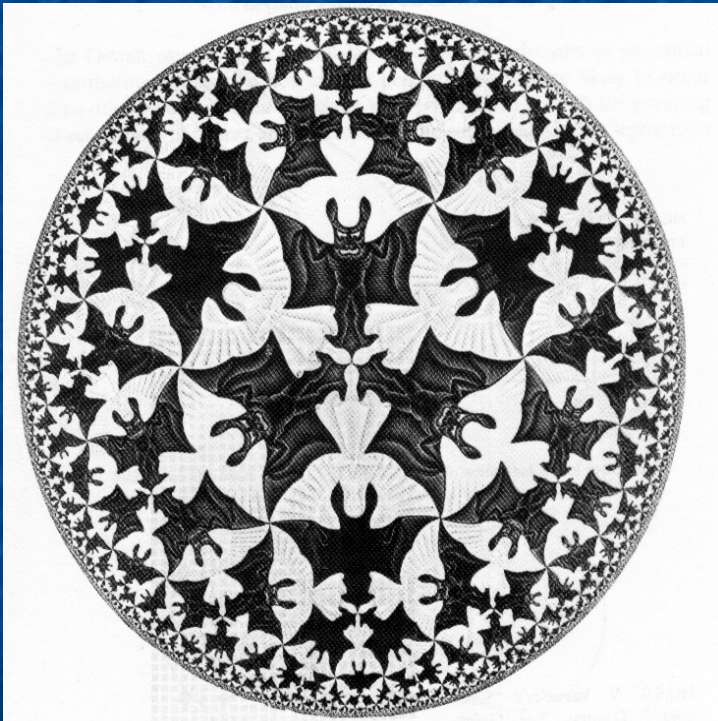


Figure 7.23

A version of Rubin's reversible face-vase figure.



Organization

Grouping : *people/things can be grouped together due to similarity or proximity*

Closure : *tendency to fill in gaps due to incomplete information to make them more meaningful.*

Simplicity : *ignoring less important information and focus on important to overcome problem of overloading & complication.*

Interpretation

Interpretation is a subjective and judgmental process. this process is influenced by :

- ❖ **Halo effect**
- ❖ **Stereotyping**
- ❖ **Attribution**
- ❖ **Projection**



Factors influencing Perception

Internal factors :

Needs & desires

Personality

Experience

External factors :

Size

Intensity

Frequency

Status

Contrast



*Thank
you*



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