

## MASTER'S THESIS

### Clarifying attitude functions: an empirical test on an integrated framework using the object-based approach

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**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 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.

## TABLE OF CONTENT

Declaration	i
Abstract	ii
Acknowledgement	iii
Table of Content	iv
List of Tables	v
List of Figures	vii
<u>Chapter 1: Introduction</u>	1
<u>Chapter 2: Literature Review</u>	3
Attitude and Its Functions	3
Issues Regarding the Study of Attitude Functions	12
An Integrated Framework for the Four Functions of Attitude	17
<u>Chapter 3: Hypotheses and Research Question</u>	30
<u>Chapter 4: Methodology</u>	36
Instrument of Measurement	36
Dependent Variables, Items Generation and Scales Development	37
Stimuli	40
Pre-test	40
Sampling and Survey Procedures	41
Sample Profile	43
<u>Chapter 5: Data Analysis</u>	45
<u>Chapter 6: Discussion</u>	62
Bibliography	88
Appendix A: Tables	97
Appendix B1: Questionnaire	109
Appendix B2: Variable Names	116
Appendix B3: Items Generation	117
Curriculum Vitae	118