

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.

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