

## **Clouding Theory of Attitude - Determining Modelling Methodology of Psychological Attitude for A Given Set of 'Attributive' & 'Functional' Variables on Subject of Consumer Marketing – A Quantitative Approach**

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**Abstract:** How attitude gets formed in human psychology is basic point of discussion of the paper. For background scenario of it, regarding its description & all, consumer marketing has been taken as the consideration point/field. Consumer behaviour is what on experiencing a proposition of consumer marketing is to be measured by attitude construction. From a proposition (product or service) introduction to a behavioural attitude - this entire process of attitude must go through forming of attitude clusters in the decisive cognition. The paper has described these clusters through methodological 'quantitatively modelling' way which is by approaches like emphasis of attitude variables & their related combination possibility. Entire study is academic & at present, at theoretical level. Also, variables of a marketing programme to persuade a proposition before consumers are discussed on fundamental ways that the interaction happens (as a function or process). The study, in all, would facilitate the study of attitude research into aspects of quantitative estimation & approach. Entire study has ultimately led into determination of field based attitude outcomes (by emphasis-combination analogy); the field could be a market, marketing or any proposition that a prospect experiences his/her attitude level in consumer marketing.

**Keywords:** Consumer Marketing, Consumer Behaviour, Attitude Clouding, Human Brain, Attitude Research, Attitude Variables, Attitude Clusters, Attitude Cloud Theory, Attitude Modelling, Attitude Marketing.

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## INTRODUCTION

There've been loads of research works <sup>[1, 2, 3]</sup>, already done by eminent researchers & scientists, on 'attitude' psychology of human. Apart from biologist, neuro-scientist, brain's medical specialist, neuro surgeon & etc., eminent works that have been in continuous exploration by psychologists & social scientists are the point of study here. Psychology has brought in all mental aspects of a human in terms of attitude <sup>[4]</sup>. Cognitive psychology is the branch of this discussion where an attitude is considered as a prelude to behavior <sup>[2, 3, 5]</sup>. However in a nutshell, it is now known to all in the field of definition, formation, function, mechanism etc. of & about attitude & also its making up by various maneuvering such as how & what attitudes get to exhibit themselves through human behaviour in a propositional introduction, often arranged by advertising or various promotional events, etc <sup>[6]</sup>. From selection of attributes or variables of a proposition to setting up of an attitude, the subject of business has gathered its all tools to apply & discover, subsequently, in order to be able to have the dominance on this entirety of 'attitude' discussion. This study of research interest is to be of one of them.

Attitude discussion on consumer marketing set-up has been explained in this study of research interest. The study is completely of theoretical pursuits & done analytical by applying mathematical application, interpretation & methodology. It has opened new ways to discover attitude in a new dimension by its methodology.

This study of research interest looks upon the set-up through the methodological insight to describe attitude creation & its several possibilities. Using the methodology, it, later on, does turn the description itself into creation of a modelling by which attitude creation or determination has been found to be interesting & pruning. So, determination of attitude is found to be possible *quantitatively* & this study has delineated in it.

Methodology of the study includes the following -

- Modeling process to attitude formation.
- Possibility of attitude formation with a blend of affirmability.
- Various aspects about using the modelling like flexible approach of operation, limitations, assumptions, compatibility, etc. that would provide sustainability & efficacy into the modelling.

These three would circumscribe the whole discussion one by one, resulting ultimately into a methodological theory, Clouding Theory. Cardinal objective of this study is to explore a new dimension/methodology to understand the formation of attitude so that its determination *by modelling* can be quite easier & broadly satisfying.

As we all know that in a consumer marketing, prospects are usually given information about selling a proposition (like product or service) through media communication such as advertising, digital marketing, etc. With every variable of marketing, prospect can learn to get accustomed with & in turn develop an attitude to purchase the proposition as well <sup>[7]</sup>.

It is fundamental that, in behaviour continuum, stage 'attitude' comes before its corresponding behaviour happens. Behavioural intention is although found as another stage between attitude & behavior <sup>[1, 3, 5]</sup>. So, attitude formation is a great task to a marketer or marketing effort to achieve various vantages over selling a proposition by formation or setting up of attitude structure, as the intention as a stage is of smaller duration usually so as to make it (attitude) relevant & significant to be claimed as an attitude correspondent to the behaviour correspondingly <sup>[3, 8]</sup>. So, the study is mentioned to be well relevant upto the stage 'attitude' only & not beyond it, even not the behavior or intention stage in the continuum. That may be future scope of the study as well.

With having an objective of culmination of attributive variables & its subsequent determination to attitude, the study is made up with a systematic initiation by its modelling to, emphasis modeling & combination modelling. These are classified forms of the study of the cardinal modelling. Each of these two, of classified nature, describes the methodological way so as to accomplish the study's objectives. Before going to study the model, let's first of all know its various components. Table 1 gives such parts as -

- Attitude causing variables.
- Set attitudes (attitude sets; naturally and/or artificially deputed & acting).
- Emphasis (it is kind of action as catalytic function& it gives attitude-set quantitatively).
- Combination (it is an evaluative assessment of attitude-set possibility).
- Attitude function (summation of emphasis & combination).

Based on above five segments, the study has ultimately obtained & determined a model, named as Combinational Attitude Model (C.A.M or CAM) that has been created by methodology, through addition of trendline (best fit) profiles, by using Microsoft Excel Spreadsheet application, into showing the attitude determination variability. This model would be able to anticipate by numerical value or magnitude the possible sets of attitudes (by variable-set by emphasis & combination) in response or an effect to any physical situation set of marketing, brand marketing etc. of consumer marketing.

Let's introduce the research by its research field description & the methodological setup.

This research paper targets to determine attitude quantitatively by considering consumer marketing as its field of discussion. A typical consumer marketing phenomenon is shown in Figure 1 & it shows a number of attitude variables, as proposition variable 1, proposition variable 2, . . . , proposition variable n (where, n = n-th proposition variable & subjectively, N = total no. of variables = summation of 1, 2, 3, . . . , n-th variable) attached & provided with a proposition to attract its consumers. Variable that is exposing characteristic of the proposition itself is called by proposition variable. Proposition means the product or service, attitude & behaviour (rationally visible through a prospect) of which is required to be prepared of & determined.

In order to understand the kind of variables given to a proposition that a consumer marketing is usually provided to facilitate with, some 'exemplary' variables are given in Table 2 with respective symbols in capital alphabet. These variables could be numerous in number (mostly qualitative by nature) usually in a consumer marketing & its proposition & Table 2 is just an illustrative one. The paper shall show how these variables would combine themselves to formulate into a modelling which could be termed as an attitude modelling or C.A.M modelling for this study or so, in defining the result of interaction that occurs among variables.

As just said, there could be a number of variables & subsequent sets, entirely, in a consumer marketing, which could be X or Y or Z. Table 3 gives three 'exemplary' sets (X, Y, Z) for understanding as a paradigm, wherein each set has some variables (three taken as an example, for ease of description) that are considered to be seen available & associated with one proposition in a consumer marketing. Say for an example, set X for proposition type I, set Y for type II, so on; where type I may be a luxury product & type II a domestic food service. Thereby, nnumber of variables may be anything, one or more than one, for each & every set. And, each set should correspond to marketing condition & objection as to be

fulfilled by a *particular* proposition (product/service) & its business initiatives. These variables are to be acting as ‘input’ to the model-system of the study.

Whatever the set may be, variables of proposition to be considered & applied into constructing C.A.M modelling should be called as ‘calibration’ variable (as named & shown by Table 3) & such naming is so given owing to definition & functioning of the component ‘emphasis’ so far in this study into attitude making or determination. It is mentioned also, there must be always an interconnection between emphasis & combination function, of CAM modelling.

Entire study is theoretical. However construction of C.A.M could be done by any set, of variables. Table 3 shows some of such, by sets, as an exemplary understanding. It is always though desired often by a marketer that a consumer marketing programme should have only one set, a typical one out of X, Y, Z or so because one complete set is used to promote & make a business with, against a proposition. Subjectively, such a set may contain any number of variables (numerically, it could be 1 to 5 or more than 5 or even more than 10).

Just a mentioning, this research paper has worked its attitude determination modelling (called by CAM, described afterwards) on 10 number of ‘paradigm’ variables, by considering the 10 variables to be in a set for marketing a consumer proposition.

Research point of interest behind the modelling of the study is *what should be the ways to formulate & determine the ‘attitude’ (in quantitative measure) that gets formed in or into customer’s mind in a consumer marketing?’* In order to find this “*what ways?*” this study has described a methodology based on a subjective field as consumer marketing aspect. Entire study is of theoretical interests & analysed with mathematical applications. The methodology meant for is actually determining a model or modelling process, as shown by Figure 1 that indicates a typical layout of consumer marketing where a prospect like consumer is given or affected by a marketing programme filled with various propositional variables; subjectively, a proposition (product/service) must have several variables such as 4Ps of marketing, also even, brand value, design, packaging, etc. as given by Table 2. The model methodology is compatible to accept any kind of qualitative variables of a proposition to turn into the quantitative measure as model CAM is able to.

Here a brief view is given, of the modelling concept (CAM). That is, while there are number of variables in a set, called as set variable or variable set, also there are another type of set, called as objective set of variables, & these kinds of variables would form *combination modelling*. It should be an usual practice to apply combination modelling in order to determine another modelling, called as *emphasis modelling*. These two models would comprise the entire modelling, CAM. Objective set of variable may or may not act as cutting-edge variable through defining an attitude set or function, in the study’s modelling.

The model, C.A.M, would not describe much on processing, related to neurology or biological aspect of a prospect’s self-regulation over a propositional interaction, but it evaluates & determines the outcome *psychologically* of the interaction that takes place

between a prospect & proposition (Figure 1), to lead to form an attitude & then behaviour, of a particular type & definition, as correspondent to the formed up attitude.

To make CAM corrective & precise, a clear understanding is required that what an interaction is or is to be, also whether it's a function only or a process rather. For consideration of interaction as process or function, answer is both. That is, an interaction between consumer & a product needs clarification to a function or process. Figure 2 & Figure 3 shows this clarification.

Interaction as a function happens between proposition & prospect but becomes a regulation that is a process afterwards, to determine an attitude. Figure 3 shows the phases of an interaction from function to process. Function of interaction includes the happening such as just seeing a proposition, just having entered by a proposition but not processed deeply & justifiably or without so consideration or just as conventional exposure as a traditional 'browsing' experience (interaction surfacing or surfacing interaction!!!). However, interaction thus should be of two stages of it - function & process. The process part is described by methodological way, in the study, afterwards.

Figure 2 shows the two stages clearly with clear marking that process part is followed after the function. Most interesting fact is shown by Figure 4 where a two-way function of interaction provides the concept of making up a business proposition. So, it's not restrictive that prospects do also attack a proposition by their own (demography) features like a proposition does. Feature of interaction therefore changes with direction of interaction (Figure 4). It impacts on kind of attitude it produces.

Discrimination of interaction as a function or process is obvious though but it's discussed here for better understanding of the interaction, as a term getting used into the study as a cardinal respect. C.A.M is so flexible & compatible that it can easily work on both the direction of the interaction as shown by Figure 4. Even, at complexities of marketing where getting a solution is hardly possible, CAM could there act or be used as the breakthrough & fundamental one.

With several research scopes as the study delivers by itself, it can be proclaimed that the modelling study would be able to better control on its variables that are provided in any subject <sup>[9]</sup> or field like marketing or so & this better control could also be further demonstrated by following the methodology by its embedment through a real-time software based computer programming, in all. With these, a marketer, especially in consumer marketing, could easily select & maneuver his/her own styles & fulfillment as he/she desires to accomplish objectives by efficacy.

## **OBJECTIVE**

- To find out the possible scenarios where attitude could be formed in. Conversely, to determine various attitudes or attitude-forming dimensions of consumer in consumer marketing.
- To determine attitudes quantitatively & possibility of attitude formations for a given set

of attitude variables.

- To determine an attitude modelling to provide a determination layout.
- To look out more on attitude making ‘attribute’ variables than leaving it (the attitude) as usual. The study says attitude making variables are functional at core to both, proposition & prospect, in a simultaneous manner on interaction.
- To give a layout of best possible correlation between ‘demography’ consumer & attribute ‘variables’ of proposition. The study would be helpful to make a transfer of qualitative parameters into a quantitative measure.
- To discuss several scopes (like market characterization, target setting pursuits, etc.) of the attitude-making ‘CAM’ model.

## LITERATURE REVIEW

### Prospect Perspective

**Ajzen Study (2011) [8]:** It is the literature which describes various dimensions of behaviour formation, especially in limelight of the theory of planned behaviour of individual. It shows various research data as obtained from applying the theory with respect to several conditions & variables in the variability. From the entire literature & its discussions, there are different perspectives of the individual human in exhibiting intension & behaviour. It concentrates on *human social behaviour* & explains the limitation & applicability by range of the theory. From the perceived similarity to anticipated affect, various attributive elements have been discussed with the reference results (by correlation) to derive the better unexplored results of behaviour intension & behaviour. Perceived validity of intension is well discussed with by seeking various validation fields such as hypothetic, empirical, instrumental, experiential etc.

Clear difference is indicated in between various segments or stages in the path of behaviour making. These segments are of differential in nature but could be easily compared to & distinguished by the theory itself with various variability of concern. The planned behaviour theory is an interesting one with lots of research interest scope of further exploration by *implicating several variables* on the theory, as an addition or otherwise, so far as the theory concerns to & is valid.

This literature is relevant to use the fundamental concept of behaviour as a continuum to the attitude & henceforth applicable to the present study of research.

### Proposition Perspective

**Boland Jr. & Fred Study (2004) [10]:** It has discussed with variety of dimensional uses of designing management than managing design. It has long been the concept that designing is such a decision making which could be a robust, difficult & complex states of mind to a manager bearing managerial tasks. The literature also has mentioned that taking a good decision at the design of problem-solving could lead & make a manager ‘good’ enough. Selection of alternatives is always a matter of evidence in managing complex situations

which should be solved by prudent & effective designing of managerial decision. Besides, the literature has also emphasized more on designing to how to make good designs by lending oneself more & more inclined to correctness than ever or else.

This literature is very vital to variables selection & their presence during attitude definition. It provides the management philosophy to guide a proposition designing, by suitable 'stronger variables as propounded to CAM modelling.

### **Promotion Perspective**

#### **Sicilia Study (2006) [11]:**

It says that attitude making remains hardly uniform for all sectors of promotion. It becomes the level by competency depending on the sectors of use. Intense applicability & extent of spread is to be cohesive & functional to attitude making, irrespective of the proposition (say, website vs. advertising) that a marketing programme targets to.

This literature is useful to the regards of 'suitable' promotional arrangement & its impact that might be impending on to a level of attitude among consumers in consumer marketing. It gives the concept of nature of variables to be as cohesive as friction-free to variability standard among prospects & their demography.

### **Interaction As Process Perspective**

**Leone & Ercolani Study (1999) [12]:** Comparison analysis of three popular & renowned models of attitude research has been discussed herein. After a broad description & relative importance in behaviour making it concludes with the following fact as,

- TRA (*theory of reasoned action*) model is volition controlled model, not able to serve better under less restriction in the circumstance of variables, resulting to omission of important variables into the model's formative construction. Self-efficacy-based variables or motivational factors are not considered in the TRA model.
- In TPB (*theory of perceived behaviour*) model, self-efficacy appraisals are given the inclusion to forming intention & behaviour. Process linking the appraisals to intention formation is not clearly specified.
- TSR (*theory of self-regulation*) implies desire as motivational factors. Linking of desire with intention is well specified by a more complete theoretical explanation of attitude-behaviour relationships, than TRA & TPB.
- TPB & TSR do not consider past behavioural influence in prediction of intention & could work under incomplete volition control in representing intention formation for behaviours. They both outperform TRA.

This literature along with giving hypothetical results of the comparison demands more 'inclusive' further researches by which the integration of self-efficacy appraisals is made possible with the motivational factors by desire.



This literature is highly relevant to the present study of research interest where culturing & diagnosing of variables is the target point of attitude determination.

### **The Process Perspective**

**Bettman, Capon, & Lutz Study (1975)** <sup>[13]</sup>: This literature has described implications using Fishbein equation of attitude determination. Two such implications are additive & multiplication. These two cases have given out various insights of attitude phenomenon. Using Fishbein's equation, the literature has obtained its own methodological finding which is of more cohesive nature to attitude as a function.

The study is lacking from the corrective & absoluteness in the input variable components, but it is a study of worthy to bring out further improvements on the aspect of *integration information* methodology so as to avoid the biases, limitations by maintaining unique completeness with less uncertainty & biases in attitude components.

The literature shows that the averaging bearing is the better strength as output than adding. It signifies that multiplicative approach as given in the literature becomes also a competitive one to the averaging standard. However this literature though gives the determination methodology as an approach but it lacks with biases in its computation which has made the literature obtrusive & qualitatively competitive.

This literature is relevant to the approach it used & found similar to the kind of averaging, etc. of computation it done as applied to determine CAM modelling of this research paper of computation interest.

### **Both Prospect & Proposition Perspective**

**Crano & Gardikiotis Study (2015)** <sup>[14]</sup>: It has given elaborative discussion about attitude formation & attitude change. The study argues about the distinction between implicit & explicit attitude of how these two create the formation & changeability concern in the attitude. It mentions the Hovland base model in this purpose. Concluded with the fact the existence of the implicit & explicit in attitude making not only creates the transparency but also provides the correct basis of attitude measurement, without any impartiality.

This type of literature research initiative could be helpful in making CAM modelling type of research more diverse & broadly applicable.

### **Computation Perspective**

**Jones & Eiser Study (2014)** <sup>[15]</sup>:

How benefits could be generated as well as obtained from marketing proposition, this study is one of a kind. It is quite similar to Crano study (2015) discussed earlier. Here, several initiatives & methodological measures have been put on to describe & define attitude in a new & more corrective way. Diagnosis to better attitude learning done by various initiatives such as usual procedure, inconsistency, consistency, any special case like valence location into attitude making etc. indicate that the literature is more inclined to find out attitude in

response to various aspects as mentioned above. The literature is interesting & unfolds the possibility of the existence of several factors which could be a functional to attitude formation.

Several initiatives for understanding taken by the literature as an aspect though like treasure-island (TI) concept, avoidance to consistency than inconsistency, non-verbalization in attitude etc. are obviously a functional one & these are highly subjective, scenario specific & must depend on the interaction quality & also on both partners of the interaction of attitude.

So, this literature is giving another limiting knowledge by making attitude to be specific to a marketing field rather than an usualness or fundamentally universal. This type of literature is useful as the channels of informative bases to the present CAM study.

## **METHODOLOGY**

Functioning or functionable variables of attitude often called as 'attribute' are the central point of this study in order to make them recognized, used & moulded to arrive at a level or magnitude of attitude. Attitude, by the term it defines the stage of behavior continuum which a prospect subjected to a proposition by media advertising delivers as an effect of the subjection<sup>[8]</sup> - this is the vital aspect as the study's entire discussion is with respect to this field, though it should have several other fields to apply it *reasonably*.

Already explained in earlier discussion that variables to be chosen, given or distributed among consumers through proposition & promotions get a need to make them sized or moulded or used up properly & sufficiently. This need is to marketing needs to be fulfilled as to a business always. Until & unless all variables that roam around a market place, proposition, media & etc, are taken care of with total control without a single variable (in the variable-set system) to be out of accountability, there must be remaining an unfulfilling desire to a marketer who does business & also all participants (stakeholders mostly) circumscribing the business<sup>[16, 17, 18, 19]</sup>. So, eventually, this study of research interest calls for a total control over all variables getting or to be used in making a proposition to its business. In a philosophy of view, according to this study a business or market is a system where variables are its inputs & outputs are nothing but attitude that should be persuasive one for a long-term attachment to the business or market.

Variables are everything in this study of attitude research. Every entity participating in this study is either a variable or close associate to the variable. The study ultimately delivers a modelling which has the ability to account the transference of variables into attitude form. The study has various scopes of doing further researches.

In a brief, let's summarize the plot of the study so far discussed. Consumer marketing is the field of discussion where various propositive & prospective variables of a proposition (product/service) are said to be attacking or attracting its prospect (consumer). Illustrations (Figure 1, Figure 2, Figure 4) show such an instance in which prospect develops an attitude based on his/her propositional experience. In fact, an attitude would come out from a prospect's mind by an effect of this total experience in all. And, variables as a set to a marketing proposition are to be the one as shown exemplarily by Table 3 & include like

quality, color, packaging, design, price, etc. of consumer marketing so as to determine the attitude modelling (CAM) by following Table 1 detailing.

Again, this research paper considers the term ‘interaction’ by its process feature. In fact, process of the interaction has been analyzed on the purview of rationalization modelling which is called here as C.A.M model.

It is evident in all system of methodology, any process system has the usual structure of its operations which is shown in Figure 5. Here, an input function would include the interaction function & it goes into processing to attitude determination. As output there is the attitude only & the process which is the cardinal & primary objective of this study, by methodology is the model process which further comprises two modeling together, one is Emphasis model & other one is Combination modeling. So, the basic layout of CAM modelling is hereby given & shown by Figure 5.

### **Combinational Attitude Model (C.A.M):**

In the process to behaviour, marketers approach their creative thinking blended with fundamentals & form the approach-based marketing strategy. They always prefer creativity than/over conventionality. They like doing kinds of researches also, in following the approaches <sup>[8, 6, 10, 20]</sup>. In now-a-days marketing, to win over the competitive edges & to make permanent image/positioning in the consumer’s mind is not just to become reached into the behaviour ‘rational’, but instead, they strategize their marketing approaches in a way that’s to be of evolving nature & resilient enough to work on with sustainability <sup>[21]</sup>. CAM modelling is one of such which has potential to gain competitive edges & advantages.

With the above kept in objective, the study has determined, by variability of variables, the attitude modelling, termed as combinational attitude model or C.A.M simply, basic layout of which is shown in Figure 6. Its detailing is described in *construction of C.A.M* afterwards.

In Figure 6, interaction as process is described by two different clouding (of variables). One clouding is on the interaction as the function (explained earlier), termed by Set Variables Clouding (SVC) & another clouding, termed as Calibration Clouding (CC) that defines to the interaction as the process (explained earlier by Figure 2, Figure 3). So, non-processed or function part of interaction is now quite nonetheless to explain as it’s just a prospect’s immersion & subjection by help of various variables, of proposition, while processed (on-process rather) part is to where all variables get processed by methodological ‘emphasis’ & ‘combination’ operations into forming variety in attitude functions. Figure 2 or Figure 3 is presented by modelling way by Figure 6.

About processing of ‘attitude’ variables into attitude as the output, two operations are considered to be mediating into & they are methodological completely - one is emphasis & another one is combination. Each of two operations has the flexibility to happen & occur without any rigidity to their sequential happening as they may require to.

For a given set of variables, the containment where all the variables reside & stay for functioning & processing in terms of behaviour, is hereby imagined in a shape of cloud.

Because cloud has curvy or curvial boundaries & brain of human is considered to be always working, to utilize its own power of computation & all, on its possible optimization. Term ‘clouding’ is the two operations primarily, but it usually considers presence of distribution of variables. Concept of ‘clouding’ has another feasibility to use in the study as a term by its relevant meaning & identification which is its infinite extent as a human brain always persists with enormous capacity & infinite potential of processing power. With these, Figure 6 is found to be a better justified for understanding the modelling of the study. However two kinds of clouding are delineated in the methodology of study in order to demonstrate & demarcate the distinguishing nature of interaction by function & process (as discussed by Figure 3).

In any given set of variables, SVC which is the function part of the interaction defines to the marketing field by variables by variables distribution & all (Table 2, Table 3 & upto Figure 4), as explained earlier so far & another clouding which is of ‘processed’ nature by the interaction process is CC in which modelling processes are considered to be undergoing for the set of variables to have their output as attitude. So, Figure 6 describes itself a system process with an input & output system. It should have a level of efficiency & effectiveness.

### ***Clouding Results***

Variables are distributed in a given set of marketing field of interaction. Philosophically, term ‘clouding’ may refer to an attachment of variables negotiated & mediated by persuasion or attitude level of human. Humans have various stimuli of sense organs & these organs *physically* exhibit the operation of attitude or persuasion making. Once human makes such mediation or physical exhibition over a given set of variables, then attitude forms or is formed. This biological process has been philosophically explained by Figure 6 wherein variables of SVC have formed numerous *physical* attitude functions inside small circles shown by CC.

Each small circle does consist of a combination of two or more variables given by a set defined by SVC. Two or more variables staying together inside a small circle are considered to be jointly functional to a common attitude. In this way, there should be numerous such small circles during or after the processing of interaction where each circle represents an attitude. A small circle may even be having one single variable as a result of the processing. This process of interaction is called in the study by term “interaction as a process” (Figure 3) or ‘*Clouding*’ simply. Subjectively, interaction as a function is defined in the study by term SVC. Also, togetherness of variables inside small circle is sometimes expressed by term ‘attachment’, yet they are similar to the meaning in the study. Attachment of one variable to another variable is dependent on variable type, character & human potential to process the attachment.

It is quite interesting that dimension & definition of attitude should be in relevance to variables & their attachment in a small circle & indeed the physical joint effect by all variables of a small circle. *How should be the attitude physically, by one small circle or an entire CC?* - this type of question may arise now. Answer of such question has been

answered by Emphasis modelling & Combination modelling of this study. Specifically, clouding results could be described by *emphasis calibration* discussed afterwards.

Attachment of one variable to another variable starts from an interaction & it may involve to one or more than one variable. Small circles consisting of one or more variables together are *set-forms of attitude*. Each such set-form that would be forming during an attitude-making process to making attitude function would represent together with other set-forms inside a clouding sphere as shown in Figure 6 to define an effect of an interaction.

[Note: An attitude set-form may not necessarily contain more than one variable for a given set. It can very necessarily contain by one variable also (Figure 6). Calibration clouding is more described under ‘emphasis’ & ‘combination’ modelling, discussed later on.]

### **Construction Of C.A.M:**

In consumer marketing, attitude-forming ‘proposition’ variables or attributes cause an impact on *individual* prospect through various promotional activities of marketing. An interaction happens between the prospect & the proposition on the impact & it starts to begin into the attitude making process. In general, attitude-forming variables (attributes) act on individual consumer through a given interaction (between consumer & proposition) through various promotional activities of marketing & form its perceptual storage in the human brain as well as memory that may lead to an attitude or behavioural stage.

Entire CAM model is divided into three basic parts -

- nature of variables & their selection
- emphasis
- combination

### **Variables Selection**

Already explained earlier, on considering an attitude formation or marketing field condition, there are number of variables to be acting as proposition variable for propositional marketing of a proposition (product/service). Let the variables are like proposition variable 1, proposition variable 2. . . proposition variable ‘n’. These variables should be exposing their own characteristics as representative ones against a proposition itself (Figure 1, Figure 2, Figure 3) so that they can create a positive persuasion in consumer’s mind.

This study has assumed that attitude-making variables would make an attachment or togetherness within them by themselves, on any given consumer marketing programme. So, this assumption would lead to further deliberations that how such attachment could be done to express the variables’ interactions as propositional attitude, quantitatively & in a modelling format. Table 3 shows one exemplary illustration of variables & set of variables.

Precision level of modelling determination would depend on quality & kind of variables selected in a given marketing field & the condition of consumerism. Any inaccuracy basically does lead to limitations to the modelling itself.

## Emphasis

This is a specific operational mechanism (of attitude making) that gets & must be spread by variable (one or more in number) among all variables so that a desired attitude (by level also) is obtained. It can be done by following ways -

- By choosing variables by **proper selection** of attitude-level objective.
- By providing one/more **leader or turning** variable.
- By **other provisions** as required & applicable, to fulfilling the model objective; such provisions may include cost of marketing programme, attitude life cycle, type of proposition, etc.

Figure 6 shows such a provision of variables where given variables as CC of a marketing programme & as the input must form various shaped circles, small to even big one, as explained earlier. Size of circles would depend on variables quantity, features, etc. The study has considered an action-force responsible behind such an attachment or togetherness of variables in CC is termed as *Emphasis*. By term, emphasis is to be defined by prominence, highlighting, stress, fascination, etc. & it should be provided into the clouding system (CC or SVC) through given variables of SVC as to be fulfilling to a consumer marketing & its business. This force-making implication is always to be offered to one or more than one variable in order to create such circles (containing functional variables) in & during CC. Such variables bearing or having emphasis features are termed as leader variable that must have the cutting-edge potential. So, emphasis is an operation or mechanism or technique also which can dominate the attitude-making rate. Subjectively again mentioned that each round-shaped 'small' circle consisting (of a set) of variables' attachment is representing an attitude indeed.

### *Features of emphasis*

- Variable defined as leader or turning variable should represent the dominance or majority or having potential of highest influence over other variables apart from *leader* kind.
- Leader variable should be in a set of variables. There may be *one or more* than such variables in a set.
- A leader variable can simply *remain discretely* (in CC), even after the process done by CC, without attaching or influencing on other variables, of 'non-turning' kind.
- Physicality of leader variable may or may not be similar to other variables but, the *influencing magnitude* as to be given onto the leader ones, never be same with all other variables. This features to an *influence range of togetherness*.
- A leader variable should be *essentially* not in any relation or relevance with other leader variables in a set.

Final or resultant attitude would be a culmination over all circular shaped rounds or attachment set-forms. So, hereby the term 'emphasis' concludes with its basic function on towards making an attitude function as an effect of a propositional marketing programme.

### **Principle of working of emphasis**

Attachment of one variable with another variable is the principle of emphasis to work. We can imagine this principle of working as coalescence by coagulation of particles in water medium in an open tank. In coagulation, particles get attracted to a chemical agent called as coagulant & on higher weight as having gained by attraction of coagulant, all the particle (of increased mass) gets settled down in the medium. Similarly, in a set of given attitude variables some (one/more than one number of 'leader' feature) variables should be put in as the coagulant one among all the variables' culture. Such kind of variable hereby is termed as leader or turning variable as it does make the changes the present ongoing character (of other variables). So, all in all, emphasis is required to be given to make an attitude-making well compliant to an objective of business or consumer marketing.

However clouding of attitude by interaction as process is found out with several attachment of variables in CC & is described by emphasis calibration in the next as follows -

### ***Emphasis Calibration***

The process which emphasis follows is called emphasis calibration. Term 'calibration' is added to the cause of the process to be become well up to a level of design kind or an objective status. Also, by applying the term 'calibration', it is now self-expressive to the nature of repetitions & its possibility into an attitude making by emphasis. Repetitive process in making & shaping a set-form of variables in small or big shaped circles of clouding containment is actually represented by term 'calibration' which would be making each set-form of attitude more & more processed, screened & to be of a better rectified nature.

There should be three types of calibration, as follows, as the three ways of emphasis function --

- Identical Emphasis Calibration (I.E.C)
- Common Emphasis Calibration (C.E.C)
- Uncontrolled Emphasis Calibration (U.E.C)

### ***Identical Emphasis Calibration (I.E.C)***

In this type of emphasis, only identical variables by nature are present to form set-forms or grouping of variables. One variable attracts & attaches with other variable of 'identical' character only. The term 'identical' means the property of one variable which exhibits an equivalent character as compared to or equal to or not so lesser or not so greater than the characteristic of other variables. These variables are basically unique in nature, on the comparison & on the all by the characteristics also, during the combination.

So, emphasis calibration could be determined by various ways such as comparing variables,

mutual exchangeability, mutual bondage, etc. by which the physical combination of the variables is to be done & accomplished. It is also mentioned that variables may often make the bond or set-forms on nearly identical variables (approximated), but there should be a limit beyond which the I.E.C can't happen & not be valid.

By an example by variables, I.E.C determination is done, accomplished & given by methodological estimation. Table 5 shows the set-forms for a given set of variables of identical nature ( $A_n=n$ -th 'identical' variable). Table 6 has given detailing to show how such grouping or set-forms gets done by I.E.C. Similar variables, by symbols, are although given on row-wise & column-wise to indicate the identical nature among the variables; all things here would matter which is the nature of variable. This way of determination finally gives base set (I.E.C=1) & other than base set (I.E.C not equal to 1). These are the attitude by quantitative value provided the variables are put on a quantified nature (weightage, ranking, etc.) of expression.

Interest of researching efforts could be raised to higher levels if the determination is given with 'identical' variables of more than 2 by number in a set. Notably, it is always secondary in the study about symbols, notation, etc. used to indicate variable, except nature of them.

#### ***Common Emphasis Calibration (C.E.C)***

This type of emphasis is the emphasis that may happen except I.E.C does exist. In this type of emphasis, only the variables which are not identical in or by nature & found beyond the influence region of identical variable or variables of 'nearly' identical feature are appeared to be into grouping or set formation of variables (Table 7). Quite a more freedom among the variables is available in this type of emphasis calibration. Variables into the set-attitude formation are still comparable here including many other ways of their working as mentioned in I.E.C. Each of attaching variables should be separate, of distinguished nature & different from others in the cloud zone while grouping a set-form.

For an exemplary understanding, variable set is given & determined by C.E.C the attitude set-forms. Table 8 shows the set-forms on non-availability of variable 2 in a variables set; there could be number of variables in terms of variable 1, variable 2, etc. in a set. Using this concept, different variables are chosen by notation & explained of the determination in Table 8. Column-wise variables (G, W, T,... $A_{n1}$ ) are assumed to have more higher dominance than row-wise variables so far they have been formed in. In this way, attitude measure is calculated by C.E.C.

#### ***Uncontrolled Emphasis Calibration (U.E.C)***

While both types of emphasis calibrations are happened to occur together then resulting set forms of attitude variables are said to have occurred by U.E.C. In this case, variables get attached to by I.E.C & C.E.C as applicable among the variables in a cloud zone.

Table 9 gives the determination. For sake of determination, one variable in a set of two variables must be dominant & major. As quite clear as discussed in earlier two calibrations that placing of variable in set-form of attitude defines the dominance magnitude & it is



controlled by the variable having the ‘dominance’ nature by value or magnitude.

### ***A brief clarification of variables’ conditioning requirement***

Question is about how the two components, namely, emphasis & combination, would turn the attitude ‘modelling’ variables into forming a behavioural stage called as attitude in a given field or set of model system variables. In all, variables to be selected must be in well compliance to a standard as the model itself directs to. So, there could be two conditions in variables that could be provided as suitably applicable by the model components (Figure 6, Table 3) –

- Natural variable condition (those variables which are *naturally* available, essentially without marketing effort).
- Design variable condition (those variables which are *artificially* kept available necessarily by marketing programme).

For above two conditions C.A.M would be equally able to function. However a specific condition to use would be depending on kind of market & economy and indeed an objective of a proposition to its business.

### **Summary of emphasis modelling:**

Be noted that the study assumes that an individual prospect makes the attitude construction in the cloud storage & it exists in human memory by fact. Thereby, grouping or attachment which is an essential way to go with to form & describe an attitude should be found out by following cases by possibility:

- Case 1–I.E.C: Variables of identical, in character.
- Case 2– C.E.C: Variables of different in character.
- Case 3–U.E.C: Happening of both I.E.C and C.E.C.

It should be mentioned that a particular case would be successfully established once variables have the potential to form a particular attitude-making calibration by emphasis, as to above cases. On seeing a proposition, a prospect should be on any one of above three cases, particularly on the first two cases mostly as suggestion. In each case, there are lots of conflicts, decision-making afflictions & complexity in the attitude making. And, finally after end of processing, each & every case should result into balanced, stable& confident clouding of the variables.

### **Analysis Of Emphasis Modelling**

In a consumer marketing given with set of ‘attitude making’ variables, there are numerous possibilities to form grouping of variables, by a prospect. It is a tedious job to find & determine all those possibilities in a quantitative manner. There exists uncertainty, non-availability, irrationality, etc. in doing such an impossible work. However this research paper

has formulated to such impossibility in a quantitative nature of determination. This finally leads to forming into a modelling termed as emphasis modelling.

Description of emphasis modeling can be given by weightage concept of variables. Let's assume there are ten (10) weightages like 1, 2, 3 & so on given to variables specified; higher numerical would be higher weightage marking the increasing value or magnitude. Each variable having a specific weightage has the freedom to make grouping by the intensity of weightage given to itself. This means higher weightage would be on better position or condition to have the dominance of or in creating the grouping.

For analysis of modeling, it is also assumed that each variable has sufficient potential to dominate in grouping.

Subjectively, each grouping is representative of a specific attitude magnitude & determination. Also, in a given clouds of such grouping there should be one attitude that would rationally expose as the final attitude of a prospect & it should be a resultant view over all groupings in the cloud of variables. This resultant view could be again by dominance of a group over all present groupings. However this 'resulting' dominance could be one or more than one number of grouping over remaining grouping in the cloud.

Again back to discussion, the ten weightages given to ten various variables in a given marketing programme should be making interactions by possible computational ways among themselves. This computation could be additive, subtractive, by multiplication or by division. Let's assume this computation be division. So, one variable after interaction is done would be sharing its weightage by division with other given all variables. This consideration has given out the modeling version of the interaction & possibility of it.

Weightage average (WA) has then been calculated to analyze the interaction results derived out by above description. Then difference between average (arithmetic) & WA is computed & profiled accordingly for analysis part.

In such computational way as explained above, modelling expressions are obtained by Microsoft Excel spreadsheet application by using trend-line pattern of the interaction profiles. Annexure E shows the formative layouts in terms of profile expressions & gives the profile which is self-expressive & helps to analyze the modelling for further exploration of research.

In explaining emphasis modelling, one common & useful term 'leader' variable would be in use always as it's bearing the core concept of the determination.

In Annexure E (E1 & E2), profiles are given to represent the weightage effects as imposed by leader variable in the determination. Each leader or turning variable having leading weightage of 1, 2, 3 . . . etc. is showing their profile of variation over other variables of weightages 1, 2, 3 ... etc. From the profiles, we can get a concept of potential influences over weightages in forming the grouping & attachment among the attitude-making variables. To have better concept of the determination, Annexure E3 is obtained with 'optimum' emphasis (O.E) determination like WA, Average & Difference. For a leading variable, E.O's representing the attitude magnitude against leader variable would indicate the best way of

finding that's to be represented for an optimum basis. And, Annexure E4 is the modeling done by emphasis methodology. Statistical pattern of weightages so given to each leader variable have also been shown in Annexure E5, E6, E7. All annexure are self-expressive.

There are lots of outcomes as research basis as interesting. One of such outcomes is the finding which gives by the profiling pattern or variation that is indicating that variable having weightage value numerical 5 (that is 50% by budget or any emphasis basis) has optimum potential to make grouping better & sustainable. Eventually, such weightage variable has obtained SD value of 0.50 (please see Annexure E7).

Again, to establish a fact that WA is better representation than simple averaging this research paper has computed WA's for all variable weightages & they have been found as lower magnitude than simple arithmetic averages - this is quite interesting finding with respect to aspects like effectiveness, accuracy, precision level, etc.

Emphasis modeling might need or gets a helping guidance by combination modeling, described as follows -

### **Combination Modelling**

This modelling is a part of CAM model entirely. It helps to investigate & anticipate to the number of possible combinations possible in a given number of variables. This modeling is done by mathematical application known as 'combination' of permutation & combination.

As we all know there are two kinds of variables, objective set variable (r) & variable set (n), in finding combination of given numerical numbers. Suppose, there are 10 variables by number so it's quite easily possible by combination technique to compute sets or numbers of grouping possible by given number of variables. So for each variable, there must be ten combinations that are possible to be set by the variable itself (for 10 given variables). In this way, combinations of 10 variables among each other are computed & contribution by each variable is plotted in a profiling nature & is obtained with trend-line version leading to a modelling version. This modelling so derived out by combination technique as offered by each variable is termed by combination modelling. It gives potential ranges of each combination which means possible set numbers by a given set of variables amongst. Each set number is an attitude which needs further synthesis & determination by emphasis modeling in order to be precise.

### **Analysis & Finding Of Combination Modelling**

Annexure C (C1 & C2) illustrates the variability pattern (linear & exponential) indicating potential of combination by each variable over a set of ten variables. Annexure C3 & C4 provides the linear equation modeling as against Annexure C1 & Annexure C2. Like emphasis modeling, this modeling has shown the statistics profiles against sum, average & SD values which are in relation with the same analogy of analysis of Annexure C1 to Annexure C4. Statistics are shown in Annexure C5, Annexure C6, and Annexure C7 for which similar approach of analytical comments could be laid down as narrated by emphasis modelling.

Thereby, this modelling gives us the understanding of power of combination technique if offered to each variable in a set of variables. From such understanding, it becomes transparent about the range of works to be accomplished by emphasis modelling in a given consumer marketing condition.

Finally, it should be mentioned that CAM modelling might be not suffice to operate its function in absence of combination modelling alone. So, CAM modeling is summarized as equal to summation of combination modeling (given in Annexure C) & emphasis modeling (given in Annexure E).

Thereforth, C.A.M so described by the methodology of study might create a theory of attitude in all, in the subject of cognitive psychology, consumer marketing & as such. So, the theory could be named as *Theory of Clouding* or simply *Cloud Theory* of attitude, where the theory could be re-presented as,

Cloud Theory Of Attitude  $\Rightarrow$  Combination Theory + Emphasis Theory  $\Rightarrow$ Attitude Model,  
CAM.

### **Limitation Of C.A.M**

The model does not although say much about the following which henceforth could be considered as the limitation –

- nature of variable (discrete or coalesced).
- size of variable set.
- inter-relation of variable.
- behavioural reach.
- degree of involvement.
- efficiency.
- flexibility of operation.
- level of work ‘imbalances’.
- cost of implementation & operation.
- objective fulfillment by 100% assurance.
- behaviour by magnitude.
- error, accuracy & precision.
- usefulness viability.
- fallacy proneness (non-accountability by word-of-mouth communication & etc.).

### **Assumptions Of C.A.M Model**

- Individual human or prospect is subjected to attitude variables (propositional attributes, consumer marketing variables etc.) & to be having consequent formation of attitude.
- Other variables to consumer marketing & its management, unless specified, are to be invariably present & applicable.
- Each variable of consumer marketing is a discrete & transparent one.
- Leader variables are not necessarily to be a variable of 'dominating' factor always. There might be several leader variables of varying intensities, in & among SVC.
- Variables may be naturally selected or selected by design or a blend of both.
- Emphasis modelling is to be an advancement to combination modelling, although either could result to C.A.M model & its deliverables to an extent.
- C.A.M model is an effect of summation of emphasis & combination modelling.

## RESULTS & DISCUSSION

- ✓ Some considerations of Cloud Theory:
  - Equal distribution or unequal distribution to value (design) of attitude variables.
  - Identification & Discrimination of unimportant variables resulting to effective' attitude design. Provision of values might be by differential implication of inter-variable relational change.
  - Total value obtained by each modelling, emphasis & combination, should be equal to & exceeding attitude by level in order to be having a desired level of attitude status by the condition.
- ✓ Entire modelling construction is by two cardinal incorporation & they are emphasis & combination. That means the study describes that how emphasis could be described for each combination outcome.
- ✓ In each of combination outcomes, there must be three levels by emphasis, namely I.E.C, C.E.C & U.E.C.
- ✓ I.E.C, C.E.C & U.E.C is the resulting attitude.
- ✓ Combination procedure may be done prior to emphasis procedure or vice-versa. It all depends on easeness of use of the model so described.
- ✓ Resulting attitude = combination + emphasis; emphasis is the core process to attitude determination while combination remains as computation base only.
- ✓ Emphasis as a process constitutes micro syntheses of attribute variables. Turning variables are to be chosen carefully.

- ✓ CAM results are highly technology-prone & it can be easily applied into software-based technology.
- ✓ Cloud computing <sup>[22]</sup> could be related with CAM modelling so far as the capacity (storage) concerns. Also, in order to get a result with precision, variables should be clear from ambiguities <sup>[23]</sup>. However, technology acceptance factors might be technology readiness, human readiness, organization support, environment, security and privacy, etc <sup>[24]</sup>.
- ✓ To accommodate technology based CAM modelling may not be compatible & compliant to usual marketing or any field system, especially where design ‘attitude’ governs the mankind <sup>[16,18]</sup>. Also, future adaptability should be kept in the reckoning to make use of the modelling, by technology <sup>[25]</sup>.
- ✓ ‘Design’ attitudes always would enhance to form out various innovations <sup>[12, 17, 18]</sup>. Such innovation-led technology, equipment or component should be not away of betterment of mankind readiness <sup>[26]</sup>.

## CONCLUSION

- In a set of given variables, the model would be able to identify the best pathway to deliver an attitude level.
- Concept or turning or leader variable is important to needs of attitude determination clarity.
- Internal relationship among variables could provide an alternate way to precise the model.
- Base attitude & non-base attitude might have the potential to exceed one another. So, a consumer marketing should take the advantage of this.
- More clarity in variables selection more responsive their attitude would be - as much as the variables are discretely clear their control & accountability towards attitude outcome would be more sustainable & resulting (result giving).
- Selection of attitude variables at a marketing situation needs expertise hand. Efficacy of the model would depend on it.
- A specified level of attitude by magnitude is possible to be determined by the model for a given set of variables. Level-raising of attitude is an important objective in marketing management.
- Lots of research scopes are in this study from formation of the model to attitude culmination.

## FUTURE SCOPE OF THE STUDY

- Hypothesis study could explore the percentage probability that a typical variable set could result in a given marketing field.
- L.P.P programming could deliver optimization-media marketing optimization or attitude making optimization.
- Variability marketing programming - for example, marketing by strategy could offer better & higher governance (& controlling) on consumers, so there could be variation of attitude attainment by magnitude across segmentation, targeting & positioning as marketing strategy.
- Approach to consumer acquisition or retention would be effective by using the model of the study.
- Market expansion strategy of marketing could also be effective.
- Unwanted entry (or roaming) of variables in a field (say, of a product category or product line) of chosen set of modelling variables could be stopped & thereby a marketing field would be more transparent to marketers with respect to recognition or identification of such 'nasty' variables.
- Overall marketing effectiveness by lowering irresistible wasting to costing, etc. could be an outcome of the model.
- Real-time monitoring, control, regulation & assessment by the modeling by software application.
- Often disturbing various factors that make computation uncertain (of attitude determination) include unending crisis, uncertain scope & wideness, physical texture of human-brain, psychological metaphors (inter-plays within), etc. which would be at better control by using the CAM modelling. To make these uncertain factors certain, CAM could lead to its further modifications as well.
- Forming a 'resultant' attitude from CC all small circles may require a continuously repetitive nature of processing (of interaction) till its acceptability by marketers in consumer marketing & so on. Such processing could be described well with help of Fourier Series Function, mathematically.
- Statistical distribution of variables is usually to be by number (numerical). So, suitable modelling can be developed by applying suitable character in & among variables. In fact, entirely, efficacy of the model CAM lies in this very fact of simplicity that is the variables & their suitable character.
- Annexure E7 shows a basic outcome that CAM by efficacy is possible to be developed by a suitable level (with respect to any criticality regard) by choosing a suitable number of variables (of leader kind & all) for a given field (consumer marketing).

## RECOMMENDATION

- 1) To arrive at an optimization level of emphasis & combination, findings by set of values for 10 number of variables (for combination modelling) & 10 number of leader variables (for emphasis modelling) can be all superimposed together & observed profile would be giving a critical or equilibrium point where effect of combination & emphasis both is to be equal to each other. This critical point defines that attitude level beyond which there shall be either fall or increase in the level occurring. The point also indicates that attitude level as indicated by emphasis would get satisfied in all respects by the combination & vice-versa. This optimization technique would provide a concept of effect's effectiveness, that is, an effect desired or caused by a combination set is exactly getting used or utilized absolutely & exactly by corresponding emphasis effect by the attitude level which is the effect representation. So, for a given set of variables it is now possible to find out the exact neutralizing effect for combination-emphasis analogy. Such point may be called as neutralizing point or point of neutralization, before or after of which there should be a crisis in respect to either of emphasis or combination or both.

This super-imposition can be made by suitable justification in variables given along X & Y axis of profiles of Annexure C1, C2 & E1, E2. It is found that the criticality is possible & does happen to larger/longer combinations for higher variable sets. However even for a given level of emphasis, attitude function to be developed or generated by a magnitude level can be varied by the CAM modelling; lower magnitude or degree of attitude may be preferred for a long, sustainable emphasis over consumers whereas a higher rapidity into the attitude attainment could be for a product desiring to obtain 'marketing' profit at lesser time of possibility.

Above discussion of point of criticality can also be done with respect to Annexure E3 once such profiles (for combination modeling) are drawn & compared with accordingly.

- 2) Following considerations are hereby applied into CAM modeling for giving a recommendation in order to be an application or a furtherance scope of the study so that CAM can describe the extensiveness or wideness of applicability on its larger range of usefulness –

Emphasis value of leader variable as (towards) 10 (from 1): low effectiveness.

Likewise, Emphasis as 1 by magnitude: high effectiveness.

Again similarly, Combination (objective variable at 1,2,8,9,10): low or limited scope of work.

Also, Combination (objective variable at 3,4,5,6,7): high or wide scope of work.

If above justifications are taken as a regard of a truth basis to business objective then following would be its recommendation -

Higher emphasis would mean higher involvement of 'leader's variables. Higher involvement means higher budgetary expenses. Higher budgetary expense indicates lower effectiveness. Efficiency is not necessarily such like effectiveness & it may or may not increase with increasing emphasis. But, it should be expected that a higher budgetary expense should result in a higher efficiency.



- 3) Also, Table 10 gives the proposition styles based on high & low of emphasis & combination or in a combination of both. It not only reflects how & what a proposition (product/service) to be, but also a market by *status* in consumer marketing. Each set as obtained by (& given in Table 10), does reflect the status which may be, in each & every set, reflecting the two or more 'different definitions' (say for an example, a product & a market or product type 1 & product type 2 or so on), which should be as contradictory (by nature) amongst as the field 'resultant' by set.
- 4) In all, it gives further scope of research recommendation to make the study validated by its findings.

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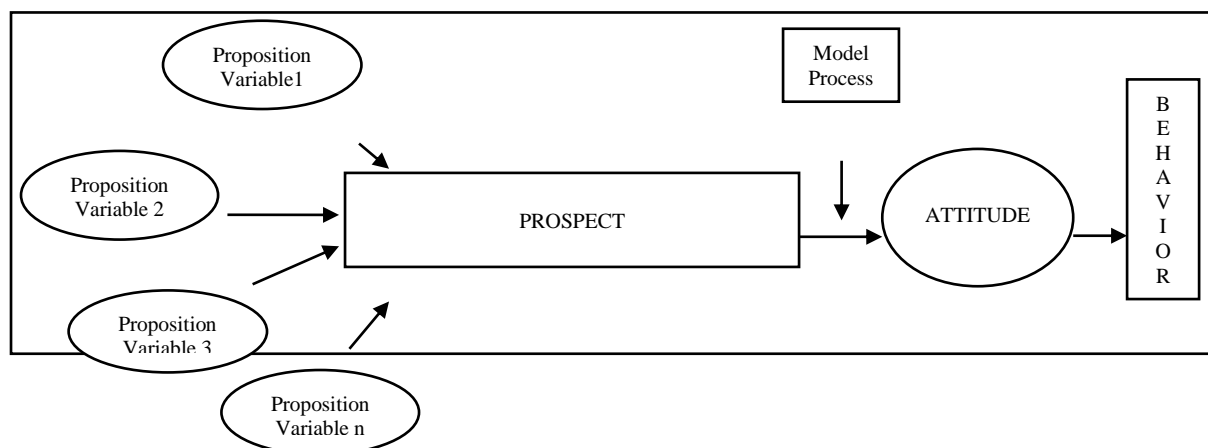
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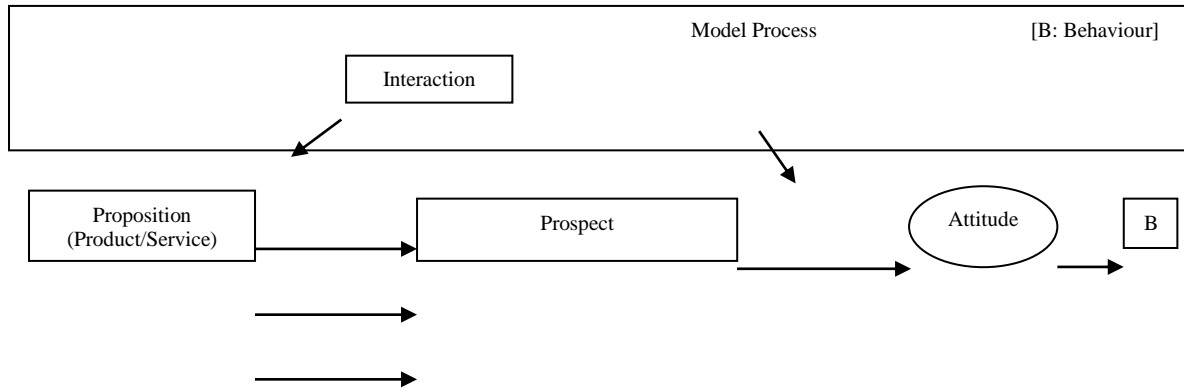
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## **FIGURES**

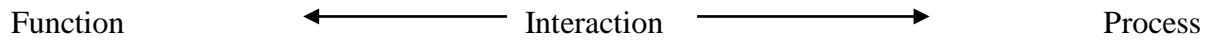
*(All Figures not to scale)*



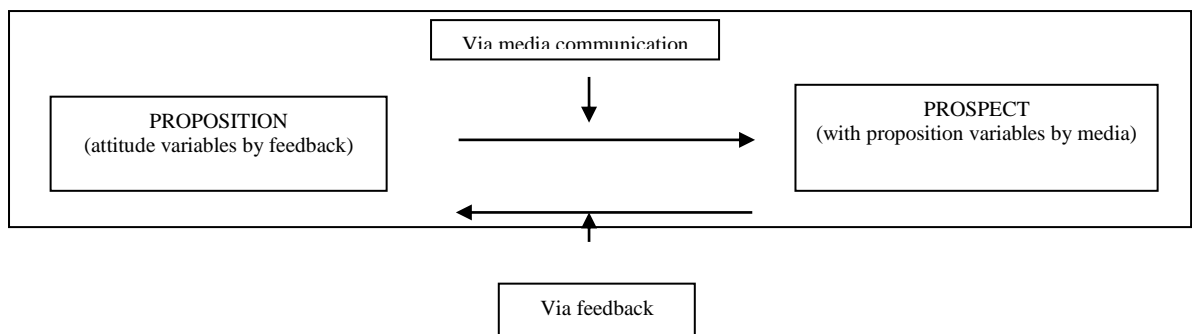
**Figure 1: Attitude Formation Model Process (Of Propositional Consumer Behaviour)**



**Figure 2: Basic Attitude Formation Layout**



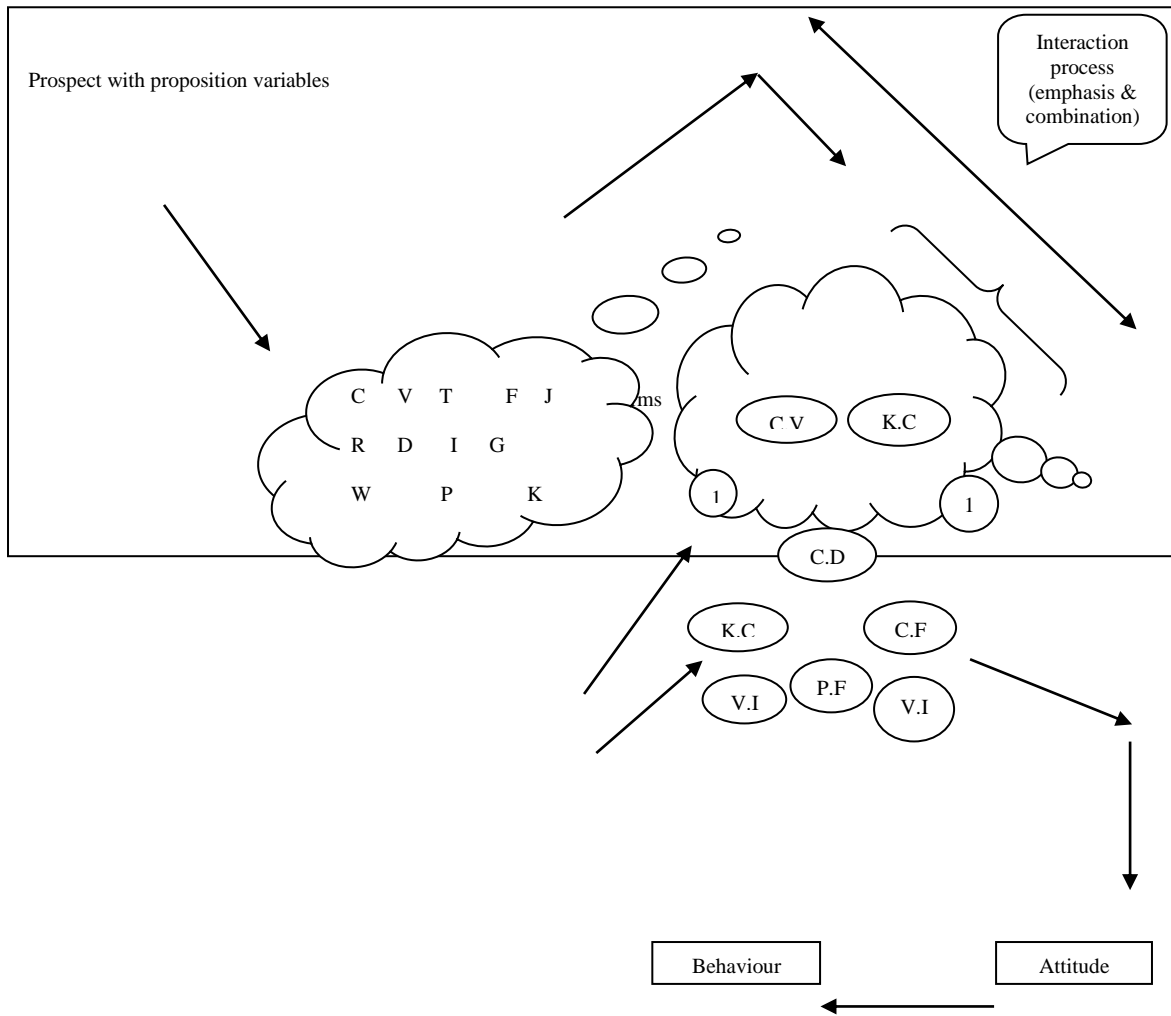
**Figure 3: Two parts of Interaction**



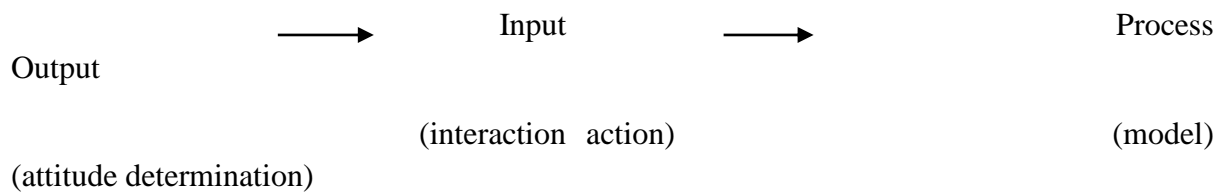
**Figure 4: Proposition-Prospect Interaction (Both Way)**

Model C.A.M = (proposition's 'attribute' Variables + Emphasis → Combination)  
 attitude behaviour

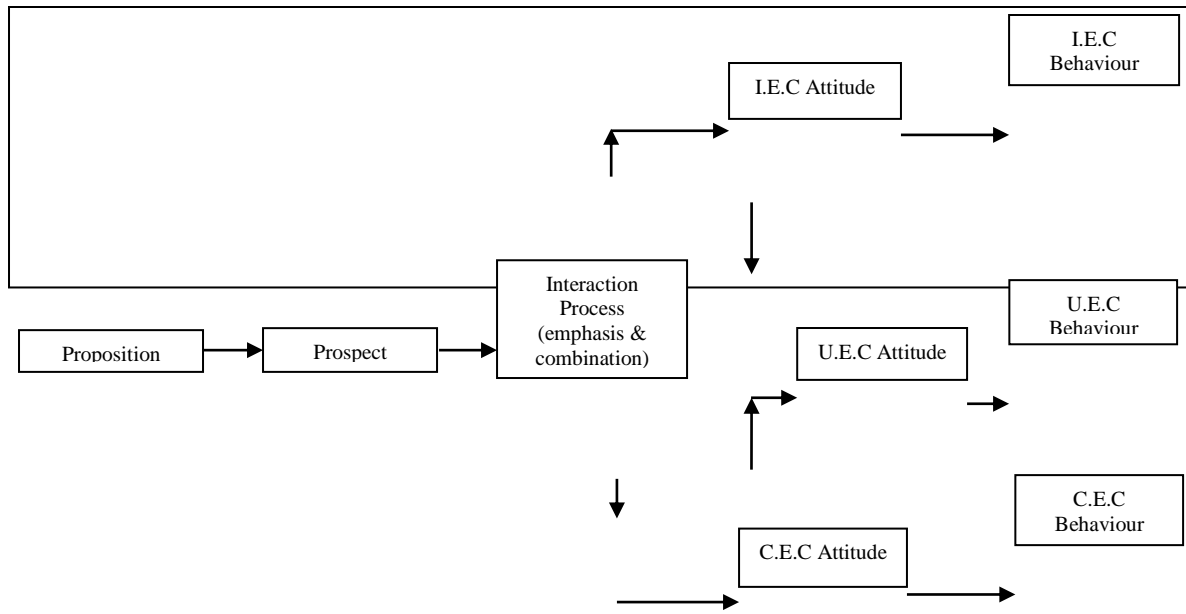
**Figure 5: Model Layout Components**



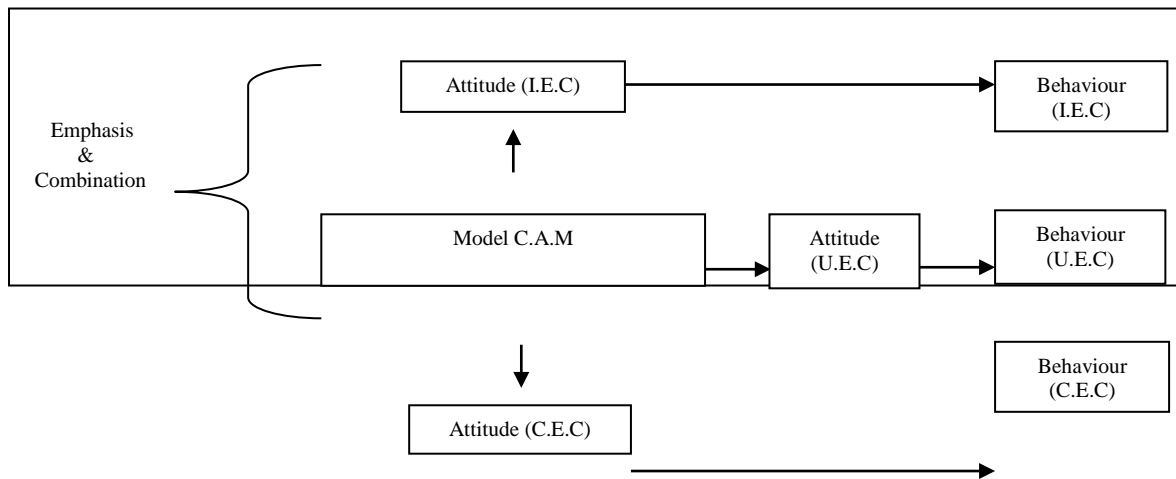
**Figure 6: Clouding Of Attitude (Cloud Theory)**



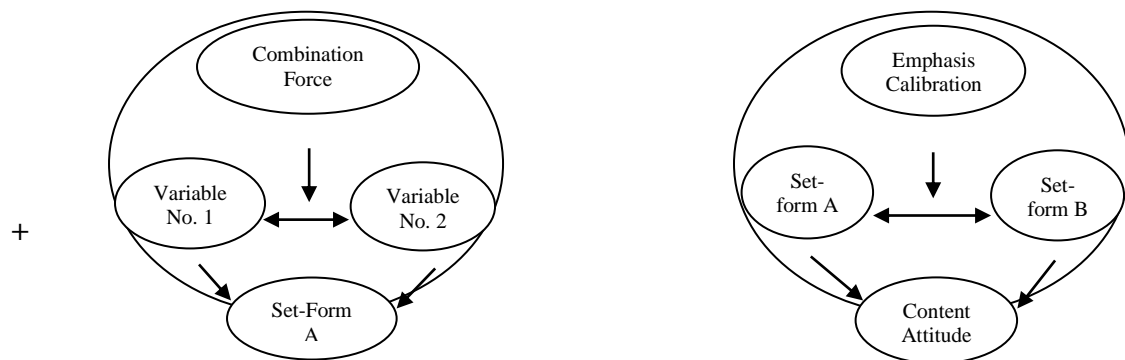
**Figure 7: Layout of the model system**



**Figure 8: The Cloud Theory Exhibiting Attitudes Of Innovation**



**Figure 9: Generalization Of The Attitude/Behaviour Formation**



**Figure 10: Cloud Theory Of Attitude (Emphasis Plus Combination)**

**TABLES****Table 1: Understanding of modeling methodology<sup>^</sup>**

Sl.	Parts of methodology	Description
1	Variables of attitude	Variables used in media communication or marketing.
2	Sets of variables of attitude	Methodological sets (one set would be consisting of number of variables).
3	Emphasis	It's an action led & energized by set of attitude variables.
4	Combination	Best set of variables set by objective variables
5	Function of attitude	Resultant set of variable-sets (resultant as attitude function).

<sup>^</sup>prospect means consumer or an individual human & proposition means product or service.

**Table 2: Nature Of Variables<sup>\$</sup>**

Field Of Model Methodology	Often used marketing variables
Consumer Marketing	Perception (C), Value (V), Personality (T), Belief (F), Motivation (S), Discount (P), Recognition (R), Brand (D), Image (I), Graphics (G), Package (W), Loyalty (L),Credit (K), Taste Quality (J)

<sup>\$</sup>symbols so used against variables are for purpose of this research study only.

**Table 3: Calibration Variables**

Variable set	Marketing proposition variable <sup>^</sup>	Variable description	Remarks
X	V, P, W	Value, Discount, Package	Variable selection & distribution depends on the proposition's scope & policy of the consumer marketing or marketer.
Y	I, G, F	Image, Graphics, Belief	
Z	C, J, D	Perception, Taste Quality, Brand	

<sup>^</sup>see also Table 2.

**Table 4: SVC & CC<sup>^</sup>**

Sl.	SVC	CC <sup>^</sup>
1	It is the given marketing or modeling field of marketing by a set of 'propositional' variables where variables are present in 'individual' discrete form.	It re-presents variables' processing by Emphasis & Combination process. In this, SVCs may or may not remain as discrete one. Due to processing, SVCs get changed to a processed form which is kind of attachment of two or more variables together to an extent of potential ability of human attitude & its formation.

<sup>^</sup>term 'clouding' defines to a containment of a set of variables, in both of their static & motion nature, as applicable, in consumer's brain. Figure 6 is only for a defined set of variables. <sup>^</sup>variable can remain as SVC in CC due to non-attachment by the processing of variables.

**Table 5: Variables grouping in Calibration Clouding (I.E.C)**

Name Of Emphasis	Given Set Variables	Set-forming possibility in CC <sup>^</sup>
Identical Emphasis (I.E)	V, P, F	V.P, F.P, P.V, F.V, P.F, V.F

<sup>^</sup>please see Figure 6.

**Table 6: Attitude Determination By I.E.C**

Product/Service Design (By Attitude Measure)						
Variable	P	V	F	...	A <sub>n</sub>	Total I.E.C <sup>^</sup>
P	1 (BASE)	P.V	P.F	...	P. A <sub>n</sub>	$(1+1+1+\dots+1)+(P.V+P.F+V.P+V.F+F.P+F.V)+\dots+2A_n(P+V+F)$ = $(N)+[(V.P+F.P)+(P.V+F.V)+(P.F+V.F)]+\dots+2A_n(P+V+F)$ = $(N)+[(P.V+P.F)+(V.P+V.F)+(F.P+F.V)]+\dots+2A_n(P+V+F)$
V	V.P	1 (BASE)	V.F	...	V. A <sub>n</sub>	
F	F.P	F.V	1 (BASE)	...	F. A <sub>n</sub>	
...	...	...	...	...	...	
A <sub>n</sub>	A <sub>n</sub> .P	A <sub>n</sub> .V	A <sub>n</sub> .F	...	1	



				.	(BASE)	
Total I.E.C.=Attitude Or Attitude Function Magnitude						

<sup>^</sup>N=sum of n-th 'SVC' variables (please see Figure 6).

**Table 7: Clouding By Common Emphasis Calibration (C.E.C)**

Variable Set		C.E.C	I.E.C
Variable 1	Variable 2 <sup>^</sup>		
P	-	P.V, P.F	1 (P.P)
V	-	V.P, V.F	1 (V.V)
F	-	F.P, F.V	1 (F.F)

<sup>^</sup>like variable 2 there may be numbers of variables, in a set, which may or may not have 'no value condition' as given by Table7.

**Table 8: Attitude Determination By C.E.C**

Product/Service Design (By Attitude Measure)						
Variable	P	V	F	...	A <sub>n</sub>	Total C.E.C
G	G.P	G.V	G.F	...	G. A <sub>n</sub>	(G.P+G.V+G.F+...+G. A <sub>n</sub> ) + (W.P+W.V+W.F+...+W. A <sub>n</sub> ) + (T.P+T.V+T.F+...+T. A <sub>n</sub> ) + . . . + (A <sub>n1</sub> .P+ A <sub>n1</sub> .V+ A <sub>n1</sub> .F+...+ A <sub>n1</sub> .A <sub>n</sub> )
W	W.P	W.V	W.F	...	W. A <sub>n</sub>	
T	T.P	T.V	T.F	...	T. A <sub>n</sub>	
...	...	...	...	...	...	
A <sub>n1</sub>	A <sub>n1</sub> .P	A <sub>n1</sub> .V	A <sub>n1</sub> .F	...	A <sub>n1</sub> .A <sub>n</sub>	
Total C.E.C=Attitude Or Attitude Function Magnitude						

**Table 9: Uncontrolled Emphasis Calibration (U.E.C)Clouding <sup>\$</sup>**

Attitude-making Variable	Of Variable		
	P	V	F
Combinational Emphasis (Grouping Cloud)	P.P (I.E.C)	V.P (C.E.C)	F.P (C.E.C)
	P.V (C.E.C)	V.V (I.E.C)	F.V (C.E.C)

	P.F (C.E.C)	V.F (C.E.C)	F.F (I.E.C)
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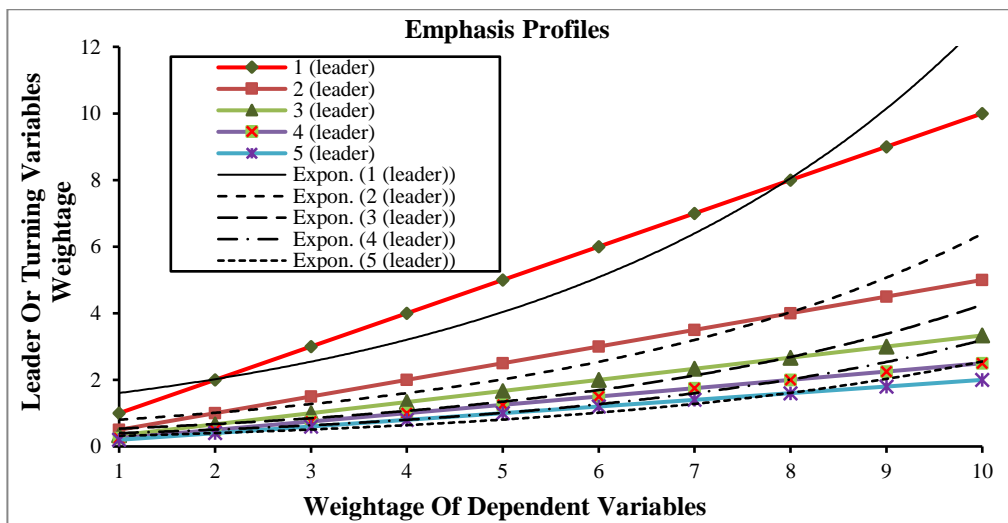
Each of Table 5 to Table 9 is individual & not connected to one to another except by meaning.

**Table 10: Analogy between combination & emphasis modelling**

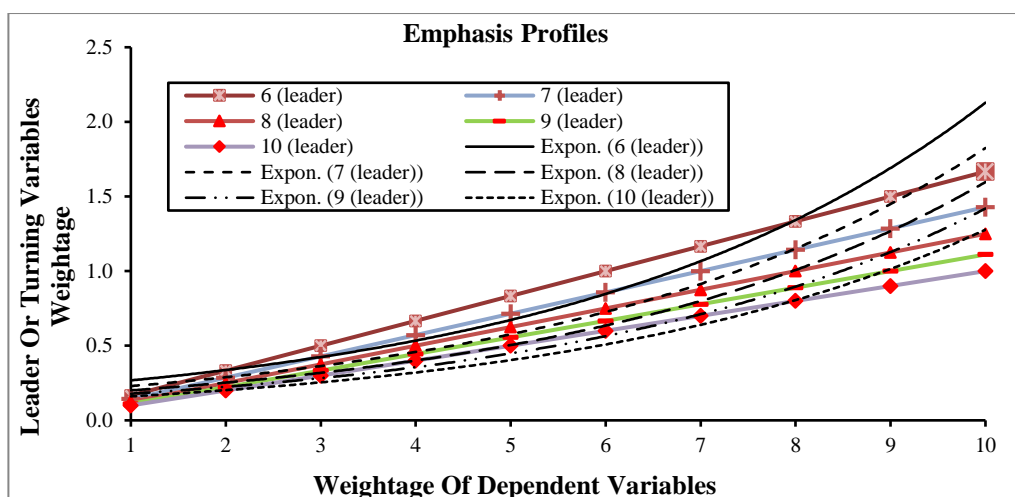
Emphasis/Combination	EMPHASIS		
COMBINATION	High	Medium	Low
High	Successful (Utility marketing/product/market)		Mass market (marketing/product) (example - auto components, etc.)
Medium			
Low	Consumables marketing/product/market (example - rice, sugar, cotton, etc., monopoly market)		Niche market (marketing/product) (example - luxury product, etc.)

**ANNEXURES**

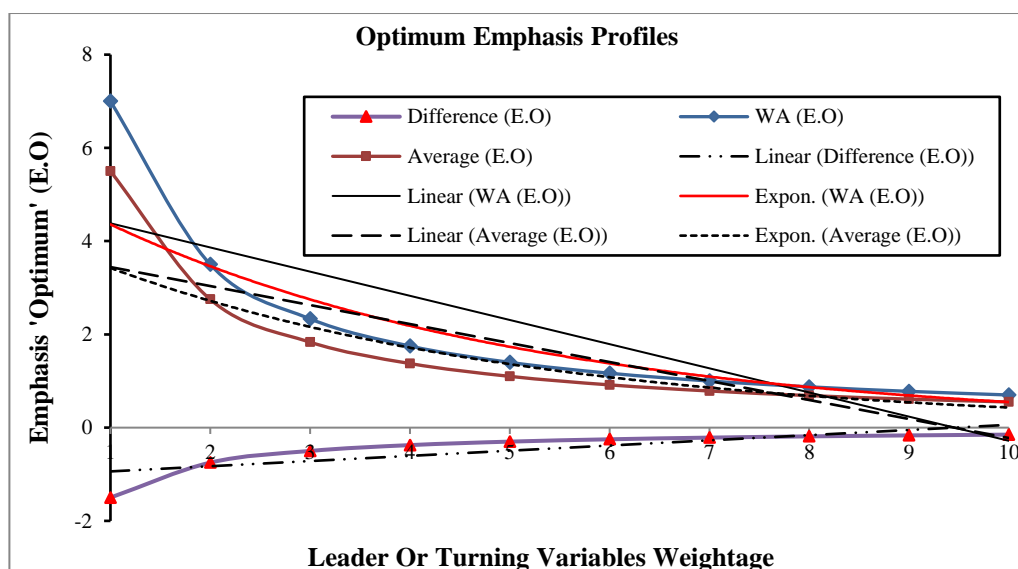
**Emphasis Model: Annexure E**



**Annexure E1: Model 'Emphasis' (from leader weightage 1 to 5)**



Annexure E2: Model ‘Emphasis’ (from leader weightage 6 to 10)

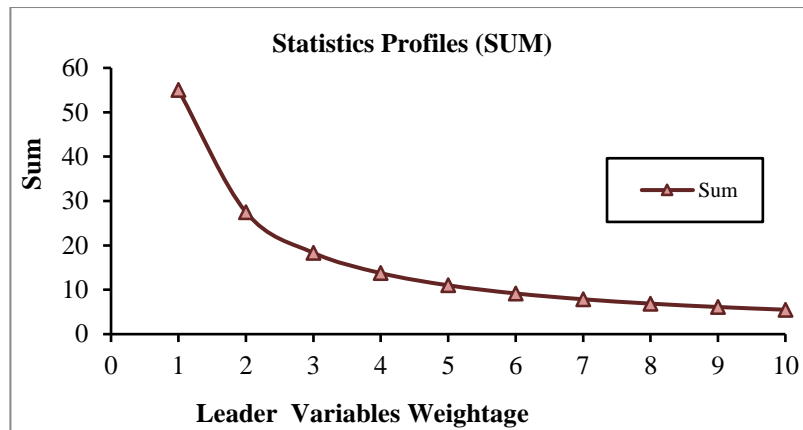


Annexure E3: Optimum emphasis determination (for leader weightage 1 to 10)

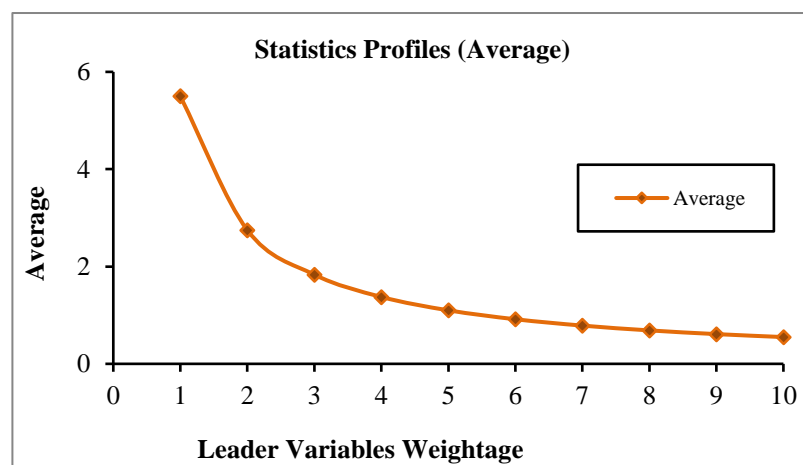
Annexure E4: Emphasis Modelling (for leader weightage 1 to 10)<sup>^</sup>

Model	Trend Type	W.A	Average	Difference
Emphasis Modelling	Exponential	$y = 5.488e^{-0.23x}$	$y = 4.312e^{-0.23x}$	Not Found
	R <sup>2</sup> value	R <sup>2</sup> = 0.905	R <sup>2</sup> = 0.905	Not Found
	Linear	$y = -0.518x + 4.901$	$y = -0.407x + 3.851$	$y = 0.111x - 1.050$
	R <sup>2</sup> value	R <sup>2</sup> = 0.653	R <sup>2</sup> = 0.653	R <sup>2</sup> = 0.653

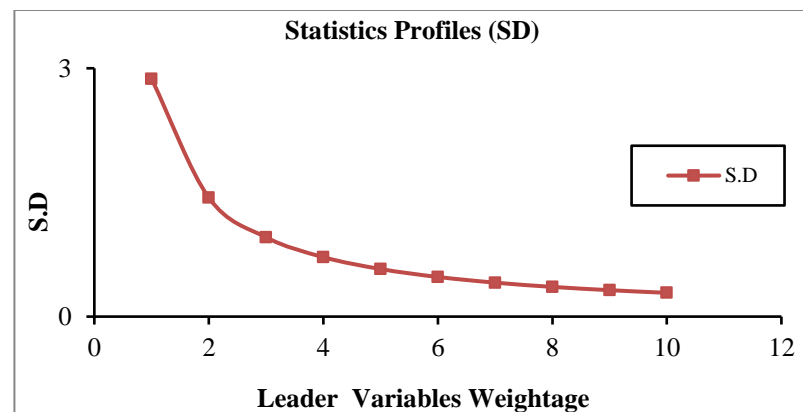
<sup>^</sup>For x & y please refer Annexure E3.



**Annexure E5: Statistics determination of Model ‘Emphasis’ (SUM Variability)**

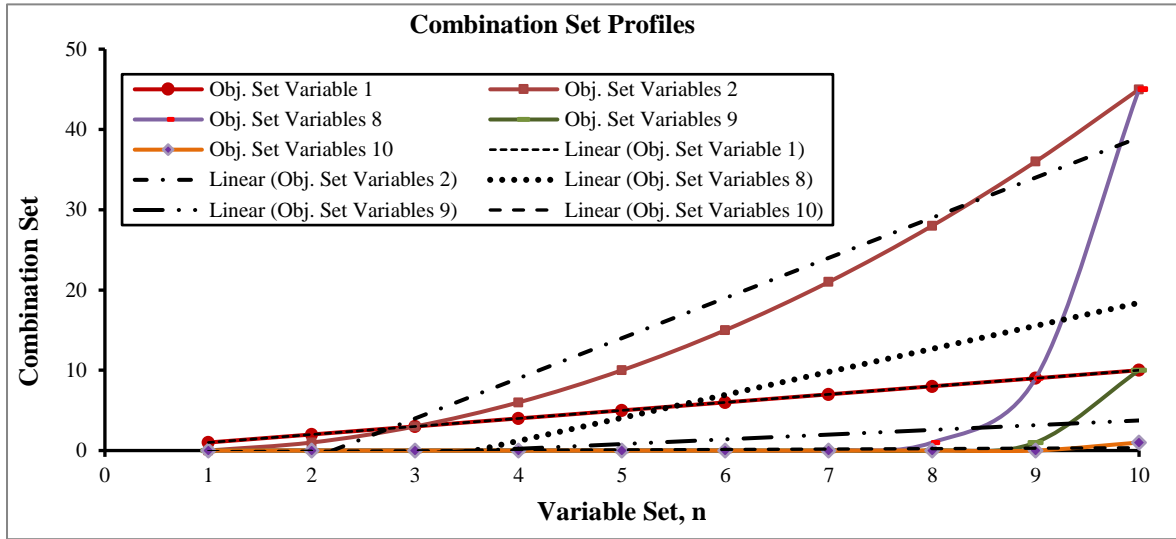


**Annexure E6: Statistics determination of Model ‘Emphasis’ (AVERAGE Variability)**

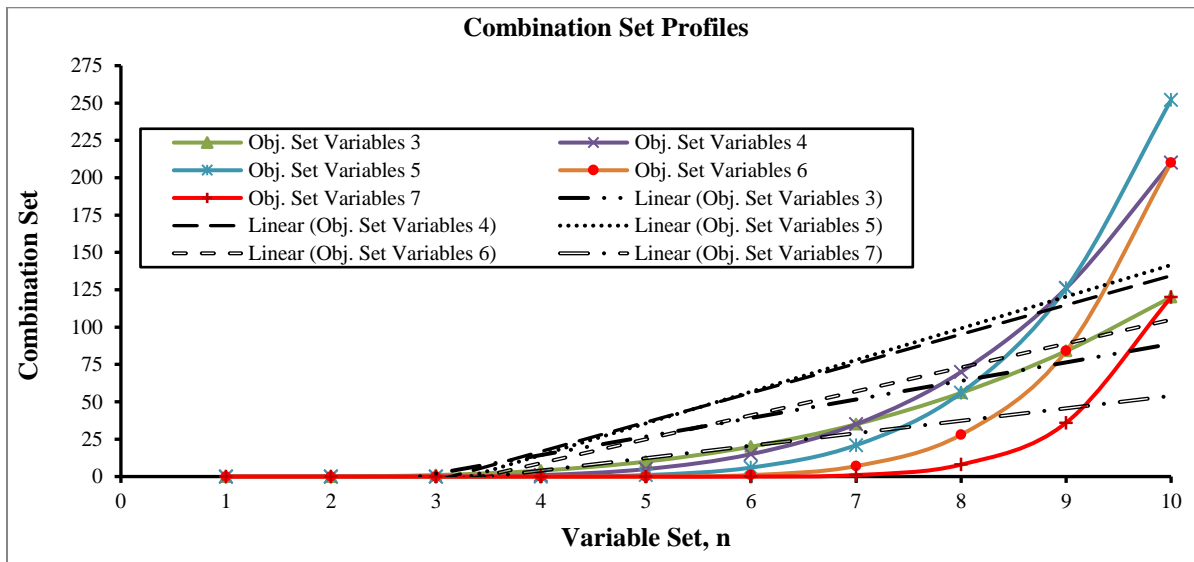


**Annexure E7: Statistics determination of Model ‘Emphasis’ (S.D Variability)**

**Combination Model: Annexure C**



**Annexure C1: Combination Model (for r value = 1, 2, 8, 9 & 10)**



**Annexure C2: Combination Model (for r value = 3, 4, 5, 6 & 7)**

**Annexure C3: Combination Modelling (for r value = 1,2,3,4 & 5)^**

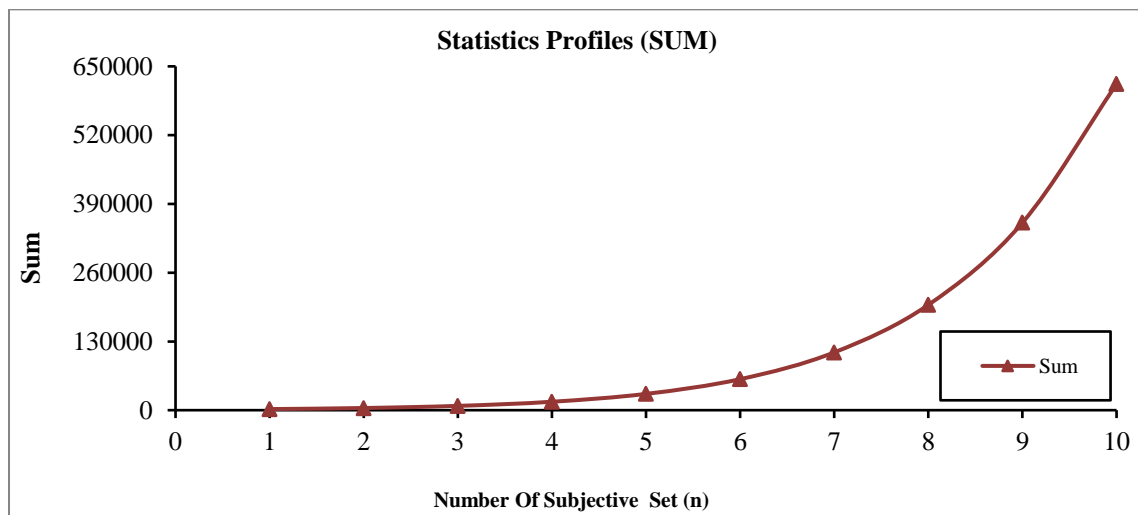
Trend-line	r=1	r=2	r=3	r=4	r=5
Linear Equation	$y = x$	$y = 5x - 11$	$y = 12.4x - 35.2$	$y = 19.6x - 61.6$	$y = 21.2x - 70.4$
R <sup>2</sup> value	R <sup>2</sup> = 1	R <sup>2</sup> = 0.939	R <sup>2</sup> = 0.821	R <sup>2</sup> = 0.704	R <sup>2</sup> = 0.601

^For x & y please refer Annexure C1 & C2.

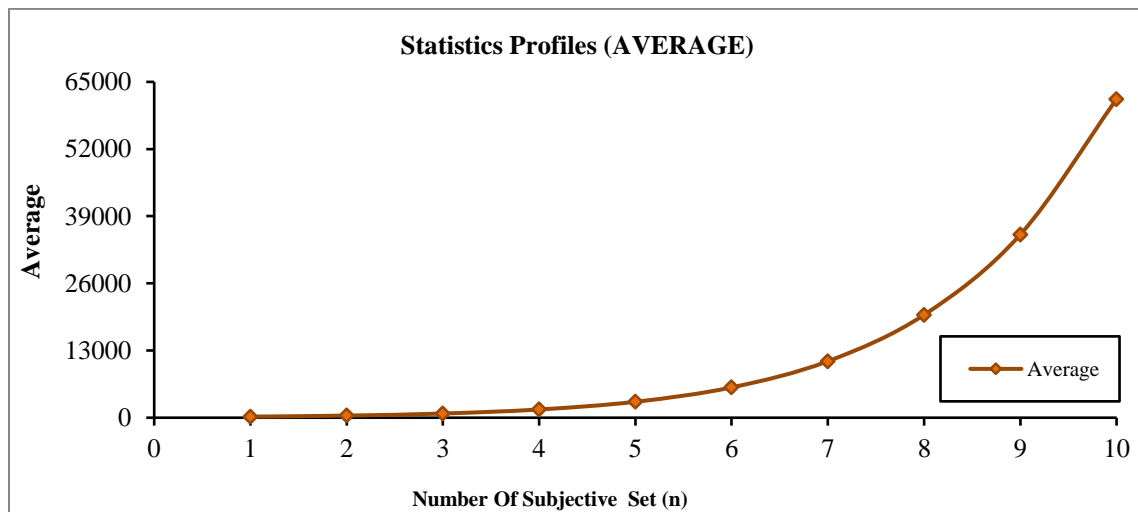
**Annexure C4: Combination Modelling (for r value = 6,7,8,9 & 10)^**

Trend-line	r=6	r=7	r=8	r=9	r=10
Linear Equation	$y = 16x - 55$	$y = 8.333x - 29.33$	$y = 2.866x - 10.26$	$y = 0.587x - 2.133$	$y = 0.054x - 0.2$
R <sup>2</sup> value	R <sup>2</sup> = 0.513	R <sup>2</sup> = 0.439	R <sup>2</sup> = 0.375	R <sup>2</sup> = 0.320	R <sup>2</sup> = 0.272

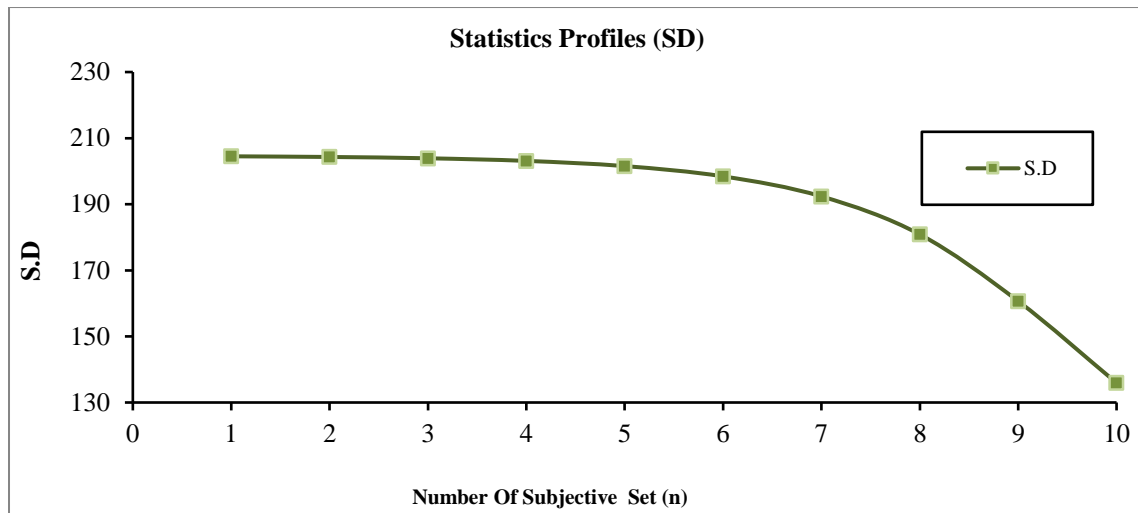
^For x & y please refer Annexure C1 & C2.



**Annexure C5: Statistics determination of Model ‘Combination’ (SUM Variability)**



**Annexure C6: Statistics determination of Model ‘Combination’ (AVERAGE Variability)**



**Annexure C7: Statistics determination of Model 'Combination' (S.D Variability)**