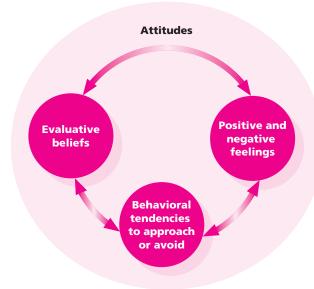
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## Attitudes and Behavior



## FIGURE 6.1

Tricomponent Theory of Attitudes

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Attitudes consist of three correlated components: evaluative beliefs, positive and negative feelings, and behavioral tendencies to approach or avoid an attitude object. EQA