

A scale construction and validation on attitude towards organic tea : An application of scaling technique

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ABSTRACT

The attitude is understood as the individual belief which influences the behaviour of individuals. Hence, this paper attempts to develop an attitude scale to measure organic tea consumers' attitude towards organic tea. Equal Appearing Interval scaling technique was used to develop the scale with the universe of content of nine statements. The final scale was tested for reliability as well as validity following the empirically proven methods and was administered to a sample of organic tea consumers. Further, the exploratory factor analysis was done for the scale to find out the dimensions and it was conformed to confirmatory factor analysis. It was found that the scale was very reliable and valid. The consumers held an positive attitude towards organic tea.

KEY WORDS : Attitude, Statements, Reliability, Validity, Exploratory factor analysis

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