

## The majority and minority influences on individual decision-making: Theoretical models focussing on the dissociation between attitude and behavior

### ABSTRACT

Focusing on the dissociation between individual general attitudes and behavioral intention (Hirose, 1995), this study constructed theoretical models to predict the process by which the majority and minority influence individual decision-making. The dual process model (Moscovici, 1976) qualitatively discriminated between majorities' manifest influence and minorities' latent influence. In the present study, based on whether majorities' behavior is consistent with individual attitudes, they were divided between the pro-attitudinal and anti-attitudinal majorities. In the same way, minorities were also classified into two types, the social supporter and deviant minority. Both the anti-attitudinal majority and social supporter would have a manifest influence on behavioral intention, while both the pro-attitudinal majority and the deviant minority would have a latent influence on general attitudes. This finding can be supplemented with the dual process model, which overlooked both the pro-attitudinal majority and social supporter.

**Key Words:** majority and minority, manifest and latent influence, dissociation between attitude and behavior