Cognitive Component:
Beliefs, thoughts, ideas about the attitude object
“The easy availability of fast food discourages people from eating healthy food, like fresh fruits and vegetables.”

Attitude:
Jill has a negative attitude toward fast-food restaurants.

Behavioral Component:
Predisposition to act in a particular way
“When a big hamburger chain tried to build a new restaurant in my neighborhood, I organized a petition drive to oppose it.”

Emotional Component:
Feelings and emotions about the attitude object
“Fast food is disgusting. I hate their greasy fries and their fake milkshakes. Not to mention their smarmy ad campaigns!”