ADOPTION OF CAB MODEL FOR INSTRUMENT DEVELOPMENT OF EFFECTIVENESS OF CRIME-BASED REALITY-SHOWS

Ram Kinkar Singh
Research Scholar, Amity University Uttar Pradesh, Noida

Dr. Rakesh Prakash
Assistant Professor (G-3), Amity University Uttar Pradesh, Noida

Dr. Ruhi Lal
Associate professor and Head Amity School of Communication
Amity University Uttar Pradesh, Noida

ABSTRACT

This study aims to develop a scale for measuring the effectiveness of reality-based crime shows. The dearth of study reported in the literature in this domain, particularly with reality based-crime shows. Well established CAB (Cognitive Affective Behavioral) model is taken for benchmarking. Items are developed and classified under these three constructs – cognitive, affective, and behaviour. Under cognitive construct, general awareness and causal awareness are taken as subdomains; under affective construct, emotional coping and sympathetic feelings while under behavior construct responsible, preventive, maladaptive, and novel technique seeking behavior were taken into consideration. Using the proposed questionnaire following the cross-sectional design, data is collected from 400 respondents from metro cities. Confirmatory factor analysis and reliability tests are conducted using SPSS-21 and Amos-21. Data analysis is conducted for reliability, discriminant and convergent validity. The instrument's high reliability is reported as all subdomains and constructs achieved more than recommended threshold values of Cronbach's alpha and composite reliability. Results also confirmed the achievement of convergent and discriminant validity. This study is limited to the young population of metro cities. Better generalization can be achieved by extending this study to a diverse set of respondents regarding demography and socioeconomic profile. This can be extended for measuring other reality shows.

Keywords: Affective, Behavioral, Causal-awareness, Cognitive, Emotional-coping, General-awareness, Maladaptive-behaviour, Novel-techniques-seeking-behaviour, Preventive-behaviour, Reality-based-crime show, Responsible-behaviour, and Sympathetic-feelings.

1. INTRODUCTION

Hogg & Vaughan (2005) defined ─ attitude as all about beliefs, feelings, and behavioural tendencies towards the person, objects, group, event or symbols. Eagly&Chaiken, (1993) furthered the concept of attitude, a psychological tendency, which is expressed after evaluating a positive or negative aspect of a social situation or person or event. Eagly and Chaiken (1993), Chou et al. (2020) proposed numerous conceptualizations of attitudes on its development, and those foundations of attitude are cognitive, affective, and behavioural components.

Accordingly, Eagly&Chaiken (1993) developed the CAB (Cognition, Affect, and Behavior) Model, which is close to resembling the concepts of attitude Cognition refers to thoughts, attributes that are associated with objects, persons, events or social situations (Eagly&Chaiken, 1993). In a further explanation, Eagly and Chaiken (1993) said that a cognitive component exists when individuals process information about the attitude object. Moreover, we found that the CAB concept is somewhat similar to attitude theory and the theory of reasoned action, where the intention is a significant predictor (TRA; Ajzen and Fishbein 1980). That attitudes are composed of the beliefs that an individual accumulates during his or her lifetime, and those intentions emerge from beliefs. Knowledge and awareness are also part of cognition (Katz, 1960).

Affective components refer to emotional reactions and feelings. An affective component

is based on emotional experiences or preferences. Both positive and negative affective influences (Derbaix and Pham 1991). Explaining their work Eagly and Chaiken (1993) further said, people who have positive affective reactions to an experience with a situation or person are more likely to evaluate an attitude object favourably (satisfactorily), and people are unlikely to evaluate the attitude object favourably from adverse effect reactions.

Eagly&Chaiken (1993) elaborated that Behavior is the manifestation of cognition and affective states, which reflects our intention in the short and long run. The behavioural component is based on the overt actions people express toward a situation or person (Eagly and Chaiken 1993); attitudes are often derived from past Behavior formed by direct or indirect experiences (Bem, 1972; Eagly and Chaiken,1993). However, some researchers of the early nineteenth century gave contradictory findings — cognition and affective states may not necessarily be associated with the behaviour (Lapiere, 1934). However, in other research, these contradictory findings were not supported. According to Katz (1960), ego-defensive functions are behavioural manifestations. Therefore, it is found that defensive, alertness, preventive, and protective tendencies are the part of CAB model.

2. LITERATURE REVIEW

The product's favourable reception is critical to behavioural change and product consumption. Soto et al. (2016) wanted to know how people from different cultures reacted to new interactive audiovisual goods. The results demonstrate that cultural proximity affects movie evaluation, although there were no significant watching modality variations. In both cultural contexts, identification with the film's protagonists was linked to enjoyment, self-perceived physical sensations, and emotional induction.

When it comes to television shows, Rahman and Haq (2013) discovered, based on statistics, that Bangladeshi youth prefer current reality shows like talent hunts, quiz shows, and lifestyle shows to conversation shows. Their television viewing habits are more regional than world wide. This is especially true of teenagers from lower socioeconomic backgrounds, whereas teenagers from middle socioeconomic backgrounds are more global and less local-oriented. Teenagers from lower socioeconomic backgrounds are more likely to be associated with drugs.

Exposure to media like film, television or digital exposure has a positive impact on the mind of respondents. Various research studies on films, television, advertisement proved the behaviour change and positive impact. Mukherjee et al. (2020) conducted comparative research on the portrayal of women in celluloid in a pre-and post-liberalization era in India concerning the role of a cine-star who helps in branding a movie. The study has compared Hindi movies *Pink* (2016) and Bengali movies *Adalat O EktiMeye* (1982). The visual text understudy has critiqued the patriarchal system as the perpetrator of the crime against women and complicity, consolidating women's peripheral status as secondary sex. The study emphasizes that the two movies were acknowledged differently due to differences in context, audience, advertisement strategies, cast, and, most importantly, people's level of acceptability.

In comparison, the study on the advertisement Groza and Cueta (2011) are done to perceive students' behaviour. Data from 38 students enrolled at the Universidad Autonomy de Barcelona reveals that sexist humour in advertising is perceived as funny, harmless, and credible. The results also show that the more positive feelings sexist humour generate in advertising, the less offensive it is perceived. Therefore, we observed that the respondents' perception in a research study is equally important.

Similarly, Korea Hwang and Jeong (2020) conducted the study on another media exposure Instagram at south which is based on the online survey of 530 Instagram users in South Korea to study whether the use of Instagram is positively related to 1) more significant affluence estimates (i.e., estimates regarding the prevalence of affluence); 2) greater materialistic values, and ultimately; 3) lower self-esteem. The study concludes that the use of Instagram was positively related to affluence estimates and materialistic values and indirectly related to lower self-esteem mediated by more significant materialistic beliefs.

Researchers Jain et al. (2015) continued their investigation into the impact of cinema celebrities on teens' relationships with friends, parents, and elders and their lifestyle and values, customs, traditions, etiquette, health, and education.

Researchers produced an interview sheet for this study and performed interviews with teenagers and their guardians.

Accordin to the survey, people turn to celebrities and favourite performers for fashion, unique lifestyles, and personal grooming. In the study, Soto Sanfiel, Aymerich–Franch, Ribes–Guardia, and Martinez Fernandez (2011) attempted to understand media consumption and its effect by randomly assigning 310 university students to one of six experimental situations, combining: mode of consumption (interactive or non interactive), content (happy or sad ending), and type of instructions (operative or affective).

All subjects were asked to share their emotions, satisfaction, and gratification while watching the film.

We reviewed the substantial literature which pertains to the CAB model. In the background of all reviewed literature, we proposed a conceptual framework, which encompasses the component of the CAB model, but relates to the effect of a reality-based crime show.

Conceptual framework of CAB model in the context of the effectiveness of reality-based crime-show -
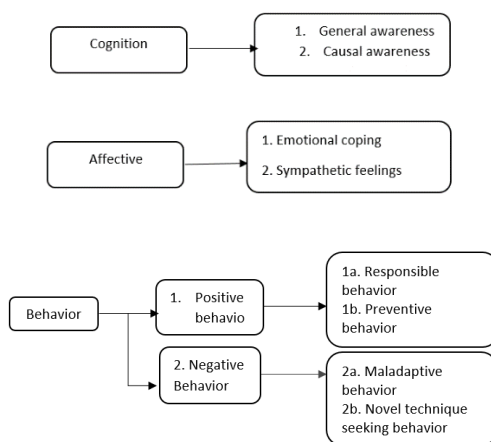

Fig 1. Conceptual framework of CAB model in the context of the effectiveness of reality-based crime-show

3. Method
3.1 Sample and data collection
We designed a questionnaire having three constructs: cognitive, affective, and behavioural (Eagly and Chaiken, 1993). We developed the questionnaire enquiring about the effect of crime-related shows; however, the questionnaire followed the CAB (cognitive-affective behavioural) model. Using a cross-sectional design, we obtained the responses from 400 respondents across metro cities of India. We had contacted 510 respondents through mails and social media; of the 510, 470 were ready to fill the questionnaire. Finally, 400 respondents completed the questionnaire. The response rate was 78.43%.

Of the 400 participants, most of them (90%) were males, and 10 % were females. They belong to early adulthood — 55% were 18-20 years, and the rest were 15–17-year age groups. Most of them (55%) were pursuing their graduation, and the rest of them (45%) had completed intermediate or pursuing it.

We obtained the responses on the five-point Likert's scale (5= Strongly agree, 4= agree, 3= Neutral, 2= Disagree, 1= Strongly agree) questionnaire. As discussed earlier, this questionnaire followed a rigorous literature review. Before primary data collection, we did a pilot study among 40 participants (10%), and after incorporating adequate modifications in the questionnaire, we initiated the main data collection online (Email and social media).

3.2 Statistical analysis
We did confirmatory factor analysis (CFA) for computing the reliability and validity of the tool. We applied SEM (Structural Equation Modeling) using AMOS and SPSS-20 versions. We chose AVE (Average variance extract) for convergent Validity and the square root of AVE for discriminant validity. We calculated Cronbach's alpha and composite reliability for reliability.

3.3 Description of construct
The model CAB (Cognitive Affective Behavior) comprised three constructs: Cognitive, Affective and Behavioral (Eagly and Chaiken, 1993). This study attempted to see the applicability of CAB constructs in the effect of Crime TV Shows.

Cognitive construct

In the crime show effect context, we took general awareness and causal awareness as subdomains of a cognitive construct. In General Awareness, questions were focussed on problems of society, current crime happenings in India, nature of the crime, and individual interest in crime shows. Causal awareness focussed on the curiosity of viewers on the cause of crimes. The causalities include forced situations of criminals, poor education, poor economic condition, responsible social factors, cultural factors, drugs as an antecedent, and the role of censored reality shows. The subdomain of causal awareness originally had eight items, and we dropped two items whose factor loadings were .32 and .37. Remaining items

Table 1. Description of factor loadings, items, and status of retaining and dropping of construct cognitive

S.N.	General Awareness	M(SD)	Factor loadings	Retained/ dropped
1	awakes individual about malaise	3.55(.89)	.95	Retained
2	provide knowledge	3.68(.90)	.47	Retained
3	aware of current crime happenings in India	NA	.38	Dropped
4	helps me to know the nature of the crime	N.A.	.39	Dropped
5	I always like to watch the crime shows on T.V.	3.35(.99)	.58	Retained
6	likes to share the stories of reality shows with the people	3.55(.97)	.86	Retained
7	reality T.V. shows aware me about malaise in society	3.62 (.96)	.55	Retained
8	covers crime and related stories in a better way	3.57 (.97)	.46	Retained
9	realize that appearance is more important than intelligence	3.41(1.13)	.92	Retained
	Causal Awareness			
1	aware of the potential source of crime to happen	N.A.	.37	Dropped
2	Criminal are forced for criminal activities	3.05(1.11)	.79	Retained
3	Poor education is responsible	3.60 (.98)	.64	Retained
4	Economic condition is responsible	NA	.28	Dropped
5	Social factors are responsible	NA	.32	Dropped
6	Culture is key to criminal activities	3.31(1.0)	.97	Retained
7	Usage of drugs and alcohol	3.74(.93)	.45	Retained
8	Censored topics of movie and reality show motivate	3.55(.94)	.85	Retained

M: Mean; SD: Standard Deviation

awareness focussed on the curiosity of viewers on the cause of crimes. The subdomain of general awareness comprised originally nine items. After subjecting to CFA (confirmatory factor analysis), we retained all the items whose factor loading were ≥.40 as per the recommendation of Matsunaga (2010). We removed two items whose loadings were .38 and .39, respectively. There were variations in the factor loadings: lowest .46, .47, and the highest was .95. Finally, we retained seven items. The means of all items were around 3.50 and standard deviations around .90 and not 1. Mean, and S.D. (standard deviations) revealed consistency in responses. We included means and S.D.s of only retained items. (Table 1.)

had factor loadings .45, .64, .85, .79 and the highest was .97. The means of all item scores were around 3, and S.D. was around .90, except in two items whose S.D. were above 1. It shows very minimal variability (Table 1.)

Affective construct

In the perspective of crime reality shows, we took two subdomains in affective construct: emotional coping and sympathizing attitude toward criminals.

Emotional coping

Under emotional coping, viewers responded, they feel emotionally intense, develop confidence, and become emotionally ready to face the crime scene.

We measured emotional coping using three items, all factor loadings were above .68, and the highest factor loading was .80, so we did not remove any item. Considering mean and S.D., all items had to mean around 3.50 and S.D. around .86. It shows that there was consistency in the responses (Table 2).

Sympathizing attitude
In sympathizing attitude, viewers reported their feelings related to criminals, sympathy with criminals, wish that criminals abscond

resources during crime incidents, communication skills, alertness, and alternatives to avoid crime events.

Maladaptive Behavior
These subdomains inquired into maladaptive behaviour resulting from viewing crime shows such as prohibited Behavior and use of drugs and alcohol.

Novel techniques seeking behaviour

Table 2. Description of factor loadings, items, and status of retaining and dropping of a subdomain of construct Affective

S.N.	Items (Affective)	M(SD)	Factor loadings	Retained/ dropped
	Emotional Coping			
1	makes me emotionally intense (RBCS11)	3.58 (.93)	.79	Retained
2	develops my confidence to deal with the situation (RBCS12)	3.79 (.86)	.80	Retained
3	helps me to act boldly in a specified situation (RBCS13)	3.71 (.89)	.68	Retained
	Sympathizing attitude			
1	relate yourself with the criminals (CM2)	3.05 (1.15)	.58	Retained
2	sympathy with criminal because of the situation (CM3)	2.97 (1.11)	.42	Retained
3	want the criminal to abscond from the Police (CM4)	2.94 (1.21)	.58	Retained
4	feel that criminals should not be caught (CM 16)	3.05 (1.11)	.78	Retained

M: Mean; SD: Standard Deviation

from police custody or should not be caught. Sympathizing attitude has four items, two items had a factor loading of .58, one item had .42, and the highest reached .78, so considering the rule of Matsunaga (2010), we did not drop any item. All items had to mean near to 3 and S.D. rose above 1, there was slight variability, still, all the S.D.s ≤ 2 Mean, so they follow normality (Table 2).

Behavioral construct
Responsible behaviour
Behavioural construct covered four subdomains: responsible behaviour, preventive Behavior, maladaptive Behavior, and novel techniques seeking behaviour. The subdomain responsible behaviour focuses on the individual responsibilities of citizens in preventing crime and helping victims.
Under preventive behaviour items of the questions covered the precautions during the crime, awareness of available helping

Viewers of crime show reported increased awareness about novel technology in crime and loopholes of legal procedure. (Table 3).

All primary constructs and subdomains: general awareness, causal awareness, cognition, emotional coping, sympathetic feelings, affective, responsible Behavior, preventive Behavior, maladaptive Behavior, novel technique seeking Behavior and primary behavior constructs had their standard deviations ≤ means. Except for behaviour construct and its subdomains: responsibility behavior, preventive Behavior, and maladaptive Behavior, the value of Kurtosis was ≤1. The value of Skewness ranged between -.07 to -.78 and did not reach 1. Considering mean, standard deviation, Kurtosis, and Skewness, all constructs and their respective subdomains followed normality, with no skewness (Table 4)

Table 3. Description of factor loadings, items, and status of retaining and dropping of construct Behavioral

S.N.	Items (Behavioral)	M(SD)	Factor loadings	Retained/ dropped
	Responsibility of citizen			
1	Pings on individual responsibilities as a human being	3.67 (.89)	.78	Retained
2	Encourages individual to play his/her responsibilities	3.68 (.86)	.76	Retained
3	Motivates individual to evolve as a responsible citizen	3.81 (.86)	.70	Retained
4	Display individual role	3.77 (.87)	.72	Retained
	Preventive Behavior			
1	It makes me aware of the precautions during the crime	3.85 (.87)	.73	Retained
2	Aware of the various precautions against the crime	3.79 (.81)	.80	Retained
3	Aware of the help sources during the emergency	3.56 (.87)	.90	Retained
4	It helps me to develop communication and interpersonal skills	3.48 (.99)	.81	Retained
5	Reveals individual to keep your eye open	3.94 (.84)	.70	Retained
6	Focuses on the alternatives to avoid crimes	3.66 (.95)	.60	Retained
	Maladaptive Behavior			
1	Censored topics of movie and reality show motivate	3.55 (.94)	.73	Retained
2	Make more susceptible to use alcohol and smoke	3.18 (1.08)	.71	Retained
	Novel techniques seeking Behavior			
1	Aware of the techniques used to conduct the crime	3.69 (.91)	.55	Retained
2	Aware of the use of technology to conduct the crime	3.70(.93)	.86	Retained
3	It makes me more aware of the use of technology	3.58 (.88)	.75	Retained
4	It makes me aware of the techniques of crime	3.60 (.86)	.74	Retained
5	Think of means from law and legality to come out	3.19 (1.12)	.75	Retained
M: Mean; SD: Standard Deviation				

Table 4. Normality testing of all constructs and subdomains

Construct and subdomains	M(±SD)	Kurtosis (SE = .232)	Skewness (SE=.116)
General Awareness	32.14 (5.78)	.868	-.417
Causal Awareness	17.49 (3.35)	.325	-.101
Cognition	49.64 (8.06)	.849	-.162
Emotional Coping	11.09 (2.30)	.850	-.685
Sympathetic feelings	12.02 (3.75)	-.675	-.076
Affective	23.11 (5.06)	.049	-.085
Responsibility behavior	14.95 (2.79)	1.37	-.789
Preventive behavior	22.29 (3.84)	1.70	-.743
Maladaptive behavior	6.73 (1.64)	-.138	-.182
Novel technique seeking behavior	10.74 (2.26)	.500	-.476
Behavior	32.43 (5.37)	1.10	-.445

M: Mean, SD: Standard Deviation

Reliability and Validity of all constructs
Reliability and Validity of 'Cognitive' construct

The cognitive construct has two subdomains: general awareness and causal awareness. The subdomain general awareness had factor loadings ranging from .47 to .95. The value of AVE (Average variance extract) is .51. The value of AVE ≥ .50 indicates convergent Validity. Therefore, the convergent Validity of general awareness is established. The AVE of causal awareness is .58, and it is evident that causal awareness holds convergent Validity.

We can say that the convergent Validity of causal awareness is higher than general awareness.

Pearson's correlation coefficient between general awareness and causal awareness (r = .52). The square roots of AVE of both general awareness and causal awareness are respectively .71 and .76; both the √AVEs are higher than the correlation coefficient between general and causal awareness (r = .52). Therefore, both the general and causal awareness established the discriminant

validity successfully. Since both .71 and .76 are much higher than .52, there is strong discriminant validity. Discriminant validities are stronger than convergent Validity for both general and causal awareness subdomains. General and causal awareness are connected and have differentiating characteristics and measures of two different constructs. The Cronbach's alphas of both general and causal awareness are ≥ .80. The composite reliabilities of both general and causal awareness are C.R.≥ .85. Thus, both general and causal awareness holds a high level of reliability. The fitness summary of the measurement model suggested the excellent fitness of the model. The values of GFI, CFI, and TLI are ≥ .90. All the values are in an acceptable range. The RMSEA (.06) suggested that the present model is o nly 6% different from the hypothesized model (Table 5).

Table 5. Reliability and Validity of construct Cognitive													Fitness summary of the measurement model					
Psychometric properties of the scale																		
Construct Subdomains	No of the original items on the scale	No items retained	M	SD	λ range	r	AVE	√AVE	Discriminant Validity	Cronbach's ȧ	CR	χ²/df	GFI	CFI	TLI	RMSEA	RMR
General Awareness	09	07	32.14	5.78	.47-.95	.52	.51	.71	Yes	.84	.90	4	.90	.92	.94	.06	.07
Causal Awareness	8	6	17.49	3.35	.45-.97		.58	.76	Yes	.80	.87						
M: Mean, SD: Standard Deviation, λ: a range of factor loadings, r: Coefficient of Pearson's correlation, AVE: Average variance extract, DV: discriminant validity, ȧ: Cronbach's alpha, C.R.: Composite reliability, df: the degree of freedom, GFI: Goodness of fit index, CFI: Comparative fit index, TLI: Tucker-Lewis index, RMSEA: Root mean square error of approximation, RMR: Root mean square residuals																	

Table 6. Reliability and validity of construct Affective													Fitness summary of the measurement model					
Psychometric properties of the scale																		
Construct Subdomains	No of the original items on the scale	No items retained	M	SD	λ Range	r	AVE	√AVE	Discriminant Validity	ȧ	CR	χ²/df	GFI	CFI	TLI	RMSEA	RMR
Emotional coping	3	3	11.09	2.30	.68-.80	.36	.58	.76	Yes	.81	.80	2.03	.91	.93	.92	.04	.06
Sympathetic feelings	4	4	12.02	3.75	.59-.89		.56	.75	yes	.83	.83						
M: Mean, SD: Standard Deviation, λ: a range of factor loadings, R: coefficient of Pearson's correlation, AVE: Average variance extract, DV: discriminant validity, ȧ: Cronbach's alpha, C.R.: Composite reliability, df: the degree of freedom, GFI: Goodness of fit index, CFI: Comparative fit index, TLI: Tucker-Lewis index, RMSEA: Root mean square error of approximation, RMR: Root mean square residuals																	

Table 7. Reliability and Validity of construct Behavioral													Fitness summary of the measurement model					
Psychometric properties of the scale																		
Construct Subdomains	No of the original items on the scale	No items retained	M	SD	λ Range	Pearson's correlation coefficient (r)	AVE	√AVE	DV	ȧ	CR	χ²/df	GFI	CFI	TLI	RMSEA	RMR
RESP	4	4	14.95	2.79	.70-.78	RESP↔PREV= .80	.55	.74	No	.81	.83	3.1	.95	.96	.91	.07	.06
PREV	6	6	22.29	3.84	.60-.90	PREV ↔MAL= .40	.58	.76	yes	.81	.91						
MAL	2	2	6.73	1.64	.60-.71	MAL ↔NOVE= .53	.52	.72	Yes	.80	.81						
NOVE	5	5	10.74	2.26	.74-.75	NOVE ↔ MAL = .53	.56	.74	Yes	.82	.79						
M: Mean, SD: Standard Deviation, λ: a range of factor loadings, R: coefficient of Pearson's correlation, AVE: Average variance extract, DV: discriminant validity, ȧ: Cronbach's alpha, C.R.: Composite reliability, df: the degree of freedom, GFI: Goodness of fit index, CFI: Comparative fit index, TLI: Tucker-Lewis index, RMSEA: Root mean square error of approximation, RMR: Root mean square residuals RESP: Responsive Behavior, PREV: Preventive Behavior, MAL: Maladaptive Behavior, NOVE: Novel technique seeking Behavior																	

Table 8. Correlation matrix of all construct and subdomains											
	GA	CA	COG	ECOP	SYM	AFF	RES	PREV	MAL	NOVE	BEHV
GA	1										
CA	.524**	1									
COG	.935**	.792**	1								
ECOP	.731**	.427**	.702**	1							
SYM	.437**	.449**	.500**	.361**	1						
AFF	.656**	.527**	.690**	.723**	.905**	1					
RES	.739**	.477**	.728**	.704**	.296**	.540**	1				
PREV	.768**	.520**	.767**	.769**	.349**	.609**	.804**	1			
MAL	.468**	.671**	.623**	.339**	.401**	.452**	.396**	.406**	1		
NOVE	.488**	.609**	.604**	.392**	.322**	.417**	.448**	.623**	.534**	1	
BEHV	.733**	.716**	.823**	.634**	.412**	.594**	.829**	.805**	.736**	.817**	1

GA: General Awareness, CA: Causal awareness, COG: Cognition, ECOP: Emotional Coping, SYM: Sympathetic feelings, AFF: Affective, RES: Responsibility of citizen, PREV: Preventive Behavior, MAL: Maladaptive Behavior, NOVE: Novel technique seeking Behavior, ** (P≤.01)

Reliability and Validity of construct 'Affective.'

Affective construct has two subdomains: emotional coping and sympathetic feelings. Conceptually both the affective feelings are different. Emotional coping achieved factor loadings between .68 and .80, and sympathetic feelings had factor loadings ranging from .59 to .89. Pearson's correlation coefficient between emotional coping and sympathetic feelings was .36, which is highly correlated considering their sample size 400. Both the subdomains had AVE respectively .58 and .56, which indicated a good level of convergent validities of emotional coping and sympathetic feelings. The square root of AVE of emotional coping and sympathetic, which are .76 and .75, are more than two times their correlation coefficient (r = .36).

It suggested the discriminant validities of both subdomains, emotional coping and sympathetic feelings. Both the affective states are positive emotional reactions and connected, as evident from convergent Validity and conceptually different as the strong discriminant validity is established. Emotional coping and sympathetic feelings achieved Cronbach's alpha and compositive reliability ≥ .80, which is indicative of the strong reliability of both the subdomains. All the fitness indices of the measurement model are within acceptable ranges (Table 6).

Reliability and Validity of construct 'Behavior.'

The third construct, named Behavior, has two broad segments: positive Behavior and Negative Behavior. These behaviours further have two segments each. RESP (Responsible Behavior) and PREV (Preventive Behavior) are covered into positive Behavior, whereas MAL (Maladaptive Behavior) and NOVE (Novelty technique seeking Behavior) are part of negative behaviours.

The AVE of RESP is .55, which suggests a good level of convergent Validity. However, the square root of the AVE of RESP is .74, which is lower than the correlation coefficient between RESP and PREV (r = .80). Therefore, the discriminant validity of RESP could not be established.

PREV has AVE .58, and its square root of AVE is .76, which is very much higher than the correlation coefficient of PREV and MAL (r = .40). It shows that PREV achieved both convergent and discriminant validities.

Both MAL and NOVE have AVE .52 and .56 respectively, and √AVE of the subdomains are .72 and .74, which are larger than the correlation coefficient of MAL and NOVE (r = .53). It means, both MAL and NOVE reached convergent solid and discriminant validities. All four subdomains RESP, PREV, MAL, and NOVE, are connected, and except for RESP, all are conceptually measured in a different subdomain.

The values of Cronbach's alpha and composite reliabilities of all subdomains were ≥ .80. Except for NOVE, whose composite reliability is .79, and PREV, whose composite reliability reached.91. The fit indices of the complete measurement model are in the accepted range, which shows a sound fitness (Table 7).

The correlation matrix shows the strong statistically significant correlations positively among all the constructs and the subdomains. All the correlation coefficients are statistically significant at (P≤ .01) (Table 8).

Summary and conclusion
This scale has three constructs: cognitive, affective, and behavioural. The cognitive construct had two subdomains — general awareness and causal awareness. Affective construct had two subdomains: emotional coping and sympathetic feelings. Behavioral construct had four subdomains: responsible Behavior, preventive Behavior, maladaptive Behavior, and novel techniques seeking Behavior. All construct and subdomains achieved convergent and discriminant validity except responsible Behavior, which failed to attain discriminant validity. All construct and subdomains achieved a value of Cronbach's alpha and composite reliability ≥ .80, which indicated strong reliability. Thus, all three constructs: cognitive, affective, and behavioural, are a measurement of the CAB model. Moreover, this developed tool shows its implication in assessing viewers' cognitive, affective, and behavioural aspects. With the emergence of OTT platforms, the web series on crime and thrill has mushroomed. This study provides implications to study the cognitive and behavioural components of viewers. Moreover, the findings of those studies will be helpful in remedial and therapeutic approaches. We can enhance the quality of entertainment through viewers' emotional and behavioural reactions.

Limitations
We obtained responses from 400 participants conveniently. The sample was not randomized. Therefore, the sample is not representative of a large population. Future studies can extract more themes about CAB models in adopting qualitative methods. A multifield sample from diverse populations can provide strength to the developed tool. We used the tool only in English and did not translate it into any regional language.

REFERENCES
Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behaviour. *Englewood Cliffs: Prince Hall*.

Bern, D. J. (1972). Constructing cross-situational consistencies in behaviour: Some thoughts on Alker's critique of Mischel. *Journal of Personality*, 40, 17-26.

Chou, S. F., Horng, J. S., Liu, C. H. S., & Lin, J. Y. (2020). Identifying the critical factors of customer behavior: An integration perspective of marketing strategy and components of attitudes. *Journal of Retailing and Consumer Services*, 55, 102113.

Derbaix, C., & Pham, M. T. (1991). Affective reactions to consumption situations: A pilot investigation. *Journal of Economic Psychology*, 12(2), 325-355.

Eagly, A. H., &Chaiken, S. (1993). *The psychology of attitudes*. Harcourt Brace Jovanovich College Publishers.

Ford, G. T., & Smith, R. A. (1987). Inferential beliefs in consumer evaluations: An assessment of alternative processing strategies. *Journal of Consumer Research*, 14(3), 363-371.

International Journal of Arts and Technology, 4(1): 48-60.

Groza, Nicoleta and Cueta, Jordi Fernandez (2011), "Sexist humour in advertising: just a joke or marketing strategy?", *International Journal of Arts and Technology*, 4(1): 61-73.

Gupta, Kovid (2013), "The Indian television melodrama: a vehicle for social innovation", *International Journal of Intercultural Information Management*, 3(2): 192-205.

Hwang, Yoori and Jeong, Se-Hoon (2020), "The glamorous world: how Instagram use is related to affluence estimates, materialism, and self-esteem", International Journal of Mobile Communications, 18(5): 559-570.

Hogg, M., & Vaughan, G. (2005). *Social Psychology (4th edition)*. London: Prentice-Hall.

Jain, Amit; Lata, Pushp; Goyal, Amita Raj; Khandelwal, Swati and Jain, Garima (2015), *International Journal of Indian Culture and Business Management*, 11(3): 308-322.

Katz, D. (1960). *Public opinion quarterly*, 24, 163 - 204.

LaPiere, R. T. (1934). Attitudes vs Actions. *Social Forces*, 13, 230-237.

Lutz, R. J. (1991). The role of attitude theory in marketing. *Perspectives in consumer behaviour*. Edited by H. H. Kassarjian and T. S. Robertson. Englewood Cliffs, NJ: Prentice-Hall.

Matsunaga, M. (2010). How to Factor-Analyze Your Data Right: Do's, Don'ts, and How-Tos. *International journal of psychological research*, 3(1), 97-110.

Mukherjee, Arunava Narayan; Mukherjee, Kana and Mukherjee, Aindrila (2020), "A comparative study of the depiction of feminism on Indian celluloid in pre and post-liberalization era: a tribute to a visionary maestro, *International Journal of Indian Culture and Business Management*, 20(3): 342-358.

Rahman, Syed H. and Haq, Md. Ridhwanul (2013), "Role of social class in T.V. watching habits of developing country teenagers in a globalizing market", *International Journal of Trade and Global Markets*, 6(4): 345-355.

Soto-Sanfiel, María T. and Igartua, Juan-José (2016), "Cultural proximity and interactivity in the processes of narrative reception", *International Journal of Arts and Technology*, 9(2): 87-107.

Soto–Sanfiel, Maria T.; Aymerich–Franch, Laura; F. Xavier Ribes–Guardia and Martinez–Fernandez, J. Reinaldo (2011), "Influence of interactivity on emotions and enjoyment during consumption of audiovisual fictions", *International Journal of Arts and Technology*, 4(1): 111-129.

***