

References

- 1) Wickland, R. & Brehm, J. (1976). Perspectives on Cognitive Dissonance. NY: Halsted Press.
- 2) Kotler P. , and Keller K.L. , Marketing Management, Thirteenth Edition, 2009, Pearson

Links

- 1) http://www.consumerpsychologist.com/cb_Attitudes.html
- 2) <http://www.yourarticlelibrary.com/organization/attitude/attitude-nature-components-and-formation/63825/>
- 3) <http://study.com/academy/lesson/attribution-theory-and-the-principle-of-locus-of-control.html>