

## Summary

So friends, let's summarize today's session. In today's session we studied about:

**Firstly, attitude formation-** It refers to the feelings and beliefs of "individuals or groups of individuals.

**Secondly, attitude change strategies-** Generally Changing attitudes is *very difficult*, particularly when consumers suspect that the marketer has a self-serving agenda in bringing about this change.

**Thirdly, Cognitive Dissonance Theory -** According to cognitive dissonance theory, there is a tendency for individuals to seek consistency among their cognitions (i.e., beliefs, opinions).

and lastly we have studied about the

**Attribution Theory-** It is a theory which supposes that people attempt to understand the behavior of others by attributing feelings, beliefs, and intentions to them.