**FURTHER READING**

As an example of how attitude is formed in an online environment, you might enjoy C.H. Miller, J. Reardon, L. Salciuviene, V. Auruskeviciene, K. Lee and K. Miller (2009) Need for cognition as a moderator of affective and cognitive elements in online attitude toward the brand formation. *Journal of Business and Economics Research*, *7* (12): 65–72.

For an interesting study in how an unpopular or counter-social attitude can affect the way an individual fits into a culture, read M. Piacentini and E.N. Banister (2009) Managing anti-consumption in an excessive drinking culture. *Journal of Business Research*, *62*: 279–88. This paper is about the experiences of students who do not like to engage in heavy drinking.

For a good book on attitude and attitude change, try Greg Maio and Geoff Haddock’s *The Psychology of Attitudes and Attitude Change* (London: Sage, 2009). In particular, this book explains clearly how attitudes can be used to predict behaviour.