CHAPTER- 4

Literature Review
4.1 Introduction

This Chapter refers the various research studies carried out in India as well as abroad. Extensive research studies have been carried out on these aspects in foreign country. So far as India in general and specifically Gujarat region is concerned there is no such study of same magnitude and detail. A number of Research papers from renowned journals and magazines from world over were referred. Journal of Advertising, Journal of Advertising Research, Journal of Consumer Research, and Journal of Marketing Research are few of those names. Several Books pertaining to Advertising Management and Integrated Marketing Communications from renowned Authors have been referred.

4.2 Literature Review

A celebrity is a personality (actor, entertainer or sports person) who is known to the public for his or her accomplishments in the areas other than the product class endorsed (Friedman and Friedman, 1979). McCracken (1989) has defined the celebrity endorser as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement. A person who is involved in communicating the marketing message whether in direct or indirect manner is known as the source (Belch and Belch, 1995). The process of social influence results when an individual adopts the attitude advocated by the communicator through compliance, identification, and internalization (Kelman 1961 cited by Kamins, 1989) and this is what gives source its influence.

The use of celebrity endorser as the source for a communication message has increased dramatically in the past few years. Endorsers are used in broadcast media; television and radio, print media, and even outdoor billboard advertising. According to an estimate one fourth of all commercials in US employ celebrity endorsements (Spielman, 1987; Miciak and Shanklin, 1994). Advertisers spend
enormous sums of money to have celebrities promote their products, with the assumption that reading or viewing audience will react positively to the celebrity association, with their product (Scott, 1991). Celebrities are used to promote everything from soft drinks to digital mobiles, from biscuits to banking services and from energy drinks to automobiles. Utilizing celebrities as spokespeople for companies continues to be a popular method of advertising. The main reason being that advertisers believe that messages delivered by such celebrities achieve a high degree of attention and recall amongst consumers. (Ohanian, 1991). According to an international estimate 10 percent of all advertising expenditure is being spent to pay celebrity endorsers. Customers are more likely to choose goods and services endorsed by celebrities than those without such endorsements (Agrawal & Kamakura, 1995). Study by Mathur et al using event study methodology provided empirical support to the fact that a major celebrity endorser has the potential to profoundly influence the profitability of endorsed products. A celebrity can be used in different endorsement forms based on the purpose, the advertisement media and the appeal to be generated. For example as spokespersons in print and electronic advertisements, in outdoor media like hoardings, as brand ambassadors, and as brand users in movies. Study by Friedman et al showed that company president as spokesperson can help improve subject’s rating of commercial.

The endorser’s characteristics are viewed from two perspectives. First the endorser is the source of information in the advertisement, hence contributing to the acceptability of the content of the message because of the source’s credibility or attractiveness, whereas the second and the most recent perspective suggests that endorser is someone possessing some symbolic properties which are transferred from the endorser to the endorsed brand (through advertising) and then from the brand to the consumer (through the act of purchasing and consuming or owing the brand). The source credibility model based on social psychology contended that a message depends for its effectiveness on the “expertness” and “trustworthiness” of the source (Hovland et. al. 1953, Dholakia and Sternthal 1977; Sternthal et. al. 1978). Expertness is defined as the perceived ability of the source to make valid
assertions. Trustworthiness is defined as the perceived willingness of the source to make valid assertion. The sources exhibiting expertness and trustworthiness are credible and thus persuasive. Sternthal and Dholakia (1978) opined that a highly credible source is more effective than a less credible source. Three dimensions have been identified as components of source credibility namely expertise, trustworthiness and attractiveness (Baker and Churchill, 1977; Giffin, 1967; Hovland et al. 1953; Joseph, 1982; Khale and Homer, 1985; Maddux and Rogers, 1980, Mills and Harvey, 1972). These can make independent contributions to source effectiveness and can have appropriate influence of communicator on the audience.

Expertise and trustworthiness have been identified as the most significant indicators of source credibility of the communicator (Homer and Lynn, 1990). The findings in study by Homer et al (1990) support an elaborative processing explanation. Findings from this study suggest that source expertise information was processed more as a central persuasion cue than as peripheral information. Of all benefits that a celebrity might contribute to a firm’s advertising program- fame, talent, credibility, or charisma, celebrity credibility with the consumer audience is the most important. Celebrity credibility is understood as the audiences’ perception of both the celebrity’s expertise, how much the celebrity knows about the product area, and trustworthiness i.e., how honest is the celebrity about the product. Perceived expertise of the celebrities was a significant factor, explaining the respondents intention to purchase. Gender and age of respondents had no significant effect on their intention to purchase or how they evaluated the attractiveness, trustworthiness, and expertise of the celebrities. (Ohanian, 1991). When an information source like endorser is perceived as being credible, audience attitudes are changed. This change occurs through a psychological process called internalization, where the receiver accepts the endorser’s position on an issue as his or her own. An internalized attitude tends to be maintained even when the source of the message is forgotten or if the source switches to a different position (Petty et. al., 1981). Research with ethnic minorities have revealed that when a spokesperson matched the audience’s ethnicity, the spokesperson’s trustworthiness
was enhanced, which in turn promoted more favorable attitude towards the advertised brand (Deshpande and Stayman, 1994).

In a study to judge impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands Goldsmith et al, 2000 found that endorser credibility had its strongest impact on advertisement while corporate credibility had its strongest impact on advertised brand. The findings suggest that corporate credibility plays an important role in consumer’s reaction to advertisements and brands, independent of the equally important role of endorser credibility. These findings demonstrate the importance of maintaining highly credible corporate image because of its influence on consumer attitude towards the brand.

The source attractiveness model based on social psychological research contended that a message depends for its effectiveness chiefly on the “familiarity”, “likability”, and/or “similarity” of the source (McGuire 1985, Baker and Churchill 1977; Debevec and Kernan 1984; Friedman et. al., 1978; Joseph 1982; Khale and Homer 1985, Feick et. al. 1992). In a study by Kamins (1990) it was found that for an attractiveness related product use of a physically attractive celebrity was observed to significantly enhance measures of spokespersons credibility and attitude towards an advertisement, relative to use of a physically unattractive celebrity. Study by Till and Busler (2000) indicated a general attractiveness effect on brand attitude and purchase intent but not the match up predicted in previous study. In second study by same researchers expertise was considered as a match-up dimension and a match-up effect was found as the athletes was most effective as an endorser for the energy bar in increasing brand attitude, but not the purchase intent. Familiarity is defined as knowledge of the source through exposure and likability is the affection for the source as a result of the source’s physical appearance and behavior and similarity is supposed resemblance between the source and the receiver of the message. This model holds that sources who are known to liked by, and/or similar to the consumer are attractive and thus become persuasive. The more familiar an endorser, the more
likely consumers are to buy the endorsed product (Miciak & Shanklin, 1994). While determining the effect of attractiveness on eliciting attitudinal change, both Chaiken (1979) and Horai et al (1974) found main effects on subject’s agreement with the overall position of the communication. It was found that attractive communicator elicited greater agreement from targets than did unattractive communicator. Similarly, Khale and Homer (1985) discovered that participants who saw an endorsement by an attractive celebrity liked the Edge product more than participants who saw an unattractive source. Study by Feick (1992) provide support for the contention that source similarity to the message recipient is an important determinant of source’s ability to shape attitudes and intentions for high preference heterogeneity services like restaurants and clubs. On the other hand experience with the service is an important determinant of the source’s ability to shape attitude and intentions for the lower preference heterogeneity services like auto mechanics and accountants.

Ohanian (1990) developed a scale to measure celebrity endorser’s perceived expertise, trustworthiness and attractiveness. Accepted psychometric scale development procedures were followed which rigorously tested a large pool of items for their reliability and validity. Using two exploratory and two confirmatory samples a 15 item semantic differential was developed. The scale was validated using respondents self reported measures of intention to purchase and perception of quality for the products being tested. The resulting scale demonstrates high reliability and validity. The scale is called Sorce credibility scale and is widely used to judge celebrity endorser’s overall effectiveness and on various subdimensions. The scale was validated in Asian context by Pornpitakpan C. in 2003. Using four Chinese celebrities as stimuli and 880 Singaporean undergraduates as respondents, this research verified the factor structure of the celebrity endorsers' credibility scale, which Ohanian (1990) developed from American samples. The results showed that the original scale's factor structure fits the Singaporean data well. All indicators were significantly related to their specified factor, and the inter-factor correlation coefficients were moderate and significant. The composite
factor reliability, the Cronbach's $\alpha$, and the variance extracted measures were found to be satisfactory.

Petty et. al., (1983) showed that effectiveness of a celebrity endorser depends on the receiver’s involvement level. When involvement was low a celebrity endorser had a significant effect on attitudes. When the receiver’s involvement was high, the use of celebrity had no effect on brand attitudes, however the quality of arguments used in the advertisement became more important. This could be attributed to a celebrity serving as a peripheral cue in the low involvement situation that allows the receiver to develop favorable attitude based on feelings towards the source rather than engaging in extensive processing of the message. A highly involved consumer is engaged in more detailed central processing of the message content thus quality of the message claims becomes more important than the identity of the endorser. Two sided appeals have been found to be more effective than one-sided communication in increasing copy believability across celebrity conditions (Kamins, 1989). Tripp et. al., (1994) argued that the number of products a celebrity endorses negatively influences the consumers’ perceptions of endorsers’ credibility and likeability, as well as attitude towards the advertisement. It was found in the study by Kamins et al (1989) when compared to a traditional one sided celebrity endorsement, the two sided communication elicited significantly higher advertising credibility and effectiveness ratings, higher evaluation of the sponsors in terms of perceived overall quality of service, as well as a significantly greater intention to use the advertised service. The findings suggest that the use of a celebrity appeal in a two sided form is an effective advertising strategy.

McCracken (1989) proposed in the meaning transfer model that the brand benefits from the associations with endorser because they acquire or possess particular configurations of cultural meaning that cannot be found elsewhere. Thus, endorser is expected to enhance readership or viewership or listenership and induce positive attitudinal change towards a company and its products and the personality characteristics of the endorser can get associated with a brand’s imagery. Each
celebrity contains many meanings, including status, class, gender and age as well as personality and lifestyle. According to this model there is a conventional path for the movement of cultural meaning in consumer societies. Meaning begins as something resident in the culturally constituted world, in the physical and social world constituted by the categories and principles of the prevailing culture. Celebrity is a special category of person in this culturally constituted world charged with detailed and powerful meanings. It is widely believed that celebrity endorsers bring the benefit of their symbolic images (i.e., their personal meaning) to the products and services to which they lend their name and persona. Specifically the cultural meaning that resides within a particular celebrity endorser is passed on to the product or service being endorsed (McCracken, 1989; Langmeyer and Walker, 1991 Boroughs et. al., 1994). Prototypical bonding is the term used to describe the process of associating a spokesperson’s attributes, traits and values with a particular service or product (Lautman, 1991). It has been found that consumer’s attitudes and perceptions of quality are enhanced when celebrities endorse products (Fireworks and Friedman, 1987). Research studies comparing the impact of advertisements with and without celebrity endorsers have found that those featuring celebrities were rated more positively. This was especially true among teenagers who were more likely to project the celebrity’s credibility to the advertising message and the endorsed product (Atkin and Block, 1983). Print advertisements have revealed that consumer’s evaluation of the advertisement would depend upon the particular product/endorser combination although when it comes to sustaining brand name recall and recall of the advertisement, regardless of the product the celebrity endorser was most effective. Even the type of spokesperson can also affect levels of awareness and recall. (Reid and Soley 1981, Friedman and Friedman, 1979)

Results of the survey of advertising executives indicated celebrity credibility, celebrity and audience match-up, celebrity and brand match-up, celebrity attractiveness, and miscellaneous considerations are the major considerations in selection of celebrity (Miciak and Shanklin, 1994). Study by Freiden suggested that specific communication objectives should be delineated before selecting an
endorser, since spokesperson may perform differently with respect to the response variable of interest. Gender of the endorser did not significantly affect consumer attitude as per this study but mean values tended to be more favorable towards male endorsers. The attitudes expressed by younger consumers differed substantially from those expressed by older consumers. Study by Debevec and Iyer, (1986) suggest that a spokesperson's gender is an effective promotional cue in influencing respondents' perception of gender image of products. Study by Mishra et. al., (2001) have shown that the gender of celebrity has some influence on the judgments of adolescents regarding celebrity's attractiveness, trustworthiness and expertise. As indicated by the findings the celebrities offer variety of cues through their personality, achievements, and other attributes, their gender can be rightly seen as an important variable affecting advertisement effectiveness. As per Wilkie (1995); Shermach (1995) consumers still tend to impute sex or gender to the products and for this reason in the light of 'cultural meaning transfer' proposition it is reasonable to argue that advertisers should not only consider the sex of target market but also the cues associated with the products which transfer certain meanings influencing the perceived sex of the product category.

Associative learning principles assume memory as a network consisting of various nodes connected by associative links (Anderson 1976; Collins and Loftus 1975; Rumelhart, Hinton, and McClelland 1986). Celebrities and brands can be considered as nodes which are initially unconnected but become linked overtime through endorsement process. After an associative link has been formed between an advertised brand and its celebrity subsequent negative information about the endorser may result in a lower evaluation of the celebrity and in turn lower evaluation of the brand. The fact was confirmed in the study by Till and Shimp where results indicated that activation of negative information about a celebrity can have an adverse effect-through lowered brand evaluations-on the endorsed brand with which that celebrity is associated. Negative information had a strong effect when the association set sizes were small for both the brand and the celebrity. However, when either the brand or the celebrity had larger association
sets, negative celebrity publicity did not have a significant detrimental effect on the endorsed brand. That crucial finding suggests that negative information about a celebrity may be problematic for the associated brand only when consumers have scant association sets, or knowledge structures, for both brand and celebrity. When knowledge structures for brand and/or celebrity are more fully developed, a brand may be somewhat insulated from negative press about the endorsing celebrity (Till 1998).

The associative link between Celebrity and the brand is strengthened when both are advertised regularly in pair. The joint activation of brand and celebrity provides a path over which one's evaluation of the celebrity has an opportunity to transfer to the brand. The key to the process is simultaneous activation of the brand and celebrity nodes. Negative information about the celebrity activates the celebrity node, which then activates the brand node to some degree and allows reduced evaluation of the celebrity to transfer to the brand. (Till 1998)

Study by Louie et al (2002) addressed how companies should react when celebrity endorser with whom they wish to associate are blameless or blameworthy for causing negative events (e.g., accidents). This study suggests that the stage of company endorser relationship influences the pattern of findings and type of endorser decisions companies should make. Companies fared better when dismissing existing endorser with high blame and keeping those with low blame. In another study when making decisions about potential endorsers, companies fared best when hiring low blame candidates and worst when rejecting moderate blame candidates. Findings of first study are consistent with stigma research and findings of second study are consistent with defensive distortions research.

An empirical study by Dubey et.al, 2003 to determine precisely that- what makes advertising liked or disliked by youth, what do the young buy under influence of advertising, and which products are best advertised to them with what kind of message? The findings revealed that young college-going girls are more responsive to advertising message compared to boys. A lot depends, of course, on
the product advertised if it's cosmetics women could well be said to be interested, even though college boys have started taking an interest in such products aimed at them. Girls also purchase more FMCG products as compared to boys. Overall girls were found to be more attached to TV ads featuring celebrities, children or jingles, while the boys preferred ads laced with humour and jingles. (Dubey et al., 2004)

It was observed that the impact of celebrities, intellect, emotion and jingles was high in making ads attractive to girls. The use of humour and models did not add much to the likability of advertisements. In case of boys humour, jingles and intellect play a more important role. (Dubey et al., 2004)

In one more empirical study by Dubey et al., 2003 to check effectiveness of cricketers as brand endorsers it was found that cold drinks and bikes are the most suitable product for endorsement by cricketers. Liking for cricketers in advertisement is influenced by their performance in game. Younger respondents disliked the idea of seeing family members of cricketers in advertisements. Very few consumers stated that they purchased a product only because it was endorsed by a cricketer. Thus concluding that endorsement lead to brand recall but often fail to convert recall into sales.

Study by James B. Hunt, University of North Carolina at Wilmington regarding “The Impact of Celebrity Endorsers on Consumers' Product Evaluations: A Symbolic Meaning Approach” indicate the perception of the endorser does affect the image of the product by moving it toward the image of the endorser. However, this study does not support Langmeyer and Walker (1991), who found that regardless of the endorser, the pattern for the endorser/product combination was located closer to the pattern for the endorser than to the pattern for the product. The study shows that celebrities can be very effective in the endorsement of products, however, they can also be dangerous. The advantages of using a celebrity are that they can increase attention to and memorability of the advertisement and product, enhance credibility of the message, and imbue a product with positive image characteristics. The disadvantage, or danger, is that if
a celebrity has a negative image, it can be passed on to the product being endorsed. As shown in this study, bed sheets are perceived as ordinary, safe, reliable, and delicate. When advertised by Deion Sanders, however, bed sheets are perceived as unusual, risky, less reliable, and somewhat rugged. This suggests that great care should be taken in selecting a celebrity endorser. The celebrity's image must be taken into account.

Study by Andy K. Y. Ho, Peter W. Kwan, K. F. Kwong, Rerina S. C. Or on “The Effects of Corporate Images Built Through Celebrity Advertising on Consumers' Attitudes, Choice Sets and Purchase Decisions - A Case Study of Hong Kong Mobile Communication Industry” shows that the respondents who are subscribing the service of certain company may have a higher recall rate of the advertisements of the same company. The respondents also possess a better and more positive perceived image of the company and the personalities of celebrities appeared in the advertisements of the same company. They give a higher ranking to the same company in grading the service, favorableness and likability of celebrities. likability of the celebrity affects the favorableness of the brand, which in turns has impact on customers' brand preferences (choice set). Moreover, image of the company is to a large extent built on the characteristics of the celebrity, especially when the celebrity possesses high likability. However, celebrity advertising is not at all a factor directly influencing consumers' purchase decisions.

Cronley, 1999 showed that people attribute their liking and preference for a product to celebrity endorser and because of correspondence bias they maintain their attitude even when they know that celebrities are paid for their endorsement and may or may not actually use the endorsed brand.

Selecting a celebrity for endorsement purpose is not simple and easy and involve various factors study by Erdogan, 2000 shows that there is an unwritten and informal process of selecting celebrity endorsers, in which there are a number of factors affecting decisions. To discover the process by which advertising agencies select celebrities and factors considered during this process, semi-structured interviews were carried out.
Although a number of scholars have investigated effective celebrity endorser characteristics with consumer samples using experimental methods, there is only one study by Miciak and Shanklin (1994) that explored the point of view of practitioners who are responsible for the selection of celebrities. This paper investigates British advertising agency managers' consideration of important celebrity characteristics when selecting an endorser and these factors' importance according to product types. The research findings validate much of the consumer-based research in that managers consider a range of criteria when choosing celebrity endorsers and indicate that the importance of the criteria depends on the product type. (Tagg S, 2001)

One in four US TV commercials, and one in five UK commercials feature a celebrity endorser. B Zafer Erdogan, associate professor of marketing at Dumlupinar University in Turkey, explored the reasons for this by reporting the results of a survey of UK advertising practitioners who use celebrities. He concludes that celebrities can add their own value to brands, build credibility and help cut through advertising clutter. (Erdogan, 2005)

Study by Byrne examined the use of celebrity endorsement in the formation of the retail image of leading European Grocery distribution group. The study in particular aimed to explore the process of transference of celebrity images to the product’s image. The study emphasized need for retailers to reinforce their in-store attributes to support their use of celebrity endorser campaigns. The process of celebrity endorsement become more complex in retail context as any incongruence between the physical attributes of the store and the values projected by the endorser will reduce the effectiveness of the campaign. The process of endorsement is more simple and linear for the manufacturers where the celebrity transfers meaning/image to the product. This study has implication in terms of product v/s services endorsements by the celebrities. In service contexts the campaign need to be designed using celebrities in manner which provide complete
consumer experience rather then simply gaining attention. Internal communication strategies must reinforce any endorsement by the celebrities.

Study by Moore et. al., 1994 used a 2 (Single vs. Multiple Sources) x 2 (Paid vs. Unpaid Source) between-subjects factorial design, subjects were shown a print advertisement for a new multivitamin food supplement. Results showed that subjects exposed to unpaid multiple sources generated significantly more positive thoughts and attitudes than those exposed to a similar number of sources who were paid to endorse the product. In contrast, subjects in the single-source conditions showed no significant differences in the number of thoughts and the strength of attitudes in response to paid versus unpaid message sources.

In a study by Kevin James and Maria M. Ryan Successful and popular sports people have often been used to endorse goods and services. While male sports stars have a well-documented history as product endorsers, their female counterparts have rarely been researched. Using the dimensions that influence the credibility of a celebrity endorser (attractiveness, expertise and trustworthiness), this study examines consumer attitudes toward female sports stars as product endorsers. Attitudes toward six popular female sports stars were examined in relation to three different product categories (male, female and neutral oriented products). A three-stage design, comprising an initial convenience sample, then focus groups, and finally a questionnaire administered to a large sample was conducted. Results supported the need to match the sports star's image and the product's image. Male and female responses were found to be different, especially on issues of attractiveness of the endorser. Expertise was an important characteristic with those female sports stars that matched well with certain products, but the concept of 'expertise' was often closely related to trustworthiness and attractiveness. The examination of intention to purchase data confirmed the influence of the 'expertise' variable. Respondents who recorded a high likelihood of purchasing the particular brand in the study, recorded the 'expertise' characteristics as having consistently higher mean scores than the 'trustworthy'; or 'attractiveness' factors. It was found in the study that personalities of the female

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A study by Mohan K. Menon examined differences between advertisements with celebrities and corresponding advertisements with non-celebrities. Overall findings do not reinforce the continued use of celebrities for certain types of products. Overall, the results from this study do not support the view that using celebrity advertising is more believable or effective than non-celebrity advertising for the brands tested in this study. Consumers generally feel that celebrities are more attractive than non-celebrities, something that may draw initial attention to the advertisement. Beyond that, the celebrities do not seem to make the advertising any more effective or believable. Further, purchase intentions did not vary between the executions for any of the brands tested. The implication is that advertisers need to be cautious when using celebrity advertising as they are not believable in certain instances and hence may not deliver the intended effect. This is certainly true of those celebrities who are seen as endorsing many types of products across a wide spectrum. It would seem that for some classes of products, person-on-the-street type of advertising might be just as effective if not more so than those that use celebrities.

Study by Dipayan Biswas and et. al. (2006) namely “The differential effects of celebrity and expert endorsement on consumer risk perceptions” examined the differential effects of celebrity and expert endorsement on consumer risk perceptions via three studies. As hypothesizes using source model theories, the study showed that for high technology-oriented products there will be stronger effects of expert endorsers than celebrity endorser in reducing consumer risk perceptions. In addition, for high technology oriented products, there is likely to be an interaction effect between endorser type and consumer knowledge on respondents’ risk perceptions. Such an interaction effect is likely to be absent for products with a low technology orientation. One more study examined the underlying theoretical process of internalization versus identification and showed that the stronger effects of expert (versus celebrity) endorsers for high technology-orientation products is somewhat neutralized for certain types of perceived risks.
when there is high congruency between the celebrity endorser and the product. Finding that Expert endorser is effective than celebrity for high technology orientation product is obvious but important contribution of this study is that it identifies the boundary condition for stronger effects of Expert endorser versus celebrity endorser, in empirically testing the underlying causes. Expert endorsers were not always found to be effective even for high technology products. The perceived congruency between the endorser and the product can play an influential role in neutralizing potentially stronger effects of expert endorsers in some cases.

Study by Stafford et. al. 2002 Showed relative effectiveness of four types of spokesperson for a hedonic and a utilitarian retail service and indicated that a created charter fits well with the hedonic service but not with the utilitarian service. The celebrity spokesperson performed well for both types of services, but effects varied across service type. Relationship between spokesperson type and service type was supported by this study. Another issue that comes up from this study related to effectiveness of celebrity endorsement for services. Celebrities seem to project trust and expertise for a hedonic service but create less positive effect for utilitarian service.

4.3 Conclusion

The literature has helped in understanding various dimension of celebrity endorsement process and has helped in designing an appropriate and comprehensive study on the said subject. The literature survey reveals the gaps in studies related to celebrity endorsements in terms of exploration of dimensions of celebrity personality only in most of the studies and not focusing on demographic characteristics of respondents. This comprehensive review of literature has helped in identifying the dimensions over which effectiveness of the celebrity endorsers can be evaluated and has helped in systematically designing the primary study as well as in developing the questionnaire for primary study.
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