References

Research papers


Beverage Industry (1989), Simply Irresistible? Pepsi Learns There's a Downside to Signing


Cooper, M (1984) ‘Can celebrities really sell products?’ Marketing and Media Decisions,


FICCI-KPMG Indian Media and Entertainment Industry Report 2015 #shootingforthestars


Laungani Ranjeet (2014), Keeping up with India’s Urban FMCG Consumer, Nielsen report


Lian NH (1990). Advertising Spokesperson Effects: An Examination of Endorser Type and Gender, Master Degree Thesis of School of Business, National Taiwan University


