References


Aaker and Bruzzon (1985), Journal of Marketing 49(2)


Andre M J. Van Hattum, President & COO, Pan Asia Paper Co. Pte. Ltd. (It is the largest in Asia-Pacific Region and eighth largest newsprint manufacturer in the world), Source: A&M, 15th February 2000


Barelson Barnard (1952), Content Analysis in Communication Research, Free Press, New York.


Batra S K and Kazmi SHH(2001); Advertising & Sales Promotion;1st ed; Excel Books, New Delhi


Belch G E & Belch M A (1984), Advances in Consumer Research 11

Berger A A (2000), Media and communication research methods: an introduction to qualitative and quantitative research, Sage Publication, California.


Carlson NR & Buskist W (1997), Psychology – the science of behavior, 5th ed, Allyn & Bacon, MA.


Gardner M P (1985), "Does attitude toward ad affect brand attitude ... ?", Journal of Market Research May pp 192


Goldstein E B (1980), Sensation and Perception, Wadsworth, Belmont, CA.


Greyser, Journal of Advertising Research, 13(Feb).


Izard C E (1977), Human Emotions, Plenum Press, NY.


Kleppner's Advertising Procedure, 14th ed. Prentice Hall.


Laaksonen (1994),


Lazarus R S (1984), Approaches to Emotion, Lawrence Albaum Associates, Hillsdale NJ.


Miller N (1965), 'Involvement and dogmatism as inhibitors of attitude change", Journal of Experimental Social Psychology 1.


Peter J Paul, Olson J C(1987); Consumer Behaviour: Marketing strategy perspective, Irwin; Illinois
York.


Ray M L & Batra R (1983), “Emotions and persuasion in advertising: what we do and
don’t know about effect”, Advances in Consumer Research.

Hill Int

Rothschild M L (9175) AS IN Laaksonen 1994.

York

Ruesch J (1953), “Synopsys of the theory of human communication”, Psychiatry,
16(August).


Shannon C A & Weaver W (1949), Mathematical Model of Communication, University

Sheriff M & Hovland C I (1961), Social Judgement, Yale University Press, New Haven,
CT.


issues and research in advertising, University of Michigan

Starch,D., (1926), Principles of Advertising; A.W. Shaw; Chicago


Stout, Patricia and Roland T. Rust (1993), "Emotional Feelings and Evaluative
Dimensions of Advertising: Are They Related?", Journal of Advertising, 22 March, 61-
71.


Tolman E C (1932), Purposive behavior in animals and men, Century, New York.


Wilbur Schramm (1971), How communication works
