

## REFERENCES

1. Agarwal, J. & Kamakura, W. (1995). The Economic Worth of Celebrity Endorsers: An Event Study Analysis. *Journal of Marketing*. 95(3), 56-62.
2. Aggarival-Gupta, M. & Dang, P. J. (2009). Examining Celebrity Expertise and Advertising Effectiveness in India. *South Asian Journal of Management*. 16(2), 61-75.
3. Bhole . Saray , Dhotre & P. Meenal. (2010). Analytical Study Of Association Between Celebrity Advertising And Brand Recall. Hyderabad : ICFAI Press.
4. Brajesh, K. & Gouranga, P. (2011). Celebrity Endorsement in FMCGs Advertising-A Case Study in a Culturally Vibrant Society. *Advances in Management*. 4(8), 24-28.
5. Broughton, P. D. (2010). I'm a Celebrity Sign Me Up. *Management Today*. 38-42.
6. Brown, M. & Shatner, W. (2009). The New Celebrity Match Game: Hitching Stars To Products. *WWD: Women's Wear Daily*. 198(114), 10-10.
7. Carroll, A. (2009). Brand communications in fashion categories using celebrity endorsement. *Journal of Brand Management*. 17(2), 146-158.
8. Dahl, D. (2005). The Celebrity Pitch. *Inc*. 27(4), 31-32.
9. Dhotre, M. P. & Bhola, S. S. (2010). Analytical Study of Association Between Celebrity Advertising and Brand Recall. *IUP Journal of Brand Management*. 7(1/2), 25-50.
10. Eagar, T. (2009). Defining the Brand Hero: Explorations of the Impact of Brand Hero Credibility on a Brand Community. *Advances in Consumer Research - North American Conference Proceedings*. 36, 488-493.
11. Erdogan,Z(2001) Selecting Celebrity Endorsement : The Practitioners Perspective, *Journal of Advertising Research*. Vol : 41(3), 39.
12. Grierson, S. (2006). Celebrities & Sponsorships. *NZ Marketing Magazine*. 25(5), 10-10.
13. Hampp, A. (2011). For Today's Celeb, Social Status Takes on a New Meaning. *Advertising Age*. 82(33), 76-76.
14. Jain, V., Sudha, M. & Daswani, A. (2009). 26. Customer Perception About Celebrity Endorsement in Television Advertising for Retail Brands. *IUP Journal of Brand Management*. 6(3/4), 7-25.

15. Jha, M., Sirohi, R., Madan, S. & Arora, S. (2011). Impact of Advertisement on Consumer Buying Behaviour in Two Wheeler Segment. *Journal of Marketing & Communication*. 7(1), 18-28.
16. Kotler, P., Keller, K. L., Koshy, A. & Jha, M. (2009). *Marketing Management*. New Delhi: Pearson Education.
17. Lee-Potter, C. (2005). Can celebrity endorsement save the planet?. *New Statesman*. 134(4729), 32-33.
18. Maiti, S. R. (2012). Pester Power: The Strategic Use of the Child Model in Advertising. *Indian Journal of Marketing*. 42(1), 36-45.
19. Marshall, R., Na, W., State, G. & Deuskar, S. (2008). Endorsement Theory: How Consumers Relate to Celebrity Models. *Journal of Advertising Research*. 48(4), 564-572.
20. Martin Roll. (2006). *Asian Brand Strategy – How Asia Building Strong Brands*. New York : Palgrave Macmutan.
21. Mittal, Manish. & Tulsiyan, Praneet. (June 2009). Effectiveness Of Celebrity Endorsement In Brand Recall And Purchase Decision. *Indian Journal Of marketing* 39(6).
22. Moorman, A. M. (2006). False Advertising and Celebrity Endorsements: Where's My Script? *Sport Marketing Quarterly*. 15(2), 111-113.
23. Pandey, M. (2010). Impact of celebrities' Multiple Product Endorsements on Buyer's Attitude and Purchase Intentions. *India Journal of Marketing*. 40 (3), 3-12.
24. Patel, P. C. (2009). Impact of Celebrity Endorsement on Brand Acceptance. *ICFAI Journal of Consumer Behavior*. 4(1), 36-45.
25. Roberts, D. (2010). When Scandals Come, Endorsements (Usually) Go. *Fortune*. 162(9), 30-30.
26. Robinson, B. (2007). The Ultimate Celebrity Endorsement. *Response*. 16(3), 54-54.
27. Rozend, R. E., Moniek, B. & Patti, V. (2011). Children's understanding of advertisers' persuasive tactics. *International Journal of Advertising*. 30(2), 329-350.
28. S. Ramesh , Kumar (2002). *Managing Indian Brands*. 2<sup>nd</sup> Ed. New Delhi : Vikas Publishing

29. Samman, E., McAuliffe, E. & MacLachlan, M. (2009). The Role of Celebrity in Endorsing Poverty Reduction Through International Aid. *International Journal of Nonprofit & Voluntary Sector Marketing*. 14(2), 137-148.
30. Sonwalkar, J., Kapse, M. & Pathak, A. (2011). Celebrity Impact- A Model of Celebrity Endorsement. *Journal of Marketing & Communication*. 7(1), 34-40.
31. Stanley, T. L. (2010). Dancing With The Stars. *Adweek*. 51(10), 10-11.
32. Varsha, J., Subhadip, R., Aarzo, D. & Mari, S. (2010). How Celebrities are Used in Indian Television Commercials. *Vikalpa. The Journal for Decision Makers*. 35(4), 45-52.