LIST OF FIGURES

FIG. NO	TITLE	PAGE NO.
1	A Model of Communication	13
2	Models of the Response Process	17
3	The Elaboration Likelihood Model of Persuasion	22
4	A Simplified Model of Consumer Decision Making	27
5	Source Attributes - Process	31
6	Celebrity Endorsements on TV since 2003	65
7 -	Meaning Transfer in the Endorsement Process	109
8	Credibility Measurement Model	114
9	Conceptual Model of Relationship between Endorser	115
	Credibility and Advertising Outcome Measures	