

## References

- Baker, M.J. & Churchill, G. Jr (1977). The impact of physically attractive models on advertising evaluations. *Journal of Marketing Research*, 538-5
- Bilkey, W. J., & Nes, E. (1982). Country-of-origin effects on product evaluations. *Journal of International Business Studies*, 13 (1): 89-99
- Carver, C. S., Scheier, M. F., & Weintraub, J. K. (1989). Assessing coping strategies: A theoretically based approach. *Journal of Personality and Social Psychology*, 56(2): 267-283
- Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*. 15(4): 291-314.
- Erdogan, B. Z., Baker, M. J., & Tagg, S. (2001). Selecting celebrity endorsers: the practitioner's perspective. *Journal of Advertising Research*, 41(3): 39-49.
- Erdogan, B.Z. & Baker, M.J. (2000). Towards a practitioner-based model of selecting celebrity endorsers. *International Journal of Advertising*, 19(1): 25-43.
- Erickson, G.M., Johansson, J.K. & Chao, P. (1984). Image variables in multi attribute product evaluations: country-of-origin effects. *Journal of Consumer Research*, 694-699.
- Fein, Steven (1996). Effects of Suspicion on Attributional Thinking and the Correspondence Bias. *Journal of Personality and Social Psychology*, 70 (6): 1164–1184.
- Folkman, S., Lazarus, R. S., Dunkel-Schetter, C., DeLongis, A., & Gruen, R. J. (1986). Dynamics of a stressful encounter: Cognitive appraisal, coping, and encounter outcomes. *Journal of Personality and Social Psychology*, 50: 992-1003.
- Friedman, H., & Friedman. L. (1979), Endorser Effectiveness by Product type, *Journal of Advertising Research*, 19(5): 63-71.
- Friestad, M., &Thorson, E. (1993). Friestad, M., & Thorson, E. 1993. Remembering Ads: The Effects of Encoding Strategies, Retrieval Cues, and Emotional Response. *Journal of Consumer Psychology*, 2(1): 1–23.

- Gilbert, Daniel T., and Malone, Patrick S. (1995), The Correspondence Bias. **Psychological Bulletin**, 117 (1): 21–38
- Gilbert, Daniel T., Jones, Edward E., & Pelham, Bret W. (1987). Influence and Inference: What the Active Perceiver Over-looks. **Journal of Personality and Social Psychology**, 52 (5): 861–870.
- Goodstein, R. C. 1993. Processing Linked references are available on JSTOR for this article : Category-based Applications and Extensions in Advertising : Motivating More Extensive Ad Processing. **Journal of Consumer Research**, 20(1): 87–99.
- Han, CM. (1988). The role of consumer patriotism in the choice of domestic versus foreign products. **Journal of Advertising Research**, 25-31.
- Hofstede, G. (1980). Culture's consequences: International differences in work-related values. Beverley Hills: Sage.
- Kirmani, A., & Campbell. M. C. (2000). Consumers' Use of Persuasion Knowledge: The Effects of Accessibility and Cognitive Capacity on Perceptions of an Influence Agent. **Journal of Consumer Research**, 27(1); 69-83.
- Klein, J.G., Ettenson, R. & Morris, M.D. (1998). The animosity model of foreign product purchase: an empirical test in the People Republic of China. **Journal of Marketing**, 62(1): 89-100.
- Lazarus, R. S. (1999). Stress and emotion: A new synthesis. New York: Springer.
- Lazarus, R. S., & Folkman, S. (1984). Stress, appraisal and coping. New York: Springer.
- Leclerc, F., Schmitt, B. H., & Dube, L. (1994). Foreign branding and its effects on product perceptions and attitudes. **Journal of Marketing Research**, 31: 263-271.
- Maheswaran, D. (1994) Country of origin as a stereotype: effects of consumer expertise and attribute strength on product evaluations. **Journal of Consumer Research**, 21 (2): 354-365.



Malaysian Communications and Media Commission. 2009. <[www.skkm.gov.my](http://www.skkm.gov.my)>. viewed 6 January 2017.

McCuthceon, L. E., Lange, R., & Houran, J. (2002). Conceptualization and measurement of celebrity worship. *British Journal of Psychology*, 93(1): 67-87.

Money, R. B., Shimp, T. A., Sakano, T. (2006). Celebrity Endorsements in Japan and the United States: Is Negative Information AM That Harmful?. *Journal of Advertising Research*, 46(1): 113-123

Nielsen. <[www.nielsen.com](http://www.nielsen.com)>. viewed 6 January 2017.

Petty, R.E. & Cacioppo, J.T. (1980) Effects of issue involvement on attitudes in an advertising context, in Gorn, G.A. & Goldberg, M.E. (eds) *Proceedings of the Division 23 Program*. Montreal, Canada. *American Psychological Association*, 75-79.

Rawwas, M.Y.A., Rajendran, K.N. & Wuhler, G.A. (1996). The influence of world mindedness and nationalism on consumer evaluation of domestic and foreign products. *International Marketing Review*, 13(2): 20-38.

Said, S. (2013). *George Clooney Earns \$40 Million from Nespresso Deal*, media release, 17 July, The Richest, <<http://www.therichest.com/expensive-lifestyle/entertainment/george-clooney-earns-40-million-from-nespresso-deal/>>. viewed 6 January 2017.

Schmidt, D. F., & Sherman, R. C. 1984. Memory for persuasive messages: A test of a schema-copy-plus-tag model. *Journal of Personality and Social Psychology*, 47(1): 17–25.

Steenkamp, J. -B. E. M. (1990). Conceptual model of the quality perception process. *Journal of Business Research*, 21: 309-333.

Time. 2009. <[www.time.com](http://www.time.com)>. viewed 1 January 2017.

Tripp, C., Jensen, T. D., & Carlson, L. (1994). The effects of multiple product endorsements by celebrities on consumers' attitudes and intentions. *Journal of Consumer Research*, 20: 535-547

Vonk, Roos (1998). The Slime Effect: Suspicion and Dislike of Likable Behavior toward Superiors. *Journal of Personality and Social Psychology*, 74 (4): 849–864.



Yi, S., & Baumgartner, H. (2004). Coping with Negative Emotions in Purchase-Related Situations. *Journal of Consumer Psychology*, 14(3): 303–317.