

Determining the effect of print advertising credibility on brand attitude through the dimensions of advertising attitude with the effect of consumer mental simulation moderator

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Abstract

The purpose of this study was to determine the effect of print advertising credibility on brand attitude through the dimensions of advertising attitude with the moderating effect of consumer mental simulation. The statistical population of this study was the collection of humanities students of the University of Isfahan in 2018, the number of which is 423 students was collected. To collect the data required in this study, the standard questionnaires of Reimer Advertising Validity (1978) with Cronbach's alpha 0.791, the standard questionnaire of attitudes to advertising Jenz and Bliss Meeker (2005) with Cronbach's alpha 0.704, 0.70, respectively. 0.70, standard questionnaire of attitude towards Teen Raw, Weaver and Larissi (1994) with Cronbach's alpha of 0.946 and standard questionnaire of mental simulation of Scalass (2004) with Cronbach's alpha of 0.706 were used. In order to evaluate the content validity of the questionnaires, they were approved by experts in the field of advertising, brand and consumer behavior before implementation and the content validity was confirmed. The face validity of the questionnaires was also confirmed by a number of members of the statistical community. The data collected in this study were analyzed using descriptive statistics (frequency, percentage and bar graph) and inferential statistics (structural equation modeling) and the results showed that mental simulation has a moderating effect on the emotional dimension. Attitude was to advertising.

Keywords: mental simulation, brand attitude, advertising credibility, advertising awareness

1. Introduction

Mental simulation is the result of an underlying cognition and is in fact a kind of mental image that revises the dominant processing. At an abstract level, mental simulation in long-term memory is reactivated by moving the wave up and down and can be modified to achieve the desired goals (Ganis et al, 2011). The proposed theory of mental simulation states that mental simulation is rooted in motivational and positive modal processing. The audience of a new ad retrieves the messages contained in the ad using the sensory processes they have experienced in previous ads (Barsalou, 2008). Mental simulation is defined as an initial mental representation of an event or series of events. Thus, among advertising terms, the term mental simulation refers to a method that is widely used to promote products and brands and encourage customers to imagine themselves when using there (Escalas, 2004). Previous studies have shown that mental imagery by the individual changes our decisions and goals toward that behavior; the more one imagines oneself in the desired behavior, the more change in intention and decision-making occurs (Anderson, 1983).

In this section, the researcher examined the research in this area to analyze the gaps in this research. The first research that are associated with the ability to validate the source of the message, this research three groups, the first group the credibility of the source of the message in the media on the web looked at, such that it can be researched Qing Q, Oyedeji (2011) noted that the validity of the message source was examined, the second group analyzed or scaled the validity of the Pabam source, or that it was examined in print, television and online advertising. Which, of course, can be investigated by my Appelman & Sundar (2015) pointed out that in this research, only a kind of scaling or comparison of the validity of the message barrier has been done, the third group of researchs are the validity of Pabam source in the field of consumer attitude towards advertising or attitude towards brand Consider, among other things, the researchs of Calvo-Porrall et al. (2014) noted that this research has shown that the credibility of the message source alone affects the brand and attitude towards advertising . The research has been done to the image of the brand to the consumer in the form of mental simulation and evaluation have been investigated, including the ability to research Royo-Vela M, Black (2018) noted, However, in these studies, consumer mental simulation has been considered as an intermediate or mediating variable in some studies and in others as a moderating variable.

2. Literature and research background

The study in the field of advertising literature suggests that attitudes toward advertising important indicator to assess the effectiveness of advertising.

2.1. Night of the mechanism of the mind

Night of the mechanism of the mind of the one who got the contract for the collection of the immunized the AS's (Taylor et al, 1989). Night of the building of the mind usually in the form of the story of the admissibility (Fiske, 1993). When the night of the construction of the events, often behaviors of the action of potential thought and cause of the creation of the behavior of the show. Definitions Taylor and Schneider (1989) Night of the building of mind of memories tutorial to make of the rate of rejection as the note of immunized by the life of definition (Baddeley, 1990).

2.2. Effect of Night of the building of the mental and Percussion of Ghat

Studies Percussion of Ghat so-called Night of the mechanism of the mind as to the K tactics of a drum of Ghat as widely as the use of the f the rule refers to it, that the products of the brands merchants as customers by fire and the AH as of now these are the people using the product believe (Escalas, 2004). Night of the mechanism of the mind of (Escalas, 2004) include the structure of different scenario's and the presumption of knowledge of that. Such as fantasizing about possible

future events that seem unlikely or re-experiencing past events. The number of the psychological studies of the association of music the result was that the night of the mechanism of the mind of the one can exchange the water in the name of the brand and the behavior of consumers, the effect of the leaves (Escalas, 2004).

2.3. Effect of the number of L is the night of the mechanism of the mind

Based on the location of the areas listed on the night of the construction of a mind to some of the studies of children shown are simulations of the brand and advertising affect mental judgment . Previous research has shown is that if the person's mental simulation Atjam analytical review and detailed product features to reduce (Escalas, 2007; Escalas 2004; Praksemar, 2011; Soujan et al, 1993). Soujan et al (1993) the effect of the night, the main instrument of the mind of the consumer of the face of the events of past positive (eg memories spontaneous) on the decision of the G's in the company of Percussion of Ghat of the name brand examined the put. They argued that the time of the encouragement of R to open the gate of positive memories are of the camel got the activation of the night of the construction of the focus of the work that it makes full analysis and detailed features and characteristics Product less. Soujan et al (1993) and Bam Garter et al (1992) found that the positive effects caused by positive memories can be thought processes consumer change and the possibility that consumers evaluate more positive the product will have to be increased Data and on the other hand, accurate and complete analysis reduces the features, advantages and disadvantages of the product .

2.5. Research background

Taghavi et al (2017) in a study as factors emotional and cognitive attitude and accepting advertising from over mobile phone with a judgment of descriptive - survey sample of 392 people out of work the users mobile phone in the city of Qom was concluded that cognitive and affective factors affect the acceptance of mobile advertising with the d .

Ismail Puru et al (2017) in a study entitled The effect of confirming famous advertising on consumer attitudes toward advertising with partial least square method and correlation In a sample of 384 people from the consumption of products in Bushehr were to conclude that the dimensions and features of verifiers celebrities such as good looks, reliability and expertise on consumer attitudes toward advertising have a positive impact and significant, but the impact feature positive fit between the celebrity and the product advertised on consumer attitudes toward advertising does not approve of it .

Tabatabaeinasab and Parish (2015) in a study entitled Attitudes to advertising young consumers with correlation-descriptive among students of Yazd was, concluded that managers will be able to compare the attitudes of consumers sensitive and ensure that more Meba Rose et propaganda would adversely impact the company's performance that are not followed . These findings are encouraging consumers to better understand the role of advertising in which the purchase will help.

Seyed Salehi et al (2012) in a study entitled Understanding the role of attitude to advertising and customer promotion in creating brand loyalty, which is a descriptive method-Solidarity among customers of Bank Mellat and national Mazandaran Province was concluded that consumer attitudes on advertising and sales promotion on perceived quality, brand awareness and brand association influential that these factors on brand loyalty be effective.

Jounga and SuChengZhang (2016) in a study as to imagine that a healthy stay the effects of mental simulation advertising to promote R Lamt, that in the 405 cases of clients Restaurants in various done to this result were the mental simulation, information Strong and correct nutrition and healthy brand image of the restaurant positively affect the attitude to advertising and shopping goals. In addition, the effects of mental simulation of the effect of nutrition information on the attitudes and purchasing intentions to it reduce.

Lemanski and Villegas (2015) In a study entitled Consumer Response to Source Validity and the Type of Advertising Request in Direct Advertising to the Consumer, which was conducted experimentally with 367 graduate students in South America , they concluded that when see an ad with a high reputation among people with information of little people with information on the wings of the cognitive differences exist when an ad with low credibility can see, the people with the above information cognitively than those with information low recognition, attitude less of an ad are.

3. Research method

This study based on the purpose of the research are applied, because the purpose of this study, the effect of reliability, print advertising to brand attitude through aspects to promote the work of moderator like the mind of the consumer (Case Study: Students Humanities University). Since in this study, relationships and effects, the effect of reliability, print advertising to brand attitude through aspects of the moderating effect of foundry like the mind of the consumer case is investigated, based on the method of collecting and research method the present is a description of the type of correlation. The population evaluated in this study , students in liberal arts university propaganda printed product to see the (case study: Students Humanities) is that they limit were considered as possible to count the true and complete to enable them to be it was, therefore, decided to research the method of limited use to calculate sample size . According to the research population, researchers from the method of making limited made. Ease of use the method of limiting that number come researcher L students of liberal arts university in the field of master's and PhD's, and the possibility of determining the sample size are also maintained. Using the sample formula of the limited sample size for this study is estimated as follows:

$$n = \frac{NZ_{\frac{\alpha}{2}}^2 / S^2}{(N-1)\epsilon^2 + Z_{\frac{\alpha}{2}}^2 / S^2}$$

$$n = \frac{3946(1.96)^2(0.309)}{(3946-1)(0.05)^2 + (1.96)^2(0.309)}$$

$$n = 423$$

Formula (1) sample of the population

In this regard:

n: The sample size

ε: Accuracy of estimation and equivalent to 0.05 is considered.

t: Statistics relating to the standard normal distribution for the error whose value is equal to 1/96 can be (Azar and Momeni, 2013). It should be noted that research a sample of 30 specimens collected his collection of items and the total variance to calculate the number 0/309 respectively. Thus, the variance in the above formula 423 samples b is obtained. In this study, the method of making floor proportional to size is available is used. Collect data in this study was a questionnaire which items it contains two major parts are:

- The first section includes questions to gather information of cognitive (include: age, sex, education, occupation) contains 4 question is.

- The second part of the questionnaire contains detailed questions on a Likert scale that standard to the table (1) is used

Table : (1) Composition of questionnaire questions

Description	Collect questions	Dimensions and number of questions in the questionnaire	The variables under study
Print Advertising Credibility Scale Developed by Reimer and View (1987)	9	1-9	Ad credibility
Jenzs and Bliss Maker (2005)	4	10-13	The emotional dimension of the attitude to advertising
Jenzs and Bliss Maker (2005)	4	14-17	Next informative attitude to advertising
Jenzs and Bliss Maker (2005)	3	18-20	Perceptual dimension of attitude to advertising
Scale- like mental Askkalas (2004) and Jung and Jang (2006) Elder and Krishna (2012) Praksmar (2011)	3	21-23	Mental simulation
Teen Raw, Weaver Larry (1994)	10	24-34	Attitude to the brand

Questionnaire content validity of the questionnaire because the standard used after the translation and troubleshoot it by professors and experts in the field of advertising, consumer behavior and marketing approval is valid that is. To verify the validity of measuring instruments, researcher them to the number of population, the students of Isfahan University in the field of humanities and verbal and written after the reform and simplification of the sentences were approved . To test the hypothesis of the study and generalize the results of statistical equations model structure is used, which is explained below. In information processing and hypothesis testing software package software monitoring SOSS, Lisrel, Warp and PLS have been used. Analysis of covariance structure analysis and structural equation modeling causal modeling or one of the best methods of analyzing data structures complex. Therefore, since the independent variables in this study there that should be examined their effect on the dependent variable, using structural equation modeling is necessary to be.

4. Results of research

The results of the research are presented in the following tables:

1. Confirmatory factor analysis of the questionnaire like mental

As the output LISREL see it. Confirmatory factor analysis model provided in the form of (1) which is where the relationships between variables and coefficients of each of them is provided.

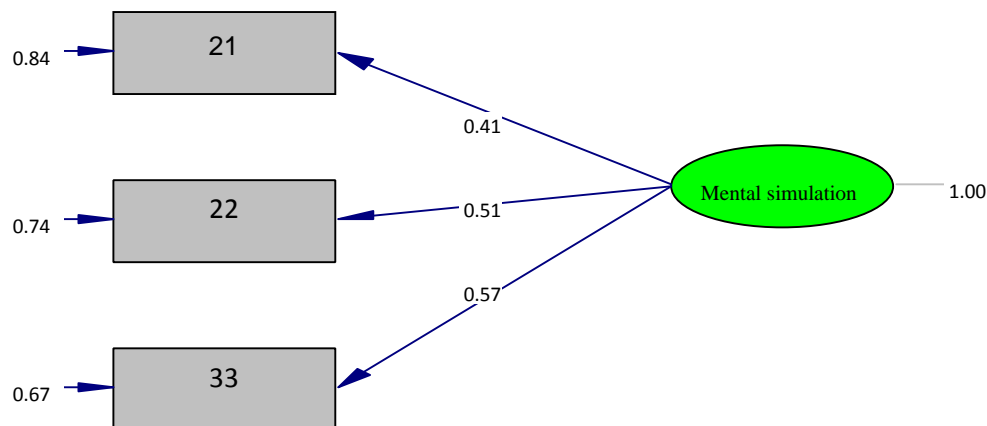


Figure (1): the principle of the analysis of the L of the order first questionnaire like mental

According to the output lisrel in the table (2) are summarized fit the right model is. The index and the results are shown in Table (2) is shown.

Table (2): Evaluation criteria of fit of the model - mental simulation

As a result of	Index value in model Intended	Standard value of the index	name Indicator
Model fit It is convenient	0	-	Chi square
Model fit It is convenient	0	3<	Chi square of the current . F.
Model fit It is convenient	0.99	More than 0.05	P.value
Model fit It is convenient	0.99	More than 0.9	F
Model fit It is convenient	0.99	More than 0.9	F
Model fit It is convenient	0.99	More than 0.9	F
Model fit It is convenient	0.99	More than 0.9	F
Model fit It is convenient	0.001	Less than 0.1	MR

2. To study the significance of the coefficients derived from the analysis of the L factor

Bad for the purpose of testing between the model and on the basis of index t Value of the review of the of the tens of M in the form of an index above the +1.96 B of Camel and from -1.96 less the total of the coefficients of the model They are meaningful . Exit the software LISREL the significance of each of one of the coefficients of the show of the show. According to the form (3-4) all of the coefficients higher than 1.96 is the model are the coefficients of quite significant is.

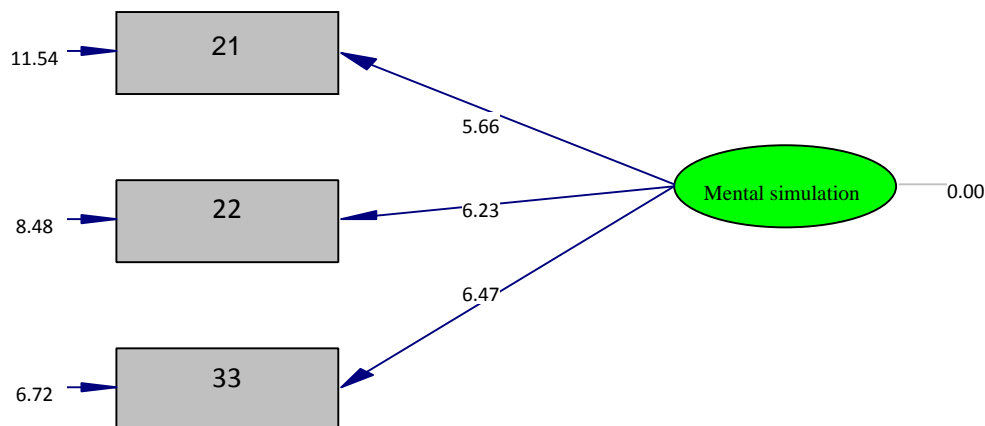


Figure (2): Significant study of coefficients obtained from factor analysis of mental simulation

To test the reliability aspects through print advertising to promote the brand attitude and mental simulation dampen consumer relationships can be. From Warp PLS software [19] which is output in the form of (3) is shown.

- Review of the original model Related to the research hypothesis

As the output software PLS see Varp be. The proposed model is as follows in which the relationship between variables and coefficients of each of them is provided.

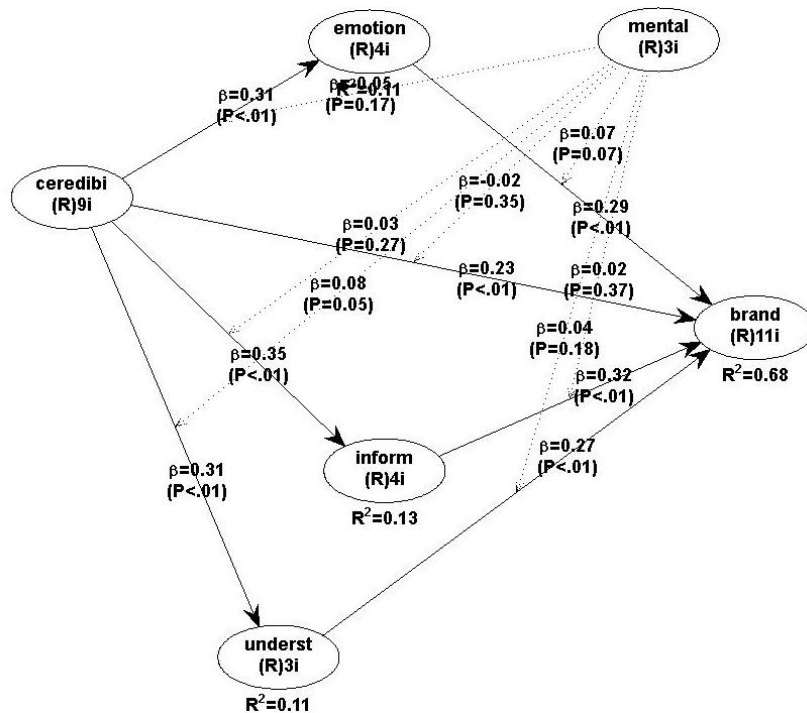


Figure (3): The main research model

Table (4): Indirect effects and total non-current variables of the main hypothesis

the amount ofP	Amount b	Relation
P =0.01	0.31	The effect of advertising credibility on the emotional dimension of advertising attitudes
P =0.01	0.35	The effect of advertising credibility on the informative dimension of advertising attitude
P =0.01	0.31	The effect of advertising credibility on the perceptual dimension of attitudes toward advertising
P =0.01	0.23	The effect of advertising credibility on brand attitude
P =0.01	0.29	The impact of the emotional dimension of attitude towards advertising is not the return to the brand
P =0.01	0.32	The effect of informational dimension of advertising attitude on brand attitude
P =0.01	0.27	The effect of the perceptual dimension of attitude to advertising on brand attitude
P =0.01	0.15	The effect of mental simulation on the emotional dimension of attitudes toward advertising
P =0.710	0.18	The effect of mental simulation on Attitude to the brand

Therefore, the model was re-implemented without considering meaningless relationships.

Table (5):The direct and indirect effects of relationships on each other

Mental	Perceptual	Informative	Emotional	Credibility
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simulation					
0.15				0.31	Emotional
				0.35	Informative
				0.31	Perceptual
0.18	0.27	0.31	0.29	0.23	Attitude to the brand

Is a fundamental question that arises is whether the index of the model is significant for this purpose, the index of the appropriateness of the model to examine the table (5) Summary is.

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Table (6): shows the coefficients of the latent variables of the hypothesis

Mental simulation *	Mental Simulation *	Mental simulation *	Mental simulation *	Attitude to the brand	Mental simulation	Perceptual dimension	Informative dimension	Emotional dimension	Credibility	
Emotional dimension	Informative	Credibility	Perceptual dimension							
				0.676		0.113	0.126	0.106		Adjustment factor
				0.669		0.109	0.122	0.101		Adjusted coefficient
0.806	0.784	0.866	0.782	0.953	0.748	0.824	0.796	0.818	0.844	Composite reliability
0.739	0.700	0.839	0.687	0.945	0.493	0.723	0.701	0.702	0.791	Alpha deaf and dumb
0.511	0.236	0.198	0.287	0.648	0.504	0.610	0.501	0.530	0.525	Mean variance extracted
0.136	1.364	0.311	1.423	3.177	1.279	1.515	1.676	1.536	1.474	Level VIF For alignment
				0.675		0.115	1.128	0.107		Predictive Relationship

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All of the indicators of the significant and represent a good fit to the model in addition, the model's validity should be examined this issue on the table (7) is shown.

Table (7): Divergent validity related to the hypothesis model

Mental simulation	Mental simulation	Mental simulation	Mental simulation	Attitude to the brand	Mental simulation	Perceptual dimension	Informative dimension	Emotional dimension	Credibility	
-0.012	0.029	0.051	0.057	0.533	-0.020	0.327	0.350	0.321	(0.725)	Credibility
0.013	0.021	-0.180	-0.038	0.582	-0.192	0.290	0.384	(0.728)	0.321	Emotional dimension
0.017	0.060	0.028	0.059	0.631	0.264	0.387	(0.708)	0.384	0.350	Informative dimension
-0.039	0.062	0.061	0.065	0.569	-0.242	(0.781)	0.387	0.290	0.327	Perceptual dimension
-0.096	-0.180	-0.010	-0.205	-0.349	(0.725)	-0.242	-0.264	-0.192	-0.020	Mental simulation
0.037	0.062	0.017	0.075	(0.805)	0.349	0.569	0.631	0.582	0.533	Attitude to the brand

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0.172	0.432	0.416	(0.536)	0.075	0.205	0.065	0.059	0.038	0.057	Mental simulation
0.236	0.344	(0.445)	0.416	0.017	-0.010	0.061	0.028	-0.018	0.051	Mental simulation
0.295	(0.485)	0.344	0.432	0.062	-0.180	0.062	0.060	0.021	0.09	Mental simulation
(0.715)	0.295	0.236	0.172	0.037	0.096	-0.039	0.017	0.013	-0.012	Mental simulation

Due to the fact that the root of the extracted variance, which is in parentheses and on the main diameter of the matrix, is greater than the factor loads of each of the latent variables in each column, so the modified hypothesis model of the research has a good divergent validity. In view of the above, the research hypothesis of the validity of print advertising through the dimensions of the attitude to advertising affects the attitude to the brand and the consumer's mental simulation modulates these is relationships

5. Conclusion

Results showed: reliability, print advertising to promote the attitude of the aspects of the brand and consumer relationships modulates the mental simulation. By examining the research literature, there is no one study that includes all of these relationships. Therefore, each of these relationships have been discussed in the research, which we will explain in the following. In the first part, the validity of advertising was based on the emotional dimension of the attitude to advertising in the model, which included the research of Sohong et al. (2001), Wayne Jones and Patrick Helsmaker (2005). Your attitude to advertising has an effect. In the second part, the same people considered the credibility of advertising from a perceptual perspective, regarding the effect of advertising credibility on attitudes toward advertising and attitudes toward the brand, Jung and Sujing John (2015), Sang Woo et al (2001), Royo-Vela & Black (2018), Wayne Sen & Dee (2005) examined the effects of mental simulation on the relationship between print advertising credibility, ad attitude and brand attitude. The result of the mentioned research relations forms the model of this research which is presented in the form of structural equation modeling. In interpreting this hypothesis, it should be said that when the credibility of the advertisement is appropriate from the students' point of view, they will not have the desired emotional perception and attitude to the advertisement, these attitudes will be established in their minds over time and will make people evaluate Find the right brand for you in the print ads, and this will improve your attitude towards the brand. In the field of consumer mental simulation, it should be said that simulation makes people feel better about advertising, and in addition, the mental imagery of the advertised brand makes people have more favorable attitudes toward the brand. Play in their minds, so that when a person is able to have a mental simulation of print advertising in their mind. This imagery will positively moderate your attitude towards the brand. Therefore, it is recommended: For advertising in the consumer's mind stabilize the institutions of advertising and promoting the recommended approach to 2 stage in print advertising use, for example if a company wants appliances to sell, better fits or need a strong advertising media such as billboards three -dimensional printed on the first step and the second step of the posters promoting the use in close company, so that the effect of simulation and to remind them to be strengthened.

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