## A COMPARATIVE STUDY OF THE EFFECTIVENESS OF THE CELEBRITY AND UNKNOWN MODELS IN ADVERTISING MESSAGES ON THE BRAND BECKES OF CONSUMER AUDIENCES

A Thesis Submitted To
The M.S. University Of Baroda
For The Degree Of
Doctor of Philosophy
in
Commerce Including Business Administration

By

MAJDI S. Abd EL-MUHDI

Under The Guidance Of

Prof. A.S. Bhatt Professor of Business Administration

Department of Commerce Including Business Administration Faculty of Commerce, M.S. University of Baroda Baroda - 390 002 INDIA 285 X

. .

<del>-</del>

•