

BIBLIOGRAPHY

- Alexander, P. A. 2003. "The Development of Expertise: The Journey from Acclimation to Proficiency." **Educational Researcher** , 32: 10-14.
- An, D. C., & Kim, S. H. 2006. "Attitudes Toward Offensive Advertising: A Cross-Cultural Comparison Between Korea and the United States." **The 2006 Annual Conference of the American Academy of Advertising, March 30-April 2**. Reno, NV.
- Anderson, J. R. 2000. **Cognitive Psychology and Its Implication** (5th ed.). New York: Worth.
- Ang, S. H., & Lim, E. A. 2006. "The Influence of Metaphors and Product Type on Brand Personality Perceptions and Attitudes." **Journal of Advertising** , 35, 2: 39-53.
- Ang, S. H., Lee, Y. H., & Leong, S. M. 2006. "The Ad Creativity Cube: Conceptualization and Initial Validation." **Journal of the Academy of Marketing Science** , 35, 2: 220-232.
- Appiah, O. 2001. "Ethnic Identification on Adolescents' Evaluations of Advertisements." **Journal of Advertising Research** , 41, 5: 7-22.
- Babrow, A. S. 1987. "Student Motives for Watching Soap Operas." **Journal of Broadcasting and Electronic Media** , 31, 3: 309-321.
- Baker, W. E., & Lutz, R. J. 1988. "The Relevance Accessibility Model of Advertising Effectiveness." In S. Hecker, & D. W. Stewart, **Nonverbal Communication in Advertising**, pp. 59-84. Lexington, MA: Lexington Books.
- Barnes, J. H., & Dotson, M. J. 1990. "An Exploratory Investigation into the Nature of Offensive Television Advertising." **Journal of Advertising** , 19, 3: 61-69.
- Baron, R. A., & Ball, R. L. 1974. "The Aggressive-Inhibiting Influence of Nonhostile Humor." **Journal of Experimental Social Psychology** , 10: 23-33.
- Barry, T. E., & Howard, D. J. 1990. "A Review and Critique of the Hierarchy of Effects in Advertising." **International Journal of Advertising**, 9, 2: 121-135.
- Beard, F. K. 2008. "How Product and Brands Offend Customers." **Journal of Advertising Research** , 48, 1, March.
- Belch, G. E., & Belch, M. A. (2009). **Advertising and Promotion: An integrated Marketing Communications Perspective**. New York, NY: McGraw-Hill/Irwin.

- Bloch, P. H., Sherrell, D. L., & Ridgeway, N. M. 1986). "Consumer Search: An Extended Framework." **Journal of Consumer Research** , 13: 119-126.
- Blumler, J., & Katz, E. 1974). **The Uses of Mass Communications**. Beverly Hills, CA: Sage.
- Brewer, M. B. 1991). "The Social Self: On Being the Same and Different at the Same Time." **Personality and Social Psychology Bulletin** , 17, 5: 475–482.
- Burnett, M. J., & Dollar, A. 1989). **Business Communication: Strategies for Success**. Houston, Texas: Dane.
- Cacioppo, J. T., & Petty, R. E. 1981). "Electromyograms as Measures of Extent Affectivity of Information Processing." **American Psychologist** , 36: 441-456.
- Cai, L. A., Feng, R., & Breiter, D. 2004). "Tourist Purchase Decision Involvement and Information Preferences." **Journal of Vacation Marketing**, 10, 2: 138-148.
- Calisir, F., & Karaali, D. 2008). "The Impacts of Banner Location, Banner Content and Navigation Style on Banner Recognition." **Computers in Human Behavior** , 24: 535-543.
- Cho, C. 2003). "The Effectiveness of Banner Advertisements: Involvement and Click-through." **Journalism and Mass Communication Quarterly** , 80, 3: 623-645.
- Creswell, J. W. 2009). **Research Design: Qualitative, Quantitative, and Mixed Methods Approaches** (3rd ed.). Thousand Oaks, CA: Sage.
- Csikszentmihalyi, M. 1999). "Society, Culture and Person: A Systems' View of Creativity." In R. J. Sternberg, **Handbook of Creativity**, pp. 325–339. New York, NY: Cambridge University Press.
- Dahl, D. W., Frankenberger, K. D., & Manchandra, R. 2003. "Does it pay to shock? Reactions to Shocking and Non-shocking Advertising Content among University Students." **Journal of Advertising Research** , 43, 3: 268-80.
- Dahlén, M. 2005. "The Medium as a Contextual Cue: Effects of Creative Media Choice." **Journal of Advertising** , 34, 3: 89-98.
- Day, K. D. 1980. "The Effect of Music Differing in Excitatory Potential and Hedonic Valence on Provoked Aggression." Bloomington, IN (unpublished doctoral dissertation, Indiana University).
- De Run, E. C., Butt, M. M., Fam, K.-S., & Jong, H. Y. 2010. "Attitudes towards offensive advertising: Malaysian Muslims' Views." **Journal of Islamic Marketing** , 1, 1: 25-36.

- Dehn, D. M., & van Mulken, S. 2000. "The Impact of Animated Interface Agents: A Review of Empirical Research." **International Journal of Human-Computer Studies** , 52, 1: 1–22.
- Diao, F., & Sundar, S. S. 2004. "Orienting Response and Memory for Web Advertisements: Exploring Effects of Pop-Up Window and Animation." **Communication Research** , 31, 5: 537-567.
- DiFranza, J. R., & Tye, J. B. 1990. "Who Profits From Tobacco Sales to Children?" **Journal of American Medical Association** , 263, 20: 2784-2787.
- Dimmick, J., Kline, S., & Stafford, L. 2000. "The Gratification Niches of Personal E-mail and the Telephone." **Communication Research** , 27, 2: 227-248.
- Duncan, C. P. 1985. "Effects of Humor in a Radio Advertising Experiment." **Journal of Advertising** , 14, 2: 33-64.
- Edell, J. A., & Burke, M. C. 1987. "The Power of Feelings in Understanding Advertising Effects." **Journal of Consumer Research** , 14: 421-433.
- Eighmey, J., & McCord, L. 1998. "Adding value in the information age: Uses and Gratifications of Sits on the World-Wide-Web." **Journal of Business Research** , 41, 3: 187-194.
- Elliott, W. R., & Rosenberg, W. L. 1987. "The 1985 Philadelphia Newspaper Strike: A Uses and Gratifications Study." **Journalism Quarterly** , 64, 4: 679-687.
- Ericsson, K. A. 2003. "The Acquisition of Expert Performance as Problem Solving: Construction and Modification of Mediating Mechanisms through Deliberate Practice." In J. E. Davidson, & R. J. Sternberg, **The Psychology of Problem Solving**, pp. 31-83. Cambridge, England: Cambridge University Press.
- Fahy, J., Smart, D., Pride, W., & Ferrell, O. C. 1995. "Advertising Sensitive Products." **International Journal of Advertising** , 14, 3: 231-4.
- Fam, K.-S., Waller, D. S., & Erdogan, B. Z. 2004. "The Influence of Religion on Attitudes towards the Advertising of Controversial Products." **European Journal of Marketing**, 38, 5: 537-555.
- Fam, K.-S., Waller, D. S., & Yang, Z. 2009. "Addressing the Advertising of Controversial Products in China: An Empirical Approach." **Journal of Business Ethics** , 88: 43-58.
- Fam, K.-S., Waller, D. S., Ong, F.-S., & Yang, Z. 2008. "Controversial Product Advertising in China: Perceptions of Three Generational Cohorts." **Journal of Consumer Behavior** , 7: 461-469.

- Fang, X., Singh, S., & Ahluwalia, R. 2007. "An Examination of Different Explanations for the Mere Exposure Effect." **Journal of Consumer Research**, 34.
- Fischer, P. M., Schwartz, M. P., Richards, J. W., Goldstein, A. O., & Rojas, T. H. 1991. "Brand Logo Recognition by Children Aged 3 to 6 Years: Mickey Mouse and Old Joe the Camel." **Journal of American Medical Association**, 266, 22: 3145-3148.
- Fortin, D. R., & Dholakia, R. R. 2003. "Interactivity and Vividness Effects on Social Presence and Involvement with Web-based Advertisement." **Journal of Business Research**, 58: 387-396.
- Foulger, D. 2004. "Models of the Communication Process." Retrieved September 10, 2011, from <http://davis.foulger.info/research/unifiedModelOfCommunication.htm>
- Goldberg, M. E., & Gorn, G. J. 1987. "Happy and Sad TV Programs: How They Affect Reactions to Commercials." **Journal of Consumer Research**, 14: 384-403.
- Greenwald, A. G. 1968. "Cognitive Learning, Cognitive Response to Persuasion, and Attitude Change." In A. G. Greenwald, T. C. Brock, & T. M. Ostrom, **Psychological Foundations of Attitudes**, pp. 147-170. New York: Academic Press.
- Grier, S. A., & Deshpandé, R. 2001. "Social Dimensions of Consumer Distinctiveness: The Influence of Social Status of Group Identity and Advertising Persuasion." **Journal of Marketing Research**, 38, 2: 216-224.
- Heiser, R. S., Sierra, J. J., & Torres, I. M. 2008-9. "Creativity Via Cartoon Spokespeople in Print Ads: Capitalizing on the Distinctiveness Effects." **Journal of Advertising**, 37: 75-84.
- Hong, W., Thong, J. Y., & Tam, K.-Y. 2004. "Does Animation Attract Online Users' Attention? The Effects of Flash on Information Search Performance and Perceptions." **Information Systems Research**, 15, 1: 60-86.
- Houston, M. J., & Rothschild, M. L. 1978. "Conceptual and Methodological Perspectives on Involvement." In S. C. Jain, **Research Frontiers in Marketing: Dialogues and Directions**, ed., pp. 184-187. Chicago: American Marketing Association Educator Proceedings Series #43.
- IIRC, I. I. 2011. **Thailand Web Directory**. Retrieved 2012, from http://truehits.net/index_stat.php
- Kane, M. J., & Engle, R. W. 2002. "The Role of Prefrontal Cortex in Working Memory Capacity, Executive Attention, and General Fluid Intelligence: An Individual Differences Perspective." **Psychonomic Bulletin & Review**, 9: 637-671.

- Kasser, T. 2002. **The High Price of Materialism**. Cambridge, MA: MIT Press.
- Katsanis, L. P. 1994. "Do Unmentionable Products Still Exist? An Empirical Investigation." **Journal of Product & Brand Management** , 3, 4: 5-14.
- Keppel, G. 1991. **Design and Analysis: A Researcher's Handbook** (3rd ed.). Cliffs, NJ: Prentice Hall.
- Krugman, H. E. 1965. "The Impact of Television Advertising: Learning Without Involvement." **Public Opinion Quarterly**, 29, Fall: 349-356.
- Lafferty, B. A., & Goldsmith, R. E. 1999. "Corporate Credibility's Role in Consumer Attitudes and Purchase Intentions When High versus a Low Credibility Endorser is Used in the Ads." **Journal of Business Research** , 44, 2: 109-116.
- Lai, Y.-L., Kuan, K., Hui, K.-L., & Liu, N. 2009. "The Effects of Moving Animation on Recall, Hedonic, and Utilitarian Perceptions, and Attitude." **IEEE Transactions on Engineering Management** , 56, 3: 468-477.
- LaPointe, P. 2006, February 9. "Hierarchy of Effects - BS or Baseline?" **Marketing Measurement Today**.
- Lavidge, R. J., & Steiner, G. J. 1961. "A Model for Predictive Measurements of Advertising Effectiveness." **Journal of Marketing**, 25, 4: 341-353.
- Leiber, L. 1996. **Commercial and Character Slogan Recall by Children Aged 9 to 11 Years: Budweiser Frogs versus Bugs Bunny**. Berkeley: Center on Alcohol Advertising.
- Leiner, M., Handal, G., & Williams, D. 2004. "Patient Communication: a Multidisciplinary Approach Using Animated Cartoons." **Health Education Research** , 19, 5.
- Leventhal, H., Brown, D., Shacham, S., & Engquist, G. 1979. "Effects of Preparatory Information about Sensations, Threat of Pain, and Attention on Cold Pressor Distress." **Journal of Personality and Social Psychology** , 37: 688-714.
- Li, H., & Bukovac, J. L. 1999. "Cognitive Impact of Banner Ad Characteristics: An Experimental Study." **Journalism and Mass Communication Quarterly** , 76, 2: 341-353.
- Lin, C. A. 1999. "Uses and Gratifications." In G. Stone, M. Singletary, & V. P. Richmond, **Clarifying Communication Theories: A Hands-On Approach**, pp. 199-208. Ames: Iowa State University Press.

- Lin, Y.-L., & Chen, Y.-W. 2009. "Effects of Ad Types, Positions, Animation Lengths, and Exposure Times on the Click-through Rate of Animated Online Advertisings." **Computers & Industrial Engineering** , 57: 580-591.
- Lipsey, M. W. 1990. **Design Sensitivity: Statistical Power for Experimental Research**. Newbury Park, CA: Sage.
- Lohse, G. L., & Rosen, D. L. 2001. "Signaling Quality and Credibility in Yellow Pages Advertising: The Influence of Color and Graphics on Choice." **The Journal of Advertising** , 30, 2: 73-85.
- Lohtia, R., Donthu, N., & Hershberger, E. K. 2003. "The Impact of Content and Design Elements on Banner Advertising Click-through Rates." **Journal of Advertising Research** , 43, 4: 410-418.
- MacKay, K. J., & Smith, M. C. 2006. "Destination Advertising: Age and Format Effects on Memory." **Annals of Tourism Research** , 33, 1: 7-24.
- MacKenzie, S., & Lutz, R. 1989. "An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in an Advertising Pretesting Context." **Journal of Marketing** , 53, 2: 48-65.
- Malhotra, N. K. 2007. **Marketing Research: An Applied Orientation**. Upper Saddle River, NJ: Pearson Education, Inc.
- Marzano, R. J. 1998. **A Theory-Based Meta-Analysis of Research on Instruction**. Aurora, Colorado: Mid-continent Regional Educational Laboratory.
- Mayer, R. E., & Moreno, R. 2003. "Nine Ways to Reduce Cognitive Load in Multimedia Learning." **Educational Psychologist** , 38: 43-53.
- McGuire, W. J. 1984. "Search for the Self: Going Beyond Self-Esteem and the Reactive Self." In R. A. Zucker, J. Aronoff, & A. I. Rabin, **Personality and the Prediction of Behavior**, pp. 73-120. Orlando, FL: Academic Press.
- McQuail, D. 1994. **Mass Communication: An Introduction** (3rd ed.). London: Sage Publications.
- Mittal, B. 1995. "Measuring Purchase-Decision Involvement." **Psychology and Marketing** , 12: 663-682.
- Mizerski, R. 1995. "The Relationship between Cartoon Trade Character Recognition and Attitude toward Product Category in Young Children." **Journal of Marketing** , 59, 4: 58-70.

- Neath, I. 1998. **Human Memory: An Introduction to Research, Data, and Theory**. Pacific Grove, CA: Brooks/Cole.
- Neely, S. M., & Schumann, D. W. 2004. "Using Animated Spokes-Characters in Advertising to Young Children: Does Increasing Attention to Advertising Necessarily Lead to Product Preference?" **Journal of Advertising** , 7-23.
- Papacharissi, Z., & Rubin, A. M. 2000. "Predictors of Internet Use." **Journal of Broadcasting and Electronic Media** , 44, 2: 175-196.
- Pavlov, I. P. 1927. **Conditional Reflexes**. New York: Dover Publications.
- Petty, R. E., & Cacioppo, J. T. 1986. **Communication and Persuasion: Central and Peripheral Routes to Attitude Change**. New York: Springer-Verlag.
- Phau, I., & Prendergast, G. 2001. "Offensive Advertising: A View from Singapore." **Journal of Promotion Management** , 7, 1: 71-90.
- Phillips, B., & Lee, W.-N. 2005. "Interactive Animation: Exploring Spokes-Characters on the Internet." **Journal of Current Issues and Research in Advertising** , 27, 1: 1–17.
- Pirowsky, W. 1993. **Werbung von Benetton ist in einer Sackgasse**. Werben & Verkaufen, 22, 56-7.
- Plucker, J. A., Beghetto, R. A., & Dow, G. T. 2004. "Why Isn't Creativity More Important to Educational Psychologists? Potentials, Pitfalls, and Future Directions in Creativity Research." **Educational Psychologist** , 39, 2: 83–96.
- Prendergast, G., & Hwa, H. C. 2003. "An Asian Perspective of Offensive Advertising on the Web." **International Journal of Advertising** , 22: 393-411.
- Prendergast, G., Cheung, W.-L., & West, D. 2008. "How Far Is Too Far? The Antecedents of Offensive Advertising in Modern China." **Journal of Advertising Research**, December: 484-495.
- Prendergast, G., Ho, B., & Phau, I. 2002. "A Hong Kong View of Offensive Advertising." **Journal of Marketing Communication** , 8: 165-177.
- Rainville, P., Carrier, B., Hofbauer, R. K., Bushneil, C. M., & Duncan, G. H. 1999. "Disassociation of Sensory and Affective Dimensions of Pain Using Hypnotic Modulation." **Pain** , 82: 159-71.

- Ray, M. L., Sawyer, A. G., Rothschild, M. L., Heeler, R. M., Strong, E. C., & Reed, J. B. 1973. "Marketing Communication and Hierarchy of Effects." In P. Clarke, **New Models of Mass Communication Research**, pp. 147-176. Beverly Hills, CA: Sage Publishing.
- Read, D., & Loewenstein, G. 1999. "Enduring Pain for Money: Decisions Based on the Perception and Memory of Pain." **Journal of Behavioral Decision Making** , 12: 1-17.
- Robertson, T. S. 1976. "Low-Commitment Consumer Behavior." **Journal of Advertising Research** , 19-24.
- Rogers, E. M. 1995. **Diffusion of Innovations** (4th ed.). New York: Free Press.
- Russell, C. P. 1921. **How to Write a Sales-Making Letter**. Printers's Ink.
- Ryu, G., Lim, E. A., Tan, L. T., & Han, Y. J. 2007. "Preattentive Processing of Banner Advertisements: The Role of Modality, Location, and Interference." **Electronic Commerce Research and Applications** , 6-18.
- Sanbonmatsu, D. M., & Kardes, F. R. 1988. "The Effect of Physiological Arousal on Information Processing and Persuasion." **Journal of Consumer Research** , 15, 3: 379-395.
- Sanchez, N. 2011. "Communication Process." Retrieved September 13, 2011, from NJIT: <http://web.njit.edu/~lipuma/352comproc/comproc.htm>
- Schiffman, L. G., & Kanuk, L. L. 2010. **Consumer Behavior** (10th ed.). Upper Saddle River, New Jersey: Pearson Prentice Hall.
- Schlosser, A. E., Shavitt, S., & Kanfer, A. 1999. "Survey of Internet Users' Attitudes toward Internet Advertising." **Journal of Interactive Marketing** , 13, 3, 34-54.
- Sekaran, U. 2003. **Research Methods for Business: A Skill Building Approach** (4th ed.). Hoboken, NJ: John Wiley & Sons.
- Severin, W. J., & Tankard, J. W. 1997. **Communication Theories: Origins, Methods, and Uses in the Mass Media** (4th ed.). New York: Longman.
- Sewak, S., Bentley, J. P., & Smith, M. C. 2005. Direct-to-consumer Advertising via the Internet. **Research in Social and Administrative Pharmacy** , 289-309.
- Shadish, W. R., Cook, T. D., & Campbell, D. T. 2002. **Experimental and Quasi-Experimental Designs for Generalized Causal Inference**. Belmont, CA: Wadsworth, Cengage Learning.

- Shiv, B., & Nowlis, S. J. 2003. **Managers' Intuitions on the Effectiveness of Food Sampling Campaigns**. University of Iowa, Marketing. Iowa City, IA: Henry B. Tippie College of Business.
- Smith, R. E., & Swinyard, W. R. 1982. "Information Response Models: An Integrated Approach." **Journal of Marketing**, 46, Winter: 81-92.
- Smith, R. E., & Yang, X. 2004. "Toward a General Theory of Creativity in Advertising: Examining the Role of Divergence." **Marketing Theory** , 4, 1/2: 31–58.
- Stanovich, K. E. 2003. "The Fundamental Computational Biases of Human Cognition: Heuristics that (sometimes) Impair Decision Making and Problem Solving." In J. E. Davidson, & R. J. Sternberg, **The Psychology of Problem Solving**, pp. 291–342. Cambridge, England: Cambridge University Press.
- Sternberg, R. J., & Sternberg, K. 2012. **Cognitive Psychology** (6th ed.). Belmont, CA: Wadsworth.
- Sundar, S. S., & Kalyanaraman, S. 2004. "Arousal, Memory, and the Impression-Formation Effects of Animation Speed in Web Advertising." **Journal of Advertising** , 33, 1: 7-17.
- Sweller, J., & Chandler, P. 1994. "Why Some Material is Difficult to Learn" **Cognition and Instruction** , 12: 185–253.
- Till, B. D., & Baack, D. W. 2005. "Recall and Persuasion: Does Creative Advertising Matter?" **Journal of Advertising** , 34, 3: 47-57.
- Tversky, B., & Morrison, J. b. 2002. "Animation: Can It Facilitate?" **International Journal of Human-Computer Studies** , 57, 4: 247-262.
- Vaidyanathan, R., & Aggarwal, P. 2001. "Use of Internal Reference Prices for Deal Evaluations: Decision Structure and Role of Involvement." **Marketing Management Journal**, 11, 2: 108-122.
- Vignoles, V. L., Chrysoschoou, X., & Breakwell, G. M. 2000. "The Distinctiveness Principle: Identity, Meaning and the Bounds of Cultural Relativity." **Personality and Social Psychology Review** , 4, 4: 337-354.
- Waller, D. S. 2005. "A Proposed Response Model for Controversial Advertising." **Journal of Promotion Management** , 11: 3-15.
- Waller, D. S. 1999. "Attitudes towards Offensive Advertising: an Australian Study." **Journal of Consumer Marketing** , 16, 3: 288-294.

- Waller, D. S. 2004. "What Factors Make Controversial Advertising Offensive?:A Preliminary Study." **Australia/New Zealand Communication Association (ANZCA) Conference**, July. Sydney.
- Waller, D. S., & Fam, K. S. 2000. "Advertising Of Controversial Products: The Malaysian Experience." **ANZMAC 2000 Visionary Marketing for the 21st Century: Facing the Challenge**, pp. 1348-1351.
- Wang, K.-C., Chou, S.-H., Su, C.-J., & Tsai, H.-Y. 2007. "More Information, Stronger Effectiveness? Different Group Package Tour Advertising Components on Web Page." **Journal of Business Research** , 60: 382-387.
- Wilson, A., & West, C. 1981. "The Marketing of Unmentionables." **Harvard Business Review** , January/February: 91-102.
- Wu, S.-I., Wei, P.-L., & Chen, J.-H. 2009. "Influential Factors and Relational Structure of Internet Banner Advertising in the Tourism Industry." **Tourism Management** , 29: 221–236.
- Yang, K. C. 2006. "The Influence of Humanlike Navigation Interface on Users Responses to Internet Advertising." **Telematics and Informatics** , 23: 38-55.
- Yoo, C. Y., Kim, K., & Stout, P. A. 2004. "Assessing the Effects of Animation in Online Banner Advertising: Hierarchy of Effects Model." **Journal of Interactive Advertising** , 4, 2.
- Zajong, R. B. 1965. "Social Facilitation." **Science**, 149: 269-274.
- Zikmund, W. G. 2003. **Business Research Method**. Mason, Ohio: South-western Cengage Learning.
- Zikmund, W. G., & Babin, B. J. 2007. **Exploring Marketing Research**. Mason, OH: Thomson Higher Education.
- Zillmann, D. 1982. "Television Viewing and Arousal". In D. Pearl, L. Bouthilet, & J. Lazar, **Television and Behavior: Ten Years of Scientific Progress and Implications for the Eighties**, Vol.2, pp. 53-67. Washington, DC: U.S. Government Printing Press.
- Zillmann, D., & Bryant, J. 1985. "Affect, Mood, and Emotion as Determinants of Selective Exposure." In D. Zillmann, & J. Bryant, **Selective Exposure to Communication**, pp. 157-190. Hillsdale, NJ: Erlbaum.
- Zillmann, D., & Bryant, J. 1986. "Exploring the Entertainment Experience." In D. Zillmann, & J. Bryant, **Perspectives on Media Effects**, pp. 303-324. Hillsdale, NJ: Erlbaum.

- Zillmann, D., & Sapolsky, B. S. 1977. "What Mediates the Effect of Mild Erotica on Annoyance and Hostile Behavior in Males?" **Journal of Personality and Social Psychology** , 35: 587-596.
- Zinkhan, G. M., & Fornell, C. 1989. "A Test of the Learning Hierarchy in High-and Low-Involvement Situation." In T. K. Srull, **Advances in Consumer Research**, pp. 152-159. Provo, UT: Association for Consumer Research.