

TABLE OF CONTENTS

ABSTRACT	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iv
LIST OF TABLES	vi
LIST OF FIGURES	vi
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problems of the Study	6
1.3 Objectives of the Study	6
1.4 Scope of the Study	7
1.5 Significances of the Study	7
CHAPTER II REVIEW OF LITERATURE	8
2.1 Theoretical Framework	8
2.1.1 Consumers' Responses to Celebrity Endorsement	8
2.1.2 Sensory Representation Systems	9
2.1.3 Neuro-Linguistic Programming	10
2.1.4 Neuro-Linguistic as An Innovative Method of Communication ..	11
2.2 Relevant Studies	13
2.3 Conceptual Framework	15
CHAPTER III RESEARCH METHODOLOGY	16
3.1 Research Design	16
3.2 Data and Source of Data	16
3.3 Technique of Data Collection	17
3.4 Technique of Data Analysis	18
CHAPTER IV FINDINGS AND DISCUSSION	19
4.1 Data	19
4.2 Data Analysis	19
4.3 Findings	29
4.4 Discussion	32

CHAPTER V CONCLUSION AND SUGGESTION	40
5.1 Conclusion	40
5.2 Suggestion	41
REFERENCES	42
APPENDIX	

