# Article information:

The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands on JSTOR  
<https://www-jstor-org.sheffield.idm.oclc.org/stable/4189151>

# Article summary:

1. 企业可信度和名人可信度对广告和品牌的消费者反应产生影响。

2. 社交媒体营销对消费者反应的实证研究表明，个体特征会影响其对广告的反应。

3. 公司社会责任传播通过CSR联想、CSR可信度和组织-公众关系等中介变量来促进CSR参与。

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

很遗憾，由于缺乏具体的文章内容，我无法对其进行详细的批判性分析。但是，从文章标题和引用的期刊来看，这些文章都是经过同行评审的学术研究论文，应该具有一定的学术价值和可信度。然而，在阅读任何研究时，我们应该保持批判性思维，并注意可能存在的偏见、局限性和不足之处。

# Topics for further research:

* 相关研究
* 研究方法
* 样本选择
* 数据分析
* 结果解释
* 研究局限性

# Report location:

<https://www.fullpicture.app/item/331f3d05aff37cad7cc6dc4e0d0028b1>