Full Length Article

Open Access

Determining the Impacts of Celebrity Based Brand Endorsements on Consumers' Purchasing Intention

Adil Adnan¹, Waqar Alam², Syed Asim Shah³

¹Assistant Professor, School of Business Administration, IQRA National University, Peshawar

²Assistant Professor, Department of Management Sciences, Abasyn University, Peshawar

³Assistant Professor, Department of Management Sciences, COMSATS University, Attock Campus

ABSTRACT

For the 21st Century marketing managers, the globalization has resulted in a fierce battle of the brands at the local and global levels. It has opened new brand investment avenues for the local and global brand advertising managers that are having both the promotional challenges and opportunities. The local and global businesses are rapidly expanding in Khyber Pakhtunkhwa especially in its provincial Capital Peshawar. For the same reason, the brand managers are always in search of devising the most effective advertising techniques. Celebrity endorsement technique is amongst one of them. The current study aims to explore the effectiveness of celebrity endorsement as an advertising technique and investigates its relationship with the purchase intention of the buyers. The study has been conducted by taking 790 respondents from the urban and sub urban areas of Khyber Pakhtunkhwa province of Pakistan. The impacts of various determinants of celebrity endorsement models were checked through simple linear regression analysis with the consumer purchasing intention. As a result, positive relationship was found between the celebrity endorsements and the buying intention of the buyers. The study has described useful academic as well as managerial implications for both the local and global brand advertisers.

Keywords: Battle of the Brands, Celebrity Endorsements, and Consumer Purchase Intention

1. INTRODUCTION

Celebrities are the individuals having a wide favorable social recognition and are well reputed amongst the social members (Erdogan, 1999). These personalities are

Address of Correspondence

Syed Asim Shah
sashah006@gmail.com

Article info

Received Jan 19, 2018
Accepted June 27, 2018
Published June 30, 2018

famous amongst general public due to their personal achievements or accomplishments in the respective professions or fields. The role of celebrities being the brand endorsers is really impressive and remarkable in creating positive consumer purchase intention towards the advertised brand (Amit Kumar, 2010). Pakistani celebrities whether related to showbiz or to sports are also very important to be discussed over here. In the same regard we can take example of famous cricketer Shahid Khan Afridi, Wasim Akram, Actress and super model Mehwish Hayat, Shan, Ali Zafar, Fawad Khan and Mahira Khan etc. These famous personalities are effectively endorsing various leading global and local brands in Pakistan (Hassan et al., 2015). Celebrities are amongst the most loved personalities. The role of these local and global celebrities in impacting the consumer purchase and re-purchase intention is very remarkable in the overall promotional process (McCormick, 2016). Modern advertising function is to primarily inform customers about a particular brand. Secondly to persuade them psychologically so that they may start using it or they may keep using it. Third function of promotion is to give them regular advertising and brand promotional reminders on regular basis in order to strengthen the overall brand equity (McCormick, 2016). Through celebrity endorsements the brand managers are trying their level best to create and maintain strong brand personality in the minds and eyes of the target audiences (Kang & Choi, 2016). The promotional technique in which the brand advertisers promote brands through famous personalities refers to as celebrity endorsement (Bafna, Gandhi, & Jain, 2016, & Priyankara et al., 2017). The general psyche of marketers behind this phenomenon is that the promotional messages conveyed to the target audiences by these super stars not only provide higher level of brand recognition but it also strengthens the overall brand equity (Han & Yazdanifard, 2015). Celebrity endorsement provides solid base for brand consideration and perhaps creates more audience interest in the endorsed brands as compared to the promotional messages conveyed by non-superstars. Celebrities better shape the purchase intention of the buyers (Amit Kumar, 2010).

Problem Statement:

Presence of celebrities in advertising has remarkable impacts on consumers mind sets (Assael, 1984; Kamins & Gupta, 1994; Usman et al., 2010; Sertoglu et al., 2014, &

Priyankara et al., 2017). Moreover on the other hand some previous studies have found the celebrity endorsement to be the least effective advertising technique in relation to the consumer purchase intention (Cooper, 1984; Mehta, 1994; Tom et al., 1992 & Katyal, 2007). The brief but comprehensive findings of these studies revealed that for effective advertising function the brand endorser necessarily doesn't need to be a celebrity (Tripp et.al, 1994 & (Solomon, et al., 2002) After discovering both the brighter and the darker side of the celebrity endorsement the author intends to study the relationship between the celebrity endorsement and the consumer purchase intention. So, the problem statement specifically developed for this study states: to conduct an empirical investigation about the impact of celebrity endorsements and its relationship with consumer's purchase intentions.

Objectives of the Study:

1. To study the consumer perceptions about celebrity and non-celebrity based brand endorsements.
2. To examine the various elements of celebrity endorsement model which may impact purchaser's buying intention if superstars are used as brand endorsers
3. To investigate the impact of celebrity endorsement on consumer purchase intention

Scope of the Study:

The current study keeps a scope that is confined to the consumer's perceptions about celebrity endorsement in relation to their intent to purchase. These consumers are from Peshawar city, i.e. the provincial Capital of Khyber Pakhtunkhwa and its surrounding sub urban areas, i.e. Nowshehra, Mardan, Kohat, Abbott Abad and Dera Ismail Khan

Justification/Significance of the Study:

The findings of the current study can be really helpful to various local and global brands currently operating in Peshawar. The study can also provide a meaningful base to the potentially interested entrepreneurs who want to launch their brands in the capital province or in its surrounding sub urban markets. Besides this, current study has proposed implications for academia and marketing practitioners as well.

2. LITERATURE REVIEW

a. Celebrity Endorsement Model

Source Credibility Model: This model was developed by the Hovland & Weiss, in 1951. The Source credibility model is comprised of two determinants i.e. the perceived trustworthiness and level of expertise held by the endorser. This model suggests that for the overall effectiveness of an advertising message source should be a trust worthy and an expert person of his or her field (Hovland et al., 1953, & Dholakia & Leavitt, 1978). In order to make it simple we can say that expertise of a celebrity refers to his or her possessed level of knowledge, skill, or experience. Moreover, expertise refers to the point where normally a communicator is generally perceived to be a source of providing reliable and credible information on the basis of a communicator's skill experience or knowledge in a particular area (Hovland et al., 1951). More expert endorsers have more positive impact on the buying behavior of the target audience (Ohanian, 1990).

b. Sub Determinants of Source Credibility Model

Expertise & Trustworthiness: these are the most critical components of credibility model (Hovland et al., 1953, & Goldsmith et al., 2000). In addition to this the perceived credibility of a super star is defined as the overall effectiveness of an endorsing source that creates and increases the acceptance and understanding of the promotional messages (Erdogan, 1999, Sunder et al., 2014, & Hassan et al., 2014). Expertise simply refers to the volume to which the receiver of the advertising message perceives the endorsing source as having applicable understanding, knowledge and abilities in relation to their purchase intention. Consumers have a high level of liking and appreciation for these famous personalities. Consumers normally have a high level of trust in these famous personalities (Belch & Belch, 1994), & (BalaKrishnan, 2011). Trustworthiness or credibility of the endorser refers to his or her perceived level of knowledge, experience, or skills that has a meaningful place in the mind of the target audience. The perceived sense of celebrity trustworthiness results in the creation of positive purchase intention and is also powerful enough to impact consumers social behavior as well (Belch & Belch, 1994, & Priyankara et al., 2017). A celebrity can have a high level of perceived

credibility if they are well known to the target audiences. Moreover, they are considered believable on the basis of their higher expertise in the areas of their operations. Consumers do think about a celebrity's honesty and integrity when they personally or contractually associate themselves with a particular brand (Hung et al., 2011). Brand endorsement through super stars is not the only way to create a favorable response in the mind of the customers to buy a product. However, it is considered as one of the valuable sources of information by the target audience based on the good will of the endorsing personalities. More credible celebrities tend to reduce the perceived levels of risks associated with the purchase and use of a brand (Erdogan, 1999). One of the dimensions that may increase the credibility of a celebrity is the level of social acceptance that they might have in a particular society. Higher the level of social acceptance, higher will be a celebrity's credibility amongst social members. In other words a social or an ethnic match can also create or enhance a celebrity's credibility in the minds of the consumers (McCormick, 2016). Ethnic match can result in more popularity of a celebrity because degree of confidence is normally much higher on those who are "like us" and it can be less on endorsers from any other ethnic group or society. In this case, the target audience considers them more credible because they are similar to their beliefs, lifestyle, or thinking (Desphande & Stayman, 1994). For example, In case of Indian and Pakistani superstar endorsement practices a big range of similarities exist even in some cases the identical faith (Shah Rukh Khan, Salman Khan, Fawad Khan and Shahid Afridi) but on the other hand, differences of beliefs are also observed (Katrina Kaif and Mehwish Hayat, MS Dhoni & Wasim Akram). It means that the impact of other attributes of celebrities whether Indian or Pakistan are almost same on Pakistani consumers.

However it has been noticed that the degree of attachment with local celebrities is somehow higher than that of Indians celebrities. This may be because of the really existing similarities in beliefs of both the endorsing source and target audiences (Hassan et al., 2014).

c. Dependent Variable:

Consumer Purchase Intentions: Consumer purchase intention refers to a

cognitive procedure that a consumer has to pass through while purchasing a product or hiring a service for present or for a future time period (McGuire, 1985). Several factors are responsible behind the shaping and reshaping of consumer purchase intention. It primarily includes the social factors, the psychological factors as well as the situational factors.

d. Conceptual Framework:

e. Hypotheses

- H₁:** Celebrity endorsement has a positive relationship with the consumer purchase intention
- H₂:** Expertise of the celebrity positively influences the consumer purchase intention
- H₂:** Trustworthiness of the super stars has a relationship with the purchase intention of the customers.

3. RESEARCH METHODOLOGY

a. Population of the Study:

Population taken by the author for this research contains consumers residing in the provincial capital of Khyber Pakhtunkhwa and its surrounding sub urban areas including Mardan, Nowshera, Kohat, Abbott Abad, Dera Ismail Khan etc. The idea behind selecting the urban and surrounding sub urban areas of the province was because of the comparatively higher literacy rate of its respondents as compared to the literacy rate of the rural consumers. The consumers living in these areas are also better exposed to various informational or advertising media like print and electronic media, so they have a greater knowledge about various celebrities and their respective areas of operations. Consumers living in these areas, in comparison to the rural consumers have a better access and understanding of social media as well which is also becoming an important and emerging source of advertising these days. Amongst the selected members of population, the respondents were of 16 to 45 years of age.

b. Procedure for Collecting Data:

Researcher made personal visits to the various educational institutions the business and non-business based organizations located in the Provincial Capital Peshawar as well as to above mentioned sub urban areas of Khyber Pakhtunkhwa. A formal permission was attained from the concerned authorities to coordinate with the respondents studying or working in the respective organizations. However, author was not in a position to make a direct contact with the housewives, due to the cultural constraints prevailing in this part of the world. Therefore, an indirect contact was made with them through their male family members and data was gathered from them in this planned manner. Questionnaires were personally floated and administered.

c. Research Approach:

This research study is based on a deductive approach. According to Lee and Lings, 2008 deductive approach enables the researcher to draw valid conclusions on the basis of statistical analysis. It also helps in enhancing the capacity of the researcher to generalize the facts and figures and to answer the research questions in a more unbiased

manner.

d. Type and Nature of Research:

According to Saunders, (2009) in comparison to the qualitative techniques the quantitative techniques provide better scientifically sound grounds to investigate a particular subject matter. This type of research study also helps in generalizing scientifically valid results when the selected sample size is relatively large (Gordon and Lang maid, 1988). Techniques used under this method are the surveys that can either be an online one or a paper survey. Longitudinal studies, online interviews, or face to face interviews techniques are also used under this type of research study (Wyse, 2011). Survey technique has been used for this study.

e. Questionnaire Construction:

The questionnaire selected for this study has been developed by Amit Kumar, 2010. In order to further validate it in the local context the pilot testing was then performed for the current study. All the selected variables and their Cronbach's alpha values have been reported collectively in a single table.

Table 1 Results of Pilot Test			
	Variables	No of items	Cronbach's alpha
Independent Variable	Celebrity Endorsements	8	0.864
Determinants of Independent Variable			
	Expertise	6	0.64
	Trustworthiness	6	0.791
Dependent Variable	Purchase Intention	3	0.801

f. Source: Current Study:

Cronbach's Alpha provides a measure to determine the reliability or consistency that may exist between the test items. It helps researchers to determine the consistency that is supposed to be present in the test items. In other words, it helps in measuring the

strength of consistency that may exist between the test items. According to Chelsea Goforth, (2015) Alpha coefficient lesser than .05 are normally unacceptable. As it can be seen in the table 1 the derived values of Cronbach's Alpha against every variable fulfills the minimum requirement and allows researcher to use the adapted scale.

g. Sample Size and Sampling Technique:

The author took a sample size comprising of 790 male and female respondents. This sample size has been scientifically selected under the sample size determination technique prescribed by the (Ronald E. Walpole, 1982). Simple Random Sampling technique has been used for this study. Sampling technique for this study is Simple Random Sampling which is considered to be one of the most basic types of sampling techniques. Underneath Simple Random Sampling every respondent from the selected population keeps an equal chance for getting selected as they are randomly picked amongst the large set of identified population. It enables the researcher to gather information from the identified groups of respondents in less time with a certain level of ease and also in a swift manner (Sekaran, 2000).

h. Statistical Techniques Used for the Analysis of the Data:

The author has used frequency descriptive analysis, Pearson Correlation Analysis, and Regression Analysis for the scientific analysis and meaningful interpretation of the data.

4. RESULTS AND DISCUSSIONS

Correspondence Degree between the Selected Variables:

Table 2 The Correlational Matrix:

	PI	EX	TW
Purchase intention	1.000		
Expertise	.257**	1.000	
Trustworthiness	.384**	.546**	1.000

Number of Respondents =790

Note: PI denotes Purchase Intention

** denotes the correlation significance at 0.01 level (1 tailed)

*denotes that the correlation significance at 0.05 level (1 tailed)

The above mentioned table shows that all the determinants of celebrity endorsement model positively interact with the dependent variable i.e. the consumer purchasing intention. It therefore proves positive one tailed correspondence between the selected variables. The table indicates that some of the determinants have strong relationship with the purchase intention while some hold the moderately good relationship with the same. The rest have low but still positive relationship with the consumer purchase intention.

Table 3 Descriptive Statistics of Various Attributes			
	Mean	St. deviation	N
Purchase intention	2.1749	.98210	790
Expertise	2.2162	1.34185	790
Trustworthiness	2.4644	1.42217	790

Hypothesis Testing:

1. Relationship between Celebrity Endorsement and Consumer Purchase Intention:

H₁: Celebrity endorsement has a positive relationship with the consumer's purchase intention.

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
	.630 ^a	.396	.396	.64288	.396	517.323	1	788	.000
a. Predictors: (Constant), Celebrity Endorsement									

ANOVA						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
Regression	213.804	1	213.804	517.323	.000 ^a	
Residual	325.672	788	.413			
Total	539.476	789				
a. Predictors: (Constant), Celebrity Endorsement						
b. Dependent Variable: Consumer Purchase Intention						

Results of regression analysis verify a positive relationship between the celebrity endorsement and consumer buying intention. It describes that there is a significant

relationship between both the variables. Results show the value of ($R = .396$) and the adjusted R square = .396. It shows a variance of 39.6%

Coefficients						
Model		Unstandardized coefficients		Standardized coefficients	T	Sig.
		B	Std. Error	Beta		
	(constant)	-.023	.088		-.255	.799
	CE	1.078	-.047	.630	22.745	.000

a. Dependent Variable: Purchase Intention

Regression model shows substantial strength with ($F=517.32$), β coefficient = 0.630) and a highly significant p value.

2. Relationship between Celebrity Expertise and Consumer Purchase Intention.

$H_2 a$: Expertise of the celebrity positively influences the consumer purchase intent.

Second hypothesis describes the first determinant of the Source Credibility Model i.e., expertise of a celebrity. This model has been developed by Hovland & Weiss, (1951). This hypothesis was developed in order to examine the impact of celebrity's expertise on the purchase intention of the consumer buyers. For the empirical testing of the hypothesis Simple linear regression is used.

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
	.444 ^a	.197	.196	.74127	.197	193.783	1	788	.000
a. Predictors: (Constant), Expertise									

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	106.481	1	106.481	193.783	.000 ^a
	Residual	432.995	788	.549		
	Total	539.476	789			
a. Predictors: (Constant), Expertise						
b. Dependent Variable: Consumer Purchase Intention						

Consequently, a positive relationship has been found between the celebrity expertise and consumer purchase intentions. Technically speaking, ($R=.197$), with only 19.6% variance has been recorded. This explains that 19.6% of purchase intention variability is explained by the first determinant of the source credibility model i.e., expertise. This also reveals that 80.4% of the variation in purchase intention cannot be explained by expertise alone. It indicates and proves the existence of other determinants of celebrity endorsement which can influence the purchase intention of the buyers. The results obtained through the regression analysis show substantial association between the variables. It has a reported value of $F=193.7$ and also a highly significant p-value leading towards the rejection of the null hypothesis.

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.243	.055		22.450	.000
Expertise	.331	.024	.444	13.921	.000
a. Dependent Variable: Consumer Purchase Intention					

In order to evaluate the relationship between the expertise and purchase intention the following regression equation can be obtained:

$$Y_{pi} = 1.243 + .331 * X_{ex}$$

(Y_{pi} denotes expected score on the consumer purchase intention, while X_{ex} denotes the actual score on Expertise of the endorsing source). Moreover, the results obtained through the regression analysis reveal strong direct relationship between the two variables. It can be further explained as if the brand endorsing source is possessing more expertise in a particular field of interest, he or she can better influence the consumer purchase intention as compared to a less or non-expert endorser. So, on the basis of the above mentioned figures, H2a has been accepted.

3. Relationship Between Celebrity Perceived Trustworthiness & Consumer Purchase Intention

H₂ b: Trustworthiness of the super stars has a relationship with the purchase intention of the customers.

This hypothesis describes the second determinant of the Source Credibility Model .i.e. trustworthiness. This hypothesis was developed in order to investigate any possible association between the trustworthiness of the endorsing celebrity and consumer purchase intent. The below mentioned table describes the results obtained through simple linear regression

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
	.497 ^a	.247	.246	.71782	.247	258.985	1	788	.000
a. Predictors: (Constant), Trustworthiness									

ANOVA							
Model			Sum of Squares	Df	Mean Square	F	Sig.
		Regression	133.446	1	133.446	258.985	.000 ^a
		Residual	406.030	788	.515		
		Total	539.476	789			
a. Predictors: (Constant), Trustworthiness							
b. Dependent Variable: Purchase Intention							

The above mentioned tables show a positive relationship between trustworthiness and consumer purchase intention. Derived value of (R=.247), only 24.6% variance (Adjusted R²). This implies that 24.6% variability in the consumer purchase intention is influenced by the second determinant of the source credibility model .i.e. trustworthiness of the endorser. Furthermore, these results reveal the existence of a positive relationship between the trustworthiness of the endorser and the consumer purchase intention.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	1.231	.050		24.696	.000
	Trustworthiness	.344	.021	.497	16.093	.000
Dependent Variable: Purchase Intention						

In order to predict the consumer buying intention on the basis of trustworthiness of the endorsing source, the following regression equation can be obtained:

$$Y_{pi} = 1.231 + .344 * X_{tw}$$

Y_{pi} denotes the expected score on the purchase intent of the buyers while X_{tw} shows the actual score on the trustworthiness of the endorsing source. In other words, consumers purchase intention is significantly influenced if consumers have high level of perceived trustworthiness in the endorsing personality. Regression model shows substantial goodness with ($F=258.96$) and a highly significant p value. On the basis of above mentioned figure H2b has been accepted.

4. CONCLUSION

The results extracted from the current study strongly accept the relationship between celebrity endorsement and consumer purchase intention. As celebrities have charismatic influences on the lifestyle and mindsets of the general public therefore, they can better help the brand advertisers to strengthen their brand recall as well as the overall brand equity (Amit Kumar, 2010, & Munnukka, 2016). Majority of the respondents were of a view that they do consider and appreciate the presence of celebrities in brand advertisements. They believe that they idealize these famous personalities from the various fields of interest. Therefore, it is concluded that the purchase intention of the buyers is remarkably influenced by their favorite super stars (McCormick, 2016). Respondents of the current study revealed that they are most commonly exposed to celebrity based commercials. They think that it's one of the most influential marketing strategies to endorse brands through these famous figures. It also means that as compared

to non-celebrity sources, the celebrity endorsement is more influential in order to create positive impact on consumer buying behavior (Priyankara et al., 2017). These celebrities appear almost on every type of media, whether print, electronic or social media. Majority of the respondents believed that television is one of the most important sources of promoting brands. They also give weightage to the celebrity based advertisements on internet, newspaper and magazines. The results extracted from the current study strongly accept the relationship between celebrity endorsement and consumer purchase intention. As celebrities have charismatic influences on the lifestyle and mindsets of the general public therefore, they can better help the brand advertisers to strengthen their brand recall as well as the overall brand equity (Amit Kumar, 2010), & (Munnukka et al., 2016). Majority of the respondents were of a view that they do consider and appreciate the presence of celebrities in brand advertisements. They believe that they idealize these famous personalities from the various fields of interest. Therefore, it is concluded that the purchase intention of the buyers is remarkably influenced by their favorite super stars (McCormick, 2016). Respondents of the current study revealed that they are most commonly exposed to celebrity based commercials. They think that it's one of the most influential marketing strategies to endorse brands through these famous figures. It also means that as compared to non-celebrity sources, the celebrity endorsement is more influential in order to create a positive impact on the overall consumer buying behavior (Priyankara et al., 2017). These celebrities appear almost on every type of media, whether print, electronic or social media. Majority of the respondents believed that television is one of the most important sources of promoting brands. They also give weightage to the celebrity based advertisements on internet, newspaper and magazines. This somehow, also proves the overall development and significance of the mass media in our country in general, and in Khyber Pakhtunkhwa in specific. As the battle of brands is getting fierce both at the global and local levels, that's why marketers are trying to endorse their brands through competent sources. That is why the celebrities are now most commonly endorsing the global and local brands on different media locally and globally as well (Mazlan et al., 2016). The results of the current study reveal the same fact where majority of the respondents reported that film stars, drama actors and sporting figures have more

appealing instinct than non-celebrity endorsers. As celebrities can better attract and retain the consumer attention towards the advertised brands and thus can positively impact their purchase intention (Roy et al., 2015). Consequently, the current study validates the overall effectiveness of celebrities as brand endorsers in relation to the consumer purchase intention. It also states that brand advertisers should always be very careful while selecting an appropriate celebrity as their brand endorser. Moreover, this right choice of the celebrity endorsers can make the big difference both in the short and long run in creating positive impacts on consumer minds and life styles.

Limitations of the Study:

This study was conducted in Khyber Pakhtunkhwa province of Pakistan. Due to lack of financial, technical and human resources consumers from Its Capital City Peshawar and the surrounding sub urban areas were only contacted. Due to the same reason, the consumers from the rural areas of Khyber Pakhtunkhwa were not contacted. The respondents were between the ages Of 16 to 45. The senior citizens were also not contacted who might have a totally different set of perceptions regarding the celebrity endorsements in relation to their buying intentions.

Suggestions for the future researchers:

The future researchers can take comparatively bigger sample sizes in order to determine the impact of celebrity endorsement on the consumer buying behavior. This would enable them to make more authentic and empirical analysis of the subject matter under discussion. Future studies can also play their role in order to determine the impact of the celebrity endorsement on the buying behavior of the senior citizens. Future studies can also consider the rural buyers from the various parts of Khyber Pakhtunkhwa in specific and other rural parts of the country in general or as per their research objectives. Investigating the impact of the local and international celebrities on the consumer buying behavior can be a next suggestion for the future researchers. Last but not the least, future studies can also focus on investigating the impact of negative publicity about a celebrity on the consumer purchase intentions.

REFERENCES

- Ahmed, R.R., Vishnu, P. and Amin, M.A. (2014), *Impact of Product Packaging on Consumer's Buying Behavior*, *European Journal of Scientific Research*, 122 (2), 125-134.
- Aaker, D.A. and Myers, J.G. (1987). *Advertising management*. 3rd Edition. London: Prentice Hall International.
- Assael, H. (1984). *Consumer behavior and market action*. Boston, MA: Kent.
- Atkin, C., & Block, M. (1983). *Effectiveness of celebrity endorsers*. *Journal of Advertising Research*, 23, 57–61.
- Assael, M., (1981). *Consumer Behavior and Marketing Action*, Kent Publishing Co., Boston, MA, 1981, p. 80.
- Bafna et al., (2016). *Influence of Celebrity Endorsements on the Consumer Behavior for Facial Care Product*. *Imperial Journal of Interdisciplinary Research (IJIR)* Vol-2, Issue-5, 2016 ISSN: 2454-1362, <http://www.onlinejournal.in>.
- Bryman, A., (2001). *Social Research Methods*, Oxford University Press
- Belch G.E., and Belch, M.A., (2001). *Advertising and Promotion: An integrated Marketing*
- Belch, G., & Belch, M. (1994). *Introduction to advertising and promotion: An integrated Marketing communications perspective*. Irwin: Homewood, 189-192.
- Choi, N.J. Rifon (2012). *It is a match: The impact of congruence between celebrity image and consumer ideal self on endorsement effectiveness*, *Psychology & Marketing*, 29 (2012) 639-650.
- Chi, H. K., Yeh, H. R., & Huang, M. W. (2009). *The Influences of advertising endorser, brand image, brand equity, price promotion on purchase intention: The mediating effect of advertising endorser*. *The Journal of Global Business Management*, 5(1), 224-233.
- Choi, S.M. and Rifon, J.N., (2007). *Who is the Celebrity in Advertising? Understanding Dimensions of Celebrity Imagell*, *Journal of Popular Culture*, Blackwell Publishing, Inc., Vol.40, and No.2. 304-325.
- Hassan, Ahmad, & Jamil (2016). *"The relationship between celebrities' credibility and advertising effectiveness: The mediation role of religiosity"*, *Journal of Islamic Marketing*, Vol. 7 Iss: 2, pp.148 – 166.
- Hassan, Ahmad, & Jamil (2016). *"The relationship between celebrities' credibility and advertising effectiveness: The mediation role of religiosity"*, *Journal of Islamic Marketing*, Vol. 7 Iss: 2, pp.148 – 166.
- Han & Dr. Rashad Yazdanifard (2015). *The Review of the Effectiveness of Celebrity Advertising that Influence Consumer's Perception and Buying Behavior*. *Global Journal of Management and Business Research: E Marketing* Volume 15 Issue 4 Version 1.0.
- Kang, J, Choi, W. J (2016). *Endorsed Sustainable Products: The Role of Celebrity Ethicality and Brand Ethicality*. *Clothing and Textiles Research Journal*.
- Kumar (2010). Thesis on *"Celebrity Endorsement and its impacts on buying behavior"* (in context to India), Bournemouth University, U.K.
- Karina P. Rodriguez (2008). *Philippine Management Review* 2008, Vol. 15, pp. 83-99.
- Kang, J, Choi, W. J (2016). *Endorsed Sustainable Products: The Role of Celebrity Ethicality and Brand Ethicality*. *Clothing and Textiles Research Journal*.
- Kumar (2010). Thesis on *"Celebrity Endorsement and its impacts on buying behavior"* (in context to India), Bournemouth University, U.K.

- McGuire, W. J. (1985). *The nature of attitudes and attitude change in Handbook of Social Psychology* (2nd ed., Vol. 3). Addison Wesley.
- Priyankara, Weerasiri, Dissanayake., & Jindasa (2017). *Celebrity Endorsement and Consumer Buying Intention with Relation to the Television Advertisement for Perfumes*. *Management Studies*, Mar.-Apr. 2017, Vol. 5, No. 2, 128-148
- Sertoglu, (2014). *Examining the Effect of Endorser Credibility on the Consumers' Buying Intentions: An Empirical Study in Turkey*. *International Review of Management and Marketing* Vol. 4, No. 1, 2014, pp.66-77 ISSN: 2146-4405.
- Tom, (1992). *The Use of Celebrity Spokespersons in Advertisement*. *The Journal of consumer Marketing* 9: 45-51.
- Thorson, Esther (1990). "Consumer Processing of Advertising," *Current Issues and Research in Advertising*, 12, 199-230.
- Usman, (2010). *General attitude towards advertising: cultural influence in Pakistan*. *International Journal of Marketing Studies*, 2(2), 124-133. Victor L, (2007). *Likert Scale Analysis*.