

Impact of Celebrity Endorsement on Consumer Buying Behavior

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Abstract

Today celebrity endorsement becomes the multi-million industries in the world. Marketers endorsed celebrities with their products and brands in the advertisement to increase their sales and change the perception of the viewer's regarding their brand, which positively impacts on their buying behavior. This research study focuses on the celebrity endorsement and its impact on the customer's buying behavior and their perception regarding the product or brand of the company. A quantitative method is used in this research in order to investigate the impact of celebrity endorsement on buying behavior. The data of 200 respondents is collected through questionnaire and results were analyzed through the SPSS. The students of different universities as respondents has been taken to know their perception regarding the celebrity and its attributes and the impact of celebrity endorsement on their buying behavior. It is concluded that celebrities endorsed advertisements are more attractive than the non-endorsed advertisements. Moreover the tested attributes of celebrity show positive relationship with the buying behavior and brand perception as well. It also proved that there is a significant impact of celebrity endorsement on the buying behavior. Finally, the results of the study further proved that there is a significant impact of celebrity endorsement on the buying behavior of customers.

Keywords: Celebrity endorsement, Celebrity attractiveness, Celebrity credibility, Celebrity meaning transfer, Brand image, Buying behavior

1. INTRODUCTION

1.1 Background to the Research

In today's world the celebrities are being treated as a role model. People are changing their living style related with their favorite celebrity. This thing creates a great impact on the buying behavior of the persons. This attracts the customers and ultimately increases the company productivity. Celebrities are not always creating any kind of effect on persons mind in terms of buying. But mostly it gives a great impact on perception of choosing any product. We are always thinking that if our favorite celebrity is using them. Then we should use that to be like them (Khatri 2006).

From last 150 years advertising is changing in different phases from the classical to modern. Now a day it's the best strategy used by marketers to influence customers by showing celebrities with their products, it includes different appeals lie, exciting, absurdity, sexual etc. Belch, G. and Belch, M. (2008) acknowledged that the main aim of formulating such strategies is to get high brand revelation, longing, concentration and curiosity. To do so, marketers attach famous personalities' with their products.

McCracken (1989) stated that these famous personalities' had great influence on the consumer's buying behavior that's why it becomes the most attractive tool of advertising now a day. The major aim to do advertising and adopt this strategy is to influence customers towards the products (Ohanian 1990).

1.2 Advertisement

Major intend of each commercial is to create attentiveness and stimulate interest in consumer's mind. Today almost every company from different industries uses advertisement as their basic tool to encourage their goods and services, because it's the best way to convey information to the huge public in an effective and efficient manner. According to the consumer's purchase intention the advertising plays a crucial role, it becomes vital for the companies to use all the tracts and tools to peruse customers towards their offering by using different type of advertising campaigns (Ohanian 1991).

1.3 Celebrities

Erdogan (1999) concludes that celebrities are those people who have well known by the large number of people. They have special uniqueness and features like magnetism, unusual standard of living or special skills that are nor commonly experiential in common people. That it can be said that in society they are different from the common people. Among the model forms of celebrities, actors (e.g. Saif Ali khan, Shan, Salman Khan, Amitabh Bachan etc), models (e.g. Preeniti Chopra, Ali Zafar, Bipasha Basu, Kareena Kapoor etc), Sports-men (e.g. Yousuf Pathan, Shahid Afridi, Sachin Tendulker, etc.) are significant.

1.4 Celebrity endorsement

Khatri (2006) studied that the celebrity endorsement is the Promotion strategy to attract the customers. By

analyzing the current market, now it's become the need of the marketers to use the different famous personalities to relate with their brands to create unique identity of the brand and to do famous his company's brand or product, which results high expenditure for the company to use that strategy, however nowadays it is used to be a powerful strategic tool to get maximum profit. It also shows that this can carry risk, because there is no sureness that the celebrity can come up with the sales generation of the firm. But it creates a buzz and gives popularity to the company and the brand. This can increase the expectation of the customers in terms of real star by delivering the company promise. There are certain perspectives occur where the real persons can work better than the celebrities' endorsement, but not always.

1.5 Brand

The (AMA) classify that brand is a given name, indication, symbol, intend or blend of them that make one product or service different from other product or service. Brand is all about to create some associations with the customer, when it shows any characteristics of the brand he just recognize the brand. It's about getting people to see you as the only one that satisfy them in best way. The good brand includes, clears message delivery, assures your trustworthiness, attach with your target market emotionally, peruse the buyer and create loyalty. To do your brand successful first you need to understand the desires of your customers and then offer any brand in that manner according to the customer demand. Your brand must be in the minds of the customers. Once customers accept the brand, it gets more loyalty from the customers and lives for long in the market.

According to Silvera & Austid (2004) brand is a set of insights and descriptions that signify a corporation's product or services, but many people think brand just a name or symbol but in reality it is beyond that and have larger definition and scope. It's the overall image of the product; it is the tool, which attach the customer's heart and mind.

1.6 Attention, awareness, attitude

This information has extended by Zafar (2009) and suggested that the celebrities' endorsements are being used to get the attention of the customers, by involving the best models in the advertisement and motivate people to get attention towards the product because this will ultimately raise the customer toward that company's product. In this process the message of the main motive of the product is explained by the well-known personalities. So they are more preferable by the companies for developing the awareness.

1.7 Buying behavior

Buying behavior is a process by which a people search for the product/services they need or want, make decision to buy the required and most suitable one from different alternatives, use and the dispose it. For making marketing decision buying process model is playing a very important role for any one. It makes marketers to think about each step of this process rather than just purchase decision because if marketers just consider the purchase decision, it may be too late for a business to influence the choice of customers. According to this model the customer pass through all stages for purchasing every goods or services. However, in more regular purchases, customer often skips some the stages (Kirmani & Shiv1998).

1.8 Factors effecting buying behavior

Brewster, Sparrow and Vernon (2007) explain about Factors that affect buying behavior and vary from person to person, age to age, and area to area. Every society follows its own norms, culture and values. At different stages of life our preferences change because of our age, needs, lifestyle, earning and psychological factors. These factors can be Internal (memory and way of thinking) or External (media, word of mouth, publicity and feedback).

There are several factors, which pressure the buying behavior:

- **Cultural influences:** it has the broadest and the deepest influence on buying behavior. Brewster, Sparrow and Vernon (2007) define culture as shaping process, ' for a culture to exist, member of a group or society having different values and norms, which vary time to time. Cultural values can change and have to be watched by marketers. Ignoring this deepest and widest factor can be very costly for company in terms of image and profit.
- **Social influences:** social influences are those influences that clearly mold buying behavior, it affects through reference group, family members and social class (Ahmed & Saeed 2014).
- **Family influences:** family life cycle and family decision making has the most in influence on one's buying behavior.
- **Psychological influences:** these influences are related to our perception, learning, memory and motivation. It changes buying behavior through making the perceived picture of product in customer's mind. Customer buying behavior can be influenced by different factors like: perception, beliefs, society, personality, information choices, preferences and communication.

1.9 Impact of endorsement on buying behavior:

Ranjbarian, Shekarchizade & Momeni (2010) agreed that advertisement is the action that persuades individuals of any particular market to buy services and product or service. Through different ways the advertisement message can be spread like TV ads, radio publicity, print promotion, online advertising, billboard marketing, in-store advertise, WOM advertising, and endorsement. Now the question arise that which category of promotion is best? The best nature of advertisement depends on the type of industry or firm and its necessities and desires.

McCracken (1989) found that celebrities endorses characterized an effectiveness way of transferring meaning to brands. The common conviction of the marketers is that there is a significant and huge impact of those advertisements, which are endorsed by the famous celebrities comparably with the non-endorsed celebrities.

1.10 Research Objectives

- To examine the impact of celebrity endorsement on buying behavior.
- To analyze the perception of students and professionals about the celebrity endorsement.
- To find out the relationship between celebrity endorsement and customer buying behavior.
- To analyze influence of brand over celebrity endorsement.
- To analyze that which factor of celebrity attracts more to the public.

1.11 Hypothesis

H₀: There is no impact of celebrity endorsement on buying behavior.

H₁: There is an impact of celebrity endorsement on buying behavior.

H₂: There is no any relationship between celebrity endorsement and buying behavior.

H_{2a}: There is a relationship between celebrity endorsement and buying behavior.

H_{3a}: There is a relationship among the celebrity attributes.

H_{3b}: There is no any relationship among the celebrity attributes.

2. LITERATURE REVIEW

Advertisers regularly practice the strategies intended to attract customer's interest to their message and to differentiate their offerings from rival products with the anticipation of influencing buying behavior of the customer. In today's competitive world, a quality is positioned on an approach, which can accomplish these objectives. One challenge at such a plan includes the use of a celebrity representative. According to Atkin and Block (1983), there are numerous bases as to why a famous endorser may be dominant. First, such a representative attracts consideration toward the commercials into the messy flow of communication. In addition, celebrities are conventionally observed as being greatly active individuals with eye-catching and likeable traits (Kamins et al. 1989).

The use of famous persons in promotions is traced back to nineteenth century and these general promotional practices have revealed a large quantity of intellectual as well as realistic considerations. Mainly academic analysis of celebrity support encompasses the sphere of spokesperson credibility and charismatic representatives, and recommends that famous persons exercise their impact on customers through apparent traits (Ahmed 2012; Ohanian 1990, 1991).

A number of research studies reveal that use of eye-catching celebrity serve as a foundation to enhance feelings towards the ads. This mind-set to the commercials is identified as psychological circumstances that be exercised by persons to systematize the manner, how to recognize the surroundings as well as organize the manner a person react towards it (Haghirian & Madlberger 2005).

Today the mass media are flooded through descriptions of along with information concerning superstars, and because of a consequence, celebrities have high repute, distinctive traits, and fascinating descriptions according to the community's opinion (Giles 2000; McCracken 1989).

Celebrities regularly emerge in promotions in connection among customer goods or services. By means of skill to pierce the hectic mess of publicity, portray customer consideration, produce high memory rates, generate as well as distinguish brand descriptions thus, create trade and income, superstar endorsement have demonstrated to be a helpful approach. No doubt dealer spends huge amount of capital in utilizing superstars to sponsor their brands (Agrawal & Wagner 1995; Erdogan 1999; Kaikati 1987; Mathur et al. 1997; Gabor et al. 1987).

McCracken (1998) proposes that superstar is considered like memorial, entertainer or representative of the business organization. Investigation has established that spokesperson endorsement influence consumers' mind-set in common and it may change the feelings of customers towards the commercial and products as well. This may perhaps effect in improvement of acquisition plan and as an outcome in increase of trade.

Researchers have intended for extensive concentration to consumer's mind-set to the commercial as a sentimental creation and intervening influence on brand attitudes and acquiring intentions (Lutz et al. 1983;

MacKenzie et al. 1986; Mitchell & Jerry 1981; Shimp 1981, Ahmed et al. 2014).

3. MATERIAL AND METHODS

3.1 Theoretical framework

Theoretical framework describes the overall topic of the study, as it shows that there are several attributes of celebrity, here we discuss main three attributes which is attractiveness which includes the beauty, charm, looks, pleasant appearance, magnetism etc., the other attribute we taken in account is credibility which includes trustworthiness, reliability, authority, standing and sincerity of the celebrity and the third one is meaning transfer which, includes that how he/she change the meaning of the brand or product. So when the image of the product is improved in consumer mind he or she wants to purchase that product which suggests that there is a relationship amongst three attributes of celebrity, and these have the direct relationship and impact on overall buying behavior (Ahmed et al. 2014).

3.2 Models

The below figure represents the framework for understanding the effect of celebrity endorsement on buying behavior. The framework has adopted from the integrated model for understanding celebrity endorsement and consumers' perception study cross cultural consumer behavior (Biswas & Hussain 2009).

Figure. 1: Model of Study

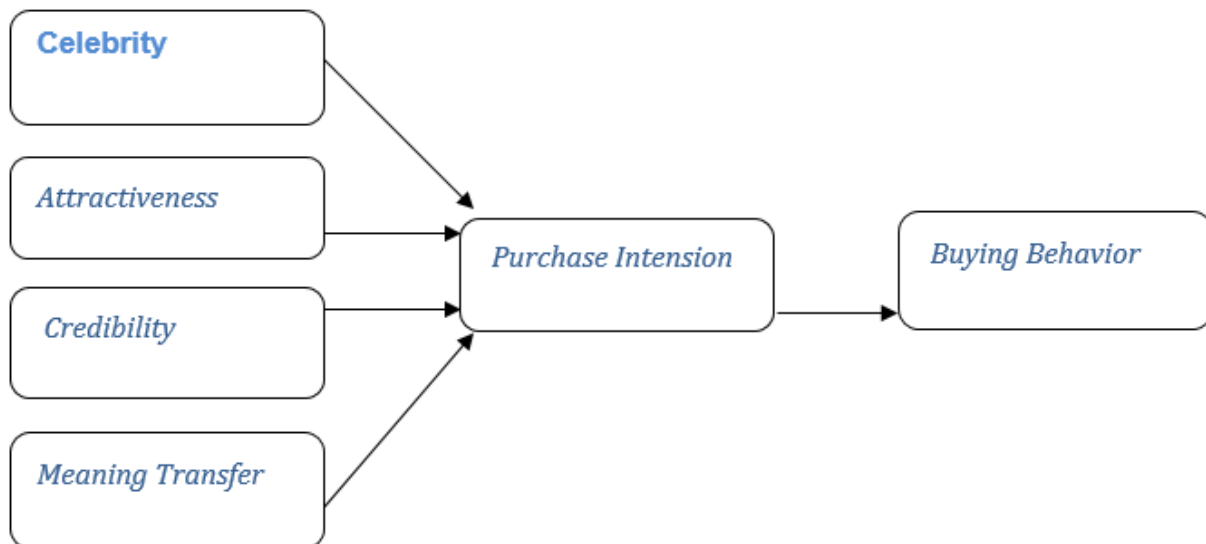


Table. 1: Models

<i>Models explaining celebrity Endorsements</i>	<i>Basic theory</i>	<i>Source of influence on consumers</i>	<i>Consumer perception/Buying behavior/</i>
Source attractiveness Model	Expertise, trustworthiness of celebrity.	Identification process (Kelman, 1961)	Positive insight of ad, celebrity and brand when knowledge and dependability high.
Source Credibility Model	Familiarity, Likeability and similarity of celebrity.	Internalization process (Kelman) Balance theory (Heider 1946)	Optimistic discernment of ad, celebrity and brand when personality is well-known and likeable.
Meaning Transfer Model (McCracken 1986)	Process of transfer of meaning from celebrity to brand and to consumer.	Transfer process of meaning from celebrity to brand to consumer.	The just right match between properties of brand and celebrity meaning haggard from his/her take for granted role the higher the likelihood of consumers' observation and fraud of product meaning.

3.3 Research Design

The research is quantitative and descriptive in nature. Both primary and secondary data sources have been collected.

3.4 Sample Size

200 are the sample size for this research to examine the impact of celebrity endorsement on buying behavior. Random sample technique is used, 100 students are taken from the SZABIST, 50 from the IQRA and 50 from the CAMS Universities.

3.5 Instrument Selection

We borrowed the questionnaire from the research study on the topic of impact of celebrity endorsement on buying behavior by Kumar (2010).

3.6 Variables

The Dependent variable is the buying behavior and independent variable is the celebrity endorsement. We operationalize the celebrity in its three main attributes namely, attractiveness, credibility and meaning transfer. And we see their impact on the buying behavior.

3.7 Plan of Analysis

The result of the study will be analyzed through quantitative, regression, correlation and Frequency analysis. The data is processed through SPSS to get the results.

4. DATA ANALYSIS AND RESULTS

4.1 Reliability Statistics

Table. 2: Reliability Statistics

Cronbach's Alpha	No of Items
0.918	19

According to the standard rule that the reliability percentage must be above 0.6, and hence we got .918, so this questioner is reliable. Furthermore, this reliability is of 19 items of the questioner and all the questions are including demographic questions.

4.2 Demographic Analysis

Following is the demographic analysis of respondents.

Table. 3: Demographic Analysis

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	116	58.0	58.0	58.0
	Female	84	42.0	42.0	100.0
	Total	200	100.0	100.0	

Total population is 200 taken in account, in which 116 are male respondents and 84 are female respondents, if we look around to the age factor, most of the respondents are between the age of 18-24, which are 121, 68 are in the age of 25-30 and there are only 11 respondents above 30, because in this research we focused the students only.

Table. 4: Age Analysis

Age Analysis					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	121	60.5	60.5	60.5
	25-30	68	34.0	34.0	94.5
	30above	11	5.5	5.5	100.0
	Total	200	100.0	100.0	

We take respondents 75 from SZABIST, 59 from IQRA and 66 from CAMS to know their perception about the celebrity endorsement and its impact on buying behavior.

Table. 5: Universities Analysis

University					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SZABIST	75	37.5	37.5	37.5
	IQRA	59	29.5	29.5	67.0
	CAMS	66	33.0	33.0	100.0
	Total	200	100.0	100.0	

Table. 6: Social Status Analysis

Social Status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Middle class	56	28.0	28.0	28.0
	Upper middle class	49	24.5	24.5	52.5
	Upper class	95	47.5	47.5	100.0
	Total	200	100.0	100.0	

There are 56 respondents who belong to Middle class, 49 from upper middle class and 95 respondents are from upper class families. So we conduct research from different students related from different social classes in universities.

4.3 Advertisement Medium Analysis

We ask from the respondents that which medium is important to watch celebrity advertisements, most of the respondents i.e. 100 go for the TV advertisements, so we can say that TV is the effective source of conveying advertisements, next high frequency is Internet i.e. 48 respondents went for and 45 have chosen magazines.

Table. 7: Medium advertisement Medium Analysis

Medium advertisement Medium Analysis		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TV Advertisement	100	50.0	50.0	50.0
	Magazines	45	22.5	22.5	72.5
	Internet	48	24.0	24.0	96.5
	Newspaper	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

4.4 Celebrity versus Non-celebrity

We also ask from our respondents that which advertisements attracts them more, celebrity endorsed or non-celebrity endorsed, 162 respondents 200 said that celebrity endorsed advertisement, only 38 respondents voted to non-celebrity advertisements. So we can say that celebrity-endorsed advertisements are more attractive in the perception of the viewers.

Table. 8: Celebrity Vs. Non-celebrity Analysis

Celebrity Vs. Non-celebrity Analysis		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Celebrity Endorsed advertisement	162	81.0	81.0	81.0
	Non-celebrity advertisement	38	19.0	19.0	100.0
	Total	200	100.0	100.0	

4.5 Frequencies of advertisement & celebrity endorsements

We asked the respondents that how frequently they come across advertising using celebrity endorsement, most of the people said occasionally and often it shows that celebrity endorsed advertisement are very popular and mostly watched by the viewers.

Table. 9: Frequency Analysis

Frequency Analysis		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	.5	.5	.5
	Often	82	41.0	41.0	41.5
	Occasionally	95	47.5	47.5	89.0
	Rarely	19	9.5	9.5	98.5
	Never	3	1.5	1.5	100.0
	Total	200	100.0	100.0	

4.6 Correlation Analysis

The highest relationship is among the perception and buying behavior, which is .920, this show that there is a significant relationship between perception and the buying behavior. The second highest relationship of perception is with the credibility that is .691 followed by the credibility and then attractiveness.

Table. 10: Correlation Analysis

		Correlations				
		Perception	Credibility	Attractiveness	Meaning transform	Buying behavior
Perception	Pearson Correlation	1	.668**	.469**	.691**	.920**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	198
Credibility	Pearson Correlation	.668**	1	.656**	.634**	.733**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	198
Attractiveness	Pearson Correlation	.469**	.656**	1	.549**	.507**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	198
Meaning transform	Pearson Correlation	.691**	.634**	.549**	1	.751**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	198
Buying behavior	Pearson Correlation	.920**	.733**	.507**	.751**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	198	198	198	198	198

** . Correlation is significant at the 0.01 level (2-tailed).

Secondly Credibility has the highest relationship with the buying behavior, which is .733, and then with the credibility and attractiveness followed by the meaning transfer. Thirdly, attractiveness is the highest relationship with the credibility .565, followed by the meaning transfer and buying behavior. Meaning transform has the high relationship with the buying behavior .751 and .634 with the credibility.

Hence all sub-variables have significant relationship on buying behavior, where perception, which stimulates “variable”, has highest impact with value of 0.920; while low relationship is attractiveness .469. So we can conclude that all the variables have significant relationship with each other and they also have high relationship with the buying behavior.

4.7 Regression Analysis

4.7.1 Model Summary

Model summary of, impact of celebrity endorsement on buying behavior; as per the standard ratio “adjusted R square” must be more than or equal to 0.6; and hence there is .883 so it suggested that our model is fit and should be use in future researches to measure the impact of celebrity endorsement on buying behavior.

Table. 11: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.941 ^a	.886	.883	1.686

a. Predictors: (Constant), meaning transform, attractiveness, Perception, credibility

4.7.2 Coefficients Analysis

The result of coefficient in this model; where Beta is .694 of the perception and t value is 18.781 & p<0.05, which propose that perception has a significant impact on buying behavior. Moreover, Credibility has t=4.638 & p<0.05, and Meaning transform has t=4.750 & p<0.05, therefore, it is further concluded that both Credibility & Meaning transform has a significant impact on buying behavior as well.

Since the attractiveness has the negative result (B), it shows that the increase in attractiveness decreases the impact on the buying behavior. Finally it could be concluded that Celebrity endorsement has the impact and even a huge impact on buying behavior.

Table. 12: Coefficients Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.663	.411		1.612	.109
Perception	1.216	.065	.694	18.781	.000
Credibility	.528	.114	.180	4.638	.000
Attractiveness	-.082	.095	-.029	-.862	.390
Meaning transform	.330	.069	.173	4.750	.000

a. Dependent Variable: buying behavior

Therefore, H₁ is accepted hence it is proved that there is a notable and worthy impact of celebrity endorsement over the buying behavior and H₀ is rejected.

Moreover, H_{2a} is also accepted that there is a significant relationship between celebrity endorsement and buying behavior and H₂ is rejected. This research also suggested that H_{3a} is accepted, which is that there is a relationship between all the attributes of celebrities and H_{3a} is rejected.

Conclusion

This research concluded that the Celebrity endorsed advertisements are more attractive than the non-celebrity endorsed advertisements. Respondents also voted that the best medium for watching the advertisements is TV and then Internet. It is further concluded that the highest relationship existed between the perception and the buying behavior. The lowest relationship is, between celebrity attractiveness and the perception. There is a significant relationship among all attributes of the celebrity. It is finally concluded that there is a significant relationship between celebrity endorsement and buying behavior. Respondents clearly conveyed that they do purchase those products and services, which are endorsed by the celebrities.

Results show that the celebrity endorsement has reasonable impact on customers as per their attitude and buying intention. Physical attractiveness, credibility and congruence of the celebrity with the reference to endorsed advertisement all have impact on customer perception about the advertised product. It has also been highlighted that celebrity endorsement advertisements boosting up the sales and purchase of product, people like to buy the products more if endorsed by the celebrity and it shows that today's customer is aware and influenced by media.

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