

## Role of Celebrity Endorsed Advertisements on Purchase: A Comparative Study of Two Brands in Oman Television

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### Abstract

Advertisements help in communication and play a significant role in influencing the purchase behavior. The aim of the study is to identify the advertisement influence on purchase, celebrity recall and the association of celebrity recall, awareness and purchase. Two celebrity endorsed television advertisements are selected for this study. One advertisement is for the product A'Saffa chicken endorsed by Omani Chef Isaa Al-Lamki. The second advertisement is Ooredoo telecommunications endorsed by Omani football player, Ali Al-Habbsi. A sample size of 240 youths is collected randomly from Nizwa College of Technology, Sultanate of Oman. The study findings proved that there is a significant relationship between celebrity recall and purchase influence of A'Saffa chicken. There is no significant relationship between celebrity recall and purchase influence of Ooredoo. There is a significant relationship between awareness and purchase influence for A'Saffa and Ooredoo products.

**Keywords:** television viewership, celebrity recall, brand awareness, purchase influence

### Introduction

The use of celebrity endorsements in advertising is one of the best ways to reach consumers (Agrawal and Kamakura, 1995; Ding et al., 2011). It is estimated that more than 25% of advertising campaigns used celebrities (Erdogan, 1999; Erdogan et al., 2001) and about 10% of advertising budgets were allocated to paying celebrities (Agrawal and Kamakura, 1995). According to Friedman and Friedman (1979) "a celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed". The use of celebrities in advertising: (1) attracts attention of the consumers; (2) strengthens the advertising message; (3) refines brand image, giving it a new and better meaning; (4) is an opportunity to enter other geographical markets through the use of celebrities globally (Erdogan, 1999; Raluca, 2012; Abdussalam, 2014). The use of a celebrity's image does not guarantee success; as with every most managerial decisions. This advertising technique poses risks, including: (1) a mismatch between the celebrity and the product advertised; (2) brands being obscured by an overwhelming celebrity; (3) the overuse of a particular celebrity by too many brands, leading to conflicting advertising messages; (4) that a celebrity working under a long-term advertising behaves badly, drawing negative publicity that undermines brand reputation; (5) a decreased interest in the brand when a celebrity loses importance or the public's attention; (6) the general impact of significantly increased advertising campaign costs (Erdogan, 1999; Raluca, 2012; Abdussalam, 2014). This leads to answer the following questions: Do celebrity endorsements achieve better results? and do these effects vary by product category?

### Literature review

Celebrity endorsement is a common marketing communication strategy for building brand image. Advertisers believe that the use of a celebrity affects advertising effectiveness, brand recall and recognition, as well as purchase intentions and follow through (Spry et al., 2011). Hakimi et al. (2011) have examined the influence of celebrity endorsement on young adults. Celebrity endorsement enhances the perceived quality of the brand and is correlated with intention to-use (Kamins et al., 1989; Ohanian, 1991). Yoo and Donthu (2001) defined consumer-based brand equity as a combination of brand loyalty, brand awareness, perceived quality of a brand, and meaningful memories linked to a brand. Celebrity endorsers who are credible improve brand credibility, and greater credibility increases consumer-based brand equity. The positive correlation between the endorser's credibility and consumer-based brand equity is mediated by the brand credibility (Spry et al., 2011). Celebrities can be an influential reference group and therefore a powerful asset for marketers. Celebrities can give testimonials about the benefits of using a product, endorse a product, or act as a spokesperson for a brand for an extended period (Blackwell et al., 2006). Marketers often choose celebrity endorsers who are attractive, credible, or who have expertise while at the same time matching up with the desired brand image (Hakimi et al., 2011). Physically attractive celebrity endorsers can improve a brand's image and encourage consumers to purchase that brand (Hakimi et al., 2011). Celebrities who are credible can persuade consumers to believe claims about a brand if they have relevant knowledge, skills or experience (Ohanian, 1990). Knowledgeable and skillful celebrity endorsers who are perceived to have expertise in a particular area can make consumers more willing to purchase

the advertised brand (Ohanian, 1991).

### Need of the study

Television is the most effective media of advertisement that offers a number of benefits to business by incorporating sound, image and movement to make interesting for consumer. Television media has the ability to communicate with a very large audience. TV has always been able to influence people through its combination of text, image, sound and emotion. This study aims to determine the influence of celebrity advertisements on purchase of Omani products. Also, celebrity has broad appeal on social media and television. Popular celebrities generate a lot of attention. They are more effective if they promote products or services. This study is conducted to identify the impact of celebrity on consumer awareness and purchase influence.

### Objectives of the study

The objectives of the study are as follows;

1. To analyse the recall ability and celebrity awareness of celebrity endorsed advertisements in Oman TV.
2. To identify the advertisement influence on purchase for the advertised brands.
3. To compare the impact of celebrity on purchase for the advertised brands.
4. To test the association of celebrity recall, awareness and purchase influence.

### Research methodology

Two celebrity endorsed television advertisements are taken for the study. One advertisement is for the product A'Saffa chicken endorsed by Omani Chef Isaa Al-Lamki. The second advertisement is Ooredoo telecommunications endorsed by Omani football player, Ali Al-Habbsi. The study area is Nizwa College of Technology, Sultanate of Oman and the period of this study is from September 2016 to December 2016. The study is conducted among students across three departments Business, Engineering and Information Technology department. The total number of enrolled students in NCT is 4765 (Source: Students Affairs, NCT, 2016). A sample of 240 students is collected by simple random sampling method. Data is collected with the help of structured questionnaire. The analysis is done with the help of percentage, chi-square analysis, Phi and Cramers value. The Phi value and Cramer's V are calculated to measure the strength of association between variables.

### Results and Discussions

Table-1 Demographic profile of the respondents

Demographic Variables	Categories	Number of Responses
Department	Information Technology	59 (25)
	Engineering	72 (30)
	Business	109 (45)
Level of education	Diploma	106 (44)
	Advanced Diploma	74 (31)
	B.Tech	60 (25)
Gender	Male	77 (32)
	Female	163 (68)
Age (in years)	18-20	81 (34)
	21-23	131 (55)
	More than 23	28 (11)
Marital Status	Married	60 (25)
	Unmarried	180 (75)

Values in parenthesis represent percentage

The demographic profile of the sample respondents is shown in table.1. Among the respondents 44% are diploma students; 31% are from Advanced diploma and 25% of the students are from B.Tech level. Out of the respondents, 68% are females and 32% of the sample respondents are males. It is clear that 55% of the sample respondents belong to the age group of 21-23 years. 34% of the viewers belong to the age group from 18-20 years. 11% of the sample respondents are aged more than 23 years. Also this table shows that 75% of the students are unmarried and 25% of the sample respondents are married.

Table 2. Celebrity Recall

Advertised brands/ celebrity	Recall of	Recalled	Not recalled	Total
A'Saffa Chicken		86 (36)	154 (64)	240
Ooredoo Telecommunication		53 (22)	187 (78)	240

Values in parenthesis represent percentage

A'Saffa Chicken advertisement in Oman TV is endorsed by an Omani Chef Isaa Al-Lamki and the celebrity in Ooredoo advertisement is the famous football player, Ali Al-Habbsi. Table 2 shows the recall of advertised brand associated with respective celebrities. It is found that brand recall associated with celebrity advertisement is 36% for A'Saffa Chicken and 22% for Ooredoo telecommunication services. The data analysis shows that 64% of respondents do not recall the celebrity for A'Saffa Chicken and the percentage of non-recall is 78% for Ooredoo telecommunication services. To test and prove whether there is any relationship between celebrity advertisement and recall, the following hypothesis is formulated.

*Ho: There is no significant relationship between the advertised brand and celebrity recall.*

*H1: There is a significant relationship between the advertised brand and celebrity recall.*

The probability of chi-square test statistic is 11.028. The p value is 0.000897, which is less than the alpha value of 0.05. Hence it is proved that there is a significant relationship between advertised brand and celebrity recall. Hence it is concluded that Celebrity advertisement of A'Saffa advertisement has created more impact than the celebrity of Ooredoo advertisement.

Table 3. Celebrity awareness

Advertised brands/ Awareness	Yes	No	Total
A'Saffa Chicken	123 (51)	117 (49)	240
Ooredoo Telecommunication	119 (49.5)	121 (50.5)	240

Values in parenthesis represent percentage

Table 3 shows the relationship between advertised brand and celebrity awareness. It is found that 51% of the total respondents are aware of the A'Saffa Chicken celebrity who projects the product before the public. For Ooredoo telecommunications, the percentage of celebrity awareness is 49.5%. The unawareness of celebrity associated with the advertised brand is 49% for A'Saffa Chicken and 50.5% for Ooredoo telecommunications. The data shows that A'Saffa advertisement has created more awareness than Ooredoo telecommunications. To test and prove this, the following hypothesis is formulated.

*Ho: There is no significant relationship between advertised brand and celebrity awareness.*

*H1: There is a significant relationship between advertised brand and celebrity awareness.*

The probability of chi-square test statistic (Chi-square = 0.1333) is  $p = 0.71$  which is greater than the alpha level of significance of 0.05. Hence, it is proved that there is no significant relationship between advertised brand and celebrity awareness.

Table 4. Advertisement influence to purchase

Advertised brands/ Influence to purchase	Yes	No	Total
A'Saffa Chicken	103 (43)	137 (57)	240
Ooredoo Telecommunication	134 (56)	106 (44)	240

Values in parenthesis represent percentage

Table 4 shows the data relating to advertisement influence on purchase behavior. Out of the total respondents 43% of the A'Saffa respondents are influenced by advertisement to purchase the product. 56% of the respondents are influenced by Ooredoo advertisement to buy the product. 57% of respondents are not influenced by advertisement of A'Saffa Chicken and 44% of the respondents are not influenced by Ooredoo advertisement. This analysis shows that Ooredoo advertisement has influenced more customers than A'Saffa Chicken in their purchase. To test and prove this, the following hypothesis is formulated.

*Ho: There is no significant influence of advertisement on purchase behavior.*

*H1: There is a significant influence of advertisement on purchase behavior.*

The probability of chi-square test statistic (chi-square = 8.00) is  $p = 0.0046$  which is less than the alpha level of significance of 0.05. Hence the research hypothesis, H1 is accepted and it is proved that there is a significant influence of advertisement on purchase behavior. Thus it is proved that Ooredoo advertisement has influenced in the purchase of consumers than A'Saffa advertisement.

Table 5. Celebrity influence on purchase

Advertised brands/ Celebrity influence on purchase	Yes	No	Total
A'Saffa Chicken	134 (56)	106 (44)	240
Ooredoo Telecommunication	123 (51)	117 (49)	240

Values in parenthesis represent percentage

Table 5 shows details of celebrity influence on the purchase behavior of respondents. Out of the total respondents, 56% of respondents are influenced to buy A'Saffa Chicken due to Chef Isaa Al-Lamki. Ali Al-Habbsi has influenced 51% of the consumers of Ooredoo telecommunications in the purchase of their product/services. The percentage of respondents whose purchase behavior is not influenced by celebrity is 44% for A'Saffa Chicken and 49% for Ooredoo telecommunications. Thus A'Saffa celebrity has created more impact on the purchase behavior of consumers than Ooredoo telecommunications. To test and prove this, the following

hypothesis is formulated.

*Ho: There is no significant relationship between celebrity influence and purchase behavior.*

*H1: There is a significant relationship between celebrity influence and purchase behavior*

The probability of chi-square test statistic (chi-square = 1.01) is  $p = 0.31$  which is greater than the alpha level of significance of 0.05. Thus the  $H_0$  is accepted and it is concluded that there is no significant relationship between celebrity influence and purchase behavior.

### Celebrity recall and purchase influence

The recall of celebrity and the purchase influence of A'Saffa Chicken is analysed in the table 6.

Table 6. Celebrity recall and purchase influence of Al Safa Chicken

Celebrity recall/purchase influence	Yes	No	Total
Yes	59 (69)	27 (31)	86
No	75 (49)	79 (51)	154
Total	134 (56)	106 (44)	240

Values in parenthesis represent percentage

From table 6 it is clear that 69% of the consumers recall the celebrity Chef Isaa Al-Lamki and are influenced to purchase. 31% of the viewers who recall the celebrity are not influenced to buy the product. At the same time 49% of the consumers who do not recall the celebrity are influenced to buy. 51% of the viewers do not recall the celebrity and are not influenced to buy the product. Hence to know whether there is any relation between recall of celebrity and purchase influence the hypothesis is framed.

*Ho: There is no significant relation between celebrity recall and purchase influence of A'Saffa Chicken.*

*H1: There is a significant relation between celebrity recall and purchase influence of A'Saffa Chicken.*

The calculated value of chi-square at 1 degree of freedom with 5% confidence interval is 8.865 and the p value is 0.003, which is less than 0.05. Hence, it is proved that there is a significant relationship between celebrity recall and purchase influence of A'Saffa chicken. The Phi value is 0.192 with significance of 0.003. Cramer's value is 0.192 that shows that there is moderate relationship between celebrity recall and purchase influence with a significance value of 0.003 which is also less than 0.05.

Table 7. Celebrity recall and purchase influence of Ooredoo Telecommunication

Celebrity recall/purchase influence	Yes	No	Total
Yes	28 (53)	25 (47)	53
No	95 (51)	92 (49)	187
Total	123 (51)	117 (49)	240

Values in parenthesis represent percentage

From table 7 it is clear that 53% of the consumers recall the celebrity Ali Al-Habbsi and are influenced to purchase. 47% of the viewers who recall the celebrity are not influenced to buy the product. At the same time 51% of the consumers who do not recall the celebrity are influenced to buy. 49% of the viewers do not recall the celebrity and are not influenced to buy the product. Hence to know whether there is any relation between recall of celebrity and purchase influence the hypothesis is formulated.

*Ho: There is no significant relation between celebrity recall and purchase influence of Ooredoo Telecommunication.*

*H1: There is a significant relation between celebrity recall and purchase influence of Ooredoo Telecommunication*

The calculated value of chi-square at 1 degree of freedom with 5% confidence interval is 0.68 and the p value is 0.794, which is greater than 0.05. Hence, it is proved that there is no significant relationship between celebrity recall and purchase influence of Ooredoo. The Phi value is 0.017 with significance of 0.794. Cramer's value is 0.017 that shows that there is a very weak relationship between celebrity recall and purchase influence with a significance value of 0.794 which is also greater than 0.05.

### Awareness and purchase influence

The awareness of A'Saffa Chicken advertisement and the purchase influence is analysed through the table 8.

Table 8. Awareness and purchase influence of A'Saffa Chicken

Awareness/purchase influence	Yes	No	Total
Yes	96 (78)	27 (22)	123
No	38 (32)	79 (68)	117
Total	134 (56)	106 (44)	240

Values in parenthesis represent percentage

From table 8, it is found that 78% of the consumers who are aware of the advertisement are influenced to purchase. 22% of the viewers who are aware of the advertisement are not influenced to buy the product. At the

same time 32% of the consumers are unaware of the advertisement, but they are influenced to buy. 68% of the viewers who are not aware of the advertisement are also not influenced to buy the product. Hence to know whether there is any relation between awareness and purchase influence the hypothesis is proposed.

*Ho: There is no significant relation between advertisement awareness and purchase influence of A'Saffa chicken.*

*H1: There is a significant relation between advertisement awareness and purchase influence of A'Saffa chicken.*

The calculated value of chi-square at 1 degree of freedom with 5% confidence interval is 50.495 and the p value is 0.000, which is less than 0.05. Hence, it is proved that there is a significant relationship between awareness and purchase influence. The Phi value is 0.192 with significance of 0.003. Cramer's value is 0.459 that shows that there is strong relationship between awareness and purchase influence with a significance value of 0.000 which is also less than 0.05. Thus advertisement awareness of A'Saffa Chicken has influenced the consumers in their purchase.

The awareness of Ooredoo Telecommunication advertisement and the purchase influence is analysed through the table 9.

Table 9. Awareness and purchase influence of Ooredoo Telecommunication

Awareness/purchase influence	Yes	No	Total
Yes	76 (64)	43 (36)	119
No	47 (39)	74 (61)	121
Total	123 (51)	117 (49)	240

Values in parenthesis represent percentage

From table 9, it is found that 64% of the consumers who are aware of the advertisement are influenced to purchase. 36% of the viewers who are aware of the advertisement are not influenced to buy the product. At the same time 39% of the consumers who are unaware of the advertisement are influenced to buy. 49% of the viewers who are not aware of the advertisement are also not influenced to buy the product. Hence to know whether there is any relation between awareness and purchase influence the hypothesis is proposed.

*Ho: There is no significant relation between advertisement awareness and purchase influence of Ooredoo Telecommunication.*

*H1: There is a significant relation between advertisement awareness and purchase influence of Ooredoo Telecommunication.*

The calculated value of chi-square at 1 degree of freedom with 5% confidence interval is 15.035 and the p value is 0.000, which is less than 0.05. Hence, it is proved that there is a significant relationship between awareness and purchase influence. The Phi value is 0.250 with significance of 0.000. Cramer's value is 0.250 that shows that there is strong relationship between awareness and purchase influence with a significance value of 0.000 which is also less than 0.05. Thus it is proved that advertisement awareness of Ooredoo Telecommunication has influenced the consumers to purchase.

### Advertisement message and celebrity influence on purchase

Table 10 evaluates the influence of A'Saffa Chicken advertisement message and celebrity influence on the purchase by the respondents.

Table 10. Advertisement and celebrity influence on purchase A'Saffa Chicken

Advertisement message/ celebrity influence	Yes	No	Total
Yes	84 (82)	19 (18)	103
No	50 (36)	87 (64)	137
Total	134 (56)	106 (44)	240

Values in parenthesis represent percentage

From table 10, it is found that 82% of the consumers who are influenced by advertisement are also influenced by celebrity to purchase the product. 18% of the respondents are influenced by advertisement but are not influenced by celebrity in their purchase. 36% of the consumers are not influenced by advertisement message but are influenced by celebrity. At the same time 64% of the consumers are not influenced by advertisement and are also not influenced by celebrity in their purchase behavior. Hence to know whether there is any relation between advertisement message and celebrity on consumers purchase the hypothesis is tested.

*Ho: There is no significant relation between advertisement message and celebrity on purchase of A'Saffa chicken advertisement.*

*H1: There is a significant relation between advertisement message and celebrity on purchase of A'Saffa chicken advertisement.*

The calculated value of chi-square at 1 degree of freedom with 5% confidence interval is 48.40 and the p value is 0.000, which is less than 0.05. Hence, it is proved that there is a significant relationship between advertisement message and celebrity on purchase. The Phi value is 0.449 with significance of 0.000. Cramer's value is 0.449 that shows that there is strong relationship between advertisement message and celebrity on purchase with a

significance value of 0.000 which is also lesser than 0.05. Thus it is proved that advertisement message and celebrity has influenced the purchase of A'Saffa Chicken.

Table 11 evaluates the influence of Ooredoo advertisement message and celebrity influence on the purchase by the respondents.

Table 11. Advertisement and celebrity influence on purchase of Ooredoo telecommunication

Advertisement message/ celebrity influence	Yes	No	Total
Yes	96 (72)	38 (28)	134
No	27 (25)	79 (75)	106
Total	123 (51)	117 (49)	240

Values in parenthesis represent percentage

From table 11, it is found that 72% of the consumers who are influenced by advertisement are also influenced by celebrity to purchase the product. 28% of the respondents are influenced by advertisement but are not influenced by celebrity in their purchase. 25% of the consumers are not influenced by advertisement message but are influenced by celebrity. At the same time 75% of the consumers are not influenced by advertisement and are also not influenced by celebrity in their purchase behavior. Hence to know whether there is any relation between advertisement message and celebrity on consumers purchase the hypothesis is tested.

*Ho: There is no significant relation between advertisement message and celebrity on purchase of Ooredoo advertisement.*

*H1: There is a significant relation between advertisement message and celebrity on purchase of Ooredoo advertisement.*

The calculated value of chi-square at 1 degree of freedom with 5% confidence interval is 50.49 and the p value is 0.000, which is less than 0.05. Hence, it is proved that there is a significant relationship between advertisement message and celebrity on purchase. The Phi value is 0.459 with significance of 0.000. Cramer's value is 0.459 that shows that there is strong relationship between advertisement message and celebrity on purchase with a significance value of 0.000 which is also less than 0.05. It is proved that advertisement message of Ooredoo and its celebrity has influenced the purchase of its products and services.

### Findings of the study

1. A'Saffa Chicken advertisement in Oman TV is endorsed by an Omani Chef Isaa Al-Lamki and the celebrity is recalled by 36% of the respondents. Ooredoo advertisement is endorsed by Ali Al-Habbsi and is recalled by 22% of the respondents. 51% of the respondents are aware of the A'Saffa Chicken advertisement and 48.5% of the consumers are aware of Ooredoo telecommunications due to celebrity advertisement.
2. 43% of the A'Saffa respondents are influenced by advertisement to purchase the product. 56% of the respondents are influenced by Ooredoo advertisement to buy the product. It is proved that there is a significant influence of advertisement on purchase behavior.
3. 56% of respondents of A'Saffa Chicken and 51% respondents of Ooredoo telecommunications are influenced by celebrity in the purchase of the product. It is concluded that there is no significant relationship between celebrity influence and purchase behavior.
4. There is a significant relationship between celebrity recall and purchase influence of A'Saffa chicken. There is no significant relationship between celebrity recall and purchase influence of Ooredoo. There is a significant relationship between awareness and purchase influence for A'Saffa and Ooredoo products. There is a significant relationship between advertisement message and celebrity on purchase for both the brand products.

### Conclusion

Advertisements play a significant role in influencing the purchase behavior of consumers. With celebrity advertisements, the familiarity of the product, awareness and trust can be enhanced. The study concludes that consumers have greater recall for products that have been endorsed by celebrities as there is a psychological effect of associating the product with a familiar face. It is inferred from the study that celebrity recall does not always influence purchase behavior but advertisement has influence on purchase behavior. Advertisement helps in communicating brand message, ideas, features, quality, unique characteristics etc. thereby building up a positive customer attitude towards the product. The study proves that advertisement awareness has influenced the purchase behavior and celebrity recall is associated with the brand advertised. Hence, advertisement message and celebrity has influenced the purchase behavior of consumers.

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