



RESEARCH PAPER

The Celebrity Endorsement, Self-Brand connection and Consumer Based brand Equity

¹Mir Hassan Junejo* ²Khuda Bux Nohri

1. MBA Scholar, Institute of Business Administration, University of Sindh Jamshoro, Sindh, Pakistan
2. MBA Scholar, Institute of Business Administration, University of Sindh Jamshoro Sindh, Pakistan

***Corresponding Author:** Mirhassanjunejo@gmail.com

ABSTRACT

Pakistan is a country where different Multinational companies and local companies operates, each company wants to inform consumers about their brand so for that they involved in different marketing activities, most of the companies use different celebrities as endorser, that all endorsement process effects on consumer's mind and they involved in buying behavior. The purpose of this study is to know the buying behavior and their efforts to purchase a product due to the celebrity endorses of that product. This study analysis the different perspective to purchase the product. This study also analysis the effect of celebrity endorsement on the minds of consumers and their post purchase behavior that make them a loyal and trustworthy customer. To conduct this study, we reviewed many articles related to Celebrity endorsement in Pakistan's perspective, those make our study better. We use a quantitative approach to analyze the different attributes and characteristics about the celebrity endorsement and its connection to the celebrity endorsement and self-brand equity. The data has been collected from 110 respondents with the help of a questionnaire; we got responses from two universities Shah Abdul Latif University and Sukkur IBA University. We use that data in E-view software and to get results. It found that Shahid Afridi is most popular as a celebrity endorser, and it also found that consumer sees the attractiveness, trustworthiness, good looking and expertness in a celebrity, these are the factors that attracts a customer toward the product.

KEYWORDS Brand Equity, Celebrity Endorsement, Celebrity Endorser, Consumer Buying Behavior. Self-Brand Connection

Introduction

The buying behaviors of individual consumers are ever growing. In today's world most of the customers are well aware about the brands, through celebrity endorsement, and according to which they buy the brands. Celebrity endorsement is a multi-billion dollar industry (Crutchfield, 2010). Every good company invests a major portion of its budgets for not only producing the products, but to create good brands (Crutchfield, 2010). Celebrity endorsement mainly focuses in the celebrity-brand congruence, present as a primary condition for the success of the brand connection and brand equity (Kahle & Hamer, 1985).

For our study we have selected celebrity endorsement as the independent variable and brand connection and brand equity as the dependent variable.

Celebrity endorsement has shown a significantly positive relationship in creating the brand connection and brand equity in many developed as well as in developing countries (Noël Albert, Laure Ambroise, and Pierre Valetta-Florence). Celebrities like athletes, actors, political influencers and religious scholars have been used by the different multinational companies for the promotion of their brands in order to make consumer-based brand equity and the self-brand connection of the brands

Companies mostly hire famous athletes for their sports brands and try to associates their brands with athlete (Escalas, 2004; Kemp et al., 2012). Big giant companies take great

care of demographics while hiring any endorser so that they can create the desired brand connection and brand equity (Belk, 1988; Sirgy, 1982). The impact of celebrity endorsers on the consumers' market depends on the endorsers' credibility, their compatibility, associations and their expertise in the particular field. (Misra and Beatty, 1990; Till and Busler, 2000). And this is one of the many reasons consumers buy the brand on the basis of endorser's credibility, association and their expertise. And many big companies take great care of selecting the particular endorser (Shanklin & Miciak, 1997).

So, we want to know how much in particular the impact of celebrities like TV Stars, different athletes have impacted as the influences on the buying behavior of costumers on different products like soft drinks, clothing and many other brands. The Object of this study is to find out particularly in the Sukkur region that whether it is the role of the celebrity endorsement or there are some other reasons which trigger the consumers to buy the particular brand. Other object of our study is to know the future implications of the endorsements of the different celebrities and their impacts because in future people may be so individualized so that the buying and selling may not be possible with endorsements (Shanklin and Miciak, 1997). Through our study we want to check the impact of different brands on brand connection and consumer-based brand equity with the help of celebrity endorsement. This study aims to investigate the influence of the celebrity endorsement on the brand connection and brand equity in the minds of the customers.

Literature Review

The endorser credibility is that the effectiveness of a message depends on the perceived level of expertise, trustworthiness and attractiveness in an endorser (Holland and Weiss, 1951; Ohanian, 19991; McGuire, 1969). Information from a credible source (e.g. celebrity) can influence beliefs, opinions, attitudes and behavior through a process called internalization, which occurs when receivers accept a source influence in terms of their personal attitude and value structures. Endorser's expertise is the source's qualification, which directly influences the level of conviction in order to persuade the consumers to purchase the product. A celebrity that is considered more of an expert has been found to be more persuasive (Aaker and Myers, 1987) and able to generate more intentions to buy the brand (Ohanian, 19991). Till and Busler (2000) suggested that expertise has a positive influence on both brand attitude and purchase intention. Meanwhile, speck et al. (1988) found that expert celebrities produce higher recall of product information than one-expert celebrities do. Therefore, a competent celebrity with high expertise was assuming more persuasive (Ohanian, 1991; Erdogan, 1999) than a celebrity with low levels of perceived expertise. Trustworthiness is the attribute of dignity, believability and honesty possessed by the endorser and observer by the consumers (Erdogan, 1999), which depends on target audience perceptions. When consumers believe that the source is trustworthy, they also assume that the communicated message is highly believable (Holland and Wiess, 1951). Most researchers conclude that endorser credibility has found on trustworthiness and competence (McCrosky and Teven, 1999). Evidence shows that higher sources are more persuasive in terms of attitude and behavior change than low credibility endorser is (Ferle and Choi; Goldsmith D.T.Morin; Jackson and Darrow, 2005). In general, high credibility endorsers are more persuasive than low credibility endorsers are, though several studies show there are complex relationship between endorsement, attitudes change, and behavior modification (Costanzao and Goodnight, 2005; McCracken, 1989).

Self-brand association suggests that the visual imagery contained in the advertisement conveys information over and above the information contained in explicit verbal argument (Rossitier and Percy, 1980). Empirically, pass the idea that the effectiveness of the celebrity endorsement occurs through the association hypothesis the more likely the qualities the celebrities' possess onto the endorsement product. In practical terms the choice of the celebrity should fit the desired association the brand currently has

(Thwaites et al. 2010). When the association of the celebrity fit the desired association or images of the brand, the celebrity then serves to create and reinforce existing association for that brand (Till, 1998). Due to popularity of many celebrities, consumers will inevitably have pre-existing knowledge and attitudes towards a many celebrity endorser well before they take on the role of the spokesperson. Ultimately, consumers' acceptance of the endorsement starts before the celebrity has even selected, and the acceptance of the endorsement might only occur when the consumer perceives the images of the celebrity to be favorable. Therefore, it is crucial for the consumer to have both positive attitudes towards the celebrity as a person and as an endorser. Previous studies that used the association hypothesis to measure endorser effectiveness indicated that celebrity attractiveness predicted positive advertisement evaluations (Kahle and Homer, 1985); that an incongruent product-endorser association endorser believability and advertising effectiveness (Kamins and Gupta, 1994); and that the use of an attractive celebrity in an advertisement was more effective for attractiveness-related products (Kamins, 1990). Other studies found that the congruence between consumer self-image and celebrity image was an important role in the endorsement process, indicating that celebrity/product congruence had a direct, positive effect on attitude toward the ad (Choi and Rifton, 2012); or that the congruence between brand personality and celebrity personality had a significant influence on brand attitude and purchase intent. (Pradhan 2015). While these studies establish the need for congruency between a celebrity and a product, the use of an identifiable celebrity is essential to help foster a long-standing bond between the brand and consumer.

The congruence between brand personality and celebrity personality had a significant influence on brand attitude and purchase intent (Pradhan, 2015). While these studies established the end for congruency between a celebrity and product, the use of an identical celebrity is essential to help foster a long-standing bond between the brand and consumer.

The use of celebrities has results from their associative personal qualities of attractiveness, likeability, reputation and believability toward the products being endorsed (Atkinand Block, 1983), which further give a competitive advantage in differentiating a firm's products from its competitors (Doss, 2011). Although service quality, brand, and celebrity related marketing campaigns are no guarantee for profitability (Gitomer, 1998; Merkert and Pearson, 2015), recent studies have demonstrated that celebrity endorsement leads to a favorable attitude toward the endorsement brand (Until, 2008) and credibility of the endorsed brand (Spry, 2011). Companies use endorsers so that consumers' perception about brand and image to enter new product and product classes by transferring its properties to other entities (Keller, 2003). Celebrity endorsement lead to higher advertisement recall rates (O'Mahony and Meenaghan, 1997/1998) and improves communication with potential customers by establishing connections between consumers and the advertised brand (Atkin1983; Sherman, 1985). Celebrities' aid in breaking down cultural barriers (Mooij, 2004), assist in repositioning brand and company images (Till and Shimo, 1998), and ultimately, improves sales of the endorsed products (Kaitki, 1987). An announcement of a celebrity endorser contract has found positively affect stock returns, making celebrities a worthwhile investment (Agrawal and Kamakura, 19995; Mathur, 1997). Advertising professional suggest selecting an appropriate celebrity endorser with care, so as not to choose a celebrity tarnished by their association with other products (Mowen and Brown, 1981). Research shows that consumers perceive celebrities who endorse brands in multiple product categories as less credible than those who only endorse one (Mowen and Brown, 1981; Tripp, 1994).

Conceptual foundations and hypothesis

With the reference to our base article and with the analysis our study to give us results in quantitative form we have come up with the different hypothesis, which may help us to peruse our findings for the future use as well.

Endorser credibility and brand equity

We have come up with the very first hypothesis of our study as:

H1. Endorser credibility has an instantaneous high quality effect on brand equity.

As we have taken from the different studies as (Ohanian, 1990) customers think as if the endorser is of his among the very favorite personalities, the consumer associates the product as qualitative so we want to see its impact through this hypothesis.

We use brand awareness, perceived quality and endorser familiarity as dimensions to check the celebrity endorser effect on brand equity.

Meaning transfer and consumer “self” motivations

With the association of the influenced celebrity with a particular product the consumer, tend to be self-motivated with the brand he/she is purchasing. The level of satisfaction is also more when the consumer buys the product with the endorsers as his/her favorites. (Stafford et al., 2002)

We have come up with the second hypothesis as:

H2. Endorser celebrity has a direct positive effect on self-brand connection.

With this hypothesis, we want to study the impact of brand connection with the celebrity endorser as how in particular this has the significance in the self-brand connection and consumer-based brand equity, as a self-brand connection we used two dimensions brand association and brand loyalty.

Celebrity and brand congruence

This is regarding the trust and loyalty of consumers as companies are using the different celebrities so how much trust and loyalty for particular brand has made by a particular endorser. (Keller, 2013)

We have come up with the third hypothesis as:

H3. Endorser– brand congruence positively moderates the effect of endorser credibility and self-brand connection.

With this, we in our research want to know the significance of using endorser for a brand and the self-connection of the consumer in our conducted research.

Development of self-brand connection by consumers explicates how consumers engage celebrities and transfer meaning to brands. We thus use hypothesize as follows

H4. The self-brand connection has a direct positive effect on brand equity.

In this study we also found out that self-brand connection has direct positive effect on brand equity, it seems that a brand familiarity depends on the loyalty of customers to that brand.

Material and Methods

Research Design

The data were collected by using questionnaire survey; the questionnaire took 10-15 minutes to complete. We took total 110 respondents from Shah Abdul Latif University Khairpure and Sukkur IBA, University from 25 and 85 respectively, from both of Universities respondents were students of third year to final year, and respondents participated in this survey on a voluntary basis. The respondents have primarily been were from Generation Y cohort (18-25 years old). We use a homogenous study sample because it will help in reduce error variance. This data were collected at the time of the break.

Conceptual framework

The key purpose of this study is to know the effect of celebrity endorsement on the self-brand connection and on brand equity. We adopt a conceptual framework, it showed in Figure.1, we adopt this framework for clearly understand the concept and the relationship between independent variable and dependent variable.

Independent variable = celebrity endorsement

Dependent variable = self-brand connection

Dependent variable = brand equity

On the left hand side present all the independent variable and its dimensions such as endorser attitude, credibility and data of congruence, while on the right hand side two dependent variables self-brand connection and brand equity are present.

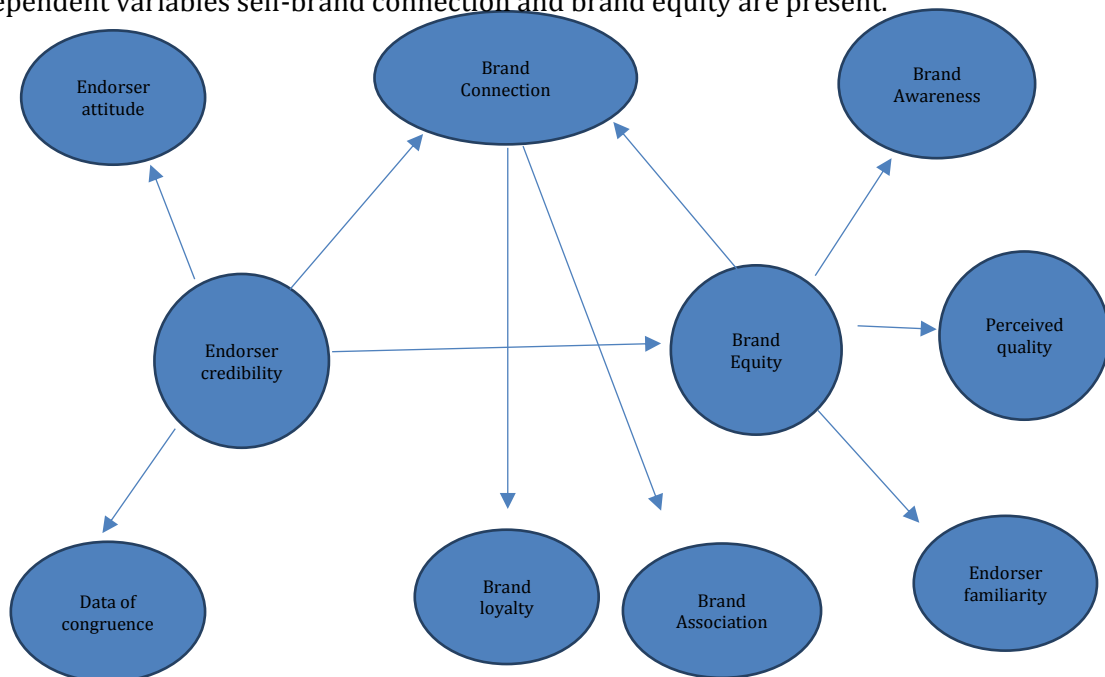


Fig 1

Population

We include all those individuals that are part of “Y” generation (18-20 years old), so all the Pakistani male and female that are part of this generation are the part of the population.

Sample

A small part that is taken from selected population is the part of the study and called sample.

Sample Size

The sample used for this study is taken from two universities Shah Abdul Latif University Khairpure and Sukkur IBA University, Sukkur.

In this survey, we used 120 students, but some respondents not filled the questionnaire and some responses were invalid so it reduces the size as 110. The sample size used in most of the researches is within 100 and 300 so the sample size of this study is also appropriate.

Data Collection

It was important for us to collect data that needed in our research, the data we taken from related and relevant people in order to gain desire outcome. We use Primary data that has been collected by questionnaire, the data were collected from male and female students who are enrolled in Shah Abdul Latif University and Sukkur IBA University.

Questionnaire

A questionnaire is a formal way to collect data from the respondents, it explain the data that needed. It contains questions that are easily understandable to the respondents.

In this study we use questionnaire that contains 20 questions, respondents were asked to rate their opinion on five point Likert scale (from 1 strongly agree to 5 strongly disagree).

Results and Discussion

The purpose of this study was to know the effect of celebrity endorsement on self-brand connection and consumer brand equity, the analysis was based on one independent variable that is celebrity endorsement and we have included its two dimensions Data of congruence and endorser attitude, and we have included two dependent variables one was brand connection, brand connection depends on two dimensions brand loyalty and brand association, the second dependent variable was brand equity it depends on three dimensions awareness, endorser familiarity and perceived quality.

For our study we deliver 125 questionnaires and we get 110 responses from our target population, we consider 110 suitable for further analysis.

Table 1
Distribution of Questionnaires

Questionnaire Delivered	Questionnaire Received	Response Rate
125	110	95%

Table 2
Responses

S.No	Male	Female
01	83	28
Total	110	

Table 3
AGE

Age Category	Frequency	Percent	Valid Percent	Cumulative percent
13-15	2	0.01818	1.81	1.81
15-20	27	0.2454	24.54	26.35
20-25	79	0.7181	71.81	98.16
25-30	2	0.01818	1.81	99.97
Total	110			

This table shows the age level, it shows that lot of respondents belongs to the age category of (20-25) with 71.81% and frequency of 79 out of 110 and age category of 13-15, 15-20 and 25-30 with 1.81, 24.54 and 1.81% respectively with frequency of 2,27 and 2.

Table 4
The mean and standard deviation of the sample is given below.

Item	Mean	St. Deviation
Brand Connection	2.2939	0.447086658
Brand equity	2.351666667	0.504353878
Celebrity endorsement	1.632954545	0.307522565

The result of survey shows that celebrity endorsement in advertisement encourage to buying the product, the mean value of 2.2939 for brand connection shows that respondents are agree to statement but the mean value of brand equity is 2.351666667 suggest that celebrity endorsement has positive influence on consumers mind. In table standard deviation of brand connection shows that the mean of it differ by 4.47% from data and brand equity differ from data by 3.07%.

Table 5
Celebrity endorsement and Self brand connection

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2.374011	0.23229	10.22005	0
CELEB_ENDORSEMENT	-0.04904	0.139816	-0.35071	0.7265
R-squared	0.001138	Mean dependent Var		2.293939
Adjusted R-squared	-0.00811	S.D. dependent var		0.447087
S.E. of regression	0.448896	Akaike info criterion		1.253964
Sum squared resid	21.76284	Schwarz criterion		1.303064
Log likelihood	-66.968	Hannan-Quinn criter.		1.273879
F-statistic	0.122999	Durbin-Watson stat		1.87462
Prob(F-statistic)	0.726487			

This result is analysis of Celebrity endorsement and its relation to self-brand connection in Pakistan's Perspective. If we analyze this result, we can see that there is positive relation in between celebrity and consumers it shows that if any celebrity endorse a brand it creates a brand connection, it shows that brand association and brand loyalty increase when any celebrity endorse a brand. On the basis of this result we can analyze that companies need to advertise their brands to earn more profits and become more familiar.

In our model there is r squared 0.00113 percent it explained that variance in dependent variable is explained by independent variable.

Table 6
Celebrity endorsement and Self-brand equity

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.741069	0.255287	6.820035	0
CELEB_ENDO	0.373922	0.153658	2.433472	0.0166
R-squared	0.051981	Mean dependent var		2.351667
Adjusted R-squared	0.043203	S.D. dependent var		0.504354
S.E. of regression	0.493339	Akaike info criterion		1.442773
Sum squared resid	26.28538	Schwarz criterion		1.491873
Log likelihood	-77.3525	Hannan-Quinn criter.		1.462688
F-statistic	5.921785	Durbin-Watson stat		2.226163
Prob(F-statistic)	0.016596			

This result analyzed the effect of celebrity endorsement on self-brand equity; our study has three dimensions of brand equity such as, brand awareness, endorser familiarity and perceived quality. This result shows that celebrity endorsement has positive influence on self-brand equity, it shows that if any celebrity endorse a brand it will increase the familiarity of that celebrity in consumers and it will also increase the awareness about that brand and that awareness leads to a positive purchase behavior toward that brand. This study also shows that in whole process of endorsement celebrity attitude matters, if any celebrity has attractive and positive attitude toward brand so it will create brand equity. In our model r square is 0.517 percent; it shows that independent variable celebrity endorsement defined its dependent variable self-brand equity by 51%.

On the basis of this result we can suggest companies that they need to use a celebrity in their advertisement process in order to create their brand equity.

Discussion

The purpose of this study was to determine the effect of celebrity endorsement on the self-brand connection and consumer based brand equity.

It has been found that there is not a significant relationship between celebrity endorsement and self-brand connection which is contradict to the previous research by Abhishek Dwivedi study, these studies shows that celebrity endorsement and self-brand connection has positive impact but the insignificant result might be occur due to small sample size.

It has been also found that the brand equity and celebrity endorsement has positive relationship the result was significant, it means companies need to do advertising and increase their expenses for advertising because it will help companies to make their brand equity.

We use three dimensions of brand equity such as brand awareness, endorser familiarity and perceived quality, the result shows that brand endorsement create brand awareness and it familiar the endorser as well as it effect on the mind of customers to perceive quality.

Based on the data that are collected from students of Shah Abdul Latif University Khairpure and Sukkur IBA University, it can be concluded that celebrity endorsement has positive influence on brand equity, its evidence from study that the celebrity catch the attention of consumers and it has main purpose to grape the attention of consumers. People

get influence by creative and most effected advertisement. It shows that perceived quality of product as well as celebrity has play role to shape consumers perception.

The result also shows that most of the customers support the view that if the another alternative brand is cheaper and easy reachable so they can switch to that brand, so it means companies not need to only advertise but they need to change their strategies to facilitate customers easily.

It has been proved from the discussion that celebrity endorsement is a very powerful tool as well as useful tool, people love their favorite celebrity and they got positive influence to purchase the brand which their favorite celebrity endorse. This study shows that Shahid khan Afridi is most famous celebrity endorser in Pakistan, but on the basis of result we can say that Fawad Khan and Fahad Mustafa will be next famous celebrity endorser in Pakistan, and most familiar branded are shampoo, clothing and Mobile. . Finally it is clear that celebrity endorsement can be an efficient tool to make and maintain a brand and maintain its brand equity.

Most of our respondents were from 20-25 (Y generation), it shows that most of our young generation has desire interest to watch Advertisements and to purchase branded products, respondents response that they want to see honesty, trustworthy, Reliability and sincerity in their favorite celebrity endorser. This result also shows that most of the respondent are frequent user of brands and the most famous way of knowledge about brand is TV, social media and Friends.

There was a question about their attitude toward celebrity endorser, so majority respond that their attitude toward their favorite celebrity endorser is always positive.

Table 7
Correlation analysis

	t-statistics		Correlation
Celebrity endorsement	1	Celebrity endorsement	1
Self-brand connection	0.2279	Self-brand connection	-0.033728 to Celebrity endorsement
Brand equity	-0.3307	Brand equity	2.4334 to Celebrity endorsement

Table 7
Covariance Analysis: Ordinary

Correlation		
t-Statistic	CELEB_ENDO	BRAND_EQUITY
CELEB_ENDO	1	

BRAND_EQUITY	0.227994	1
	2.433472	-----
BRAND_CONNECTION	-0.03373	0.124387
	-0.35071	1.302781

Correlation was run to check the relationship of variables to each other, it check that either variables are perfectly correlated to each other or not. It shows that Celebrity

endorsement and Brand equity are significantly correlated to each other. It means the dimensions of brand equity has significant impact on celebrity endorser, if celebrity endorses any brand it will create awareness among individuals and it will also make endorser familiar.

This correlation shows that perceived quality has direct positive relationship with celebrity endorsement.

Conclusion

This study shows that celebrity endorsement has positive effect on consumer based brand equity, the study suggest that endorser attitude matter a lot to make the perception of customers about the brand.

It also illustrate that celebrity endorsement also creates awareness among consumers, this study illustrates a weak or negative relationship between brand connection it shows that people are more concerned about the quality of brand and its availability in market. Correlation results indicate that there is positive relation between independents include Data of congruence, and endorser attitude and dependent variables includes brand connection and brand equity.

Recommendations

This study has focused only on two university student within the age category of 18-30 years, future research can be undertaken by using different universities and other places, which probably give the different perceptions about the topic in hand, and they can use the respondents who pay full attention to fill questionnaire.

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