Role of Celebrity Endorsement and Consumers' Perception towards Media Advertisements

Prof. Dr. Abdul Ghafoor Awan
Dean, Faculty of management and social sciences,Institute of Southern Punjab-Pakistan

Abdur Rehman Arif
MS Scholar, Department of Business Administration,Institute of Southern Punjab-Pakistan

Abstract
The objective of the study is to determine celebrity endorsements' effectiveness through various media. The study is to find out what are the core characteristics of the celebrity which make him/her more credible, on the basis of which, business' may select a better celebrity to promote their brand. The other aspect related to it is selection of media; which media can be preferred if the celebrity endorsement is used. The study is qualitative type of study which was conducted through the questionnaire. The questionnaire is exposed to 250 residents of Multan city. On this basis, analysis was done. The study found that expertise, sense of style and familiarity are core characteristics along with trustworthiness which determine the celebrity's overall credibility. Celebrity's credibility, relevance with brand, his/her attitude towards brand and media selection as Television contribute toward the effectiveness of celebrity endorsement.
Keywords: Celebrity Endorsement, Expertise, Trustworthiness, Sense of style, Familiarity, Celebrity's Credibility, Relevance with Brand, Attitude toward Brand, Media selection

1. Introduction

Attracting potential customer is remained an important marketing management task. In the reign of this cut throat competition companies have also to focus at current customer retention. Advertisement is used to encourage and persuade the audience to take a new action or to continue some previous action. Advertising as a form of communication with the purpose to let the potential customer know about products and services and it tells how to get and use the products or services (Pughazhendi et al; 2010). The objective of advertisement is to create a unique image of company's brand and to reinforce it. In advertisement the features of the product are told along with the persuasive messages which can be done through hi-touch and hi-tech positioning (Awan,2014) To make advertisement more effective selection of media is a critical thing to do. Media's influence has remained very vital in previous decades. Media's different types are available to advertise the product to potential customer. Hence, Electronic Media has remained more vital in this regards.

Moving towards our basic research subject we talk about celebrity endorsement. A person who is having public recognition and who uses this recognition to promote product while coming with the product in advertisement is known as celebrity (McCracken, 1989).

1.1 Main Research question
The main research question is to identify the factors determining the effectiveness of celebrity endorsement; who will be more credible and effective celebrity at which media?

1.2. Objective of study
The objective of this study is analyze whether celebrity endorsement and media advertisements bring any impact on the perception of consumer and how change in consumer's perception benefits business organizations? This study will recognize the most important determining factors which can contribute to make a celebrity endorsement more effective. Specifically which media has to be selected for celebrity endorsement?

1.3 Scope of the study
Celebrity endorsement is being used for almost all type of products nowadays. Even small companies use celebrity as their spokesperson. It is now widely being used and understood as more effective way to advertise the products. Several researchers have empirically proved that the celebrities have positive impact on endorsements in advertisements especially on message reminder, announcement approval and purchase intention (Menon 2001, Pornpitakpan 2003, Pringle and Binet 2005, Roy 2006, Awan & Maleeha (2014).).

1.4 Distinction of this study
To stay successful in celebrity endorsement this research identifies the characteristics of the celebrity which makes him/her more credible, which will certainly contribute towards the effectiveness of endorsement. Selection of media for such advertisement is a sensitive matter. This study identifies the factors which determine

the effectiveness of celebrity endorsement. So far, previous researches have not focused on the effectiveness of celebrity endorsement advertisement on overall basis. The previous researches have discussed specific variables in each study affecting celebrity credibility. Or they have worked on selecting the best media type. No one has discussed the both of the elements such as selection of media and credibility of endorsing celebrity to gather.

But this study has met this research gap by analyzing variables relating to effectiveness celebrity endorsement in terms of relevance with the brand, contribution of celebrity's credibility, selection of media and attitude toward brand.

2. Literature Review

A .Pughazhendi et al. (2012) worked to see the impact of credibility perception of consumer towards various media and the impact of celebrity endorsement on consumer's perception."Category scaling" and "Likert scaling" was used in questionnaires of this study. They concluded that the emotional appeal remained more effective while attracting people toward a particular outlet. They further concluded that celebrity endorsement greatly influenced the customer purchase decision. Word of mouth was the best way of communication. The study suggested that the television advertisements have to be used for the better promotion of the product or service as this is the most effective way of communication. Prendergast et al. (2009) found that radio, cable television, and broadcast television were more credible media than any other as advertising channels. Chan et al. (2013) worked to find the characteristics of celebrity endorsement advertisement which would be more appealing to adolescents. The study revealed that appearance, funny expressions, good acting skills were the reasons because of which the celebrities were appealing adolescents the most, then singing and dancing also remained influential. Silvera and Austad (2003) worked at factors predicting the effectiveness of celebrity endorsement advertisement. They presented a model of considerations of consumers and the characteristics of endorser which helped to predict endorser's attitude toward the brand. According to the model product knowledge and the sense of style make correspondence interferences while sense of style and admiration develops attitude toward endorser. Study was mainly conducted via questionnaire. It was assumed that the endorser have to like the product more than a typical person will make the endorsement more effective. Awan and Islam (2015) examined the change in sale by retailers which were endorsed by sports celebrities. They concluded that the demand of those products had been increased more which were endorsed by sports celebrities through print media.

Till and Shimp (1998) concluded that if the people do not evaluate the celebrity at good they will not be liking the brand and vice versa. Knight and Hurmerinta (2010) concluded that celebrities became brand after endorsing them so because of their association celebrities will be certainly affected by the perception about the brand. White et al. (2008) worked on negative information by transferences effect in celebrity endorsement relationship and concluded that there was no transference from brand toward celebrity.

A. Pugazhendi et al. (2012) found that the consumer's purchase intension was highly influenced by multiple celebrity endorsement as compare to single celebrity endorsement.

Awan and Azhar (2014) concluded that famous endorsement may be useful for a standardized international product's advertisement but the empirical results showed the favor of non-famous endorsement. Alex Wang (2005) worked on response of audience towards consumer and expert opinion. He called consumer or expert endorsement as third party endorsement. He concluded that if the audience was not with the interest of the product then expert endorsement remained relatively more effective and if the audience was already interested in product then consumer endorsement remain more credible to audiences rather than expert endorsement.

Jagdish Agrawal and Wagner A. Kamakura (1995) worked on the economic worth of celebrity endorsement. They used event study methodology to assess the impact of celebrity endorsement contracts on the expected monetary return of the company. The study suggested that celebrity endorsement contracts are worthwhile investment in advertising if chosen carefully. Hellenes and Schimmelpfennig, (2011) concluded that the generally held assumption of selecting celebrity through creative agency is not universally valid.

3. Research Methodology

This study is pure qualitative in nature where the data is collected through observations so it may also be called as observational study. All the variables taken in this study are relevant to quality. This study uses convenience sampling. The data which is used in this study is primary data which was collected through questionnaire. The questionnaire consists of 19 questions relevant to the topic. Sample size for this study is 250 respondents (most of them were college students) who are considered as the most fascinated viewers toward advertisements. As the topic of the study is to assess the credibility of the celebrity and its impact on consumers' perception, the college youth was best to conduct such research. Some of the respondents were selected from the Punjab College for boys, some respondents were selected from Degree College for girls, and rests of the respondents were selected

from an academy of Multan city. The students were given the questionnaires and were properly introduced to the topic. After the distribution of the questionnaires they were explained with every question of the questionnaire and were asked to tick the relevant box of the "likert scale" as it was used to answer the question so that the accurate degree of the expression can be obtained. Every sample was explained with every question in order to ensure the validity of the questionnaire.

For analysis, the frequency tables were constructed to know the opinion of the people. The results have been shown in the form of diagrams and likert scale has been used as an estimation technique. Four variables such as expertise, trustworthiness, sense of style and familiarity of celebrity were selected. Through chi-square the association between the above variables and credibility of celebrity is proved. The same tool (chi-square) is used to figure out the factors which contribute to make an endorsement an effective endorsement. Association of variables (like relevance of celebrity with the brand, celebrity's overall credibility, celebrity's attitude toward the brand and selection of media) is checked with effectiveness of celebrity endorsement through chi-square which would reveal whether these variables determine the effectiveness of celebrity endorsement or not.

4. Conceptual Framework

If a person who is publically recognized and uses this recognition to promote the product while coming with the product in an advertisement is known as celebrity endorsement (McCracken, 1989). Celebrity endorsement is now widely being used as most effective way to promote a product. To make such endorsement more credible one needs to ensure about the better credibility of the endorser. Credibility is an endorser's positive characteristic which affects receiver's perception (Awan & Iqbal, 2014). A less credible celebrity may put a negative impact on promotion of the product. The endorser who is with more trustworthiness will be more credible. The degree of respondent's confidence in intentions of communicator and be able to develop reasonable assertion is trustworthiness (Hovland et al. 1953). Another consideration is celebrity's expertise in a given field about which he is going to suggest people to use a product. The degree by which a communicator is perceived as a source of valid assertions (Hovland, Janis and Kelly, 1953). Celebrity's sense of style also contributes toward credibility. Attractiveness depends upon the outlook and the work done by the celebrity in his/her field. Celebrity's credibility is also determined by the familiarity of the celebrity. Familiarity means the number of people who knows the celebrity.

Now the concepts are going to be discussed which are related to the "Effectiveness of Celebrity Endorsement". The very first variable is credibility of celebrity's credibility which contributes toward the effectiveness of celebrity endorsement. Celebrity's relevance with the brand makes the endorsement more effective, this is also known as congruence of celebrity with the brand. Another determining variable of effectiveness of celebrity endorsement is celebrity's attitude toward the brand. Consumer's inferences about whether the endorser truly likes the product which he/she endorses strongly influence advertising effectiveness (Silvera and Austad, 2003). Another consideration is that at which type of media the celebrity is endorsing the product. The media may be newspaper, Radio, and T.V. etc.So, by the consideration of all of the factors/variables defined in this chapter we get an aggregate model as exhibited at which our research is based.
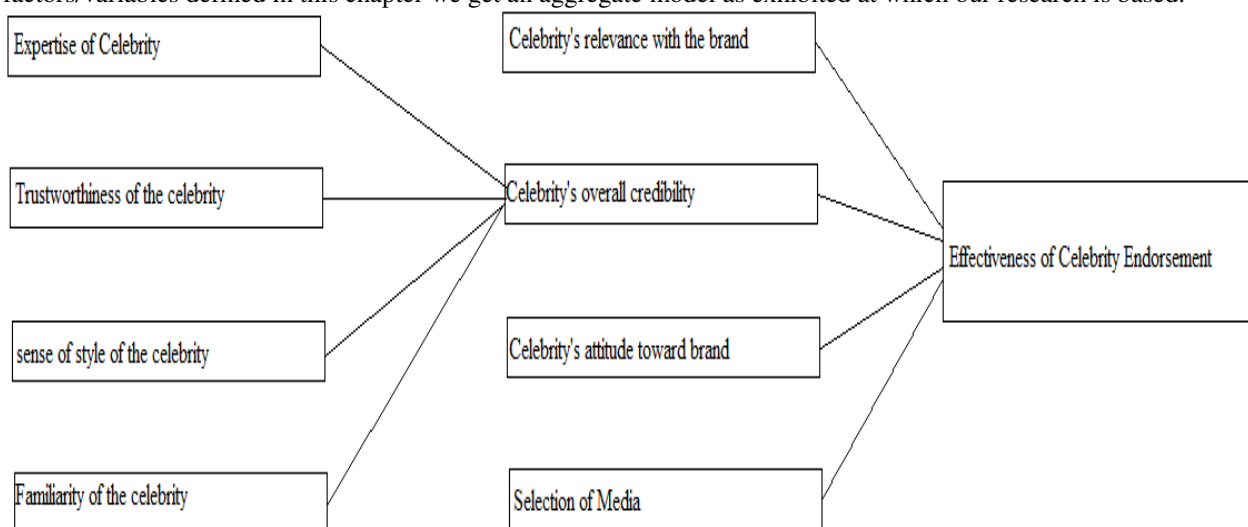
So, in the above model the "Celebrity's Overall Credibility" is dependent variable while celebrity's expertise, trustworthiness, sense of style and familiarity are independent variables. These independent variables determine the celebrity's overall credibility. The effectiveness of celebrity endorsement is dependent variable here. Celebrity's relevance with the brand, celebrity's overall credibility, Celebrity's attitude toward the brand

and selection of media are the independent variables in this model which determine the effectiveness of celebrity endorsement.

These hypotheses are developed to conduct this research in the light of above model.

4.2 Hypothesis of this study:

H1: Expertise of celebrity contributes towards celebrity's overall credibility.

H2: Trustworthiness of the celebrity contributes towards celebrity's overall credibility.

H3: Sense of Style of the celebrity contributes towards celebrity's overall credibility.

H4: Familiarity of the celebrity contributes towards celebrity's overall credibility.

H5: Expertise of celebrity, trustworthiness of celebrity, sense of style of celebrity and familiarity of celebrity collectively develops credibility of the celebrity.

H6: Celebrity's relevance with the brand is one of the most significant factors which are considered to develop an effective endorsement featured by celebrity.

H7: Celebrity's attitude towards brand is one of the most significant factors which are considered to develop an effective endorsement featured by celebrity.

H8: Selection of Media is very critical while making celebrity endorsement more effective.

H9: Celebrity's overall credibility plays an integral part in making celebrity endorsement more effective.

H10: Celebrity's relevance with the brand, celebrity's overall credibility, celebrity's attitude toward the brand and selection of media collectively contribute to develop an effective celebrity endorsement.

5. Data Analysis and Results

Descriptive Statistics:

Descriptive statistics as said that these are numbers which are used to summarize and describe the data. Here, the questionnaire's responses are described through descriptive statistics which are the responses of total number of questions asked in the questionnaire relevant to celebrity endorsement.

Table 1: Statistics of first 5 questions

		What make you notice a brand	What means of advertisement persuades you the most to purchase the product?	What attracts you more?	What type of personality persuades you more to purchase the product?	Which medium do you consider most effective when celebrity endorsement is used?
N	Valid	250	250	250	250	250
	Missing	0	0	0	0	0
Mean		1.34	4.26	3.00	2.78	1.59
Median		1.00	4.00	3.00	3.00	1.00
Mode		1	4	3	3	1
Std. Deviation		.935	.869	.261	.915	1.360
Variance		.875	.755	.068	.837	1.850
Range		4	4	3	4	4
Minimum		1	1	2	1	1
Maximum		5	5	5	5	5

Table 1 shows the descriptive statistics of first five questions. As in response to the first question people responses median is 1 and mode is also 1 which means that they notice the brand with high quality than any other things like advertisement, price, or other. In response to the second question people responses median is 4 and mode is also 4 which means that newspaper persuades them more as a means of advertisement than any other. In response to the third question people responses median is 3 and mode is also 3 which shows that people are attracted by both the celebrity and non-celebrity endorsement. In response of fourth question people responses median is 3 and the mode is also 3 which means that sports celebrity like cricketer attracts them more against any other type of celebrity. In response of the fifth question responses median is 1 and the mode is also 1 that respondents want to see the celebrities on television to be more effective than any other media.

Table 2: Statistics of questions 6-10

	Does Celebrity Endorsement help in brand promotion?	Do the brands specially advertised by the celebrities are of good quality?	Does the presence of celebrities help you to recognize the brand?	Does the presence of celebrities like Shan, Shahrukh, Ayesha Omar, Ameetabh Batchan etc., encourage you to purchase the product?	Would you buy a brand if your favorite celebrity is endorsing it?
N Valid	250	250	250	250	250
Missing	0	0	0	0	0
Mean	2.12	2.86	3.64	2.22	3.88
Median	2.00	3.00	4.00	2.00	4.00
Mode	2	3	4	2	4
Std. Deviation	.660	.725	.687	.472	.489
Variance	.435	.525	.472	.223	.240
Range	4	4	3	2	3
Minimum	1	1	2	2	1
Maximum	5	5	5	4	4

Table 2 shows the descriptive statistics of the question number 6 to 10 in which the likert scale was used. Responses of question number one in this table shows the median as 2 and mode as well which means that people are agree that celebrity endorsement really helps in brand promotion. Second question responses' median is 3 and the mode as well which means that the people are not sure that the brands advertised by the celebrities are of good quality. Third question responses' shows the median as 4 and mode as well which means that the people are not agree that due to the celebrities they recognize the brand. Fourth question responses' shows the median as 2 and mode as well which means that people are agree that the famous celebrities encourage them to purchase the product. Fifth question responses' shows the median of 4 and mode as well which means that it is not necessary that the people will buy the product if their favorite celebrity is endorsing it.

Table   3: Statistics of questions 11-15

	Does your favorite celebrity demonstrate a positive image towards endorsed brand?	Do the celebrities also use those brands which they themselves endorse?	Do you frequently come across advertisements that feature celebrities?	Are you more likely to buy cosmetics brands that have been endorsed by celebrities than non celebrities?	Do you consider the expertise a celebrity may have as influential while making a purchase decision?
N Valid	250	250	250	250	250
Missing	0	0	0	0	0
Mean	2.04	3.04	2.30	3.52	2.12
Median	2.00	3.00	2.00	4.00	2.00
Mode	2	3	2	4	2
Std. Deviation	.966	.589	.660	.792	.361
Variance	.934	.347	.436	.628	.130
Range	4	3	3	2	3
Minimum	1	2	2	2	1
Maximum	5	5	5	4	4

Table 3 shows the descriptive statistics of questions 11-15. First question responses' median is 2 and the mode as well which means they are agree that their favorite celebrity endorse a positive image toward brand which means attitude toward brand matters. Second question responses' median is 3 and mode as well which means that they are unsure that the celebrities also use those brands which they endorse. Third question responses' median is 2 and the mode as well which means people watch the advertisements frequently featuring celebrities. Fourth question responses' median is 4 and the mode as well which means that people are unlikely to buy the cosmetics brands which feature celebrities than non-celebrities. Fifth question responses' median is 2 and the mode as well which means that they are agreed that they consider the expertise of celebrity who endorses the brand which making purchase decision.

Table 4: Statistics of questions 16-20

	Do you consider trustworthiness of celebrity as influential while making purchase decision?	Do you consider sense of style of celebrity as influential while making purchase decision?	Do you consider familiarity of celebrity as influential while making purchase decision?	Does the relevance of the brand with the celebrity is influential (skin care, anti-aging)?	Does the negative publicity about a celebrity can influence your purchase decision (i.e. Veena Malik)?
N Valid	250	250	250	250	250
Missing	0	0	0	0	0
Mean	2.80	2.62	1.54	2.64	3.76
Median	3.00	2.00	1.00	2.00	4.00
Mode	3	2	1	2	4
Std. Deviation	.468	1.100	.994	.955	.645
Variance	.219	1.209	.988	.913	.416
Range	4	4	3	4	4
Minimum	0	1	1	1	1
Maximum	4	5	4	5	5

Table 5.04 shows the descriptive statistics of questions 16-20. Question number 1's statistics shows the median of 3 and the mode of 3 as well which means that the people are a bit unsure that they consider the trustworthiness of the celebrity while making purchase decision. Second question responses' median is 2 and the mode as well which means that the people consider sense of style of the celebrity while making purchase decision. Third question responses' median is 1 and that of mode as well which reveals that the people are strongly influenced by the familiarity of the celebrity who endorsed the brand while making purchase decision. Fourth question responses' median is 2 and mode as well which means that their purchase decisions are influenced by endorsement where the celebrity is relevant to the product. Last question responses' median is 4 which show that the purchase decision of the people will not be influenced if the negative publicity about the endorsing celebrity is released.

Table   5: Statistics of questions 21-24

	Will you stop buying the brand you use if your favorite celebrity who endorsed the brand got involved into a scandal?	Will it be less effective if your favorite celebrity endorse the brand at other than Television?	Does non famous endorsement remain more effective in case of household products as compare to famous endorsement (Washing powder, bathing soap)?	If a poor brand is endorsed by a celebrity will it adversely affect his/her overall credibility?
N Valid	250	250	250	250
Missing	0	0	0	0
Mean	2.02	2.31	1.97	2.99
Median	2.00	2.00	2.00	3.00
Mode	2	2	1	3
Std. Deviation	.891	.662	.933	.560
Variance	.795	.439	.871	.313
Range	3	4	4	4
Minimum	1	1	1	1
Maximum	4	5	5	5

Table   5 shows the descriptive statistics of the last four questions of the questionnaire. First question of this table responses median as 2 and mode as well which means that people may stop buying the brand if endorsing celebrity got involved into a worst scandal. Second question responses' median is 2 and mode as well which means that it will be less effective if the celebrity endorse the brand other than the television even it would be their favorite celebrity. Third question responses' median is 2 and mode is 1 which means that non famous endorsements are highly influential in case of household products than famous endorsements. Last question revealed that people are unsure about it that if the celebrity endorses a poor quality product it will adversely

affect his/her overall credibility.

Chi-square tests

After displaying the results of the opinions of the respondents through descriptive statistics we find the relationship of the expertise, trustworthiness, sense of style and familiarity with overall credibility of the celebrity which are the core variables to the study through chi-square test.

Table 6: Chi-square test 1

Variables	Chi-square	Degree of freedom	p-value
Expertise v/s overall credibility	24.336[a]	3	.000
Trustworthiness v/s overall credibility	1.544E2[a]	3	.000
Sense of style v/s overall credibility	1.429E2[a]	4	.000
Familiarity v/s overall credibility	1.583E2[a]	3	.000

As, we want to see the relationship between overall credibility and expertise, we come to know that there is a significant relationship between expertise of celebrity and its overall credibility with p-value which is 0.000 (Chi-square = 24.336[a]). With the p value of 0.000 it is clear that there is a significant relationship between these two variables as the p value should not be more than 0.05 to see the association between two variables. In the case of trustworthiness, sense of style and familiarity the p value is also 0.000 which means all of these variables have strong association with overall credibility of celebrity. So, H5 of the study comes true that Expertise of celebrity, trustworthiness of celebrity, sense of style of celebrity and familiarity of celebrity collectively develops overall credibility of the celebrity.
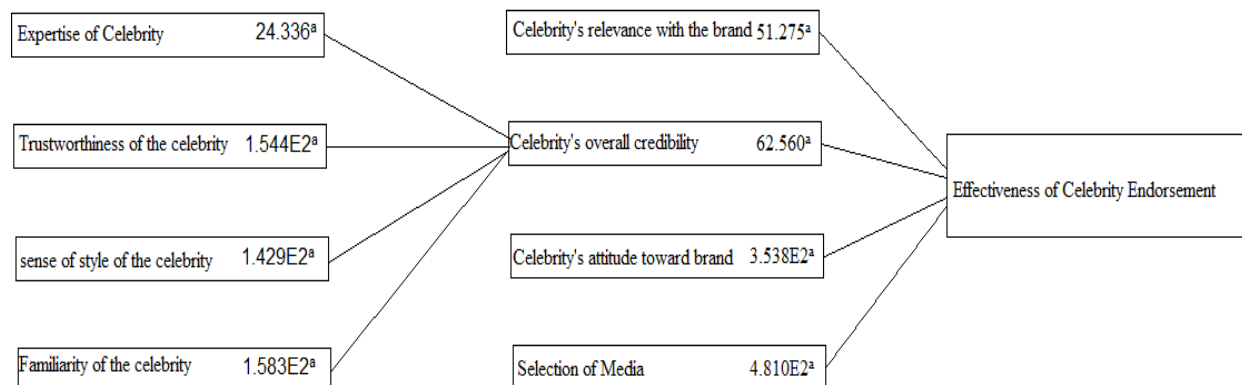
Now we see the relationship of variables which contribute to develop an effective celebrity endorsement. It is check through chi square test whether there is any association of these variables against effectiveness of celebrity endorsement. These are the main core variables which can make an endorsement the most effective as the study tells.

Table 7: Chi-square test 2

Variables	Chi-square	Degree of freedom	p-value
Relevance with the brand v/s effectiveness of celebrity endorsement	51.275[a]	6	.000
Celebrity's overall credibility/s effectiveness of celebrity endorsement	62.560[a]	2	.000
Celebrity's attitude toward the brand v/s effectiveness of celebrity's endorsement	3.538E2[a]	8	.000
Selection of Media v/s effectiveness of celebrity endorsement	4.810E2[a]	6	.000

As, we want to see the relationship between relevance with the brand and effectiveness of celebrity endorsement, we come to know that there is a significant relationship between relevance with the brand and effectiveness of celebrity endorsement with p-value which is 0.000 (Chi-square = 55.832[a]). With the p value of 0.000 it is clear that there is a significant relationship between these two variables as the p value should not be more than 0.05 to see the association between two variables. In the case of celebrity's overall credibility, celebrity's attitude toward brand and selection of media the p value is also 0.000 which means all of these variables have strong association with effectiveness of celebrity endorsement and it confirms all the hypothesis of the study stated in conceptual framework. H9 of the study comes true that Celebrity's overall credibility plays an integral part in making celebrity endorsement more effective as the test showed a perfect relationship between celebrity's overall credibility and effectiveness of celebrity endorsement. Finally, the H10 of the study is confirmed that Celebrity's relevance with the brand, celebrity's overall credibility, celebrity's attitude toward the brand and selection of media collectively contribute to develop an effective celebrity endorsement.

Thus, this study has proved the following model developed in the conceptual framework:

| Expertise of Celebrity | 24.336[a] |
| Celebrity's relevance with the brand 51.275[a] |
Trustworthiness of the celebrity	1.544E2[a]
Celebrity's overall credibility	62.560[a]
sense of style of the celebrity	1.429E2[a]
Celebrity's attitude toward brand	3.538E2[a]
Familiarity of the celebrity	1.583E2[a]
Selection of Media	4.810E2[a]
Effectiveness of Celebrity Endorsement

So, this model shows the relationship among the core variables with their chi-square values. All are having the p-value of less than zero which shows the stronger relationship among them.

6. Conclusions

Celebrity endorsement is getting common these days. Through this study it can be concluded that celebrity endorsement plays a very vital role in advertisements. The celebrities make the advertisements more credible. Now a days, it is very hard to find the advertisements without the endorsements and especially celebrity endorsement is gaining significance in this regards. Customer strongly exhibits that celebrity endorsement helps in promotion of the any brand. The viewers frequently come across the advertisements which are featured by celebrities. Through this study it is concluded that expertise of celebrity, trustworthiness of celebrity, sense of style of celebrity and familiarity contribute to make a celebrity more credible but trustworthiness contributes lesser as compare to others. The study further concludes that the celebrity's relevance with the brand, celebrity's overall credibility, celebrity's attitude toward the brand and selection of media collectively contribute to develop an effective celebrity endorsement. This study revealed that the people want to see the endorsements at Television Media mostly so that they can trust and be fascinated through them.

7. Recommendations

The companies going for celebrity endorsement should consider expertise of celebrity, trustworthiness of celebrity, sense of style of celebrity and familiarity of celebrity while selecting a credible celebrity for endorsement. Disregarding even one factor out of above may cause the company to lose at least some of its potential customers and its existing customers in the long run. The business firms should focus at the overall credibility of the celebrity which can be measured through celebrity's expertise, trustworthiness, sense of style and familiarity generally and should select the media as Television and finally feature the deep attitude of the celebrity toward the brand in advertisement and the celebrity has to be relevant to the brand. This is how the business' can be lead toward the most effective celebrity endorsement and may enjoy the desired results out of this investment.

References

Agrawal, J. and Kamakura, W.A. (1995), ''The economic worth of celebrity endorsers: an event study analysis'' *Journal of Marketing, Vol. 52 No. 3, pp. 56-62.*

Awan, A.G. and Maryam Islam. (2015) "Relationship between Satisfaction, Attitude and Performance: A case study of MCB Bank Ltd", Journal of Marketing and Consumer Research, Volume 7: 11-18.

Awan, A.G. and Maliha Azhar (2014). "Consumer Behavior towards Islamic Banking in Pakistan" European Journal of Accounting Auditing and Finance Research Vol 2 (9): 42-65

Awan, A.G. & M.Salman Azhar (2014) "Customer Relationship Management System: A Case study of Floor Mills in Bahawalpur District" British Journal of Marketing Studies, Vol 2 (7):1-13.

Awan,A.G. & Javed Iqbal (2014) "The Role of Relationship Marketing in Building Customer's Loyalty- A case of study of the mobile Telecommunication industry in Southern Punjab-Pakistan". British Journal of Marketing Studies, Vol. 2 (7): 60-79.

Awan, A.G. (2014) "Changing World Economic Scenario: Emerging versus Aging Economies" LAP Publishing co, Germany: 250.

Chan K., Leung Y. and Luk E.K. (2013), "Impact of celebrity endorsement in advertising on brand image among Chinese adolescents" *Young Consumers Vol.14 No. 2, pp. 167-179.*

Hurmerinta L. and Knight E.H. (2010), "Who endorses whom? Meanings transfer in celebrity endorsement" *Journal of Product & Brand Management19/6, pp 452–460.*

Hollensen S. and Schimmelpfenning C. (2012), "A case approach to developing an endorser selection process

model" *Marketing Intelligence & PlanningVol. 31 No. 1, pp. 88-102.*

Lear K.E., Runyan R.C. and Whitaker W.H. (2009), "Sports celebrity endorsements in retail products advertising" *International Journal of Retail & Distribution Management Vol. 37 No. 4, pp. 308-321*

McCracken, G. (1989), ''Who is the celebrity endorser? Cultural foundations of the endorsement process'' *Journal of Consumer Research, Vol. 16 No. 3, pp. 310-21.*

Prendergast G. Liu P. and Poon D.T.Y. (2009), "A Hong Kong study of advertising credibility" *Journal of Consumer Marketing 26/5, pp. 320–329.*

Pughzhendi A., Ravindran D.S. and Balamurugan R.N. (2012), "A study on effectiveness of multiple and single celebrity endorsement on considerable product advertisements in Chennai" *Far East Journal of Psychology and Business Vol. 6 No. 3 March.*

Pughzhendi et al. (2012), "A study on the impact of celebrity endorsement on advertisement and credibility perception of consumer towards various media" *International journal of sales and marketing management research and development vol. 2.*

Samuel Doss (2011), "The transference of brand attitude: the effect on the celebrity endorser" *Journal of Management and Marketing Research.*

Silvera D.H. and Austad B. (2004), "Factors predicting the effectiveness of celebrity endorsements advertisements" *European Journal of Marketing 11/12, pp. 1509-1526.*

Tantiseneepong N., Gortan M. and White J. (2012), "Evaluating responses to celebrity endorsements using projective techniques" *Qualitative Market Research: An International Journal Vol. 15 No. 1, pp. 57-69.*

Till B.D and Shimp T.A. (1998), "Endorsers in Advertising: The Case of Negative

Celebrity Information" *Journal of Advertising, Volume XXVII, Number 1.*

UlunKturan (2011), "Celebrity advertising in the case of negative associations: discourse analysis of weblogs" *Management Research Review Vol. 34 No. 12, pp. 1280-1295.*

Wang A. (2005), "The effects of expert and consumer endorsements on Audience Response" *Journal of advertising research vol.9 pp. 53-63.*

White D.W., Goddard L. and Wilbur N. (2008), "The effects of negative information transference in the celebrity endorsement relationship" *International Journal of Retail & Distribution Management Vol. 37 No. 4, pp. 322-335.*

The IISTE is a pioneer in the Open-Access hosting service and academic event management. The aim of the firm is Accelerating Global Knowledge Sharing.

More information about the firm can be found on the homepage:
http://www.iiste.org

CALL FOR JOURNAL PAPERS

There are more than 30 peer-reviewed academic journals hosted under the hosting platform.

Prospective authors of journals can find the submission instruction on the following page: http://www.iiste.org/journals/   All the journals articles are available online to the readers all over the world without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. Paper version of the journals is also available upon request of readers and authors.

MORE RESOURCES

Book publication information: http://www.iiste.org/book/

Academic conference: http://www.iiste.org/conference/upcoming-conferences-call-for-paper/

IISTE Knowledge Sharing Partners

EBSCO, Index Copernicus, Ulrich's Periodicals Directory, JournalTOCS, PKP Open Archives Harvester, Bielefeld Academic Search Engine, Elektronische Zeitschriftenbibliothek EZB, Open J-Gate, OCLC WorldCat, Universe Digtial Library , NewJour, Google Scholar