

Effect of Celebrity Based Advertisements on the Purchase Attitude of Consumers towards Durable Products (A study with reference to the city of Chennai)

Lalitha Balakrishnan* and C. Shalini Kumar**

In the present era of information explosion and media influence, these advertisements play a major role in changing the settled perception or thinking, which is otherwise called attitude, of the consumer and also the consumption pattern of the society in general. Across the world, celebrities have been used for a wide variety of brands. The crescendo of celebrities endorsing brands has been steadily increasing over the past years. Marketers overtly acknowledge the power of celebrities in influencing consumer –purchase decisions. This study focuses on identifying the influence of celebrity endorsements on the purchase attitude of the consumers. It is an ubiquitously accepted fact that celebrity endorsement can bestow special attributes upon a product or service, that it may have lacked otherwise.

1. Introduction

Celebrity usage in advertisements is one of the topical strategies of many brands, the purpose of such usage may be for getting attention, for prolonged association, or for the purpose of recall. This study purports to consider the application of the AIDA theory. As such it proceeds to analyse the impact of celebrities in influencing the consumers to purchase the durables.

Celebrity Endorsements act as a credible means of spending money. This is because this is a world of products for which the value a consumer obtains from purchasing any given variety. This could be for reasons of social standing—People want to wear the “right” clothes, drink the “right” beverages and use the “right” fragrances. Specifically a consumer that observes messages for two different firm’s products, one product’s message containing a celebrity endorsed and the other not, believes the celebrity endorsed product will have more purchases and so be of higher value. (Clark & Horstman, 2003) Celebrity endorsement is more likely to be observed for those products having a high price-production cost margin and on a large customer base. In short, celebrity endorsements are more typical for nationally marketed products than for local or niche market products and for products such as running shoes, soft drinks and the like for which the price cost margins are apparently large.

*Dr. Lalitha Balakrishnan, Vice- Principal & Head, PG Dept. of Business Administration
doctorlalitha@gmail.com

**Ms. C. Shalini Kumar, Associate Professor & Head, Dept. of Commerce (Marketing Management)
reyanov@yahoo.com

M.O.P Vaishnav College for Women (Autonomous), Chennai, Tamil Nadu, India.

The concerns of all marketing today is that whether celebrity endorsement affects consumers brand attitudes or not. Madhurkar Sabnavis, Country Manager-Discovery O & M points out that multiple endorsements affect the endorser

Balakrishnan & Kumar

credibility as people know that a celebrity is paid to sell the product. The endorsements of as many as four products negatively influence the celebrity spokesperson's credibility (expertise trustworthiness) and likeability. Reasons may be found in the lack of distinctiveness, with one famous person endorsing several products instead of concentrating on and representing one specific brand. (Trippietat, 1994) On the other hand, research has suggested that celebrity endorsement has potential positive effect like transfer of positive brand images and shaping of consumer's response when more than four products are endorsed.

Brand Endorsement is a way to get the brand noticed amidst the clutter that is there in the market place. Synergy is therefore required between brand and celebrity. The celebrity actually helps in accelerating the brand image formulation process. At the same time advertisement argue that celebrities come with loads of liabilities that are hard to ignore. The decision of selecting the best endorser is thus a pertinent issue fixed by marketers and advertisers for their brand promotion. In other words, the celebrity himself/herself should be a strong brand and the attributes of the celebrity brand should match the attribute of the product brand being highlighted.

Advertisers often select endorsers as a promotional strategy to communicate the attributes of their product or brand. Today, this advertising approach appeared to be on the increase across all media types (Sherman, 1985 and Levin, 1988). The study from H. Friedman and L. Friedman (1979) defined that celebrity endorser is an individual who is known to the public (actor, sports figure, entertainer, etc) for his or her achievements in areas other than that of the product class endorsed.

The study of Perception of Advertising and Celebrity Endorsement (Zabid Abdul Rashid, and Jainthy Nallamuthu 2002) shows that using a well-known celebrity as an endorser could help to improve the subjects' rating of the commercial. Therefore, it is advisable for companies to consider using a well-known celebrity as an endorser rather than nameless spokesperson. However, the advertising practitioner should also recognize that the use of a well-known personality, who can create initial interest and attention for an advertisement, does not necessarily result in attitude changes towards the product. As well, the study from Till and Busler(1998) presents evidence that positive feelings towards advertising and products do not necessarily translate into actual behaviour or purchase intentions. A possible reason mentioned from the study (Baker and Churchill 1977) is that celebrity endorsement seems to work on the cognitive and affective components of attitudes rather than the behavioral components. Furthermore, the Debevec and Keman (1984) found that attractive female models generated more enhanced attitudes than attractive male models across both genders, but particularly among males.

The study of cultural effects on celebrity endorsement (Grant McCracken 1989) conducts that the attractiveness and credibility of celebrity is not the identical measurement that makes endorsement work. It indicates that celebrities are highly individualized and complex bundles of cultural meaning, which could be transferred from the celebrity to the product and from the product to the consumer. This result is consistent with the previous study (Zabid Abdul Rashid, and Jainthy Nallamuthu 2002) regarding perception of advertising and celebrity endorsement. It also concludes that the credibility of celebrities is significantly different among different

Balakrishnan & Kumar

ethnic groups. Selecting the appropriate celebrity is important to enhance the credibility of the advertisement.

Another study conducted on endorser effectiveness by product type (H. Friedman and L. Friedman 1979) confirms that celebrity endorser does not impact a high-priced image to the product. Regardless of the type of product, the celebrity endorser is most effective in sustaining brand name and recall of the advertisement. Thus, if brand name and advertisement recall are most desirable, advertisers should use a celebrity as an endorser.

In addition, multiple product endorsements weaken the effects of celebrity to the product (Carolyn Tripp and Thomas D. Jensen 1994). The study concludes that the number of products a celebrity endorses, apart from the number of exposures to the celebrity endorser, negatively influences consumer perceptions of the endorser and advertising itself. It suggests that as many as four products, the endorsed celebrity credibility and likeability, as well as attitude toward the ad, may attenuate.

Taking cue from the above study, the present study is initiated and is exploratory in nature. It attempts to evaluate the influence of celebrities on the buyer behavioural pattern of consumers and their purchase decision in Chennai, over durable products.

The questions that then arise are:

1. What is the consumers' attitude towards celebrity endorsed advertisements?
2. What effects does celebrity endorsed advertisements pertaining to durable products have on consumers' purchase attitude?

This study is focused on the following objectives:

1. To identify the factors that motivate and affect the purchase attitude of consumers at Chennai.
2. To analyse factors which influence the purchase attitude of consumers at Chennai.
3. To assess the extent of influence created by celebrity endorsed advertisements for consumer durables and to ascertain the consumer responses.

2. Review of Literature

Advertisement plays a major role in every walk of life. The divergent sections of the society may need advertisement for a variety of reasons from information sharing to consumer persuasion to decision making. There is a potential for a direct casual link between the attitude towards an advertisement and the attitude and behaviour towards a product. The feelings engendered by an advertisement can create or influence an attitude towards the advertisement directly, as well as indirectly, through assessments of the quality of the advertisement's exceptional characteristics. In fact, some researchers believe that attitude to the advertisement really has two different components; an affective one, reflecting the direct effect of the feelings evoked by the advertisement, and a second more cognitive one, reflecting how well is the

Balakrishnan & Kumar

advertisement made and how useful is the advertisement. It is important, in understanding how an advertisement ultimately affects consumer attitude.

Past Studies

Angela Byrne, Maureen Whitehead, Steven Breen (2003) study the process of transference of celebrity images to the product's image by examining the usage of celebrity endorsement in the formation of the retail image of a leading European grocery distribution group. The analysis relates to a field research with consumers and interviews with advertising agency personnel who have identified the criterion for the choice of a celebrity. The extent to which the market place recognizes and consumers associate themselves with the image of a celebrity endorser is explored.

Surabhi B. Prasad & Ravi Girdhar (2005) have come up with a model that is a function of several input parameters, their priorities and the correlation score between the parameter and endorsement effectiveness. The paper first examines the various facets of celebrity endorsements and the impact on brand equity. A thorough literature survey has been made in light of which the arguments have been substantiated. A model has been devised for arriving at the effectiveness of a celebrity endorsement.

Paul Chao, Gerhard Wührer and Thomas Werani (2005) The most recent country-of-origin (COO) research was focused on multi-cue designs to overcome weaknesses associated with single-cue models by incorporating both extrinsic and intrinsic cues in evaluating consumer responses. The fact as to whether a foreign celebrity or a foreign brand name can enhance or diminish consumer attitude, product quality perception and purchase intention in another country. This study shows that in a country where consumers speak a different language with very different cultural heritage, the use of a foreign celebrity and an English brand name can be a liability. This study examined the moderating effects of celebrity, foreign brand and COO on consumer product evaluations.

Choi, Sejung Marina (2005) draws a baseline to understand the cross-cultural similarities and differences in the practice of celebrity endorsement in advertising from two diametrically different countries, in terms of two fundamental cultural dimensions: (1) low versus high context, and (2) individualism versus collectivism was developed. Apart from assessing the frequency of usage and the characteristics of celebrity endorsers, this study also closely examines the creative execution of the technique. The findings of this study yield insights into the use of celebrity endorsement across different cultures.

Neha Taleja,(2005) studied the impact of celebrity endorsements on brands. While the magnitude of the impact of celebrity endorsement remains under the purview of gray spectacles, the research has established reasoning to the impact of celebrity endorsements on brands and reveals that the level and the magnitude of the effect vary with the celebrity and the product category and that most of the endorsements have a favourable impact.

Subhadip Roy (2006) raises three questions and attempts to provide tentative explanations for them. The first two questions relate to locating the relative position of

Balakrishnan & Kumar

Indian celebrities and brands on a set of personality attributes in the consumer's perceptual space. The third question relates to determining the fit between the celebrity and the brands endorsed by her/him. The results suggest that consumers differentially rank both celebrities and brands. The study further shows that although celebrities may endorse several brands, their personality does not fit well with the personality of the brand they endorse. Evidence offered here supports the basic assumptions of the celebrity product congruence model.

A study conducted by Irene Roozen (2008) analysed two aspects : one was to find the implication that the celebrity endorser brings to the product and to the consumer for different product categories and the other was the extent to which these effects vary across different product categories. The research was based on written questionnaires and the study analysed the impact of female international celebrity endorsers in respect of three different product categories namely, high involvement, low involvement and the beauty products and concluded that the celebrities are considered to have the highest expertise for beauty products with much lower scores for candy bars (low involvement) and lap-tops (high involvement).

Kalliny, Morris; Beydoun, Abdul-Rahman; Saran, Anshu; Gentry, Lance (2009) The research has investigated into the use of celebrity in TV commercial endorsements. The study has compared the use of celebrity endorsement in terms of two fundamental cultural dimensions: 1) low versus high context and 2) individualism versus collectivism. This paper has also attempted to find out the frequency of celebrity use and identify the characteristics of celebrities used and the products their use is associated with.

In a survey, titled "Impact of Celebrity Endorsement on Buying Behaviour of Customers" the focus was laid on the risks and returns involved in using celebrity endorsements to influence the purchase behaviour of the consumers. The outcome of the research was that, it substantiated the fact that celebrity endorsements do have an impact in the Indian scenario. The critical analysis of the research convinced that the consumers seek variety of aspects like credibility, likeability, fit between the brand and the celebrity. The research also concluded that from the viewpoint of the celebrity, it is not only the financial gains that matters but also the impact that the endorsement might do to their image. The research findings also laid stress on the fact that the association of the celebrity with any type of controversy or ill-behaviour, did have a negative impact on the endorsement.

Bahram Ranjbarian, Zahra Shekarchizade ,Zahra Momeni This study aims to analyze the celebrity endorser influence on attitude toward advertisements and brands. Information was obtained from randomly selected respondents through survey questionnaires. All questionnaires were self-administered by the participants without interference from researchers. This paper provides a model connecting attitude toward celebrity endorser, attitude toward advertisement and attitude toward brand that has been examined and validated using respondents. The findings show that attitude toward celebrity endorser can influence on attitude toward brand directly or indirectly. In indirectly approach, attitude toward advertisement is as a mediator between attitude toward celebrity endorser and attitude toward brand. On the other hand, attitude toward celebrity endorser has not significant effect on purchase intention.

3. Methodology and Data

The study area was confined to Chennai city and the sample has been chosen therefrom. Convenience sampling has been resorted to. The focus was on the behavioural pattern and the impact of celebrity endorsements on the purchase attitude of the consumers towards durable products. The questionnaires were distributed to a sample population of 600 consumers.

Data collection comprises of primary data and secondary data. The primary data has been collected through questionnaires and secondary data from related journals and publications. The questionnaire was based on the initial research model and propositions. Primary data were collected through questionnaire survey

4. Discussion & Findings

To evaluate the feasibility of the research proposal, a survey was conducted through distribution of questionnaires to a select group of consumers. The sample size was 500 respondents . Based on the information and data provided by the consumers , the questionnaires were analysed using statistical tools apt for the study.

The analysis revealed the following results:

A) Product Information Enhancement Through Celebrity Endorsement

The endorsement given by celebrities as a source of information about the product was been validated and the under mentioned table substantiates the same.

Balakrishnan & Kumar

Table 1
One-Sample Statistics
PRODUCT INFORMATION ENHANCEMENT THROUGH CELEBRITY
ENDORSEMENT

INFORMATION CRITERIA	N	Mean	Std. Deviation	Std. Error Mean	t-test	Significant
Advertisement creates awareness about the durable	500	3.7420	1.03614	.04634	16.013	.000
Celebrity endorsed advertisement captures the consumers' attention	500	3.0640	.96632	.04322	1.481	.139
Celebrity endorsed advertisement creates a lasting impact in the consumer's mind	500	3.4580	.98904	.04423	10.355	.000
Words of endorsement about a durable product from a favourite celebrity is accepted as a testimonial by the consumers	500	3.8560	.97013	.04339	19.730	.000
Information about a durable from a celebrity re-inforces its credibility	500	3.9140	.86493	.03868	23.629	.000
Consumers have a better brand recall at the point of purchase when celebrities are present in the advertisements.	500	3.1080	.97685	.04369	2.472	.014

From the above table, it is found that the t-values 16.013, 10.355, 19.730, 23.629 and 2.472 are statistically significant at 5% level for the statements 1, 3, 4, 5, and 6. Therefore, it can be concluded that the respondents moderately agree that the celebrities are favourite in their advertisements and such advertisements create awareness about the durables. Apart from this, the study also discloses that celebrity endorsed advertisements create a lasting impact in consumers' minds, considering such endorsements as a testimonial for the products, re-inforcing the product credibility and leading to better brand recall at the point of purchase. Whereas, the t-value of the 2nd statement is insignificant wherein the respondents are not able to decide as to whether the celebrity endorsed advertisements for durable products capture consumers' attention.

Balakrishnan & Kumar

B) Motivating Factors

Essentially, when it comes to purchase of durable products, certain factors influence or motivate the consumers for such purchase. Attributes like need, price, quality, product appearance, celebrity's testimonial, life style, peer group influence and the like have been considered in this study, as factors which motivate consumers to purchase durables.

Table 2
One-Sample Statistics- MOTIVATING FACTORS

MOTIVATING FACTORS	N	Mean	Std. Deviation	Std. Error Mean	t-test	Significant
Need	500	3.1440	.99863	.04466	3.224	.001
Price	500	3.8860	.88689	.03966	22.338	.000
Product utility	500	3.7600	.92309	.04128	18.410	.000
Product appearance	500	3.5780	.95590	.04275	13.521	.000
Celebrity's convincing endorsement	500	3.5220	.98155	.04390	11.892	.000
Life style	500	2.2640	.96133	.04299	-17.119	.000
Peer group	500	4.6080	.50084	.02240	71.792	.000
Financial credit	500	4.4260	.59769	.02673	53.349	.000
Offers during seasons/ off - seasons	500	3.1820	.90028	.04026	4.520	.000
Esteem in ownership	500	4.2580	.58662	.02623	47.952	.000

The t-values as shown in the above table, namely 71.792, 53.349, 47.952 are highly significant for the factors 7,8 and 10, where the respondents strongly agree that peer group influence, financial credit and esteem in ownership are highly motivating factors. This is followed by factors 1,2,3,4,5 and 9 in which case need , price , product utility ,product appearance , celebrity's convincing endorsement, seasonal and off-seasonal offers are moderately significant factors. The factor 6, which has a mean value of 2.2640 and significance of -17.119, is not a significantly motivating factor which reveals the disagreement of the consumers towards lifestyle as a motivating factor.

C) Influence of Celebrity Endorsement

The presence of a celebrity in an advertisement is likely to be influential in the purchase of a product. To this extent, a favourable celebrity's presence and convincing testimonial given by such a celebrity may persuade the consumer to purchase the product

Table 3
One-Sample Statistics – INFLUENCE OF CELEBRITY ENDORSEMENT

INFLUENCING FACTORS	N	Mean	Std. Deviation	Std. Error Mean	t-test	Significant
Favourite celebrity's presence in the advertisement	500	3.4900	.89639	.04009	12.223	.000
Celebrity's vouching of the durable's features & quality	500	3.8280	.86250	.03857	21.466	.000
Convincing factor of the price comfort zone of the durable.	500	3.8620	.82724	.03700	23.300	.000
Overall impact of the advertisement of the durable combined with the celebrity's presence.	500	3.5820	.84659	.03786	15.372	.000
Advertisement induces purchase intention	500	3.8760	.84738	.03790	23.116	.000
Celebrity's conviction of the durable's promising performance / attribute	500	3.9960	.83988	.03756	26.517	.000
Edge over the competing brand of durable product	500	4.0160	.91948	.04112	24.708	.000
Festive season sale offers	500	3.6300	.76830	.03436	18.336	.000

The respondents, on one hand have favourably responded to the factor 7, with a high significance of mean value 4.0160, where the product features are such that it has an edge over the competing brand. But on the other hand, factors 1,2,3,4, 5,6 and 8 have a moderate significance, which have the t-values 12.223, 21.466, 23.300, 15.372, 23.116, 26.517 and 18.336 respectively signifying the presence of their favourite celebrity vouching the durable's features and quality, convincing the price comfort zone to the consumer. In addition to this, celebrity endorsed

Balakrishnan & Kumar

advertisement have created an overall impact by inducing a purchase intention ultimately convincing the durable's promising performance

D) Influence of Celebrity Endorsed Product on Purchase

An advertisement with a celebrity endorsement is likely to be one of the factors which persuades a consumer to purchase a product. Taking into account the five durables which have been considered for the purpose of the study, the degree of influence ranging from highly influential - rank 5 to not influenced at all - rank 1 have been analysed.

Table 5
One-Sample Statistics-INFLUENCE OF CELEBRITY ENDORSED PRODUCT ON PURCHASE

DURABLES	N	Mean	Std. Deviation	Std. Error Mean	T-test	Significant
Cars	500	4.1620	.79057	.03536	32.866	.000
Washing Machine	500	3.4880	.97146	.04345	11.233	.000
Air conditioners	500	3.1140	.98943	.04425	2.576	.010
Televisions	500	3.2300	.97725	.04370	5.263	.000
Mobiles	500	3.9180	.82743	.03700	24.808	.000
DTH service	500	3.1080	1.07827	.04822	2.240	.026

According to the analysis , it has been found that celebrity endorsement for cars are highly influential having a mean value of 4.1620 with t- value of 32.866. As far as washing machines, air conditioners, televisions, mobiles and DTH services are concerned ,they register only moderate significance with t –values of 11.233,2.576, 5.263, 24.808 and 2.240

E) Purchase Attitude Change

Products which were advertised earlier without a celebrity endorsement definitely will show a change in the consumer's mindset if the product were to be endorsed by a celebrity. This obviously will show its impact through a change in the purchase attitude of the consumer.

Table 6
One-Sample Statistics-PURCHASE ATTITUDE CHANGE

OPINION	N	Mean	Std. Deviation	Std. Error Mean	T-test	Significant
Satisfied feel of the right choice of the durable product after endorsed by a celebrity	500	3.4740	.93116	.04164	11.383	.000
Truth in the testimonials given through endorsement	500	3.4760	.93765	.04193	11.351	.000
Celebrity endorsed advertisement creates better brand recognition	500	3.6940	.94560	.04229	16.411	.000
Celebrity endorsed advertisement for a durable product is more convincing than an ad without such endorsement	500	2.7360	1.02391	.04579	-5.765	.000
Celebrity based advertisements carry more weightage	500	3.4500	.92802	.04150	10.843	.000
The depth of celebrity endorsement for a durable product gives way to make the best choice among the existing alternatives.	500	3.9220	.83265	.03724	24.760	.000
Celebrity based advertisements enhances the buyer's belief of want satisfaction.	500	4.0560	.71686	.03206	32.939	.000
Celebrity endorsed durable product enhances quality assurance .	500	3.6520	.88570	.03961	16.461	.000
Off –seasonal / seasonal sales of durable products through celebrity endorsed advertisements are also promising.	500	3.4240	1.28668	.05754	7.369	.000

The above table reveals that the factor 4 with mean value 2.7360 and t-value -5.765 is insignificant where the respondents do not consider celebrity endorsed advertisement as convincing. But factors 1, 2, 3, 5, 6, 8 and 9 are moderately significant where these relate to choice of product, truth in testimonials, brand recognition, best choice of alternatives, enhancement of quality assurance and promising off-seasonal sales. The highly significant factor relates to celebrity based

Balakrishnan & Kumar

advertisement enhancing the buyer's belief of want satisfaction showing a t-value of 32.939.

Findings of the Study

- 1) Celebrity endorsement enhances product information and creates awareness among consumers. It helps them to recall the brands of the durable products.
- 2) The consumers of durable products have their motivational sources from need and product utility. The study revealed that the celebrity's convincing endorsement motivates them to materialise the purchase of durables.
- 3) The consumers are induced significantly by the celebrity endorser when the target is on quality and price.
- 4) The purchase attitude is influenced by the celebrity endorsement factors, product evaluation and brand recognition.

5. Conclusion

The world of today is changing fast. India is no exception. Especially after the opening up of the economy, the pace of change that India and its people are experiencing in their socio-cultural milieu is mind boggling. India, with its wide diversity, offers a fascinating scope to study the host of changes which developmental activities have brought about in its social and economical framework. While it is possible to get some estimates of the macro changes taking place in India, it is impossible to get any accurate measures of the subjective experiences that proceed, accompany or follow such changes. However, the fact remains that the profile of the Indian market is vastly different from what it was earlier. Although these changes are difficult to measure at the micro level, nevertheless, they have been of great significance to marketers. Any marketer is keen in closely monitoring the changes in terms of numbers and specially keeping regular track of the changing pattern of consumers' aspirations and competitive actions.

The study was subject to certain limitations-

1. Due to paucity of time and cost constraint, the study was confined to Chennai city only.
2. The study has been conducted based on the responses of the selected respondents of Chennai city. Hence the inferences, findings of the analysis need not hold good totally for Chennai city as a whole or the country at large.
3. The study was limited to the 500 responses of consumers in Chennai. More responses would have made an extensive study possible.
4. The study covered only select durable products. It did not include any non – durable products of as its scope would be wider.

References

- Amos, C, Holmes, G and Strutton, D 2008, *International Journal of Advertising*, Vol. 27, No. 2, 2008, pp.209-234
- Amstrong, Ayuk, Ceasarine Nyaseda 2008, *C.F.C MODEL The Appropriateness Of Celebrity Endorsement In Developing African Nations: A Study Of Cameroon and Kenya*
- Brown, M 2007, 'What are the benefits of celebrity-based campaigns?' *Knowledge Point, 2007*
- Busler, M 2002, 'Product Differentiation, Celebrity Endorsements and the Consumer's Perception of Quality'
- Byrne, A, Whitehead, M, Breen, S 2003 'The naked truth of celebrity endorsement', *British Food Journal*, Volume: 105 Issue: 4/5 Page: 288 – 296 ISSN:0007-070X
- Capuyan, JT 2010, 'Perceived Credibility of Celebrity Endorsers of Over-The-Counter Medicines and Its Influence On Health Care Decisions of Rural Mothers', *Communication Research*, BS Development Communication senior, Visayas State University
- Charbonneau, J and Garland, R 2006, 'The use of celebrity athletes as endorsers: views of the New Zealand general public', *International Journal of Sports Marketing & Sponsorship*
- Damian Thompson, Admap, January 2010, *Celebrities Must Be Relevant To Increase Brand Engagement*, pp.42-43
- Daneshvary, R, Schwer, RK 2000 'The association endorsement and consumers' intention to purchase', *Journal of Consumer Marketing*, Volume:17 Issue:3 Page:203 - 213/ISSN: 0736-3761
- Escalas, JE, Bettman, JR, *Connecting with Celebrities: Celebrity Endorsement, Brand Meaning, and Self-Brand Connections*
- Farrell, KA, Karels, GV, Montfort, KW and McClatchey, CA 2000, *Managerial Finance*, Volume: 26 Issue: 7 Page: 1 – 15 ISSN: 0307-4358
- Gaied, AM and Rached, KSB 2010, 'The Persuasive Effectiveness of Famous and Non Famous Endorsers in advertising faculty of Economic Science and Management of Tunis', *Tunisia IBIMA publishing communications of the IBIMA/CIBIMA*, Vol. 2010 (2010), Article ID 474771, 14 pages
- Gail, T, Clark, R, Elmer, L, Grech, E, Masetti, Jr., J and Sandhar, H 1992, 'The Use of Created Versus Celebrity Spokespersons in Advertisements', *Journal of Marketing*, Volume: 9 Issue: 4 Page:45 – 51 ISSN: 0736-3761
- Garthwaite, C, Moore, TJ 'The Role of Celebrity Endorsements in Politics: Oprah, Obama, and the 2008 Democratic Primary'
- Gupta, DK, (January 1, 2007) *Impact of Celebrity Endorsement on Consumer Buying Behaviour and Brand Building*, *Social Science Research Network*
- Hadia Eltom, *Celebrity Endorsement Branding-Linking Fragrances to Celebrities*
- Hercus, A, 'Celebrity athlete endorsement: What drives choice?', Christchurch College of Education
- Hunter, EJ, Burgers, JH, Davidsson, P 2009, 'Celebrity capital as a strategic asset: Implications for new venture strategies', *Advances in Entrepreneurship, Firm Emergence and Growth*, Volume: 11 Page: 137 - 160/ISSN: 1074-7540 DOI: 10.1108/S1074-7540(2009) 0000011007

Balakrishnan & Kumar

- Kadambini Katke Dayanand Sagar College of Management and Information Technology, Bangalore 'The Impact of television advertising on child health and family spending -A Case Study' *International Marketing Conference on Marketing & Society*, 8-10 April, 2007, IIMK
- Kalliny, Morris, Beydoun, Abdul-Rahman, Saran, Anshu and Gentry, Lance 2009, 'Cultural Differences In Television Celebrity Use In The United States And Lebanon', *Journal of International Business Research*
- Khan, ZA 2009, 'Impact Of Celebrity Endorsement On Consumer Behavior & Overall Brand Value' Published in Jan. 2009
- Lee, J-G and Thorson, E 2008, 'The Impact of Celebrity–Product Incongruence on the Effectiveness of Product Endorsement Theory: How Consumers Relate to Celebrity Models', *Journal of Advertising Research*, Vol. 48, No. 3, Sept 2008, pp.433-449
- Marshall, R, Na, W, State, G and Deuskar, S 2008, 'Endorsement Theory: How Consumers Relate to Celebrity Models', *Journal of Advertising Research*, Vol. 48, No. 4, Dec 2008, pp.564-572
- Martin, CA, Bush, AJ 2000, 'Do role models influence teenagers' purchase intentions and behavior?' *Journal of Consumer Marketing*, Volume: 17 Issue:5 Page:441 – 453 ISSN:0736-3761
- Menon, MK, Boone, LE and Rogers, HP, *Celebrity Advertising: An Assessment of Its Relative Effectiveness*
- Moeran, B 2003, 'Celebrities And The Name Economy Research', *Economic Anthropology*, Volume: 22 Page: 299 - 321 ISSN: 0190-1281
- Neels an Heerden, Kuiper, A & Saar, HM 2008, 'Investigating Sport Celebrity Endorsement And Sport event Sponsorship As Promotional Cues', Department of Marketing and Communication Management, University of Pretoria, Pretoria, Republic of South Africa, *South African Journal for Research in Sport, Physical Education and Recreation*, 2008, 30(2): 147-165.
- Phang Ing @ Grace, Fumitaka Furuoka, 'An examination of the celebrity endorsers' Characteristics and their relationship with the Image of consumer products' *UNITAR E-JOURNAL Vol. 3, No. 2, June 2007*
- Ranjbarian, B, Shekarchizade, Z and Momeni, Z 2010, 'Celebrity Endorser Influence on Attitude Toward Advertisements and Brands', *European Journal of Social Sciences*, Volume 13, Number 3 (2010)
- Shahidisgreat, *The Impact Of Celebrity Endorsement On A Customer's Buying Behaviour*
- Sharma, S and Sahni, Y 2009, *A Study On The Impact Of Celebrity Endorsement on Buying Behavior of Consumers and as a Source of Brand-Building*
- Silvera, DH, Austad, B 2004, *European Journal of Marketing*, Volume: 38 Issue: 11/12 Page: 1509 - 1526 ISSN: 0309-0566
- Song, Guan Feng, Chaipoopiratana, Sirion, 'A study of Chinese advertising practitioner's perspectives on the selection of celebrity endorsers', *Volume 15 Number 1*
- Stallen, M, Smidts, Rijpkema, M, Smit, G, Klucharev and Fernandez G, *Celebrities and Shoes on the Female Brain: The Neural Correlates of Product Evaluation in the Context of Fame*
- Steve Dix, Sport Celebrity Influence on Young Adult Consumer, *ANZMAC 2009*
- Talhaakhtar, 2009 *Celebrity Endorsement Is A Key To Marketing Success*, Dadabhoy Institute of Higher Education.

Balakrishnan & Kumar

- Temperley, J, Tangen, D 2006, 'The Pinocchio Factor In Consumer Attitudes Towards Celebrity Endorsement: Celebrity Endorsement, The Reebok Brand, And An Examination Of A Recent Campaign', *Special Edition On Consumer Satisfaction – Global Perspective, Innovative Marketing*, Volume 2, Issue 3, 2006
- Ward, S, Chitty, B and How, SW, 'The Influence of Endorsers on Consumer Attitudes and Body Image'
- White, DW, Goddard, L and Wilbur, N 2009, 'The effects of negative information transference in the celebrity endorsement relationship' *International Journal of Retail & Distribution Management*, Volume: 37 Issue: 4 Page: 322 – 335 ISSN: 0959-0552