

An explanatory study on assessing the Impact of Celebrity Endorsement on Consumer Buying Behavior

Dr. Saurabh Gupta

Professor, KIMS, Affiliated to AKTU, Lucknow.

Abstract

This research paper presents an in-depth analysis of the Impact of celebrity endorsement on consumer buying behavior. Celebrity endorsements have become a prominent marketing strategy, leveraging the popularity and influence of celebrities to promote products and brands. The research employs a mixed-methods approach, including surveys and case studies, to comprehensively understand the relationship between celebrity endorsement and consumer buying behavior.

Objective: The study delves into the theoretical framework, reviews existing literature, explores the psychological mechanisms underlying celebrity endorsements, and investigates their effects on consumer attitudes and purchase intentions.

Methodology: This study aims to investigate the Impact of celebrity endorsement on buying behavior with particular reference to boat speakers. The data of 250 respondents from the Kanpur region has been collected through a questionnaire, and results have been analyzed with the help of SPSS. The respondents of the Kanpur region have been taken to know their Perceptions regarding the celebrity and its attributes and the Impact of celebrity endorsement on their buying behavior.

Practical Implications: After completing this research, it has been concluded that celebrity-endorsed advertisements are more attractive than non-endorsed advertisements. This study helps identify the attributes of fame which positively affect buying behavior and brand perception. The results of the study confirmed that there is a significant impact of celebrity endorsement on the buying behavior of boat speaker consumers.

Keywords: Celebrity endorsement, Celebrity credibility, Brand image, Consumer buying behavior

1. INTRODUCTION

1.1 Background to the Research

Celebrity endorsement is a widely used marketing strategy that capitalizes on celebrities' fame, credibility, and aspirational appeal to influence consumer perceptions and decisions. This paper aims to comprehensively explore the Impact of celebrity endorsements on consumer buying behavior by examining the underlying psychological processes and the effects on consumer attitudes and purchase intentions.

Celebrities do not always affect a person's decision regarding buying. However, mostly, it dramatically impacts the Perception of choosing any product. We are always thinking that if our favorite celebrity is using them. Then we should use that to be like them (Khatri, 2006).

Over the last 150 years, advertising has changed in different phases, from classical to modern. Now a day, it is the best strategy marketers use to influence customers by showing celebrities their products; it includes different appeals, lies, excitement, absurdity, sexual, etc. **Belch, G. and Belch, M.(2008)** acknowledged that the main aim of formulating such strategies is to get high brand revelation, longing, concentration, and curiosity. To do so, marketers attach famous personalities' to their products. **McCracken (1989)** stated that these famous personalities' had a significant influence on Consumer's buying behavior, which is why it has become the most attractive tool of advertising now a day. The primary aim of advertising and adopting this strategy is influencing customers toward the products (**Ohanian, 1990**).

2. Theoretical Framework

2.1 Source Credibility Theory:

This theory posits that the endorser's credibility (celebrity) influences consumers' Perception of the endorsed product or brand. Credible celebrities enhance the persuasiveness of endorsements, leading to positive consumer responses.

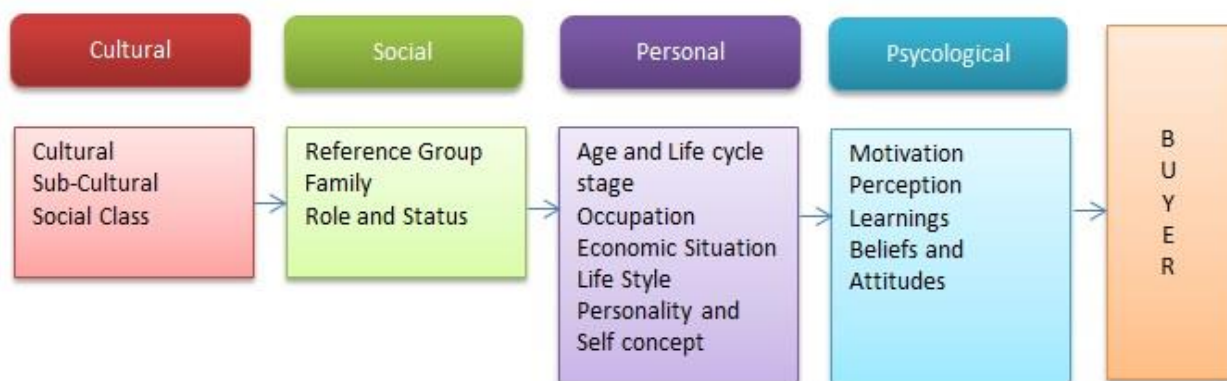
2.2 Elaboration Likelihood Model (ELM):

The ELM explains the dual routes to persuasion: central (focused on message content) and peripheral (influenced by peripheral cues like celebrity endorsers). The model outlines how celebrities serve as peripheral cues that can impact consumer attitudes.

3. LITERATURE REVIEW

Consumer buying behavior: Consumer Buying Behavior refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for businesses to understand this process because it helps companies better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past.

Factors affecting consumer buying behavior:



Cultural factors

Cultural factors comprise the values and ideologies of a particular community or group of individuals. It is the culture of an individual which decides the way they behave. In simpler words, culture is nothing but the values of an individual. What an individual learns from his parents and relatives as a child becomes his culture.

Cultural factors have a significant effect on an individual's buying decision. Individuals have different habits, beliefs, and principles, which they develop from their family status and background. What they see from their childhood becomes their culture.

Status (Upper Class, Middle class, and Lower Class)

People from the upper class generally tend to spend on luxurious items such as expensive gadgets, cars, dresses, etc. You would hardly find an individual from a lower class spending money on high-end products. A person who finds it difficult to make ends meet would prefer spending on items necessary for survival. Individuals from the middle-class segment generally are more interested in buying products that would make their future secure.

Gender (Male/Female)

People generally make fun of males buying fairness creams; in our culture, only females are expected to buy and use beauty products. Males are perceived to be solid and rigid and look good, just as an individual who purchases products and services from the market for their consumption is called a consumer.

Social factor

Social factors play an essential role in influencing the buying decisions of consumers.

Social Factors are the factors that are prevalent in the society where consumers live in. The community is composed of several individuals that have different preferences and behaviors. These varied behaviors influence the personal choices of the other set of individuals as they tend to perform those activities which are acceptable to society.

PSYCHOLOGICAL FACTOR

Consumer Behavior deals with the study of buying behavior of consumers. Individuals prefer to spend on premium brands and unique merchandise for others to look up to them. Certain products become their status symbol, and people know them by choosing exclusive products.

Perception

An individual's Perception of a particular product or service is their Perception. For someone, a Dell Laptop might be the best laptop, while for others, it could be just one of the best brands available.

Learning

Learning comes only through experience. An individual learns about a product and service only after using the same. An individual satisfied with a particular product/service will strongly be inclined to repurchase the same product.

Beliefs and Attitude

Beliefs and Attitudes play an essential role in influencing the buying decision of consumers. Individuals create a particular image of every product or service available in the market. Every brand has an image attached to it, also called its appearance.

Consumer decision-making process:

A consumer goes through several stages before purchasing a product or service.



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

The use of famous persons in promotions is traced back to the nineteenth century, and these general promotional practices have revealed many intellectual and realistic considerations.

A mainly academic analysis of celebrity support encompasses the sphere of spokesperson credibility and charismatic representatives and recommends that famous persons exercise their Impact on customers through apparent traits (**Ahmed, 2012; Ohanian, 1990, 1991**).

Several research studies reveal that eye-catching celebrity is a foundation to enhance feelings toward the ads. This mindset to the commercials is identified as psychological circumstances that persons exercise to systematize the manner, recognize the surroundings, and organize the way a person reacts towards it (**Haghirian & Madlberger, 2005**).

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

Celebrities regularly emerge in promotions in connection with customer goods or services. Using skill to pierce the hectic mess of publicity, portray customer consideration, produce high memory rates, and generate and distinguish brand descriptions thus, create trade and income, superstar endorsement has been a helpful approach. Darters undoubtedly spend vast amounts of capital utilizing superstars to sponsor their brands (Agrawal & Wagner, 1995; Erdogan, 1999; Kaikati, 1987; Mathur et al., 1997; Gabor et al., 1987).

Impact of endorsement on buying behavior:

Ranjbarian, Shekarchizade & Momeni (2010) agreed that advertisement is the action that persuades individuals of any particular market to buy services and products or services. The advertisement message can be spread through different ways, like T.V. ads, radio, print, online, billboard, in-store, WOM, and endorsement. Now the question arises of which category of promotion is best. The best nature of advertisement depends on the type of industry or firm and its necessities and desires.

McCracken (1989) found that celebrities endorses are characterized as an effective way of transferring meaning to brands. The common conviction of marketers is that there is a significant and massive impact of those advertisements, which are endorsed by celebrities compared to non-endorsed celebrities.

3. RESEARCH METHODOLOGY:

1. Research Objectives

The following is the objective of the study:

- To examine the Impact of celebrity endorsement on buying behavior.
- To analyze the Perception of students and professionals about celebrity endorsement.
- To find out the relationship between celebrity endorsement and customer buying behavior.
- To analyze which factor of celebrity attracts more to the public.

2. Research Type:

This research is exploratory at the initial stage to explore the factors affecting consumer buying behavior. It becomes explanatory when we discover the cause-and-effect relationship between celebrity endorsement and consumer buying behavior.

3. **Type of data:** The primary data was collected for the research.

4. **Method of data collection:** The data has been collected with the help of the Google form as a questionnaire disseminated among the students and professionals residing in the Kanpur region.

5. **Sample Size:** The data has been approached to collect from 250 respondents, out of which 201 filled responses have been received and processed for further analysis.

6. **Statistical Techniques:** At the initial stage, the reliability analysis and descriptive study were done, and then the regression analysis was done to determine the Impact of celebrity endorsement on consumer buying behavior.

4. DATA ANALYSIS AND RESULTS

4.1 Quantitative Phase A structured survey will be administered to a diverse sample of consumers. The survey will assess their attitudes toward celebrity endorsements, the perceived credibility of celebrities, and their influence on purchase decisions. Likert scale responses and demographic data will be analyzed quantitatively.

4.2 Qualitative Phase In-depth interviews will be conducted with selected participants to gain deeper insights into the reasons behind their attitudes and behaviors towards celebrity endorsements. Qualitative data will provide a richer understanding of consumer responses' nuances and motivations.

With the help of the previous research, the questionnaire has been designed, and responses have been collected. After collecting the answers, it was found that out of 250, only 201 responses were eligible for further analysis.

Reliability Statistics

Table: Reliability Statistics

Cronbach's Alpha	No of Items
0.918	11

According to the standard rule, the reliability percentage must be above 0.6; hence, we have found the value 0.918, so this questionnaire is reliable. Furthermore, this reliability is of 11 items of the questionnaire and all the questions, including demographic questions.

The descriptive analysis has been done in the initial step of the analysis. The details of descriptive statistics are given below:

Demographic profile of Sample

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error	Statistic	Std. Error
gender	201	1.00	1.00	2.00	291.00	1.4478	.03516	.49851	.212	.172	-1.975	.341
education status	201	1.00	1.00	2.00	268.00	1.3333	.03333	.47258	.712	.172	-1.508	.341
age	201	16.00	1.00	17.00	332.00	1.6517	.14296	2.02685	6.612	.172	47.840	.341

Valid N (listwise)	201												
--------------------	-----	--	--	--	--	--	--	--	--	--	--	--	--

Awareness about celebrity endorsement

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error	Statistic	Std. Error
celebrity endorsement	201	2.00	1.00	3.00	307.00	1.5274	.05186	.73519	1.010	.172	-.429	.341
Valid N (listwise)	201											

Awareness about the consumer buying decision

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error	Statistic	Std. Error
consumerbuyingbehaviour	201	2.00	1.00	3.00	284.00	1.4129	.05055	.71668	1.421	.172	.449	.341
Valid N (listwise)	201											

As we know that for further inferential analysis (Parametric Test), the following are the essential conditions:

1. The data should be normal
2. The data should be homogenous.
3. The variables should be independent of each other.

For the criteria mentioned above, we have done the normality test (Kolmogorov-Smirnov). The result shows that the significant value is less than 0.05, which means the hypothesis is rejected.

Factors affecting consumer decision

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation	Skewness		Kurtosis		
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error	Statistic	Std. Error	
cultural influence	201	4.00	1.00	5.00	750.00	3.7313	.06493	.92058	-1.188	.172	1.749	.341
social factor	201	4.00	1.00	5.00	764.00	3.8010	.06190	.87761	-1.124	.172	1.795	.341
psychological factor	201	4.00	1.00	5.00	753.00	3.7460	.06693	.94884	-1.139	.172	1.602	.341
Valid N (listwise)	201											

Hypothesis

H01: Psychological factors have no significant impact on consumer decision-making process.

Psychological factor

Case Processing Summary

	Psychological factor	Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
Consumer buying behavior	strongly disagree	10	100.0%	0	0.0%	10	100.0%
	disagree	7	100.0%	0	0.0%	7	100.0%
	neutral	41	100.0%	0	0.0%	41	100.0%
	agree	109	100.0%	0	0.0%	109	100.0%
	Strongly agree	34	100.0%	0	0.0%	34	100.0%

Descriptives

	Psychological factor		Statistic	Std. Error	
Consumer buying behavior	strongly disagree	Mean	1.3000	.21344	
		95% Confidence Interval for Mean	Lower Bound	.8172	
			Upper Bound	1.7828	
		5% Trimmed Mean	1.2222		
		Median	1.0000		
		Variance	.456		
		Std. Deviation	.67495		
		Minimum	1.00		
		Maximum	3.00		
		Range	2.00		
		Interquartile Range	.25		
		Skewness	2.277	.687	
		Kurtosis	4.765	1.334	
	disagree	Mean	2.0000	.30861	
		95% Confidence Interval for Mean	Lower Bound	1.2449	
			Upper Bound	2.7551	
		5% Trimmed Mean	2.0000		
		Median	2.0000		
		Variance	.667		
		Std. Deviation	.81650		
		Minimum	1.00		
		Maximum	3.00		
		Range	2.00		
Interquartile Range		2.00			
Skewness		.000	.794		
Kurtosis		-1.200	1.587		
neutral	Mean	1.7073	.13180		
	95% Confidence Interval for Mean	Lower Bound	1.4409		
		Upper Bound	1.9737		
	5% Trimmed Mean	1.6748			

	Median		1.0000	
	Variance		.712	
	Std. Deviation		.84392	
	Minimum		1.00	
	Maximum		3.00	
	Range		2.00	
	Interquartile Range		1.50	
	Skewness		.614	.369
	Kurtosis		-1.321	.724
agree	Mean		1.3211	.06097
	95% Confidence Interval for Mean	Lower Bound	1.2002	
		Upper Bound	1.4420	
	5% Trimmed Mean		1.2457	
	Median		1.0000	
	Variance		.405	
	Std. Deviation		.63655	
	Minimum		1.00	
	Maximum		3.00	
	Range		2.00	
	Interquartile Range		.00	
	Skewness		1.801	.231
	Kurtosis		1.895	.459
Strongly agree	Mean		1.2647	.11414
	95% Confidence Interval for Mean	Lower Bound	1.0325	
		Upper Bound	1.4969	
	5% Trimmed Mean		1.1830	
	Median		1.0000	
	Variance		.443	
	Std. Deviation		.66555	
	Minimum		1.00	
	Maximum		3.00	
	Range		2.00	

	Interquartile Range	.00	
	Skewness	2.267	.403
	Kurtosis	3.507	.788

Hypothesis

H02: Cultural factors have no significant impact on the consumer decision-making process.

Tests of Normality

	Psychological factor	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Consumer buying behavior	strongly disagree	.472	10	.000	.532	10	.000
	disagree	.214	7	.200*	.858	7	.144
	neutral	.336	41	.000	.728	41	.000
	agree	.464	109	.000	.545	109	.000
	Strongly agree	.508	34	.000	.428	34	.000

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Cultural influence

Case Processing Summary

	Cultural influence	Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
Consumer buying behavior	strongly disagree	9	100.0%	0	0.0%	9	100.0%
	disagree	9	100.0%	0	0.0%	9	100.0%
	neutral	38	100.0%	0	0.0%	38	100.0%
	agree	116	100.0%	0	0.0%	116	100.0%
	Strongly agree	29	100.0%	0	0.0%	29	100.0%

Descriptive

	Cultural influence	Statistic	Std. Error
Consumer buying behavior	strongly disagree	Mean	1.7778
		95% Confidence Interval for Mean	Lower Bound: 1.1372

		Upper Bound	2.4183	
		5% Trimmed Mean	1.7531	
		Median	2.0000	
		Variance	.694	
		Std. Deviation	.83333	
		Minimum	1.00	
		Maximum	3.00	
		Range	2.00	
		Interquartile Range	1.50	
		Skewness	.501	.717
		Kurtosis	-1.275	1.400
	disagree	Mean	1.7778	.22222
		95% Confidence Interval for Mean	Lower Bound	1.2653
			Upper Bound	2.2902
		5% Trimmed Mean	1.7531	
		Median	2.0000	
		Variance	.444	
		Std. Deviation	.66667	
		Minimum	1.00	
		Maximum	3.00	
		Range	2.00	
		Interquartile Range	1.00	
		Skewness	.254	.717
		Kurtosis	-.040	1.400
	neutral	Mean	1.6053	.13356
		95% Confidence Interval for Mean	Lower Bound	1.3347
			Upper Bound	1.8759
		5% Trimmed Mean	1.5614	
		Median	1.0000	
		Variance	.678	
		Std. Deviation	.82329	
		Minimum	1.00	
		Maximum	3.00	
		Range	2.00	
		Interquartile Range	1.00	
		Skewness	.871	.383
		Kurtosis	-.939	.750
	agree	Mean	1.3276	.06216
		95% Confidence Interval for Mean	Lower Bound	1.2044

		Upper Bound	1.4507	
		5% Trimmed Mean	1.2529	
		Median	1.0000	
		Variance	.448	
		Std. Deviation	.66953	
		Minimum	1.00	
		Maximum	3.00	
		Range	2.00	
		Interquartile Range	.00	
		Skewness	1.806	.225
		Kurtosis	1.716	.446
	Strongly agree	Mean	1.2759	.12051
		95% Confidence Interval for Mean	Lower Bound	1.0290
			Upper Bound	1.5227
		5% Trimmed Mean	1.1954	
		Median	1.0000	
		Variance	.421	
		Std. Deviation	.64899	
		Minimum	1.00	
		Maximum	3.00	
		Range	2.00	
		Interquartile Range	.00	
		Skewness	2.194	.434
		Kurtosis	3.436	.845

Tests of Normality

	cultural influence	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
consumerbuyingbehaviour	strongly disagree	.269	9	.059	.808	9	.025
	disagree	.297	9	.021	.813	9	.028
	neutral	.374	38	.000	.689	38	.000
	agree	.472	116	.000	.525	116	.000
	Strongly agree	.492	29	.000	.470	29	.000

a. Lilliefors Significance Correction

Hypothesis

H03: There is no significant impact of Social factors on the consumer decision-making process.

Case Processing Summary							
	Social factor	Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
Consumer buying behavior	strongly disagree	6	100.0%	0	0.0%	6	100.0%
	disagree	10	100.0%	0	0.0%	10	100.0%
	neutral	35	100.0%	0	0.0%	35	100.0%
	agree	117	100.0%	0	0.0%	117	100.0%
	Strongly agree	33	100.0%	0	0.0%	33	100.0%

Descriptives

	Social factor		Statistic	Std. Error		
Consumer buying behavior	strongly disagree	Mean	1.1667	.16667		
		95% Confidence Interval for Mean	Lower Bound	.7382		
			Upper Bound	1.5951		
		5% Trimmed Mean		1.1296		
		Median		1.0000		
		Variance		.167		
		Std. Deviation		.40825		
		Minimum		1.00		
		Maximum		2.00		
		Range		1.00		
		Interquartile Range		.25		
		Skewness		2.449	.845	
		Kurtosis		6.000	1.741	
		disagree		Mean	2.0000	.21082
				95% Confidence Interval for Mean	Lower Bound	1.5231
	Upper Bound			2.4769		
5% Trimmed Mean				2.0000		
Median				2.0000		
Variance				.444		
Std. Deviation				.66667		
Minimum				1.00		

	Maximum		3.00	
	Range		2.00	
	Interquartile Range		.50	
	Skewness		.000	.687
	Kurtosis		.080	1.334
neutral	Mean		1.6000	.14319
	95% Confidence Interval for Mean	Lower Bound	1.3090	
		Upper Bound	1.8910	
	5% Trimmed Mean		1.5556	
	Median		1.0000	
	Variance		.718	
	Std. Deviation		.84714	
	Minimum		1.00	
	Maximum		3.00	
	Range		2.00	
	Interquartile Range		1.00	
	Skewness		.899	.398
	Kurtosis		-.987	.778
agree	Mean		1.3761	.06392
	95% Confidence Interval for Mean	Lower Bound	1.2495	
		Upper Bound	1.5027	
	5% Trimmed Mean		1.3067	
	Median		1.0000	
	Variance		.478	
	Std. Deviation		.69141	
	Minimum		1.00	
	Maximum		3.00	
	Range		2.00	
	Interquartile Range		1.00	
	Skewness		1.571	.224
	Kurtosis		.954	.444
Strongly agree	Mean		1.2121	.10442
	95% Confidence Interval for Mean	Lower Bound	.9994	
		Upper Bound	1.4248	
	5% Trimmed Mean		1.1246	

	Median	1.0000	
	Variance	.360	
	Std. Deviation	.59987	
	Minimum	1.00	
	Maximum	3.00	
	Range	2.00	
	Interquartile Range	.00	
	Skewness	2.675	.409
	Kurtosis	5.751	.798

Tests of Normality							
	Social factor	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Consumer buying behavior	strongly disagree	.492	6	.000	.496	6	.000
	disagree	.300	10	.011	.815	10	.022
	neutral	.389	35	.000	.666	35	.000
	agree	.450	117	.000	.574	117	.000
	Strongly agree	.517	33	.000	.386	33	.000

a. Lilliefors Significance Correction

Model Summary

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

Table: Model Summary

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

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

Coefficients Analysis

The result of the coefficient in this model, where Beta is .694 of the Perception and t value is 18.781 & p<0.05, proposes that Perception significantly impacts buying behavior. Moreover, Credibility has t=4.638 & p<0.05, and Meaning transform has t=4.750 & p<0.05. Therefore, it is further concluded that both Credibility & Meaning transform significantly impact buying behavior.

Since attractiveness has a negative result (B), it shows that the increase in attractiveness decreases the Impact on buying behavior. Finally, Celebrity endorsement has an effect and significant impact on buying behavior.

Conclusion

Celebrity endorsement is a powerful marketing tool that significantly influences consumer buying behavior. Understanding the psychological mechanisms and the factors driving the effectiveness of celebrity endorsements can help marketers make informed decisions. Marketers can optimize their endorsement strategies by considering consumer perceptions, celebrity credibility, and the alignment between celebrities and brands, enhancing consumer engagement, and achieving tremendous success in marketing campaigns. It is finally concluded that there is a significant relationship between celebrity endorsement and consumer buying behavior. Respondents clearly conveyed that they purchase those products and services endorsed by celebrities.

REFERENCES

1. Agrawal, J. & Wagner, A.K. (1995). The Economic Worth of Celebrity Endorsers: An Event Study Analysis, *Journal of Marketing*, 59, 56-62
2. Ahmed, R.R. & Ahmad, S. (2014). Pharmaceutical drug promotion in Pakistan: Issues in ethical & non-ethical practices, *Middle-East Journal of Scientific Research*, 20 (11), 1630-1640
3. Ahmed, R.R., Parmar, V. and Ahmed, J. (2012). Factors that Affect Attitude towards Generic Drugs Perception: Comparison of Physicians & General Practitioners of Karachi City, *International Journal of Management, I.T. and Engineering*, 2 (11), 151-178
4. Ahmed, R.R., Vishnu, P. & Amin, M.A. (2014). Impact of Product Packaging on Consumer's Buying Behavior", *European Journal of Scientific Research*, 122 (2), 125-134
5. Ahmed, R.R., Vveinhardt, J., Ahmad, N. & Mujeeb, M. (2014). The Business Outsourcing in Telecommunication Industry: Case of Pakistan, *Transformations in Business & Economics*, 13, 2B (32B), 760-779
6. Atkin, C. & Block, M. (1983). Effectiveness of Celebrity Endorsers, *Journal of Advertising Research*, 23, 57-61
7. Belch, G.E., and Belch, M.A. (2008). Advertising and Promotion: An Integrated Marketing Communication Perspective. (6th ed.) New York
8. Biswas, S. and Husain, M.D. (2009). Celebrity endorsement in advertisements and consumer perception, *Journal of global marketing*, 2, 121-137
9. Brewster, C., Sparrow, P., & Vemon (2007). International human resource management. In 3rd edition. London: chartered institute of personnel and development.
10. Erdogan, B. (1999). Celebrity endorsement: A literature review, *Journal of Marketing Management*, 15 (4), 291-314
11. Erdogan, B. (1999). Celebrity endorsement: A literature review, *Journal of Marketing Management*, 15(3), 291-314
12. Gabor, A., Jeannye, T. & Daniel, P.W. (1987). Star Turns That Can Turn Star-Crossed. *U.S. News and World Report*, 103 (7), 57
13. Giles, D.C. (2000). Illusions of Immortality: A Psychology of Fame and Celebrity, London: MacMillan

14. Haghirian P. and Madlberger M. (2005). Consumer attitude toward advertising via mobile devices – an empirical investigation among Austrian user, in *Proceedings of the European Conference on Information Systems*, Regensburg, Germany
15. Heider, F. (1946). Attitudes and cognitive organization, *Journal of Psychology*, 21, 107-112
16. Kaikati G.K. (1987). Celebrity Advertising: A Review and Synthesis, *International Journal of Advertising*, 6 (2), 93-106
17. Kamins, M. A., Meribeth, J., Brand, S.A. and John C.M. (1989), Two-sided versus one-sided celebrity Endorsement: the Impact on advertising effectiveness and credibility, *Journal of advertising*, 18(2), 4-10
18. Kelman, H.C. (1961). Processes of Opinion Change, *Public Opinion Quarterly*, 25 (1), 57–78
19. Khatri, P. (2006). Celebrity Endorsement: A Strategic Promotion Perspective, *Indian Media Studies Journal*, 1 (1), 25-37
20. Kirmani, A. & Shiv, B. (1998). Effects of source congruity on brand attitudes and beliefs: the moderating role of issue-relevant elaboration, *Journal of Consumer Psychology*, 7 (1), 25-47
21. Kumar. A. (2010), Celebrity endorsement and its Impact on consumer buying behavior. In
a. *Advertisement*. India: Bournemouth University
22. Lutz, R.J., MacKenzie, S.B. and Belch, G.E. (1983). Attitude toward the ad as a mediator of advertising effectiveness: Determinants and consequences, *Advances in consumer research*
23. MacKenzie, S.B., Lutz, R.J. and Belch, G.E. (1986), the Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations, *Journal of Marketing Research*, 23(2), 130–143. <http://dx.doi.org/10.2307/3151660>
24. Mathur, L.K., Ike M. & Nanda R. (1997). The Wealth Effects Associated with a Celebrity Endorser: The Michael Jordan Phenomenon, *Journal of Advertising Research*, 37 (3), 67-73
25. McCracken, G. (1986). Culture and Consumption: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods, *Journal of Consumer Research*, 13 (June), 71-84
26. McCracken, G. (1989). Who Is the Celebrity Endorser?: Cultural Foundations of the Endorsement Process, *Journal of Consumer Research*, 16 (3), 310-321
27. Mitchell, A.A. & Jerry, C.O. (1981). Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude? *Journal of Marketing Research*, 18 (3), 318-332
28. Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, *Journal of Advertising*, 19 (3), 39-52
29. Ohanian, R. (1991). The Impact of celebrity spokespersons' perceived image on Consumer's Intention to Purchase, *Journal of Advertising Research*, 31 (1), 46-54
30. Ranjbarian B., Shekarchizade, Z. and Momeni Z. (2010). Celebrity Endorser Influence on Attitude Towards Advertisements and Brand European, *Journal of Social Sciences*, 13(3), 112-123.
31. Shimp, T.A. (1981). Attitude Toward the Ad as a Mediator of Consumer Brand Choice, *Journal of Advertising*, 10(2), 9-14
32. Silvera, D.H. and Austad, B. (2004). Factors predicting the effectiveness of celebrity endorsements advertisements, *European Journal of Marketing*, 38(11/12), 1509-1526
33. Zafar, R.M. (2009). Celebrity endorsement in the advertisement. In Impact on the overall brand is of significance and got recognition, *Asian Journal of Business and Management Sciences*, pp. 53-67