

The Study on Impact of Celebrity Endorsement on Consumer Buying Behaviour

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The term celebrity endorsement is a marketing strategy to advertise their product to reach a great audience. No doubt celebrity endorsement is beneficial for products at networking and brand or product also access to abroad networks.

This research paper analyses and examines the impact of celebrity endorsement on consumer buying behaviour and its perception regarding the product / brand of the company.

The quantitative research methodology is used in this research paper to know the factors which have influence on celebrity endorsement and consumer buying behaviour.

The study of existing literature available on celebrity endorsements, which provides an insight into our research topic and clarifies various important facts related to the study. The quantitative methodology is used for our research study to understand the perceptions of the consumer behaviour, attributes and its consequent collision on buying behaviour. The data was collected through a questionnaire and after analyses using the data analysis software program SPSS.

Keywords: Celebrity Endorsement, Consumer Behaviour, Buying Behaviour, Endorsement, Celebrity Reliability.

Introduction

Celebrity Endorsement refers to a strategy whose intention is to use one or multiple celebrities to advertise a specific product, brand or service. The basic objective is to reach a greater audience, represented by the celebrity's fan following.

Celebrity endorsement makes billions of profits for the brands (and constant payback for the **celebrities**) but they also boost positive publicity, coverage and rendezvous.

In the present scenario celebrities become role models for youngsters not only youngsters but for seniors also. They treated themselves like them. They are changing their lifestyle and living standard related to their favorite celebrity. These factors create a great impact on the buying behavior and decision making. This phenomenon influences the customers and ultimately increases the company's profitability.

Celebrities are not creating any kind of effect on a person's mind for all time by creating any kind of effect on their mind in terms of buying behaviour. But generally it gives a great impact on their perception of selecting any product. consumers are always thinking that if our favorite celebrity is using them. Then we should use that to look like them (Khatri 2006). From the 20th century advertising is changing in different phases from the traditional to modern. Nowadays, the best strategy used by marketers to manipulate the customers by endorsing celebrities with their brands and products, it includes various appeals and messages.

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Aim of the Study

The main aim of formulating such strategies is to get high brand revelation, longing, concentration and curiosity. Marketers associate famous personalities with their products or brands. According to McCracken (1989) "these famous personalities' had great influence on the consumer's buying behavior that's why it has become the most important tool of advertising nowadays. The objective of advertising agencies to do advertising and adopt the strategy is to influence customers towards the products and brands.

Advertising and celebrity endorsement

A form of brand or advertising campaign that involves a well known person using their name and fame to promote the product or service. Endorsements are strategy of advertising that uses famous personalities or celebrities who command a high degree of recognition, trust, respect or awareness amongst the people."

Celebrity endorsement is an advertising strategy for creating and *boosts brand awareness*. In a way and Beatty, 1990). *Attractive celebrity, his/her credibility and increased visibility of product or brands* . Celebrities who are well-known people and celebrity endorsement can make a brand be noticeable. Number of companies have successfully leveraged celebrity endorsements to increase their market share and as a result they increased their business as well as market share.

Effectiveness of Celebrity Endorsement

According to (Misra and Beatty,1990), the positive aspects of endorsements, that the use of celebrities in campaigns may or may not be effective. Sometimes advertising campaigns create a link between the product and the credibility, causing a transfer of meaning that can either be positive or negative for the product or brand

The term celebrity branding/ endorsement is a part of advertising campaign or marketing strategy used by various brands, companies, and non-profit organizations which involves celebrities or a well-known person using their social status or their fame to help in promoting a product, service or even raise awareness on environmental or social causes.

Credibility

Credibility is the quality of being trusted and believed in. This is the quality of being convinced by the audience about the exact perception of their belief on a particular advertisement.

Credibility of the celebrity endorsement is " the intensity in which the consumers see the celebrity as having appropriate knowledge, skills, or experience and trust the source to give unbiased, objective information". The two most important aspects of celebrity credibility are their expertise and trust of viewers. Celebrities are the sources of information and the credibility of a celebrity which is described as the positive aspects which create and increase the appropriate acceptance of the endorsed celebrity.

Expertise

Expertise of celebrity endorsement is being defined as " degree at which an endorsement is perceived to be a source of suitable declaration. With regards to their expertise it isn't important that the enforced celebrity is really an expert in that particular field. It is very important that consumers should think and believe that a celebrity has showcased a particular expertise. The level and extent of celebrity expertise establishes its effectiveness in association of a particular advertisement. The expertise of a celebrity will not be affected or changed by their negative publicity, but their belief and credibility will be negatively influenced by the targeted viewers.

Trustworthiness

Trustworthiness refers to the honesty, integrity and belief of an endorser. Companies try to find celebrities who are widely seen as trustworthy and who are seen as honest as viewers consider them as their idol or role model. Trustworthiness is the most important factor with regard to the source credibility and influences credibility. Moreover; likeability is

mentioned as the most important attribute of trust. Ad agencies create the highest effort by focusing on factors, liking and trustworthiness, into decision making.

Attractiveness

Attractiveness is the quality of being pleasing or appealing to the senses. The concept of attractiveness not only entails physical attractiveness but also entails concepts such as intellectual skills, personality properties, way of living, athletic performances and skills of endorsers. For example celebrities who are attractive and pose great sport or athletic performances are found greatly attracted by the audience who love sports or athletic activities.

Similarity

Similarity is a state of being similar or resembling the comparable aspects and conveying the same from sender to receiver of the message. People can be influenced more easily by an endorser who is similar to them or resembles the similar belief and quality. If the celebrity and the consumer have common factors like common interests or lifestyles, a better cohesiveness can be created. In other words: if a consumer can identify him/herself with the endorser it is easy to create value from celebrity endorsement.

Liking

It's an affection for the source as a result of the source's physical or external appearance and behaviour". It is a state of mind where consumers like and relate the brand with the endorsed celebrity and get influenced while making any decision for purchase that particular brand or product. Advertisers also believe that a celebrity can easily influence the consumer's vision toward the company's image. Therefore it is always suggestible to choose a celebrity for endorsement who has a high liking standard and is famous among the crowd.

Familiarity

Familiarity is the closed resemblance to knowledge that a celebrity endorser possesses through exposure while making the endorsement decision. When companies choose a celebrity, it is important to what extent consumers are familiar with the celebrity. The more familiar the consumer is with the celebrity, the more positive the effect will be. It is also well known that consumers, who are more familiar with a celebrity and are more exposed to a celebrity, will automatically like a celebrity more; this is called the mere exposure effect.

Consumer Buying Behavior and Factors Influence Buying Behavior

Consumer Buying behavior is a process by which an individual searches for the product or services that they need or want, make a decision to buy the required and most suitable one from available alternatives, and then use and dispose of it. For making their decision, the buying process model is playing a very important role for any one. It makes marketers think about each step of this process rather than just purchase decisions because if marketers just consider the purchase decision, it may be too late for a business to influence the choice of customers. According to this model the customer passes through all stages for purchasing every goods or services. However, in more regular purchases, customers often skip some stages (Kirmani & Shiv1998).

Factors which affect buying behavior vary from person to person, age to age, and area to area. Every society and tribe follows its own norms, culture and values. At different stages of life our preferences change because of our age, needs, lifestyle, earning and psychological factors. These factors can be Internal such as memory and way of thinking, or External such as media, word of mouth, publicity and feedback etc.

Factors Affecting Consumer Buying Behavior**Cultural influences**

Cultural values can be changed and have to be watched by marketers. Ignoring this deepest and widest factor can be very costly for a company in terms of image and profit. Cultural factors represent the set of values and ideologies associated with the group of people or tribe.

Social influences

Social influences are those influences that clearly mold buying behavior, it affects through reference group, family members and social class (Ahmed & Saeed 2014). The social class is not just determined by the income level, but also factors such as family background, education, location, and social class; these factors play a significant role while predicting consumer behaviour.

Family influences

The family life cycle and family decision making has the most impotent factor on influence on consumers buying behavior. The family which has more earning members within the family has more than basic needs and moves toward luxury items which otherwise a person might have not been able to buy.

Psychological influences

Human psychology plays a major role in determining consumer buying behaviour and these factors are hard to measure though powerful. Factors such as motivation, perception, learning, attitude plays a major role in psychological influence and making a decision on a particular brand of companies endorsed advertisement.

Objectives of the Study

1. To study the influence of brand over celebrity endorsement.
2. To analyze the factors of celebrity influence on the consumer buying behaviour.
3. To analyze the impact of celebrity endorsement
4. Find out relation between celebrity and customer buying behaviour.
5. To analyze perception about celebrity endorsement while making purchase decisions

Review of Literature

Celebrity endorsement makes the brand stand out, enhancing brand recall in the mind of the consumer. It helps the company in creating instant awareness about their product or brand and creating value. Celebrities like cricketers and film stars have not only been successful in gathering huge public acceptance & attention but also increase the sales volume of the advertised endorsed brand. For example, the Indian Government used Amitabh Bacchan, a celebrity to promote the Polio Campaign when it was going through a bad phase in India. Soon the advertisement recreated people's love and awareness for Polio free India.

There are various research studies that reveal that eye-catching advertisement, celebrity endorsement creates association with consumer feelings towards the advertisements. Haghirian & Madlbergeri (2005) defines in their study that the commercials are identified as psychological circumstances that are exercised by markets to influence the consumer buying behaviour.

Advertising agencies regularly practice new strategies intended to attract customer's interest and convey their message and make differentiation with their offerings from rival products with the expectation of influencing buying behavior of the consumers. In today's competitive era, a quality is positioned on their approach, which can be accomplishing their objectives.

According to Atkin and Block (1983), there are numerous bases for why a famous celebrity endorsement may be dominant. Firstly, their representation attracts the consideration towards the commercials into the confusion by flow of communication. In addition, the celebrities are predictably observed as being greatly active individuals with eye-catching and likeable traits (Kamins et al. 1989).

The association of famous personalities in promotions of product or brand is traced back to the 19th century and these general promotional practices have revealed a large quantity of intellectual as well as realistic considerations. Research analysis of celebrity support encompasses the specialty of celebrity credibility and charismatic representatives, and recommends that famous persons exercise their impact on customers through apparent traits (Ahmed 2012; Ohanian 1990, 1991).

Now a day's mass media are flooded with information through descriptions along with information concerning celebrities, and because of a significance, celebrities have high reputes, distinctive traits, and attractive descriptions according to the consumer's point of view. (Giles 2000; McCracken 1989).

Celebrities regularly emerge in promotions of customer goods or services. By means of skill to penetrate the confused chaos of publicity, portray customer consideration, produce high memory rates, generate as well as distinguish brand descriptions thus, it creates trade and income, celebrity endorsement have confirmed to be a beneficial approach. No doubt dealers spend huge amounts of capital in utilizing superstars to sponsor their brands (Agrawal & Wagner 1995; Erdogan 1999; Kaikati 1987; Mathur et al. 1997; Gabor et al. 1987).

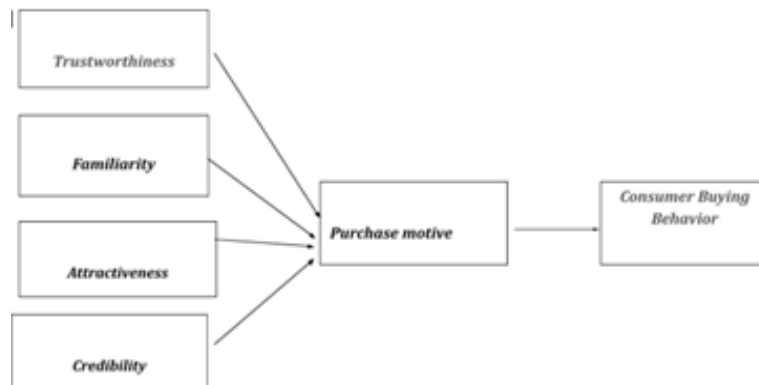
Mc Cracken (1998) defines in their study that a superstar is considered like a memorial, entertainer or representative of the business organization. Study reveals that celebrity endorsement influences consumers' mind-set in common and it may change their feelings towards the commercial advertisements and the products as well. This Phenomenon changes in improvement of acquisition plan and as an outcome in increase of trade.

Study has been projected for attention to consumer's mind-set towards the commercial as well as sentimental creation and intervening influence on brand attitudes and acquiring intentions (Lutz et al. 1983; MacKenzie et al. 1986; Mitchell & Jerry 1981; Shimp 1981, Ahmed et al. 2014).

Celebrity endorsement is therefore an advertising tool which seeks to leverage on the fame quotient, acceptability, reliability, and audience base (influence pool) of a celebrity to positively influence brand perception, boost interest and drive sales (Adebayo, 2020).

Model

Model represents a framework for understanding the impact of celebrity endorsement on consumer buying behavior. The research model has been adopted from the integrated model for understanding the celebrity endorsement and consumers' perception study cross consumer behavior.



Factors	Meaning	Consumer's perception/buying Behavior
Celebrity's attractiveness	Physical appearance, beauty of the celebrity	Association with celebrity and brand and dependability of consumer buying behaviour.
Celebrity's Credibility	Popularity, likelihood of the celebrity	Fan -following of endorsed celebrity and consumers –wants to be like them
Trustworthiness	trustworthiness of celebrity to brand and for consumer.	The just right match between perception of consumer and celebrity trust

Research Design

The research method used is quantitative and descriptive to analyse the impact of celebrity endorsement on consumer buying behavior. Both primary and secondary data has been used for the objective of the research.

Sample Size

To examine the impact of celebrity endorsement on consumer buying behavior data collected from 200 respondents, convenience sampling was used to collect the primary data. Due to Covid -19 pandemic, we also use google form for collecting data. Data was collected through a well structured questionnaire.

Hypothesis

H₁: There is an impact of celebrity endorsement on consumer buying behavior.
 H₂: There is a relationship between celebrity endorsement and buying behavior.
 H₃: There is a relationship among the celebrity's credibility and consumer buying behaviour

Dependent Variables

The Dependent variable was the consumer buying behavior and independent variable was the celebrity endorsement. We operationalize the celebrity in its three main attributes namely, attractiveness, credibility and trustworthiness. The result of the study will be analyzed through quantitative, regression, correlation and Frequency analysis. The data is processed through SPSS to get the results.

Data Analysis and Results

Reliability factors

Cronbach's Alpha	No of Items
0.868	17

Demographic factors

Gender				
	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid Male	140	70.0	70.0	70.0
Female	60	30.0	30.0	30.0
Total	200	100.0	100.0	100.0

200 sample size was taken for our study where 140 are male respondents and 60 are female respondents,

Age Factor of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 25-35	65	32.5	32.5	32.5
36-45	110	55.0	55.0	55.0
Above 46	25	12.5	12.5	12.5
Total	200	100.0	100.0	100.0

The study shows that most of the respondents are between the age of 36- 45, which are 110, 65 are in the age of 25-35 and there are only 25 respondents which are above 45.

Economic Status of the Respondents

Economic Status				
Monthly income	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15,000/- to 50,000/-	83	41.5	41.5	41.5
50,000/-to 1 lac	78	39.0	39.0	39.0
Above 1 lack	39	19.5	19.5	19.5
Total	200	100.0	100.0	100.0

There are 83 respondents who belong to Rs 15,000/- to Rs 50,000/- monthly income group and 78 respondents belong to Rs 50,000/- to Rs 1

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lac monthly income group and 39 respondents from above 1 Lac monthly income group.

Occupation of the respondents

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Govt Job	57	28.5	28.5	28.5
	Business	34	17.0	17.0	17.0
	Private Job	109	54.5	54.5	54.5
	Total	200	100.0	100.0	100.0

Out of 200 respondents 57 belong to govt job, while 109 respondents belong from private jobs. The remaining 34 belong from the business category to understand their perception about the celebrity endorsement and its impact on consumer buying behavior.

Mode of Advertisement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TV Advertisement	83	41.5	41.5	41.5
	Magazines	45	22.5	22.5	22.5
	Internet	56	28.0	28.0	28.0
	Newspaper	16	8.0	8.0	8.0
	Total	200	100.0	100.0	100.0

To analyse the factors effectiveness in advertising we ask questions from respondents during surveys regarding medium, from which they watch advertisement. Maximum number of the respondents i.e. 83 prefer TV advertisements, The study depicts that TV is the effective source of conveying advertisements, another factor of high frequency is Internet i.e. 56 respondents use internet for watching advertisements and 45 respondents have chosen magazines for watching advertisement over television and internet.

Celebrity Endorsement Versus Without Endorsement Advertisements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Celebrity endorsed advertisement	177	88.5	88.5	88.5
	Without celebrity endorsement advertisement	23	11.5	11.5	11.5
	Total	200	100.0	100.0	100.0

To understand the attractiveness of advertisement we ask from the respondents which advertisement attracts them for watching advertisements maximum of the respondents i.e.177 prefer celebrity endorsed advertisement remain 23 respondents like to without celebrity endorsement advertisements. So we can say that celebrity-endorsed advertisements are more attractive and effective in the perception of the respondents.

Frequency of Advertising

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Factors	1	.5	.5	.5
	Mostly	93	46.5	46.5	46.5
	Occasionally	82	41.0	41.0	41.0
	Rarely	17	8.5	8.5	8.5
	Never	8	4.0	4.0	4.0
	Total	200	100.0	100.0	100.0

To know the effectiveness of advertising on consumer buying behavior we should know the frequency of watching advertisements from the respondents. Maximum i.e. 93 respondents watching advertisement mostly while 82 respondents watching advertisement occasionally and 17 respondents rarely seen advertisement and 8 respondents never seen advertisement. The study shows that celebrity endorsed advertisements

are very popular and mostly watched by the viewers.

Correlation

The highest relationship is among the consumer perception and consumer buying behavior, which is .910, this shows that there is a significant relationship between perception of celebrity and the consumer buying behavior. Second highest relationship of consumer perception is with the celebrity's credibility that is .681 followed by the celebrity's credibility and then attractiveness.

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1 (Constant)	.663	.401			1.612	.109
Perception of consumer	1.218	.068	.664		18.761	.000
Celebrity's credibility	.526	.114	.180		4.638	.000
Celebrity's attractiveness	-.082	.098	-.029		-.862	.390
Trustworthiness	.330	.069	.1731		4.752	.000

a. Dependent Variable: consumer buying behavior

Therefore, H_1 is accepted hence it is proved that there is a notable and worthy impact of celebrity endorsement over the buying behavior and H_0 is rejected.

Moreover, H_2 is also accepted that there is a significant relationship between celebrity endorsement and buying behavior and H_2 is rejected. This research also suggested that H_3 is accepted, which is that there is a relationship between all the attributes of celebrities and H_3 is rejected.

Conclusion

The result of the research paper is that the celebrity endorsed advertisements are more eye-catching and attractive as compared to non celebrity endorsed advertisements. The study found that maximum respondents watch advertisements on TV. Another finding of the research is the highest relationship which exists between consumer perception and consumer buying behaviour. And the lowest relationship is between celebrity's attractiveness and consumer buying behaviour. There is a significant relationship among all the attributes of celebrity endorsement. The study clearly indicates that there is a significant relationship between celebrity endorsement and consumer buying behaviour. The study depicts that the respondents accept that their decision making is affected by the celebrity endorsed advertisement while they go to shop to purchase a product.

Study shows that celebrity endorsements impose an effect on consumer buying behaviour with their personal associated factors like attitude, perception, celebrity's attractiveness and credibility of celebrity endorsed with advertisement. Celebrity endorsement is a useful strategy adopted by the marketers for boosting the sale and also its impact on consumers buying behaviour.

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