

CELEBRITY ADVERTISEMENT FOR INDIAN RURAL BUYERS: A MYTH FOR SUCCESS

*Arun Bhadauria*¹, *Ali Abbas Rizvi*²

¹Assistant Professor, Amity Business school, Amity University, Uttar Pradesh Lucknow Campus, E-mail address: abhadauria@amity.edu

²Research Scholar, Amity Business school, Amity University, Uttar Pradesh Lucknow Campus, E-mail address: aliabbas2026@outlook.com

Received 24 02 2023; Accepted 01 03 2023

Abstract

This study analyses the effect of the different dimensions of celebrity endorsement that is trustworthiness, effectiveness, attractiveness and, respect on the buying intentions of the Indian rural buyers for purchasing the handwash products. Several studies elaborate the effect on consumer's buying intention for various FMCG products. However, there is a paucity of the examining the effect of celebrity on the buying intention of rural buyers especially for a growing Indian rural market. Therefore, study's aim was to examine the role and influence of a celebrity endorsement on the rural buyers. After concluding from various theories of celebrity endorsement and conducting experimental research with 560 rural respondents and conductive multiple regression analysis, the result exhibits that only three dimension of celebrity that is trustworthiness, effectiveness and attractiveness influenced the buying intention while respect was found insignificant in model. Hence, the study concludes that celebrity as a whole has positive impact on the buying intention of rural buyer.

Keywords: *Buying intention, Celebrity endorsement, Celebrity advertisement, Handwash, Purchase Pattern, Rural Buyers, Indian market.*

JEL Codes: *M01, M03, I0, I01.*

Introduction

Over the last 150 years, advertising has developed from classical to modern in different phases. The critical goal of advertisement and its acceptance is to influence buying pattern of consumer goods (Ohanian, 1991). Marketers will now use the best technique to manipulate consumers by showing their goods through celebrities, which significantly affected the consumer's buying behaviour, so it has become the most appealing advertisement tool. A celebrity endorsement can give the brand a glamorous touch and now it's a business of multi million dollars.

The current market trend indicates that decision making at consumer end need special focus by marketing experts. Hence, it is becoming necessary for marketers to use various celebrities to link with their products, creating a specific brand image. The use of celebrities makes them iconic for their brand or product, resulting in high cost for the

company. Now, celebrity endorsement is used today as an effective strategic instrument to increase profit. But based on market research, it also reveals that this can be risky, as there is no guarantee that a celebrity can increase revenue production. The focus of companies diverted to rural market in the recent scenario of significant shift in the buying outlook of rural folks. Regarding the rural India, its annual real rural growth per household grew by 3.6% by 2025 compared to the past 20 years, which is 2.8% (McKinsey, 2007). With the positive growth of market, the other facet of rural India is the socio-cultural ties which binds the individuals in a very tight bond and affect their behaviour adversely. Therefore, the rural consumer needs some push and support for their buying, and celebrity endorsement becomes one of the pushes for hand wash buying.

Concerning India, researchers focused on examining celebrity endorsement's (rural and urban areas) effect on the purchase behaviour of rural consumers. The celebrity endorsement is not a single term which works on the buyer. Celebrity has the various dimensions associated with them which directly and sometimes indirectly have positive or negative impacts on the buying intentions. These dimensions are trustworthiness, effectiveness, attractiveness and the respect of celebrity in the society. However, the work on these dimensions is not a new but concerning the rural consumer of India is totally a new study that how the celebrity influences the buying intention in this time of technology for handwash. A very less empirical study was done till now. Hence, it is necessary to fill this void concerning the growing rural market of India. Therefore, the below research questions are address in this research:

1. Is celebrity endorsement influencing Indian consumers' purchase pattern?
2. Which dimension have the most significant influence on India's rural buyer's purchase patterns?

Literature Review and Hypothesis Development

For the apparent research gaps of the study, an extant of the previous research needed. The research question points out some major item which analysed through the literature review. Zoubi & Bataineh, (2011) argued in favour of the use of celebrities in promotion of products due to their extreme attractiveness. It can assist customers in recalling the brand. According to Tingchi Liu et al., (2007) an endorser with significant source factors of credibility can significantly influence the consumer's purchase intentions. However, Hsu & McDonald, (2002) asserted that, while consumers may harbour favourable attitudes toward celebrities, these attitudes sometimes do not transcribe into buying behaviour.

Malik & Guptha, (2014) reveals that people from rural and urban areas are

interested in celebrity endorsement and brand identity and acknowledgement. It has also found that advertisements related with celebrity endorsement is more easily entice women than male respondents. In terms of opinions, both rural and urban people hold the same views on celebrity endorsements. However, effectiveness degree is higher in the urban individuals and the product or service must be the focal point of attention, not the famous person as stated by McCormick, (2016). Marketers have recently seen and accepted celebrity endorsement. It has been empirically proven; celebrity impacts the message that the firm conveys to its end-users (Eyitayo, 2017). The above-cited literature shows that some dimensions have not impacted consumer buying behaviour in urban and rural areas according to companies' expectations. The dimensions drawn are Trustworthiness, Attractiveness, Effectiveness and Respect.

Endorsers must be trustworthy, honest, credible, and dependable to preserve favourable connections with current and prospective consumers, "The degree to which an endorser is presumed to be reliable, sincere, and truthful", says the phrase "trustworthiness" (Shimp, 2010). Assume that these qualities are feasible and present in the celebrity and companies need to advertise the product through celebrity. In this situation, the organisation appears to invite the celebrity who have all the qualities (Shimp, 2010). While the endorser's integrity is essential, trustworthiness is also essential from the customer's perspective. It is the invisible trait that arises from trust (Moynihan, 2004). Businesses may benefit from the high stature, renown, optimistic public perception, and trustworthiness of a celebrity who endorse the product or brand. These features assist advertisers in selecting person as endorser, though they are not the only factor to consider when choosing a person as endorser (Ohanian, 1991). However, research indicate that trustworthiness has a significant and direct influence on consumer purchasing. However, the impact on rural buyers is not confirmed.

Therefore, hypothesis is framed as:
Hypothesis(H1) 01: Trustworthiness have a key relationship and significant effect on purchase patterns of Indian rural buyers.

Is Distinguishing the effectiveness of endorsements a crucial issue in academia and practice? Several studies conclude to determine whether and under what conditions celebrities are the right product endorsers. However, some of them have concluded that celebrity endorsement is practical. Notwithstanding this, new research on the profitability and utility of celebrity endorsement has to release. According to Zoubi & Bataineh, (2011) and Ranjbarian et al., (2010) perceptions toward celebrity endorsers intentionally or unintentionally influence the public thought toward a brand. According to the previous literatures, most celebrity-endorsed advertisements lack product information and are irrelevant to the target audience. The study's findings are substantiated by Zoubi & Bataineh, (2011). They discovered that celebrities have no more influence on customer buying decisions than non-celebrities. Previous research has discovered that the effectiveness of endorsement is responsible for fluctuating pattern of buying for a particular type of goods. Though its Match-up Hypothesis of Forkan, (1980) tries to avoid some of the source effectiveness model's pitfalls, it suggests that any celebrity who is alluring, plausible, and affable could sell any product. It continues to disregard the cultural significance of celebrity endorsers in endorsements (Erdogan, 1999). While endorsement is a tool to influence and persuade end users' purchasing behaviour/attitude. However, researches indicates that celebrity advertisement have a significant effect on consumer purchasing behaviour. For rural India, where socio-cultural norms associate with buying, i.e., cultural significance, it is necessary to examine. Therefore, it is hypothesised that:

Hypothesis(H2) 02: The effectiveness of the celebrity affects the purchase patterns of rural buyer.

Consumers strive to increase their attractiveness and charm; they are unquestionably responding to celebrities who bear a resemblance to them through endorsement (Erdogan, 1999). Hence, attractiveness is the degree to which an individual's interest is piqued. Endorser's attractiveness is critical and sacrosanct in the endorsement selection process (Rifon et al., 2016). Debevec & Kernan, (1984) founds that the physically beautiful endorsers have a more significant impact on beliefs than their physically frumpy counterparts in generating purchase intention. Numerous researchers have demonstrated that an endorser's appearance is an integral part of the equation for his or her attractiveness (Winham & Hampl, 2008). In contrast, Bower & Landreth, (2001) reveals that attractive endorser was not much effective for promotional activities. Attractiveness has numerous levels that are difficult to quantify. While the model of source attractiveness is determined by the celebrity's resemblance, awareness, and affection. Winham & Hampl, (2008) demonstrate that the beauty is a critical factor in determining the effectuality of celebrities. Hence, attractiveness is not limited to physical attractiveness. It encapsulates the celebrity's entire lifestyle and various facets of his personality (Ahmed et al., 2012). Deshpande & Stayman, (1994) suggests, socio-cultural norms also decide a celebrity's attractiveness. Thus, it is necessary to examine the celebrity's attractiveness in improving preconceptions toward promotions concerning the rural population. Therefore, it hypothesised that:

Hypothesis(H3) 03: Attractiveness has a significant impact size on purchase patterns due to a key relationship of Indian rural buyers.

Respect is the quality of being lauded or even venerated for the accolades of the endorser. Celebrities lauded for their screen presence, athleticism, endearing personalities, and positions on significant social issues. According to Charbonneau & Garland, (2005), using a plausible and admired person as the

“expression” (message carrier) is more efficient than using a standard model as an endorser. While unsolicited simulations can also embody specific favourable social backgrounds (gender, age, and status), celebrities can provide more precise representations of these characteristics (Rifon et al., 2016). Hence, in the case of rural India, the respect is foremost important dimension because the society of India is still primitive concerning their social reflexes. Respect becomes one of the dimensions, which is the need for time to examine deeply, so this dimension positively results in profit maximisation by enhancing sale using celebrity endorsement. Therefore, hypothesis is:

Hypothesis(H4) 04: Respect of celebrity has a simultaneous relationship and a positive effect on purchase patterns of Indian rural buyers.

Methodology

For this study, rural India is divided into four geographical region and sample is taken

from each region such as local haats and weekly bazaars. For the study, 140 respondents are selected from each region, reaching the sample size of 560. The empirical sample for this study includes rural buyers of various brands of hand hygiene products. The respondent to the questionnaire was randomly selected from the local haats. The statistical population of the study is made up of rural buyers over 21 years of age.

A pilot survey with 50 rural buyers was carried out to verify the validity of the questionnaire. After the validity check, the five items were added to the questionnaire. The measurement scale for celebrity endorsement was adopted from Ohanian (1991) and purchase patterns from (Hoonsopon & Puriwat, 2016). A Likert scale of five point was used. The target audience includes rural buyers in India. The sampling frame includes the geographic units north, south, east and west India. The Cronbach Alpha is sufficiently high. (Table 1).

Table 1. Reliability

Cronbach's Alpha	Standardized Items	N of Items
.826	.791	24

**Source: Compile by Author using SPSS.*

The socio-economic distribution in Table 2 shows that most of the respondents were men (69.5%), their main activity was farming (34.6%) and the monthly income was in most of cases (23.4%) was Rs 5001-7000,

but a notable proportion also had a monthly income of between 9001 and 11000. The majority (76.3%) used the internet and 53.6% used the social media platform.

Table 2. Demographic profile of respondent

	Category	No. (N=560)	%
Gender	Man	389	69.5
	Woman	171	30.5
Occupation	Daily wagers	131	23.4
	Farmer	194	34.6
	MNREGA	132	23.7
	Skilled labour	103	18.2
Monthly Income	<= 5000	99	17.6
	5001 - 7000	131	23.4
	7001 - 9000	76	13.5
	9001 - 11000	102	18.2
	11001 - 13000	92	16.4
	> 13000	51	10.9
Internet Use	No	133	23.7
	Yes	427	76.3
Available on social media	No	260	46.4
	Yes	300	53.6

*Source: Compile by Author using SPSS.

Result

Stepwise multiple regression was used to evaluate whether the different dimensions of celebrity endorsement predict the purchase of the rural buyer. It is observed in Table 3 that different dimension of celebrity endorsement (trust, effect, attractiveness, and respect) that appeared as significant predictors of purchase patterns of rural buyers (criterion variables), out of four only three that is effect, attractiveness and trust were upheld as significant predictors that in combination

contributed significantly to buying intention ($F(3, 380) = 41.274, p < .01$ (Table 4) of rural buyers. Tolerance values are a measure of the correlation between the predictors variables and can carry a value between 0 and 1. The tolerance value refer to Table 5 (effectiveness = .599, attractiveness = .884, trust = .645) suggest low level of multicollinearity is present. Multiple correlation is found to be $R = .49$ for effect, attract and trust which accounted for 24.6 % variance on purchase intention. (Table 3).

Table 3. Model Summary

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Model Summary ^d				
					Change Statistics				
					R ² Change	F Change	df1	df2	Sig.
1	.421 ^a	.177	.175	.04994	.177	82.137	1	545	.000
2	.469 ^b	.220	.216	.04866	.043	21.219	1	553	.000
3	.496 ^c	.246	.240	.04793	.025	12.787	1	558	.000

a. (Constant), Effectiveness

b. (Constant), Effectiveness, Attractiveness.

c. (Constant), Effectiveness, Attractiveness, Trustworthiness

*Source: Compile by Author using SPSS.

Table 4. Anova table

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	.205		.205	82.137	.000^b
Residual	.953	59	.002		
Total	.157	60			
Regression	.255		.128	53.852	.000^c
Residual	.902	58	.002		
Total	1.157	60			
Regression	.284		.095	41.274	.000^d
Residual	.873	57	.002		
Total	1.157	60			

a. Dependent Variable: Purchase Patterns

b. Predictors: (Constant), Effectiveness

c. Predictors: (Constant), Effectiveness, Attractiveness

d. Predictors: (Constant), Effectiveness, Attractiveness, Trustworthiness

**Source: Compile by Author using SPSS.*

Table 5. Coefficients

Coefficients ^a												
Model	Unstandardized Coefficients		Standardized Coefficients	t	sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		Std. Err.				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
(Constant)	.455	.146		3.129	.002	.169	.742					
Effectiveness	.732	.081	.421	9.063	.000	.573	.891	.421	.421	.421	1.000	1.000
(Constant)	.212	.203		-1.047	.296	-.611	.186					
Effectiveness	.601	.084	.345	7.180	.000	.436	.766	.421	.345	.325	.884	1.669
Attractiveness	.588	.128	.222	4.606	.000	.337	.839	.339	.230	.208	.884	1.131
(Constant)	.393	.206		-1.906	.057	-.798	.012					
Effectiveness	.398	.100	.228	.968	.000	.201	.594	.421	.199	.177	.599	1.669
Attractiveness	.578	.126	.218	4.597	.000	.331	.825	.339	.230	.205	.884	1.131
Trustworthiness	.331	.092	.198	3.576	.000	.149	.513	.382	.180	.159	.645	1.551

a. Dependent Variable: Purchase Patterns

**Source: Compile by Author using SPSS.*

Hypothesis 1 is accepted as it increases the variance by 2.5% making the prediction to improve further in significant manner (r^2 change=.025, $F(1,380) = 12.787$; $p < .01$) (Table No.3) and exert a significant influence ($\beta = .198$; $p < .01$) (Table 5) on purchase patterns ($r = .49$) by trustworthiness of celebrity.

As apparent from standardised β , (Table 5) bearing t value that is significant at .01 level, effectiveness has predictive power ($\beta = .22$; $p < .01$) for buying intention and contribute about 17.7% in purchase behaviour (r^2 change = .177, $F(1,382) = 82.1377$ $p < .01$) (Table 03), shows that effectiveness of celebrity helps in changing the purchase patterns of rural buyers

($r = .42$) (Table 03), hence the hypothesis 2 is accepted.

Hypothesis 3 is accepted as attractiveness emerges as another significant predictor ($\beta = .21$; $p < .01$) (Table No.3) for purchase patterns which contribute about 4% (r^2 change=.043, $F(1,381) = 21.219$; $p < .01$) of variance in buying intention, means attractiveness of celebrity help in increase the buying intention of rural buyer ($r = .469$) (Table 3).

Discussion

Previous studies on celebrity endorsement have found that celebrities generate more positive perceptions of promotions and higher purchase intentions

than non-celebrity endorsers (Ohanian, 1991). Many researchers believe that an advertisement with a celebrity has a higher level of attractiveness, recognition, recognition accuracy and purchase than an advertisement without a celebrity (Dean & Biswas, 2001). In contrast, various studies have used several dimensions of a celebrity endorser to determine their impact. Therefore, in order to build trust, companies must feel their consumers' confidence in the product (Broadbridge & Morgan, 2001). With regard to Hypothesis 01, the results of the study on the Celebrity trustworthiness have a significant influence on the purchase patterns of consumers. The results agree with those of previous researchers such as (Chan et al., 2013). It should be noted that the results are diametrically opposed to those of Ohanian (1991), who found that celebrity trustworthiness does not significantly affect purchase intent. Research of Abedniya & Zaeim, (2011) shows that reliability is not a factor determining the consumer's intention to try a brand. According to the results of this study, trustworthiness is a dimension that influences the buying intention of hand hygiene products (FMCG sector), which is in line with the latest studies by Wang & Close Scheinbaum, (2017).

Based on the results of the study, hypothesis H2 is accepted. The efficiency affects the purchasing behaviour more as Mukherjee, (2009) examined the influence of celebrities on brand perception, the consumer constructs product's image based on its ambassador. The study accelerates Schlecht, (2003) findings that the connection to self-celebrity (effectiveness) plays a crucial role in purchasing. Efficiency correlates purchasing of hand hygiene products and linearly with purchase behaviour. It influences purchase patterns in relation to other dimensions.

Confirms research hypothesis H3 through the results of the study according to which the attractiveness has a positive influence on purchase patterns. Results of previous studies on advertising and political branding shows that celebrity attractiveness

enables positive attitudes. This stimulates participatory behaviour in intensified purchase patterns. The study is in good agreement with the research of Roshan et al., (2017), that the regular presence of person in the limelight (social media, print or electronic) promotes consistency. The results of this study are similar to those of Khalid & Yasmeen, (2019) and Onu et al., (2019) that they all discovered that celebrity attractiveness has a significant impact on buying behaviour. Attractiveness shapes the purchase behaviour of consumers. Attractiveness influences buying intention in relation to other dimensions and shapes the purchase behaviour of consumer. As a result, the study concludes that attractive celebrities used by organizations to promote their products influence the purchase pattern of rural buyers and encourage referral purchases. McCormick, (2016) recommends that advertisers and marketers use familiar faces to promote their offers, as they are famous and well-known personalities. The study can then conclude that a celebrity they know, and if that particular celebrity endorses a product, will have a significant impact on rural buyers' purchase behaviour.

Conclusion

As a result, the study concludes that attractive persons used by enterprises to promote their products which influence the purchase intention of rural buyers and encourage referral purchases. McCormick, (2016) recommends that advertisers and marketers use familiar faces to promote their offers, as they are famous and well-known personalities. The study can then conclude that a celebrity they know, and if that particular celebrity endorses a product, will have a significant impact on rural buyers' purchase behaviour. The study examines the effect and relationship between celebrity support (using dimensions) and the purchase patterns of Indian consumers in rural areas. Previous studies have focused on celebrity support as an overarching concept of purchase intent, with an initial focus on urban consumers around the

world. They use some elements of celebrity models but don't give overall weight to every dimensions. Hence, this study contributes to the literature on dimensions of celebrity support regarding the buying intention of Indian consumers of rural areas and how each dimension is responsible for forming or driving the purchasing model. However, there are very few studies that address Indian rural buyers and the dimensions of celebrity endorsement. Therefore, our study is unique when examining this in the context of Indian rural hand wash consumers.

Our study has certain limitations and suggests future directions for new researchers. First, our study was a cross-sectional study with data collected from only a small part of rural India. Second, our study mainly focused on rural buyers of hand hygiene products from different regions of rural India with a small sample size. We suggest that future researchers conduct a multi-sample longitudinal study to demonstrate the role of celebrity endorsement with other everyday products.

References

- Abedniya, A., & Zaeim, M. N. (2011). Measuring the perceive service quality in the Islamic banking system in Malaysia. *International Journal of Business and Social Science*, 2(13).
- Ahmed, A., Mir, F. A., & Farooq, O. (2012). Effect of celebrity endorsement on customers' buying behavior: A perspective from Pakistan. *Interdisciplinary Journal of Contemporary Research in Business*, 4(5), 584–592.
- Bower, A. B., & Landreth, S. (2001). Is Beauty Best? Highly versus Normally Attractive Models in Advertising. *Journal of Advertising*, 30(1), 1–12. <https://doi.org/10.1080/00913367.2001.10673627>
- Broadbridge, A., & Morgan, H. (2001). Retail-brand baby-products: What do consumers think? *The Journal of Brand Management*, 8, 196–210. <https://doi.org/10.1057/palgrave.bm.2540020>
- Chan, K., Leung Ng, Y., & Luk, E. K. (2013). Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. *Young Consumers*, 14(2), 167–179. <https://doi.org/10.1108/17473611311325564>
- Charbonneau, J., & Garland, R. (2005). Celebrity or athlete? New Zealand advertising practitioners' views on their use as endorsers. *International Journal of Sports Marketing and Sponsorship*, 7(1), 29–35. <https://doi.org/10.1108/IJMS-07-01-2005-B006>
- Dean, D. H., & Biswas, A. (2001). Third-Party Organization Endorsement of Products: An Advertising Cue Affecting Consumer Prepurchase Evaluation of Goods and Services. *Journal of Advertising*, 30(4), 41–57. <https://doi.org/10.1080/00913367.2001.10673650>
- Debevec, K., & Kernan, J. B. (1984). More evidence on the effects of a presenter's attractiveness some cognitive, affective, and behavioral consequences. *ACR North American Advances*.
- Deshpandé, R., & Stayman, D. M. (1994). A Tale of Two Cities: Distinctiveness Theory and Advertising Effectiveness. *Journal of Marketing Research*, 31(1), 57–64. <https://doi.org/10.1177/002224379403100105>
- Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 15(4), 291–314. <https://doi.org/10.1362/026725799784870379>
- Eyitayo, S. M. (2017). *Celebrity Endorsement and Consumer Purchase Intention Of Airtel Customers In Abeokuta South Local Government, Ogun State, Nigeria*. Babcock University.
- Farhat, R., & Khan, B. M. (2011). Importance of brand personality to customer loyalty: A conceptual study. *New Media and Mass Communication*, 1(1), 4–10.
- Forkan, J. (1980). Product matchup key to effective star presentations. *Advertising Age*, 51(6), 42.
- Hoonsopon, D., & Puriwat, W. (2016). The Effect of Reference Groups on Purchase Intention: Evidence in Distinct Types of Shoppers and Product Involvement. *Australasian Marketing Journal*, 24(2), 157–164. <https://doi.org/10.1016/j.ausmj.2016.05.001>
- Hsu, C., & McDonald, D. (2002). An examination on multiple celebrity endorsers in advertising. *Journal of Product & Brand Management*, 11(1), 19–29. <https://doi.org/10.1108/10610420210419522>
- Khalid, R., & Yasmeen, T. (2019). Celebrity Physical Attractiveness Effect on Consumer Buying Behavior. *JEMA: Jurnal Ilmiah Bidang Akuntansi Dan Manajemen*, 16(2), 173. <https://doi.org/10.31106/jema.v16i2.2708>
- Malik, G., & Guptha, A. (2014). Impact of Celebrity Endorsements and Brand Mascots on Consumer Buying Behavior. *Journal of Global Marketing*, 27(2), 128–143. <https://doi.org/10.1080/08911762.2013.864374>
- McCormick, K. (2016). Celebrity endorsements: Influence of a product-endorser match on Millennials attitudes and purchase intentions. *Journal of Retailing and Consumer Services*, 32, 39–45. <https://doi.org/https://doi.org/10.1016/j.jretconser.2016.05.012>
- McKinsey. (2007). *The "bird of gold": The rise of India's consumer market* | McKinsey. <https://www.mckinsey.com/featured-insights/asia-pacific/the-bird-of-gold#>

- Moynihan, R. (2004). The Intangible Magic of Celebrity Marketing Drug industry insiders share their tips on using celebrities to expand markets. *PLoS Medicine / Wwww.Plosmedicine. Org*, 102. <https://doi.org/10.1371/journal.pmed.0010042>
- Mukherjee, D. (2009). Impact of Celebrity Endorsements on Brand Image. *Indian J. Marketing*, 42. <https://doi.org/10.2139/ssrn.1444814>
- Ohanian, R. (1991). The impact of celebrity spokespersons' perceived image on consumers' intention to purchase. *Journal of Advertising Research*, 31(1), 46–54.
- Onu, C. A., Nwaulune, J., Adegbola, E. A., & Nnorom, G. (2019). The effect of celebrity physical attractiveness and trustworthiness on consumer purchase intentions: A study on Nigerian consumers. *Management Science Letters*, 9, 1965–1976. <https://doi.org/10.5267/j.msl.2019.7.009>
- Pandey, V. K. (2011). Impact of celebrity endorsement on young Generation through TV Advertisement. *VSRD International Journal of Business & Management Research*, 1(10), 226–231.
- Ranjbarian, B., Shekarchizade, Z., & Momeni, Z. (2010). Celebrity endorser influence on attitude toward advertisements and brands. *European Journal of Social Sciences*, 13(3), 399–407.
- Rifon, N. J., Jiang, M., & Kim, S. (2016). *Don't Hate me Because I am Beautiful: Identifying the Relative Influence of Celebrity Attractiveness and Character Traits on Credibility BT - Advances in Advertising Research (Vol. VI): The Digital, the Classic, the Subtle, and the Alternative* (P. Verlegh, H. Voorveld, & M. Eisend, Eds.; pp. 125–134). Springer Fachmedien Wiesbaden. https://doi.org/10.1007/978-3-658-10558-7_11
- Roshan Priyankara, Sudath Weerasiri, Ravindra Dissanayaka, & Manoj Jinadasa. (2017). Celebrity Endorsement and Consumer Buying Intention with Relation to the Television Advertisement for Perfumes. *Management Studies*, 5(2), 128–148. <https://doi.org/10.17265/2328-2185/2017.02.005>
- Saldanha, N., Mulye, R., & Rahman, K. (2020). A strategic view of celebrity endorsements through the attachment lens. *Journal of Strategic Marketing*, 28(5), 434–454. <https://doi.org/10.1080/0965254X.2018.1534877>
- Schlecht, C. (2003). Celebrities' impact on branding. *Center on Global Brand Leadership, Columbia: Columbia Business School*.
- Shimp, T. A. (2010). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications*. South-Western Cengage Learning.
- Tingchi Liu, M., Huang, Y., & Minghua, J. (2007). Relations among attractiveness of endorsers, match-up, and purchase intention in sport marketing in China. *Journal of Consumer Marketing*, 24(6), 358–365. <https://doi.org/10.1108/07363760710822945>
- Wang, S., & Close Scheinbaum, A. (2017). Trustworthiness Trumps Attractiveness and Expertise: Enhancing Brand Credibility Through Celebrity Endorsement. *Journal of Advertising Research*, 58, JAR-2017. <https://doi.org/10.2501/JAR-2017-042>
- Winham, D., & Hampl, J. S. (2008). Adolescents report television characters do not influence their self-perceptions of body image, weight, clothing choices or food habits. *Young Consumers*, 9(2), 121–130. <https://doi.org/10.1108/17473610810879693>
- Zoubi, M., & Bataineh, M. T. (2011). The effect of using celebrities in advertising on the buying decision: Empirical study on students in Jarash Private University. *American Journal of Scientific Research*, 13, 59–70.