IMPACT OF CELEBRITY ENDORSER IN ADVERTISEMENTS AMONG STUDENTS

Dr. Mohammad Razi-ur-Rahim
Assistant Professor, Aligarh Muslim University Centre Malappuram.

Abstract
Advertising is used to draw the attention to the products and services of the organization and to provide a personality to the brand in order to make the product stand out amongst its competitors. Thus marketers' belief, celebrity endorsers can create more positive responses towards advertising and grater purchase intentions than a non-celebrity endorser. Consumers' often have a positive attitude towards the products which are advertised through the celebrity. Celebrities' attractiveness can capture audiences' attention; enhance brand recall, recognition, and attitude towards the brand. Celebrities' attractiveness, expertise, and trustworthiness and related to purchase intention of certain products. Celebrity endorsement has much influence on consumer purchase intention and purchase decisions. Celebrity endorsement in advertising will continue to be a hot topic among researchers. In India celebrity endorsement has great potential and relevant. This has made the researcher to study a better understanding of how consumer's view film star as celebrities used as endorsers in advertising.

Keywords   Celebrity, Brand Recall, Endorsement, Purchases Intention.

INTRODUCTION

In today's dynamic and competitive environment consumer's expectations and demands are continuously rising. This environment asks marketers to adopt creative advertising to promote their products and improve it sales. Advertising is defined as any non-personal form of mass communication paid for and controlled by the sponsor (Du Plessis and Rosseau, 2003). Advertising is used to draw the attention to the products and services of the organization and to provide a personality to the brand in order to make the product stand out amongst its competitors. Advertisers chose to use endorsement as a promotional strategy to communicate the merits of their products or brands. Celebrity endorsement influences the feelings of the consumers. It influences the attitude consumers have towards the advertisement and attitude towards the brands. Marketers spend money annually on celebrity endorsement. Advertisements using a celebrity led to attitude towards the product, purchase intention for products, and brand name recall regardless of the product (Friedman et al., 1979). Hence increases the purchase intentions, consequently increases the sales. Thus marketers' belief, celebrity endorsers can create more positive responses towards advertising and grater purchase intentions than a non-celebrity endorser (Byrne et al., 2003). Consumers' often have a positive attitude towards the products with advertised through the celebrity. Attitude is a popular research topic in advertising and marketing studies. Celebrity endorsement has much influence on consumer purchase intention and purchase decisions. Celebrity endorsement in advertising will continue to be a hot topic among researchers. In India celebrity endorsement has great potential and relevant, thereby inducing customer to purchase the product (Katyal, 2007). This has made the researcher to study a better understanding of how consumer's view film star as celebrities used as endorsers in advertising.

LITERATURE REVIEW

Attitude is a learned predisposition of human beings (Fishbein, 1967). Kotler (2000) defined attitude as an individual personal evaluation, emotional feeling attached and action tendency towards some objects or ideas. Measuring attitudes is useful in predicting consumer behavior and several theoretical frameworks for the study of attitudes are available from social psychology researchers (Ratneshwar and Chaiken, 1999). Attitudes towards the advertisements have been defined as a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure situation.

An endorser is an individual who supports or recommends certain products, behaviors, services, and brands to audiences. Matching the right endorser with an appropriate message is a key determinant to gauge the success of brand because an endorser becomes the tangible representation of the brand or organization (Stafford, Staford & Day, 2002). Endorsers are of three types, named as celebrities, experts and typical persons (Kamins, 1989). Celebrity is defined as a individual who is well known to the public for his/her achievements in various areas (e.g. sports, television program, and movies etc.). A celebrity endorser is any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1986). A celebrity endorser used in an advertisement is interpreted as a reference group. Experts are defined as individuals who have detailed knowledge about product/service (Biswas, Biswas & Das, 2000). A typical person is a individual who does not have special knowledge about a product but can speak about the products' use (Friedman & Friedman, 1979).Celebrity endorsements are popularly used in advertising because audiences easily recognize celebrities (Erdogan et al., 2001). Celebrities' attractiveness can capture audiences' attention; enhance brand recall, recognition, and attitude towards the brand (Ohanian, 1991). Celebrity endorsements draw media attention and create

Research Paper
Impact Factor: 3.072
Peer Reviewed, Listed & Indexed

IJBARR
E- ISSN -2347-856X
ISSN -2348-0653

public relations opportunities (Stafford et al., 2002). Past researches have suggested that celebrity increases consumers' attitudes towards a brand (Kamins, 1989). Ohanian (1991) found that a celebrities' attractiveness, expertise, and trustworthiness and related to purchase intention of certain products. An aspiration group is a derivative of the reference group. Consumer does not belong to the group but is willing to be associated with it. Celebrity endorsements are more effective because of its ability to tap into the consumer's symbolic union with its aspirational reference group.

Celebrities are known to be full of different meanings in terms of age, gender, personality and lifestyle. Celebrity endorsers bring their own symbolic meaning to the process of endorsement. Specially the cultural meaning residing in a celebrity goes beyond the person itself and is passed on the products (Brierley, 1995). McCraken (1989), proposed the meaning transfer model. The central premise of which is that celebrities encodes unique sets of meanings which might be transferable to the endorsed product, provided the celebrity is used well. Celebrity endorsement is a special example of universal process of meaning transfer which witnesses a conventional movement of cultural meaning in consumer societies.

Figure 1: The Meaning Transfer Model
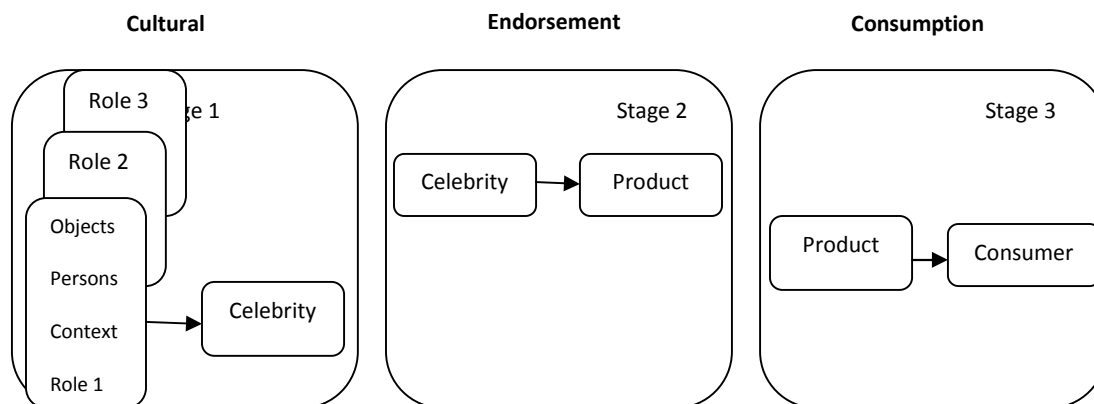
Source: McCracken (1989) pp. 45

The model is a three-stage process of meaning transfer which involves the creation of the celebrity image followed by the transfer of meaning from the celebrity to the brand which again in turn is followed by the transfer of brand image to the customer. In the first stage the meanings associated with the famous person moves from the endorser to the product or the brand, and this meaning is drawn by the celebrity from its public persona. In the second stage, the creation of the product personality takes place as the meaning is transferred from the endorser to the consumer. This is based on the symbolic properties conveyed by the endorser. Finally n the last stage which is known as the consumption process, the brand meaning is attained by the consumer. The consumers who identify themselves with these symbolic properties the meanings are transferred to them thereby rendering the process of transfer of the meaning from the celebrity to the consumer complete. The third stage of the model proves the importance of the consumer's role in the process of endorsing brands with famous people (McCraken, 1989) this approach is useful in certain rationales, but at the same time it prevents one from seeing the celebrities who are in fact highly individualized and complex bundles of cultural meanings (McCraken, 1989). McCracken's model may first seem a merely theoretical concept, but in truth its replicability to real life was demonstrated by two studies. The meaning of transfer model was found applicable in a study conducted by Mills and Harvey (1972), which tested the model on breakfast cereals. Also Walker, Langmeyer & Langmeer (1992) rendered it legitimate through its study carried out on jeans and VCRs which included celebrities like Madonna.

Shimp (2003) also claims that there are two general attributes, credibility and attractiveness that play an important role when selecting an endorser. He has created a model called the TEARS model. Shimp (2003) further brings up some of the major considerations when selecting the using celebrity endorsers, which he refers to as the NO Tears approach. FRED is a short form created by Young & Rubricum that stands for familiarity, relevance, esteem, and differentiation. The FRED principle is a result from Young & Rubricum study on why brands succeed and fail. The principles from Young & Rubricum study have been applied by Miciak & Shankling (1994) when studying celebrity endorsers. However, they have added another attribute to the list and FRED becomes FREDD where the last D stands for Deportment.

RESEARCH METHODOLOGY
After reviewing and combining the literature available in the field of celebrity endorsement researcher came to know that good research has been done from various angles on the topic of Celebrity in Indian context. Celebrity endorsement is a

Research Paper
Impact Factor: 3.072
Peer Reviewed, Listed & Indexed

IJBARR
E- ISSN -2347-856X
ISSN -2348-0653

latent topic. Researches has shown that in general celebrity endorsement influences the feelings of the consumers and can also influence the attitude consumers have towards the advertisement and attitude towards the brands, which can increase the purchase intentions and, consequently, increase sales also. So the researcher has decided to study consumers' attitude towards celebrity endorsement.

Research Question
RQ: To gain better understanding of consumers' (different gender, education, income and parent's occupation)
Researcher Hypothesis
H_{01}: There is no significant difference in consumers' attitude towards Celebrity endorsement based on Gender.
H_{02}: There is no significant difference in consumers' attitude towards Celebrity endorsement based on Education.
H_{03}: There is no significant difference in consumers' attitude towards Celebrity endorsement based on age.
H_{04}: There is no significant difference in consumers' attitude towards Celebrity endorsement based on Family Income.
H_{05}: There is no significant difference in consumers' attitude towards Celebrity endorsement based on Parents' Occupation.

Research design describes the type of method that can be used for conducting the study for the particular problem. There are many ways to carry out research. Most of the types of researches can be classified according to how much the researcher knows about the problem before starting the investigation. Wiedersheim-Paul and Eriksson (1999) identified that there are three classifications of research available when dealing with a research problem. They are exploratory, descriptive and causal research.

The exploratory research is designed to allow an investigator to basically look around with respect to some phenomenon, with the aim to develop suggestive ideas (Reynolds, 1971). Exploratory research is often used when a problem is vaguely known, or the available knowledge is not definite. The method that is best suited for information gathering when performing an exploratory research is interviews (Patel and Tebelius, 1987). Descriptive research provides a description of various phenomena connected to individuals, situations or events that occur (Patel and Tebelius, 1987). Descriptive research is often used when a problem is well prearranged and there is no intention to investigate cause-and-effect relations (Wiedersheim-Paul & Eriksson, 1999). Descriptive research is recommended when researcher search data, often secondary, in order to describe a few aspects of a clearly structured problem (Aaker & Day, 1990). According to Yin (2003) a study is causal when the focus is on cause-and-effect relationships, explaining what causes produced what effects. Aaker and Day (1990) say that the causal research approach must be used when it is necessary to show that one variable causes or determines the value of the other variables. The goal here is to develop precise theory that can be used to explain the empirical generalizations (Reynolds, 1971). Based on this, researcher formulates hypotheses that are tested empirically (Patel & Tebelius, 1987). A descriptive research design is used for the present study.

Another step in planning the design is to identify the target population and select the sample. The researcher must decide who, how many people to observe, what and how many events to observe or what and how many records to inspect.
  (a) The Universe: Students studying at Aligarh Muslim University Centre Malappuram (Kerala).
  (b) The sampling frame: Students pursuing MBA and BALLB at Aligarh Muslim University Centre Malappuram (Kerala).
  (c) Sampling Unit: A student pursuing MBA and BALLB course at AMU Centre Malappuram (Kerala)
  (d) Sampling technique: There are mainly two of sampling methods which are being used by the researchers. Probability sampling is a method for drawing a sample from a population such that all possible samples have a known and specified probability of being drawn. And non-probability sampling is a sampling procedure in which the selection of population elements is based in part on the judgment of the researcher or field interviewer. In this research non-probability sampling is used. Sampling technique used is convenience sampling
  (e) Sample size: Sample size taken for the study is forty five. In total sixty questionnaires were distributed among the respondents. Out of which forty five questionnaires were found to be complete, remaining fifteen questionnaires were found incomplete and thus excluded from further analysis.

Data can be of two types, primary and secondary. Secondary data refers to information which already exists and which was collected for a purpose other than that of the current researcher but which can be used at second time for a current project. Secondary data played an important part for this study and can be considered as the backbone of the study. The literature reviews comprised of academic work and other published sources related to the theories in consumer behavior, endorsement, marketing and tourism. Regarding the aim and overall objectives it had an in particular focus on destination marketing and celebrity endorsement. The literature review allowed the researcher to see clearly what kind of research has been done on celebrity endorsement, especially in Indian context.

Primary data is new data specifically collected in the current research project, where the researcher is the first user, as opposed to secondary data (Clark et al., 1998). According to Pender (1999), there are two main types of research, qualitative and quantitative. Quantitative is the rigorous scientific method, while qualitative is less rigorous and employs more flexible tools of research (Finn et al., 2000). In this research primary data is use. Data was collected from the respondents using closed ended questionnaire. Personal interview method was used for data collection. The questionnaire is majorly divided into two parts. Part A consists of various questions related to consumer's attitude towards celebrity endorsement. Part B of the questionnaire consists of some personal information of the respondents.

This research focuses on "Better understanding of consumers' (of different gender, education level, income and parent's occupation) views about film-star celebrities used as endorsers in advertising. The attempt was made to capture the population's characteristics by making inferences from sample's characteristics. Hypotheses are tested quantitatively. Generalizations about findings are presented based on the representativeness of the sample. Data analysis includes processing, coding, tabulation and analysis of data. First of all coding of questionnaire was done as some part of the questionnaire was not pre-code. For analysis data was fed in SPSS (Statistical Package for Social Sciences) and with the help of which data were analyzed.

DATA ANALYSIS
Composition of Data
Table 1.1 shows 57.8 percent of respondents are males and 42.2 percent are females

Table 1.1: Showing Gender composition

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	26	57.8	57.8	57.8
	Female	19	42.2	42.2	100.0
	Total	45	100.0	100.0	

Table 1.2 observed that 35.4 percent of the respondents are of 16 - 21 years and 21 - 25 years of age. Respondents of age between 26 – 30 years are in 12.5 percent of total respondents. It is observed that 5% respondents are above 30 years age.

Table 1.2: Showing Age composition

Age	Frequency	Percent	Cumulative Percent
16-20	17	35.4	37.8
21-25	17	35.4	75.6
26-30	6	12.5	88.9
Above 30	5	10.4	100.0
Total	45	93.8	

It is observed that each MBA and BALLB respondents have 50% composition.

Table 1.3: Showing Education Level composition

Education Level	Frequency	Percent	Cumulative Percent
MBA	24	50.0	53.3
BALLB	21	43.8	100.0
Total	45	93.8	

It is observed that 33.3% respondents are 150000 – 500000. Respondents whose family income between 500000 – 1000000 are 27.1% in number. Respondents having less than 150000 family income groups comprise 22.9% and 10.4% respondent's family's income is more than 1000000.

Table 1.4: Showing Family Income composition

Family Income	Frequency	Percent	Cumulative Percent
Less than 150000	11	22.9	24.4
150000 to 500000	16	33.3	60.0
500000 to 1000000	13	27.1	88.9
More than 1000000	5	10.4	100.0
Total	45	93.8	

Research Paper
Impact Factor: 3.072
Peer Reviewed, Listed & Indexed

IJBARR
E- ISSN -2347-856X
ISSN -2348-0653

Self employed respondents comprise 41.7%. It is observed that 35.4% respondents are from Professional category and 16.7 % respondents are from others category.

Table 1.5: Showing Father Occupation composition

Father Occupation	Frequency	Percent	Cumulative Percent
Professional	17	35.4	37.8
Self Employed	20	41.7	82.2
Others	8	16.7	100.0
Total	45	93.8	

Table 1.6 Descriptive Statistics

	Gender	Age	Education Level	Family Income	Father Occupation
Mean	1.42	1.98	1.47	2.27	1.80
Std. Error	0.074	0.147	0.075	0.144	0.108
Median	1.00	2.00	1.00	2.00	2.00
Std. Deviation	0.499	.0988	0.505	0.963	0.726
Skewness	0.326	0.785	0.138	0.227	0.328
Std. Error of Skewness	0.354	0.354	0.354	0.354	0.354
Kurtosis	-1.98	-0.33	-2.075	-0.874	-1.006
Std. Error of Kurtosis	0.695	0.695	0.695	0.695	0.695
Range	1	3	1	3	2
Minimum	1	1	1	1	1
Maximum	2	4	2	4	3

T-Test Groups - Gender

H_{01}: There is no significant difference in consumers' attitude towards Celebrity endorsement based on Gender.

Table 1.7: Group Statistics (Gender)

Gender	Mean	Std. Deviation	Std. Error Mean
Male	3.0518	0.28386	0.08559
Female	3.0000	0.24503	0.07388

Table 1.8: Independent Sample Test (Gender)

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	T	Df	Sig. (2 –tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
Equal variances assumed	0.394	0.537	0.458	20	0.652	0.05182	0.11306	-0.18403	0.28766	
Equal variances not assumed			0.458	19.582	0.652	0.05182	0.11306	-0.18435	0.28799	

Table 1.8 showing the independent sample t-test for the hypothesis "There is no significant difference in consumers' attitude towards Celebrity endorsement based on Gender.

Here P value is 0.652 is more than 0.05 so null hypotheses cannot be rejected. So we may say there is no significant difference in consumer's attitude towards film celebrity endorsement because of gender.

T-Test Groups – Education
H_{02}: There is no significant difference in consumers' attitude towards Celebrity endorsement based on Education.

Table 1.9: Group Statistics (Education)

Education Level	Mean	Std. Deviation	Std. Error Mean
MBA	3.0583	.24319	.07020
BALLB	3.0275	.30639	.08845

Table 1.10 showing the independent sample t-test the hypothesis "There is no significant difference in consumers' attitude towards Celebrity endorsement based on Education".

Table 1.10: Independent Sample Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	Df	Sig. (2 –tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	0.252	0.620	0.273	22	0.787	0.03083	0.11292	-0.20	0.26502
Equal variances not assumed			0.273	20.922	0.787	0.03083	0.11292	-0.20	0.26572

Here P value is 0.787 is more than 0.05 so null hypotheses cannot be rejected. So we may say there is no significant difference in consumer's attitude towards film celebrity endorsement based on education level.

ONEWAY Analysis by Age
H_{03}: There is no significant difference in consumers' attitude towards Celebrity endorsement based on age.

Table 1.11: Descriptives (Age)

	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
				Lower Bound	Upper Bound		
16 to 20	3.1008	.47972	.13848	2.7960	3.4056	2.47	4.29
21 to 25	3.0742	.22334	.06447	2.9323	3.2161	2.71	3.47
26 to 30	3.0000	.43182	.12466	2.7256	3.2744	2.17	4.00
Above 30	2.8000	.43485	.12553	2.5237	3.0763	2.00	3.80
Total	2.9938	.40940	.05909	2.8749	3.1126	2.00	4.29

In table 1.12, F-value is the ratio between-groups mean square and within-group mean square.

Table 1.12: ANOVA (Age group)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.666	3	0.222	1.355	0.269
Within Groups	7.211	44	0.164		
Total	7.878	47			

The F-ratio in this equals 1.399, and its associated p-value (sig.) is reported 0.269. It indicates probability of observed value happening by chance. The results show that difference between means of four age groups (categories) is non-significant. Thus we fail to reject the null hypothesis and say that there is no significant difference in consumers' attitude towards celebrity endorsement based on age group.

ONEWAY Analysis by Family Income
H_{04}: There is no significant difference in consumers' attitude towards Celebrity endorsement based on Family Income.

Research Paper
Impact Factor: 3.072
Peer Reviewed, Listed & Indexed

IJBARR
E- ISSN -2347-856X
ISSN -2348-0653

Table 1.13: Descriptive about Family Income

	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
				Lower Bound	Upper Bound		
Less than 150000	3.1367	0.65737	0.18977	2.7190	3.5543	2.09	4.64
150000 to 500000	3.0075	0.28712	0.08288	2.8251	3.1899	2.69	3.69
500000 to 1000000	2.9808	0.28475	0.08220	2.7999	3.1618	2.54	3.46
More than 1000000	3.1333	0.46188	0.13333	2.8399	3.4268	2.60	3.80
Total	3.0646	0.44101	0.06365	2.9365	3.1926	2.09	4.64

Table 1.14: ANOVA (Family Income)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.242	3	0.081	0.399	0.754
Within Groups	8.899	44	0.202		
Total	9.141	47			

Table 1.14 depicts F-value the ratio between-groups mean square and within-group mean square. The F-ratio in this equals 0.399, and its associated p-value (sig.) is reported 0.754. It indicates probability of observed value happening by chance. The results show that difference between means of four income groups (categories) non-significant. Thus we fail to reject the null hypothesis and say that there is no significant difference in consumers' attitude towards celebrity endorsement based on family income group.

ONEWAY Analysis by Family Income
H_{05}**:** There is no significant difference in consumers' attitude towards Celebrity endorsement based on Parents' Occupation.

Table 1.15: Descriptive about Parents' Occupation

	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
				Lower Bound	Upper Bound		
Professional	3.1167	0.41842	0.12079	2.8508	3.3825	2.47	3.88
Self Employed	3.0083	0.29683	0.08569	2.8197	3.1969	2.60	3.65
Others	3.0442	0.20282	0.05855	2.9153	3.1730	2.67	3.29
Total	3.0564	0.31262	0.05210	2.9506	3.1622	2.47	3.88

Table 1.16 shows, F-value the ratio between-groups mean square and within-group mean square.

Table 1.16: ANOVA for Fathers' Occupation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.073	2	0.037	0.360	0.700
Within Groups	3.348	33	0.101		
Total	3.421	35			

The F-ratio in this equals 0.360, and its associated p-value (sig.) is reported 0.700. It indicates probability of observed value happening by chance. The results show that difference between means of three groups (categories) of fathers' occupation non-significant. Since the sig. value 0.700 is more than 0.05, thus we fail to reject the null hypothesis and say that there is no significant difference in consumers' attitude towards celebrity endorsement based on Parents' Occupation.

CONCLUSION
The study surveyed forty five respondents i.e. MBA and BALLB students of Aligarh Muslim University Centre Malappuram with regard to their attitude towards film star as celebrity endorsement. The present study focused on to gain better understanding of consumers' (different gender, education, income and parent's occupation). Previous research has shown that

in general film star as celebrity endorsement influences the feelings of the consumers and can also influence the attitude consumers have towards the advertisement and the brands. This increase the purchase intentions and thereby sales. So the researcher has decided to study consumers' attitude towards film star as celebrity endorsement. A detailed literature on the subject of celebrity endorsement was done. The methodology used for the study is a descriptive. The study is limited to the students of Aligarh Muslim University Centre Malappuram only. Reponses were collected through Personal interviews with MBA and BALLB students with the help of a structured questionnaire. Data were collected from both primary as well as secondary sources. As mentioned primary data were collected through a structured questionnaire and analyzed by appropriate statistical techniques and statistical tests like Independent sample T Test and One way ANOVA with appropriate software package like SPSS. The data were first processed, coded and tabulated for analysis. A detailed analysis was done on the data and a detailed finding on each data was undertaken.

The major conclusions from the analysis are:-
a) There is no significant difference in consumer's attitude towards film celebrity endorsement because of gender.
b) There is no significant difference in consumer's attitude towards film celebrity endorsement based on education level.
c) There is no significant difference in consumers' attitude towards celebrity endorsement based on age group.
d) There is no significant difference in consumers' attitude towards celebrity endorsement based on family income group.
e) There is no significant difference in consumers' attitude towards celebrity endorsement based on Parents' Occupation.

RECOMMENDATIONS TO MARKETERS
Based upon past and present study we can recommend that film stars affect the attitude and behavior of students who have good education. Since the research was done at a institute and that too among the respondents who nearly are homogenous in their character, shows that film star as celebrity endorser is not affected by their age, educational level, age group, family income and father's occupation. Celebrities can increase recognition and their presence almost guarantees publicity

LIMITATION OF THE STUDY
1. Though the sample taken for the study is substantial percentage of total population sample but still findings cannot be generalized to whole population.
2. The research represents the view of Aligarh Muslim University Centre Malappuram students only so thus having a limited scope for generalization.
3. Though all attempts were made to remove bias.

SCOPE FOR FURTHER RESEARCH
Further researchers can be made at wider aspects. The complete family can be taken as sample unit. Effects of advertisement can be combined with the research on sales in a particular region. The study can be broadened by including other post graduate students. This research can be done in other regions also. Impact of other persons used as celebrity such as film stars, sports persons and common person can be researched.

REFERENCES
1. Aaker, D.A., & Day, G.S. (1990), *Marketing Research, 4th Ed*. New York: John Wiley & Sons, Inc.
2. Biswas, D., Biswas, A., & Das, N. (2006). The differential effects of celebrity and expert endorsements on consumer risk perceptions: The role of consumer knowledge, perceived congruency, and product technology orientation. *Journal of Advertising, 35*(2), pg. 17-31.
3. Brierley, S. (1995). *The Advertising Handbook*. Routledge, London, UK.
4. Byrne, A., Whitehead, M., & Breen, S. (2003). The naked truth of celebrity endorsement. *British Food Journal*. Vol. 105, No. 4/5, pp. 288-296.
5. Clark, M.A., Riley, M. J., Wilkie, E. and Wood, R.C. (1998), Researching and writing dissertations in hospitality and tourism, London: International Thomson Business Press.
6. Du Plessis PJ, Rousseau GG (2003). *Buyer behaviour: A multi-cultural approach*. 3rd ed. Cape Town: Oxford University Press.
7. Erdogan, B., Baker, M. & Tagg, S. (2001). Selecting celebrity endorsers: The practitioner's perspective, *Journal of Consumer Research*, 41 (3), pp. 39-48.
8. Finn, M., Elliott-White, M. and Walton, M. (2000), *Tourism and leisure research methods: data collection, analysis and interpretation*, Harlow: Longman.

9. Fishbein, M. (1967) *Readings in attitude theory and measurement.* New York: John Wiley.
10. Friedman, H. H. and Friedman, L. (1979). Endorser Effectiveness by Product Type. *Journal of Advertising Research,* 19(5), page 63-74.
11. Kamins, A. M. (1989). Celebrity and non-celebrity in two-sided context. *Journal of Advertising Research, 29*(3), page 34-42.
12. Katyal, Saurbh (2007), *"Impact of Celebrity Endorsement on a Brand", Chillibreeze writer,* available at www.chillibreeze.com/articles/ accessed on 12th July, 2008.
13. Kolter, P. (2000). *Marketing management.* Englewood Cliffs, NJ: Prentice Hall.
14. 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 (1), page 71-84.
15. McCracken, G. (1989). Who is the celebrity Endorser? Cultural Foundations of the Endorsement Process , *Journal of Consumer Research*, Vol.16. pp.310-321.
16. Miciak, A.R., & Shanklin, W.L. (1994). Choosing Celebrity Endorsers. *Marketing Management*. Vol.3, No. 3, pp. 50-59.
17. Mills, J. and Harvey, J. (1972). Opinion Change as a Function of When Information about the Communicator is Received and Whether He is Attractive or Expert. *Journal of Personality and Social Psychology,* 21, pp 52-55.
18. Ohanian, R (1991)   The impact of celebrity spokespersons' perceived image on customers' intention to purchase, *Journal of Advertising Research*, 31(1): pg. 46-54.
19. Patel, R., & Tebelius, U. (1987). *Grundbok i Forskningsmetodik. Lund: Studentlitteratur*.
20. Pender, L. (1999), *Marketing management for travel and tourism*, Cheltenham: Stanley Thornes.
21. Ratneshwar, S. and Chaiken, S. (1991),   Comprehension's role in persuasion: the case of its moderating effect on the persuasive impact of source cues , *Journal of consumer research,* Vol. 18, Issue 1, pg. 52-62
22. Reynolds, P.D. (1971). *A Primer in Theory Construction. New York: Macmillian Publishing Company*.
23. Shimp, T.A. (2003). *Advertising, Promotion, & Supplemental Aspects of Integrated Marketing Communication* 6th edition. United States of America: Thomson Learning.
24. Stafford, M. R., Stafford,T. F., & Day, E. (2002). A contingency approach: The effects of spokesperson type and service type on service advertising perceptions. *Journal of Advertising, 31*(2), page 17-36.
25. Walker, M., Langmeyer, L., Langmeyer, D. (1992),   Celebrity endorsers: do you get what you pay for? *The Journal of Consumer Marketing,* Vol. 9, Issue 2, pg. 69
26. Wiedersheim-Paul, F., & Eriksson, L.T. (1999). *Att Utreda, Forska och Rapportera. Malmö, Sverige: Liber Ekonomi*.
27. Yin, R.K. (2003). *Case study research: Design and methods, vol. 5, 3rd ed*. Thousand Oaks, CA: Sage Publications Inc.