

Antecedents of Celebrity Endorsement & Brand Awareness to induce Customer Purchase Intention: An Empirical Study

Dr. Vineet Pandey, Associate Professor, NIMS Institute of Management
NIMS University, Jaipur Rajasthan, India

Abstract

This research paper seeks to showcase the significance of antecedent variables leading to customer purchase intention. It uncovers the extent of the established knowledge base on celebrity endorsement and brings out five principal components related to celebrity endorsement that improve possibilities of purchase. Further, the relative importance of these components has been ascertained through confirmatory factor analysis which revealed that effective marketing communication, brand recognition, the expertise of celebrity, familiarity with celebrity, celebrity branding are the strongest predictors of customer purchase intention. The findings suggest that customer awareness and customer purchase intention are significantly affected by the celebrity brand endorsement as it entails a sense of security of brand performance and this creates a difference between branded and unbranded products. This paper holds significant implications for the academicians and researcher interested in the dynamics of customer purchase intention through celebrity endorsement. It has relevance for marketers as well who shows concerns for marketing communications.

Keywords: Celebrity Endorsement, Brand Awareness, Brand Identity, Marketing Communication, Customer Motivation, Customer Satisfaction, Purchase Intention

Introduction

Celebrity brand endorsement has gained significant attention and space in the marketing world. However, it is difficult to quantify the proportion in which celebrity endorsement strategies are providing leverage to profits. Celebrity endorsement is an area of marketing and advertising where celebrities are engaged in promoting products side by side they are performing their actual job as either an actor or an athlete. This area of celebrity endorsement has proliferated over time. Regardless of the cost and risks involved with this technique of advertising, it is used widely at present times. Diaspora of the modern day business is revolving around brand building exercises and it is paved through a predominant role of advertisement in particular. It becomes easier to convince customers through a celebrity, promoting a product. There is an inclusion of emotion, affection, attachment, association etc. Endorsing a celebrity for a product needs a serious effort and analysis. The way celebrities are perceived by market and kind of personality they own are generally in parallel to the image and personality of the product they endorsed. This study is an attempt to uncover and ascertain a synergy among factors building fruitful celebrity endorsement strategy and their influence on customer purchase intentions.

Theoretical Framework

Celebrity Brand endorsement has become one of the most powerful business communication tools that every company is using in order to inform and influence its target market. Much has been written about the interaction between brands and consumers (e.g. Cowley 1991; Keller 1998) with less about the role of organizations staff (e.g. Kapferer 1997; Aaker; 1996). Customers are changing every fraction of the time and they are too demanding also. To predict purchase behaviour of customers, companies are engaged in varied researches but still, it is a puzzle to know what will attract to whom.

We may draw an assumption that better celebrity endorsement strategy leads to superior brand value and further leading to the customer purchase intention and finally conferring customer satisfaction.

A brand which has a higher level of awareness shall be visible in the market and for this purpose building a brand has a far-reaching impact (Davis, Golicic & Marquardt, 2008). People may speak about the brand and they can make it popular when they hear and see it. Hoeffler & Keller (2002) has identified two significant aspects of brand awareness that is its depth and width. A brand name carries a symbol that facilitates consumers to know about service providers and presume service results (Herbig & Milewicz, 1993; Janiszewski & Van Osselaer, 2000; Turley & Moore, 1995). Brand awareness has a dominant role in developing purchase intention as consumers think of those products that they know well and evaluates their costs and benefits (Keller, 1993; Macdonald & Sharp, 2000). Engel, et al. (1995) has categorized customers purchase intention into three i.e. planned to buy, partially planned buying and completely unplanned buying. Zeithaml (1988) has used different terminologies to categorize consumer buying, these are intended to buy, possible to buy and considered to buy. These are levels against which purchase intention shall be measured.

Keller talks about brand knowledge and its association with brand awareness. He has defined brand knowledge as an inevitable component of brand awareness. Brand awareness includes brand recognition and recall. He says the brand image of a product evoke favourability and unique features that customer keeps in mind while taking a purchase decision. Erdem and Swait (1998) explained about product attributes and how can a brand name be used to convey its credibility so as to position itself in the market. Customer relation and their association with brand set a basis for measurement of the value of a brand. Aaker (1996) has proposed brand identity and the brand image should be taken as different concepts although both these concepts drawn from the same associated network theory of brand management. Brand image is vital because it helps customer in deciding whether to go for one particular brand or not (Dolich, 1969) and it further influence consumer in their buying behaviour (Johnson and Puto, 1987; Fishbein, 1967) and finally it takes up brand to another level i.e. brand equity (Biel, 1992).

Mediation effects take place when an independent variable influences the dependent variable through a third variable known as the mediator variable (Baron and Kenny, 1986). There are varieties of reasons given for adding branded ingredients in a product (Norris, 1992). O'Malley (1991) has explained that market research should be used to monitor consumers, competition, and changes in the environment that may affect a company's brand. For consumers, a brand image that top brands carry may be the only way to explain differences (Carey, 1991). As far as branding is concerned, it is up to the organization to decide how it is in fit with a general strategy because one strategy doesn't work in all situations (Carlino, 1991).

Studies have done to trace out reasons why companies are investing too much money in an advertisement featuring celebrities (Erdogan, Baker, & Tagg, 2001). To create a positive attitude and personality of a brand name, celebrity endorsement is believed to be very effective (Petty et al. 1983; Kamins et al. 1989; McCracken 1989). It is a common perception and belief in the market that when celebrities are featured in an advertisement campaign, retailers have better chances to communicate their message to consumers (Choi and Rifon 2007). Brand personality has been studied from theoretical dimension (Durgee 1998; Gardner and Levy 1955) and an experiential level (Aaker 1997; Johar, Sengupta, and Aaker 2005). Aaker (1997) has proposed a scale to measure brand personality and validated it with the help of Big Five personality traits (Goldberg 1990).

Rationale behind the study

This work consists of significant aspects related to celebrity endorsement. Such as:

- a. Celebrity endorsements have gained so much importance and it has an influence on customers for impulse buying.
- b. This study reveals the relationship among celebrity endorsement, brand awareness and customer motivation.
- c. This work exemplifies how celebrity endorsement leads to brand building and brand awareness.
- d. There is a need to understand the purchase motivation which is triggered by celebrity endorsement.

Purpose of the study

1. To study celebrity endorsement and its significance in marketing strategy.
2. To examine an association between celebrity endorsement and brand awareness.
3. To know the influence of celebrity endorsement on customer purchase intention.
4. To understand the relationship between celebrity endorsement and marketing communication.
5. To study the relationship between celebrity brand endorsement and customer satisfaction.

Celebrity Endorsement: Concept and Context

The concept of celebrity endorsement confers the idea of promoting a brand through a celebrity. It has several implications on purchase behaviour of consumers as it triggers emotion attachment to a brand due to strong association with celebrities endorsing the brand. This field of celebrity endorse is not new and has got its roots during '70s (Friedman, et al., 1976; Kamen et al., 1975). McCracken has suggested attributes of celebrity endorsement and developed models based on that such as source attractiveness, source credibility and meaning transfer model (McCracken, 1989).

Variables of Celebrity Endorsement

Shimp (2003) has given an idea of evaluating celebrity's effectiveness. According to him, every celebrity must be assessed against five attributes, they are as:

TEARS model:

- Trustworthiness: honesty, integrity, credibility and believability. It reflects the extent to which audience connect to celebrities and trust and believe what celebrities say about a product/brand.
- Expertise: It refers to the level of knowledge, experience and skills a celebrity possesses related to the brand and product they endorse.
- Attractiveness: It is considered to be one of a dominant characteristic that an endorser must own in order to make communication effective and catch the attention of the audience. Endorser's physical outlook and appearance, personality and lifestyle are few of them.
- Respect: It indicates admiration and acknowledgement a celebrity is getting due to his or her overall achievements in life.
- Similarity: This attributes matching with the characteristics of a target audience. We may think of beauty products endorsing charming personalities of the film industry, cookery shows hosted by a seasoned cook of the country or detergents and household item are showing housewives in advertisements. A similarity in the sense of age sex gender etc. tries to establish a linkage between an endorser and audience.

Brand Awareness, Brand Identity and Brand Image

Brand awareness refers to the ability of a customer to recognize and recollect a name in different need situations (Aaker, 1996). Brand awareness is considered by brand recognition and brand recall. Brand recall means when a consumer thinks of any product category we instantly recall a brand name whereas the idea of brand recognition deals with the ability to exactly recognize a brand in the bunch of different brand of the same product category. It happens when a consumer sees a brand that he has already seen and heard about it, he could be able to recollect it easily and quickly. We may say that high brand awareness will influence purchase decision in a significant way through brand association. It also helps to create a positive brand image of a brand in the market and in designing marketing plans (Keller, 1993). A brand name is a symbolic representation of a company before consumers so that they could easily identify a marketer and to figure out possible service outcomes (Herbig & Milewicz, 1993; Janiszewski & Van Osselaer, 2000; Turley & Moore, 1995). Brand awareness plays a very significant role in purchase intention because consumers tend to buy a familiar and established product (Keller, 1993; Macdonald & Sharp, 2000).

Brand awareness can help consumers to recognize a brand from a product category and make a purchase decision (Percy & Rossiter, 1992). Brand awareness has an influence on customer purchase intention and set the base for considering a particular product category (Hoyer & Brown, 1990). It has been observed that a product with considerable brand awareness gains preference in purchase decision (Dodds et al., 1991; Grewal et al., 1998). Klein has criticized advertising as a marketing communication tool and added that it manipulates a brand in such a manner target customers could visualize brand identity and personalize it (Klein, N., 2000. No Log. London: Flamingo). It has been noted that brand identity and brand recall leads to purchase intention (Chi, Yeh & Yang, 2009). It shows that consumers will be motivated to buy a product that is known to them (Keller, 1993; Jacoby & Olson, 1997; Macdonald & Sharp, 2000). In short, It can be said that higher the brand awareness and brand identity, higher be the purchase intention. There is a close linkage between the celebrity and the brand it indicates why a celebrity was selected, and the characteristics of the celebrity shown in an advertisement always in line with brand characteristics (Carroll, A., 2009).

Brand awareness imbibes ability of customers to recollect and recognise product or brands, its logos related marketing stimuli. Brand building facilitates customers to know the brand and its product category. Brands are helpful in visualizing what the benefits available to one brand are and how one brand is different from other brands. Thus, the brand offers the customer an opportunity to consider different products and services that make up a category. Customer will not pick the brand unless they are not known to that brand. Brand awareness plays a vital role in making a purchase decision. Brand awareness is a precondition for all purchases and buying decisions. To have a better understanding of brand identity and its communication awareness is so obvious. Brands that have a higher level of awareness in the market lead to more customer transactions.

Brand identity

The question of brand identity is relevant and significant. A brand, as we know is characterized by its name, trademark, appearance and communication. Branding exercise communicates messages which reify brand and build a positive perception of consumers. It is where a well-placed brand occupies its place in new launch brands too and associated with a newly launched product of the company in the market. It is known as a brand extension and a strategy of making a brand more visible in the market by offering more product lines.

Brand identity is a real assessment of a brand by customers and this is different from a brand image which is a mental perception of a brand. The company always intends to bridge this gap between brand image and brand identity. Brand identity concept deals with recognition of a brand and it is fundamental that help in differentiating one company's offering from others. Brand identity confers the idea what a company aimed to communicate to its target customer. A brand acquires a place in the mind of prospects and customers over a period of time.

Hoeffler & Keller (2002) has distinguished brand awareness from brand identity. He expressed that brand awareness will be high if a customer identifies a brand and recalls that brand while purchasing a product from that product category. It is not always true that a consumer picks that brand only he is able to identify and recall but it depends upon the strength of his awareness about a brand he opts to buy. More the details of a brand consumer know more likely he would buy that brand. That is the concept of depth and width in brand awareness means consumers ability to identify or recall and while buying at least once they think of that brand. Furthermore, the brand name is the most significant feature in brand awareness (Davis, Golicic & Marquardt, 2008; Chi, Yeh & Yang, 2009).

Brand identity originates at a company that means responsibility lies with the company to create and differentiate it's offering through unique features. It is closely related to how a company wants to see itself (McGuire, W. J., 1985). Gehani (2001) says a company will often use branding strategy as a means of communicating its identity and value to consumers and other stakeholders. The marketing mix strategy plays an important role in establishing a brand identity. The four Ps- product, promotion, price and place — can play an important role in this process. For example, the tangible attributes that comprise the product will send a message to the consumer about the various features of the brand.

Brand Image

Consumers associate their psychological attributes to a brand and reflected through thoughts, feelings, perceptions, images, experiences, beliefs, attitudes, and so on that, they carry for a brand from the experiential aspect. Consumers and their purchases are often influenced by experiences they had previously. A kind of emotional construct a brand has built around consumer creates an environment favourable to repeat purchase and leads to enhanced satisfaction. Brand experience of consumers measures all contact points that customers have with the brand. Brand generally creates an emotional response that brings customer loyalty. Brand image facilitates consumer in making purchase decisions and decides whether that brand is for him or not (Dolich, 1969) thus, brand image have an influence on consumer's buying behaviour (Johnson and Puto, 1987; Fishbein, 1967). Further, it builds brand equity (Biel, 1992). There are psychological influences also characterized by psychographic variable and construct a brand image of a product that consists of all information linked to a product /service or with the companies providing them.

Models of Celebrity Endorsement

In order to know which celebrity is best suitable for a brand and useful in promoting an image of the company, plentiful studies carryout on celebrity endorsement, which ascertains an association between product and celebrity. There are four models that decide the kind of celebrity endorsement a company should look for. When a company is approaching a celebrity for an endorsement it should consider few parameters such as attractiveness (physical appearance, skills and intellectual capacities), credibility i.e. perceived expertise and confidence and congruency between brand and celebrity i.e. how closely both are matching to each other.

Models which are useful in deciding celebrity brand endorsement have been discussed here: There are studies suggesting Trustworthiness to be the most dominant dimension of source credibility (Atkin and Block 1983; Kamins 1989; McGinnis and Ward 1980). There are literatures in favour of Expertise as more important characteristics in celebrity endorsement (Maddux and Rogers 1980; Ohanian 1991; Swartz 1984) and there are some studies in support of Attractiveness (Baker and Churchill 1977; Caballero, Lumpkin, and Madden 1989; Kahle and Homer 1985; Silvera and Austnd 2004).

Source credibility

This model was developed by Carl Hovland and Walter Weiss in the 1950s and is used to entail positive characteristics of endorser that ensures acceptance of a message from the receiver. Roobina Ohanian (1990) developed a scale to measure the credibility of endorser which includes few dominant characteristics i.e. attractiveness, trustworthiness, and expertise. Seven point semantic differentials scale is used to determine the strength of those characteristics.

- Celebrity attractiveness is visualized through their physical appearance, elegance and sex appeal.
- Trustworthiness is known as the degree of confidence in the endorser's intent to disseminate the assertions he considers most valid. It considers acceptance and trust in the communicator and the message.
- Expertise is characterized by the extent to which an endorser is being perceived to be a source of valid and credible information. It consists of competence, experience and qualifications of the endorser.
- The credibility of a celebrity is dependent on the number of the product he/she has endorsed. Lesser the number more they are credible in the eyes of consumers.

Source attractiveness

The source attractiveness model (McGuire; 1985) deals with the endorser's ability to win an audience by similarity, familiarity, likeability and attractiveness. Advertising techniques are primarily based on the idea that beauty is itself persuasive. The physical appearance of a celebrity changes the attitude of the audience from passive to active by directing attention to marketing stimuli. There are many instances where we recognize a spokesperson and his appearance more than the quality of statement he delivers. In the advertising world which is dominated by a character of appearance and visibility, it is perhaps vital to get a personality that could match with the product being advertised online. We may quote many product categories in an example like beauty products necessarily demands a stunning and beautiful actress to advertise it.

Meaning Transfer Model: McCracken (1989)

This model has suggested the way the meaning associated with the celebrity. This model considers the influence of affective and cognitive components. Meaning transfer model talks about the endorsement process coined by McCracken (1989). The process under this model gives an idea that celebrities share cultural values and ethos in the customer's eye (McCracken, 1989). McCracken says that this meaning transfer of celebrity to a product or brand keeps in mind the cultural and social setting. For instance, in an advertisement with celebrity spokesperson becomes effective when a consumer who purchases and consumer product or brand draws an appropriate meaning related to that celebrity which further been transferred to the product.

McCracken suggested that companies must opt a celebrity who can best meet this requirement of transferring meaning to product or brand and making it possible for a consumer to visualize this association between a brand and a celebrity (Fleck, Korchia, Le Roy;2012).

Sync between a Brand Awareness and Celebrity Endorsement

The word “congruence” is used in marketing for showing a linkage among several areas like branding and co-branding, advertisement and sales volume, celebrity endorsement etc. The objective of using congruency concept is to ascertain an association and fit between brand and other factors (celebrities in advertising; Fleck, Korchia, Le Roy, 2012). Different terminologies have been used to showcase such relationship (fit, link, congruency, match-up, etc.) but the ultimate idea is same. Through brand identity, a company seeks to convey its individuality and distinctiveness to all its relevant publics. Kapferer has emphasised the brand focused view of identity.

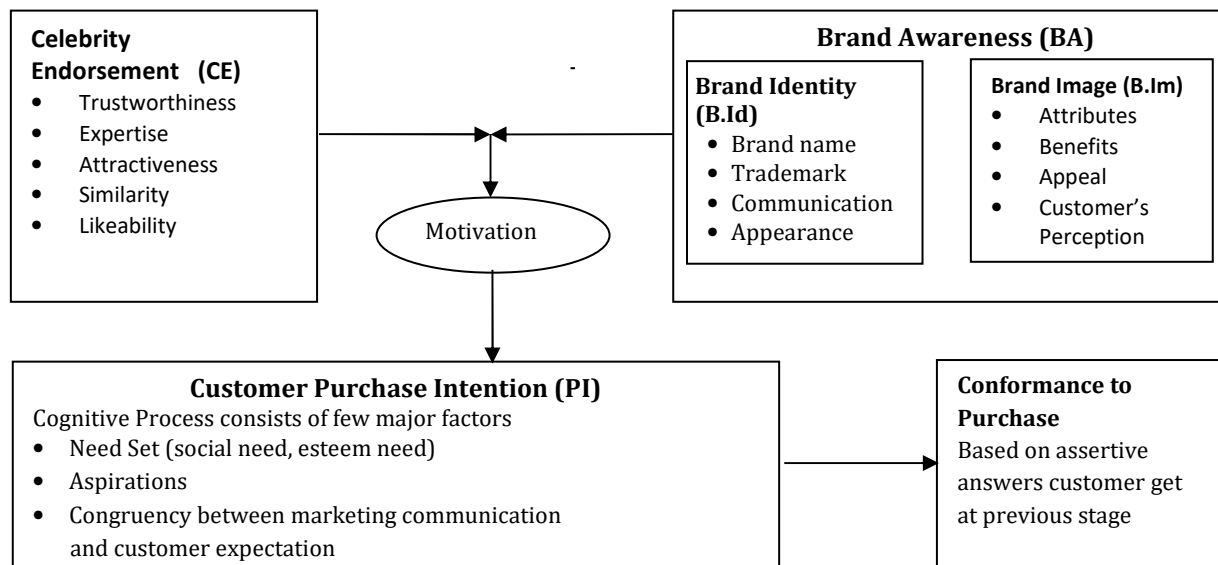


Fig.1. Model Construct: Celebrity Endorsement, Brand Awareness and Customer Purchase Intention

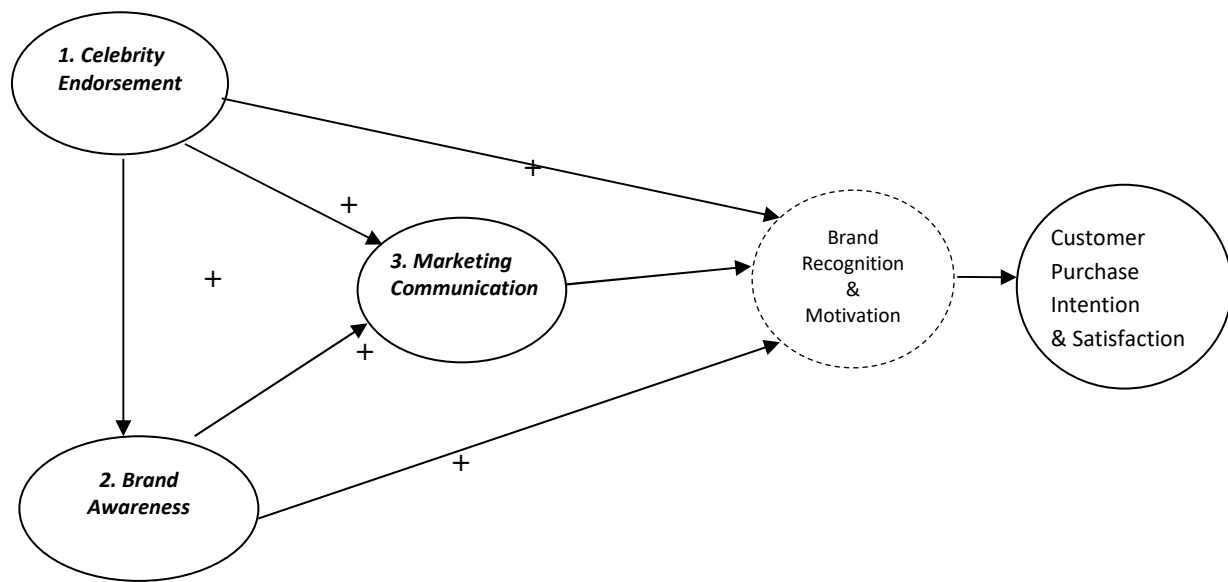


Fig.2. Tri-Component Model of Purchase Intention

Hypotheses Construct

- H1: There is a positive impact of celebrity endorsements on brand awareness.*
H2: There is a positive relation between celebrity endorsement and marketing communication.
H3: There is a positive influence of celebrity endorsement on customers purchase intention.
H4: There is an influence of celebrity characteristics on customer motivation.
H5: There is a relation between celebrity branding and customer purchase intention.
H6: There is a positive impact of celebrity brand endorsement on brand recognition.

Data Set and Methodology of Study

This study is an exploratory research and attempts to envisage the influence of celebrity endorsements on customer purchase intention. Confirmatory factor analysis is used to describe an association among different variables. 240 responses are collected from different classes of customers based on age group, gender, education, profession, income, frequency of watching advertisements and category of advertisement they prefer to see. KMO and Bartlett's test is used to check the reliability of the data. A quantitative method is used in this research in order to investigate the impact of celebrity endorsement on buying behaviour. To get response on celebrity endorsement and its relation to creating brand awareness, out of 250 questionnaires 240 responses interviewer has received positively. Based on 240 responses data have been analyzed and factor analysis is used to determine components which are leading to purchase intention. Most of the variables have received a favourable opinion of respondents and are rated on 5 points Likert scale ranging from strongly disagrees to strongly agree. Sample data represents people from different demography and sections of society.

Below descriptive statistics table shows that responses on different variables.

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
Expertise of celebrities is influential (V1)	3.6458	.66878	240
Trustworthiness of celebrity is influential (V2)	3.5708	.82532	240
Sense of Similarity is Influential (V3)	3.5500	.74710	240
Familiarity with celebrity influences customer (V4)	3.5875	.66648	240
Likeability of the celebrity is influential (V5)	3.7167	.86960	240
Electronic media is most effective medium in celebrity endorsement (M1)	3.1500	.73354	240
Negative Publicity of celebrity influences product performance (M2)	3.2458	.86903	240
Influence of Celebrity endorsement is always positive (M3)	3.0417	.79112	240
people are motivated by celebrity endorsement (M4)	3.1292	.89395	240
Celebrity endorsement facilitates marketing communication(M5)	3.1750	.96084	240
Celebrity endorsed products are superior in quality(BA1)	3.7542	.58035	240
Celebrity image helps in brand recall (BA2)	3.6667	.83674	240
Celebrities endorsed brands are premium priced (BA3)	3.4417	.72948	240
Presence of celebrity helps to recognise the brand (BA4)	3.0625	1.04313	240
Always prefer products endorsed by celebrity (BA5)	3.7375	.83456	240
Purchase decision influenced by celebrity advertisements (PI1)	3.6500	.71035	240
Purchasing celebrity endorsed brand gives more satisfaction (PI2)	4.1250	.79814	240

KMO and Bartlett's test is referred to ascertain sampling adequacy. Anti Image table reflected values are above 0.5 except for one variable i.e. Purchase decision is mainly influenced by celebrity endorsement.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.686
Bartlett's Test of Sphericity	Approx. Chi-Square	806.948
	Df	136
	Sig.	.000

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
Celebrity endorsement facilitates marketing communication (M5)	.827				
Negative Publicity of celebrity influences product performance (M2)	.794				
people are motivated by celebrity endorsement (M4)	.691				
Influence of Celebrity endorsement is always positive (M3)	.628				
Electronic media is most effective medium in celebrity endorsement (M1)	.611				
Always prefer products endorsed by celebrity (BA5)		.654			

Presence of celebrity helps to recognise the brand (BA4)	.649	
Celebrity endorsed products are superior in quality (BA1)	.647	
Celebrities endorsed brands are premium priced (BA3)		
Celebrity image helps in brand recall (BA2)		
Trustworthiness of celebrity is influential (V2)	.876	
Familiarity with celebrity influences customer (V4)	.860	
Likeability of the celebrity is influential (V5)	.707	
Sense of Similarity is Influential (V3)	.648	
Expertise of celebrities is influential (V1)	.607	
Purchase decision influenced by celebrity advertisements (PI1)		.769
Purchasing celebrity endorsed brand gives more satisfaction (PI2)		.722

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Analysis and Interpretation

To get views on the relationship among three principle factors i.e. Celebrity Endorsement, Brand Awareness and Purchase Intention in this study 250 respondents are interviewed. During this confirmatory factor analysis, data have been collected from different places of the city of Vijayawada (Andhra Pradesh, India). Few dominant factors relating to celebrity endorsement have opted like Expertise, Trustworthiness, Sense of similarity, Familiarity and Likeability. There are variables that motivate customers to prefer or rule out certain brands like celebrity influence, negative publicity of celebrity, an association of a celebrity with a brand, marketing communication etc. Building brand through endorsements, the perception of brand quality due to celebrity, brand recall through celebrity endorsement are few variables on which respondent views have been taken up. One out of two variables from purchase intention comes out with statistics that celebrity endorsement is not the only influencing factor in forming purchase intention.

Results

Based on the rotated component matrix six components are identified which are influencing customer purchase intention.

There are five principal components related to celebrity endorsement which are influencing customers in their purchase intention.

1. Effective Marketing Communication and brand awareness
2. Brand Recognition
3. Expertise of Celebrity
4. Familiarity with Celebrity
5. Celebrity branding

From the rotated component matrix it is very clear that celebrity endorsement has a strong impact on brand marketing communication. Celebrity endorsement impacts brand awareness considerably. Expertise and sense of Similarity concerning celebrity are influencing variables leading to purchase intention. Celebrity branding leads enhanced customer satisfaction and customer tends to perceive products are of better quality. Trustworthiness, Expertise and familiarity with celebrity give positive motivation to customers that turn out to be a purchase

intention later on. Celebrity brand endorsement positively influences brand recognition. Celebrity endorsement facilitates in the brand building where customer recognizes brands easily because of its association with a celebrity.

Summary

Today celebrity endorsement has become the multi-million industries across the globe. Everyone in the business fraternity is unanimously agreed upon this fact that celebrity endorsement strategies and advertisement increase their sales figure. It further facilitates customer in perpetuating brand easily. Celebrity endorsement brings transformation in perception of the audience regarding brand they want to own that positively impacts on their purchase intention. This research study tries to fasten relationships among few major marketing variables related to celebrity endorsement brand awareness customer motivation and purchase intention. This work has justified the impact of celebrity endorsement on brand awareness and customer's buying intention. It is accomplished that celebrities endorsed advertisements are more attractive than the non-endorsed advertisements. Moreover, the tested attributes of celebrity demonstrate the positive relationship with the buying behaviour and brand awareness as well.

Companies are investing a significant amount of revenue in building brands. Firms while choosing a celebrity sees endorser qualities such as attractiveness, likeability, and trustworthiness. They believe that these qualities will drive a brand in a transferable way, and, will generate desirable outcomes organization is aiming for. But, there may be times, when celebrity qualities are inappropriate, irrelevant, and undesirable. This may be due to the negative publicity of celebrity and due to some other reasons, in such cases; it is advisable to firms that they should not go with those celebrities for their campaign. Finally, in the end, it can be submitted that there is a significant impact of celebrity endorsement on brand awareness and customer purchase intention.

References:

1. Davis, D. F., Golicic, S. L., & Marquardt A. J. (2008). Branding a B2B service: Does a brand differentiate a logistics service provider? *Industrial Marketing Management*, 37, 218-227.
2. Hoeffler, S., & Keller, K. L. (2002). Building brand equity through corporate societal marketing. *Journal of Public Policy & Marketing*, 21(1). 78-89.
3. Herbig, P., & Milewicz, J. (1993). The relationship of reputation and credibility to brand success. *Journal of Consumer Marketing*, 10(3). 18-24.
4. Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1). 1-22.
5. Macdonald, E. K., & Sharp, B. M. (2000). Brand awareness effects on consumer decision making for a common, repeat purchase product: A replication. *Journal of Business Research*, 48, 5-15.
6. Engel, J. F. Blackwell, R. D., & Miniard, P. W. (1995). *Consumer behavior* (8th ed.), New York: Dryden Press.

7. Farr , A., & Hollis, N. (1997). What do you want your brand to be when it grows up? big and strong? *Journal of Advertising Research*, 37(6). 23-36.
8. Aaker, D.A. (1991). *Managing Brand Equity*, The Free Press,
9. Zeithaml, V. A. (1988). Consumer perceptions of price, quality and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52, 2-22. New York, NY.
10. Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: an introduction to theory and research*. Reading, MA: Addison-Wesley.
11. Baron, R. M. & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6). 1173-1182.
12. Kamins, M. A., & Marks, L. J. (1991). The perception of kosher as a third party certification claim in advertising for familiar and unfamiliar Brands. *Journal of the Academy of Marketing Science*, 19(3). 177-185.
13. Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Review*, 38(3). 102-20.
14. Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1). 1-22
15. Janiszewski, C., & Van Osselaer, M. J. (2000). A connectionist model of brand-quality associations. *Journal of Marketing Research*, 37(3). 331-350.
16. Turley, L. W., & Moore, P. A. (1995). Brand name strategies in the service sector. *Journal of Consumer Marketing*, 12(4). 42-50.
17. Macdonald, E. K., & Sharp, B. M. (2000). Brand awareness effects on consumer decision making for a common, repeat purchase product: A replication. *Journal of Business Research*, 48, 5-15.
18. Hoyer, W. D., & Brown, S. P. (1990). Effects of brand awareness on choice for a common repeat-purchase product. *Journal of Consumer Research*, 17(2). 141-148.
19. Dodds, William B., & Grewal, D. (1991). Effect of price, brand and store information on buyer's product evaluation. *Journal of Marketing Research*, 28(3). 307-319.
20. Chi, H.K, Yeh, H. R., & Chio, C.Y. (2009). The effect of Brand Affect on Female Cosmetic User Brand Loyalty in Taiwan. *The Journal of American Academy of Business*, Cambridge, 14, 230-236.
21. Klein, N. (2000). *No Log*. London: Flamingo
22. Aaker, D. A. (1996). *Building Strong Brands*. New York: The Free Press .
23. Erdem, T. and Swait, J. (1998). "Brand equity as a signaling phenomenon", *Journal of Consumer Psychology*, Vol. 7 No. 2, pp. 131-57.
24. McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research* 16 (December) : 310 – 321 .
25. Erdogan, B.Z., Baker, M.J. and Tagg, S. (2001) 'Selecting Celebrity Endorses: The Practitioner's Perspective', *Journal of Advertising Research* 41(3) 39—48.
26. Kapferer, J.N. (1997) 'Strategic Brand Management. Creating and Sustaining Brand Equity Long Term', 2nd ed., Kogan Page, London, UK.
27. Cowley, Don (1991). *Understanding Brands*, London, Kogan Page

28. Biel, A. (1992). "How brand image drives brand equity, *Journal of Advertising Research*, Vol. 32 No. 6, November/December, pp. RC6-RC12.
29. Dolich, I.J. (1969). "Congruence relationships between self images and product brands", *Journal of Marketing Research*, Vol. 6 No. 1, February, pp. 80-4.
30. Aaker, J.L. (1997). "Dimensions of brand personality", *Journal of Marketing Research*, Vol. 34, August, pp. 347-56.
31. Gardner, B. and Levy, S. (1955). "The product and the brand", *Harvard Business Review*, March-April, pp. 33-9.
32. Friedman, H. H., Termini, S., & Washington, R. (1976). The effectiveness of advertisements utilizing four types of endorsers. *Journal of Advertising*, 5, 22-24.
33. Shimp, T. A. (2003). *Advertising, promotion & supplemental aspects of integrated marketing communications*, 6th ed. Mason, OH: Thomson South-Western.
34. Keller, K.L. (1993). "Conceptualizing, measuring and managing customer-based brand equity", *Journal of Marketing*, Vol. 57, January, pp. 1-22.
35. Jacoby, J. (1978). "Consumer research: a state of the art review", *Journal of Marketing*, Vol. 42, April, pp. 87-96.
36. Choi, S.M. and Rifon, N.J. (2007). "Who is the celebrity in advertising? Understanding dimensions of celebrity images", *Journal of Popular Culture*, Vol. 40 No. 2, pp. 304-25.
37. Petty et. al.(1983). "Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement", *Journal of consumer research*, 10 (Sept). 135- 46.
38. O'Malley, D. (1991). "Brands mean business", *Accountancy*, Vol. 107, pp. 107-8.
39. Jacoby, J. & Olson, J. C. (1997). Consumer response to price: an attitudinal information processing perspective. In Y. Wind, & M. Greenberg (Eds.). *Moving ahead in attitude research* (pp.73-86). Chicago, IL: American Marketing Association.
40. Norris, D.G. (1992). "Ingredient branding: a strategy option with multiple beneficiaries", *The Journal of Consumer Marketing*, Vol. 9, pp. 19-31.
41. Carlino, B. (1991). 'Long road ahead for contract feeders', *Nation's Restaurant News*, Vol. 25, p. 34.
42. Carey, W.R. Jr (1991). "The new you", Inc., Vol. 13, pp. 50-3.
43. Kamen, Joseph M., Azhan, Abdul C., and Kragh, Judith R (1975). "What a Spokesman Does for a Sponsor," *Journal of Advertising Research*, 15, April, pp.17-24.
44. Durgee, Jeffrey F. (1988). "Understanding Brand Personality," *Journal of Consumer Marketing*, 5 (3). 21-25.
45. Goldberg, Lee R. (1990). "An Alternative 'description of personality': The Big-five Factor Structure," *Journal of Personality and Social Psychology*, 59, 1216-229.
46. Johar, Gita V., Jaideep Sengupta, and Jennifer L. Aaker (2005). "Two Roads to Updating Brand Personality Impressions: Trait Versus Evaluative Inferencing," *Journal of Marketing Research*, 42 (4). 458-469.
47. Johnson, M.D. and Puto, C.P. (1987). "A review of consumer judgement and choice", in Houston, M. (Ed.). *Review of Marketing*, American Marketing Association, Chicago, IL, pp. 236-92.
48. Percy, Larry and J.R. Rossiter (1992). "A Model of Brand Awareness and Brand Attitude Advertising Strategies" *Psychology and Marketing* 9, 4.
49. Carroll, A. (2009). "Brand communications in fashion categories using celebrity endorsement", *Journal of Brand Management*, Vol. 17(2). pp. 146-158

50. McGuire, W. J. (1985). Attitudes and attitude change. In: Handbook of social psychology (Eds). Gardner Lindzey and Elliot Aronson, Vol. 2, NY Random House, pp.233-346.