

IMPACT OF CELEBRITY ENDORSEMENT ON BRAND RECALL; A COMPARATIVE STUDY OF MALE AND FEMALE CONSUMERS

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ABSTRACT

The objective of this study is to find out the relationship between celebrity endorsement and brand recall and find the impact of different demographics of both genders on brand recall and celebrity endorsement. Primary data was collected through close-ended questionnaires that were filled by the students, professors, executives & professionals in Karachi. This research study has a sample size of 293 respondents. 14 questions addressed Total Celebrity Endorsement whereas 17 questions were grouped to find Total Brand Recall. The findings of this research show celebrity endorsement are directly and significantly linked to the brand recall. Furthermore, the research shows that both males and females are more or less equally attracted to celebrity endorsed advertisements. Research results show that males are more likely to remember the attributes of a brand as compared to Female. It was also found that impact of age and qualification is significantly different in both genders for Brand Recall and Celebrity Endorsement. This research has implications for marketers and owners of the businesses.

Keywords: Celebrity Endorsement, Brand Recall

JEL Classification: M3

1. INTRODUCTION

These days most of the advertisements are endorsed by the celebrities. Many of the celebrities are happy with the multi-brand endorsement, and they are doing it without facing any legal restrictions for ethical wrongdoings. Two important mantras which are used by the marketers in this modern competitive market for getting success are, strategic positioning and effective communication. In this competitive business environment, marketer will do all the possible efforts to get the attention of the customers and promote the awareness of their brand. The sole purpose of the marketer is how he can get the attention and eyes of the customer on their brand, he wants to create the best outcome of their brand in the mind of the consumer so whenever the consumer recall, he will get the positive picture in their mind. Literature of the researches shows that the celebrity endorsement always creates a vibrant impact on the consumer mind, which has resulted in the motivation of the consumer purchasing of that particular brand.

According to Sridevi¹ problem faced by the marketer is that particular point where he can hold the attention of the consumer. As discussed above, celebrity endorsement is considered to be the right marketing strategy for this challenge that many marketers would like to execute. Modern society people are not attracted towards the TV commercials; they tend to ignore all the commercials either it is in print or digital media. This ignorance fades away the attraction of celebrity which goes unseen. Each of the celebrity is a different individual when we talk about his personality, his set of skills and his grip on his profession. These attributes create the image of that celebrity within the society and among the masses.

The aim of this research is to assess the impact of Celebrity Endorsement on Brand Recall, also to evaluate the impact of celebrity endorsement on different demographics of those consumers and vice versa.

1.1 Research Objectives

The objectives of the study are as under:

- To assess the impact of Celebrity Endorsement on Brand Recall
- To evaluate the Impact of Celebrity Endorsement on different demographics of that consumers.
- To evaluate the impact of different demographics of the customers on their brand recall.

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¹Sridevi, J. "Effectiveness of Celebrity Endorsment in Brand Recall and Brand Recognition." *Zenith International Journal of Business Economics & Management Research*, Vol 2 (5), (2012): 203-209.

1.2. Significance of the Study

Till now in Pakistan, we don't have sufficient knowledge and data with respect to the gender-based brand recall. Little or no research has been carried out to find the impact of celebrity advertisement on Brand Recall. This research aims to find out the impact of celebrity endorsement in the mind of Male/Female customer that how consumer perceive celebrity endorsed advertisement and how a celebrity creates the different perception for both genders. This study will help the managers and marketers to choose the celebrity accordingly with their product and target market.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Celebrity Endorsement

It is a common marketing communication strategy used by marketers for building brand image. Marketers use celebrities as an influential reference group through which they associate positive attributes of celebrity with the brand. A paper by the same researchers reveal that celebrity advertisement maximizes the exposure of brand and attracts more customers towards the brand with the increase in sales². A complete strategy to market the product in a way that will make it stand out in this modern era of competition. Organizations are spontaneously using these types of marketing strategies as to make their brand recognizable in the market. Celebrity endorsement is a pathway to branding through which the specific famous personalities endorse the brand compelling their own status to dissolve in the society³. Agarwal and Dubey have explained that the type of communication achieves recognition by the consumers for that particular idea of the product, in a way that is endorsed by the image of the person appearing in the advertisement. We call this type as Celebrity Endorsement and believe that the brand recall depends upon the quality of the image of that Endorser. The high-quality image brings better brand recall and vice versa. The best promotion tool in the modern age after the introduction of digital media is Celebrity endorsement. 25% of the marketer use celebrity endorsement as their promotional tool. Advertising effectiveness, brand recall, brand recognition all get the effect by using the celebrity endorsement tool on the brand⁵. Brand and Celebrity both have some relevant associations that are stored in the mind of consumers as a set of information nodes, these set of nodes represent that brand and celebrity at the same time whenever any of these nodes comes to the mind. Logically this will develop a notion of associations that can be used for recalling the brand⁶.

The process of endorsing a brand through a celebrity is done by the associations between the two i.e. brand and celebrity. Matching of perceptions ultimately come out with the better results, once the consumer perceived the relevant nodes from the brand and celebrity⁷. Silvera and Austad carried out research on factors predicting the effectiveness of celebrity endorsement advertisements in Norway. The idea behind the research was to find out that whether the consumer wants to know that the celebrity which is endorsing either uses that product himself or not. For years, it is known that customers are being attached to the brand with passage of time, however this attachment is not as strong as the bond or attachment between the two humans but they are strong at certain level, in which they not only used these objects to gift their loved ones on the special occasion but also, they refer these objects on their personal references and guarantees. Client's passionate connection is supported by brand love, brand friendship, and brand association. These qualities of enthusiastic connection appear to recommend that clients with a more grounded passionate connection are liable to be focused on a brand and stay for a long haul of association with the firm. In reality, the pragmatic estimation of passionate connection in showcasing has been studied by various researchers, where they observed passionate connection to be a superior indicator of the real buyer, brand share, and brand need,

² Kara, Chan, Yu, Leung Ng .and Edwin, K. Luk. "Impact of celebrity endorsement in advertising on brand image among chinese adolescents." *Young Consumers*, Vol 14 (2), (2013): 1-30.

³ Khan, Afsheen. and Lodhi, Samreen. "Influence of Celebrity Endorsment on Consumer Purchase Decision: A case of Karachi." *Imperial Journal of Interdisciplinary Research (www.onlinejournal.in)*, Vol 2 (1), (2016): 102-111.

⁴ Agrawal, Pradeep. and Dr Dubey, S. K. "Impact of Celebrity Endorsement on Consumers' Buying." *International Global Research Analysis (Global Research Analysis)*, Vol 1 (7), (2012): 106-108.

⁵ Spry. Amanda. Pappu, Ravi and Cornwell, Bettina T. "Celebrity endorsement, brand credibility and brand equity." *European Journal of Marketing (Emerald Insight)*, Vol 45 (6), (2011) : 882 - 909.

⁶ Dwivedi. Abhishek. Johnson, W Lester. and McDonald, Robert E. "Celebrity endorsement, self-brand connection." *Journal of Product & Brand Management*, Vol 24 (5), (2015) : 449-461.

⁷ Dwivedi. Abhishek. Johnson, W Lester. and McDonald, Robert E. "Celebrity endorsement, self-brand connection." *Journal of Product & Brand Management*, Vol 24 (5), (2015) : 449-461.

⁸ Silvera, David, H. and Austad, Benedikte . "Factors predicting the effectiveness of celebrity endorsement advertisements." *European Journal of Marketing* , vol 38 (11/12) ,(2004): 1509-1526.

then brand behavior. Next, we build up a reasonable model of corporate marketing, passionate connection, and brand dependability, for the extravagance style area.

There is a conviction that media effectively affect the gatherings of people either specifically or by implication on states of mind, convictions or practices. It additionally influences view of reality, level of nervousness and numerous measurements in transit we think, feels or act. Celebrity supports in publicizing are so normal in that it fabricates trust with present and potential clients, build the odds of the brand being recalled, and draw in another kind of gathering of people. Likewise, may expand the purchaser's desire for an item. This is regularly accomplished by inferring or by adding the specific big name or public personality is effective, skilled, or appealing at any rate mostly on account of the item. As indicated, when a big name is matched with a brand, the picture shapes the picture of that brand in the psyches of the customer; they think and try to act like that person. The vast majority of the big names utilized these attributes as a part of creating believability and trust of the item being publicized on the crowd. The result of this study shows that the advertisers need to choose famous people that are the most alluring and accepted to be most popular to a gathering of people, well known and has the ability to control the mind of their fans or their supporters. Obviously, the vast majority have a tendency to be affected by what they watch on big name supported items, contrasted with the non-embraced promotions or those that are not presented to any commercial by any means. This is on the grounds that the crowds view famous people as fruitful and put stock in them and take them as their good examples along these lines coordinating brand with the superstar.

2.2 Brand Recall

Brand Recall is defined as a qualitative measure of how good the brand is in connection with the memory of the consumer as to mention it with product type or class of products⁹. Brand Recall, Brand awareness, and Brand recognition come in the same box and they all cover the same meaning with different text, feelings, colors, touch which all are surrounded by brand and its associations¹⁰. Presentation impacts have gotten much consideration in promoting, especially as they relate to purchasers' powerful and evaluative reactions to brands and digital advertising. In any case, level of presentation additionally has evident ramifications for the learning and maintenance of information in the consumer mind related to the brand. As far as the present discourse, incessant or late introduction to a brand expands its remarkable quality, in this way expanding the capacity of a buyer to recall it¹¹. Jain and Comparison advertisements create much bigger and immediate brand recall, which shows that individually and comparing brand advertisements have the same effect for many imperative product categories that can be shopping, convenience, and specialty¹².

The brand review has for a long time been a standout amongst the regularly utilized criteria of brand strength. Review, as it is typically measured, connects to some degree to brand strength; that is, purchasers seem to recollect the solid brands more than the feeble. In any case, the standard is frequently discovered needs. It is not sufficiently touchy to the measure of quality in a brand¹³. Reiteration has been especially helpful in facilitating message preparing for boosts extending from Turkish words and Chinese characters to promotions. Analysts estimate that redundancy may upgrade encoding open doors that lead to more elevated amounts of brand name recall¹⁴. Enhanced execution in a memory undertaking with reiteration is an entrenched and, by and large, a commonsensical marvel. This phenomenon is called as Brand Recall. Knowingly psychologies of the long-term memory will flashback to that brand in the mind whenever that execution of advertisement came across the consumer¹⁵. Essential to the foundation of brand inclination and faithfulness is a familiarity with brand names. In fact, a key memory corresponds of brand recall is the probability that a purchaser will review a brand name when addressed about brands having a place with an item classification. The

⁹ Bhasin, Hitesh. 2016. *marketing91*. December 1. <http://www.marketing91.com/brand-recall/>.

¹⁰ Spry, Amanda, Pappu, Ravi and Cornwell, Bettina T. "Celebrity endorsement, brand credibility and brand equity." *European Journal of Marketing (Emerald Insight)*, Vol 45 (6), (2011): 882 - 909.

¹¹ Alba, Joseph W., and Chattopadhyay, Amitava. "Salience Effects in Brand Recall." *Journal of Marketing Research* (American Marketing Association), Vol 23 (4), (1986): 363-369.

¹² Jain, Subhash C., and Edwin C. Hackleman. 1978. "How Effective is Comparison Advertising for Stimulating Brand Recall?" *Journal of Advertising (Taylor & Francis, Ltd.)*, Vol 7 (3), (1978): 20-25.

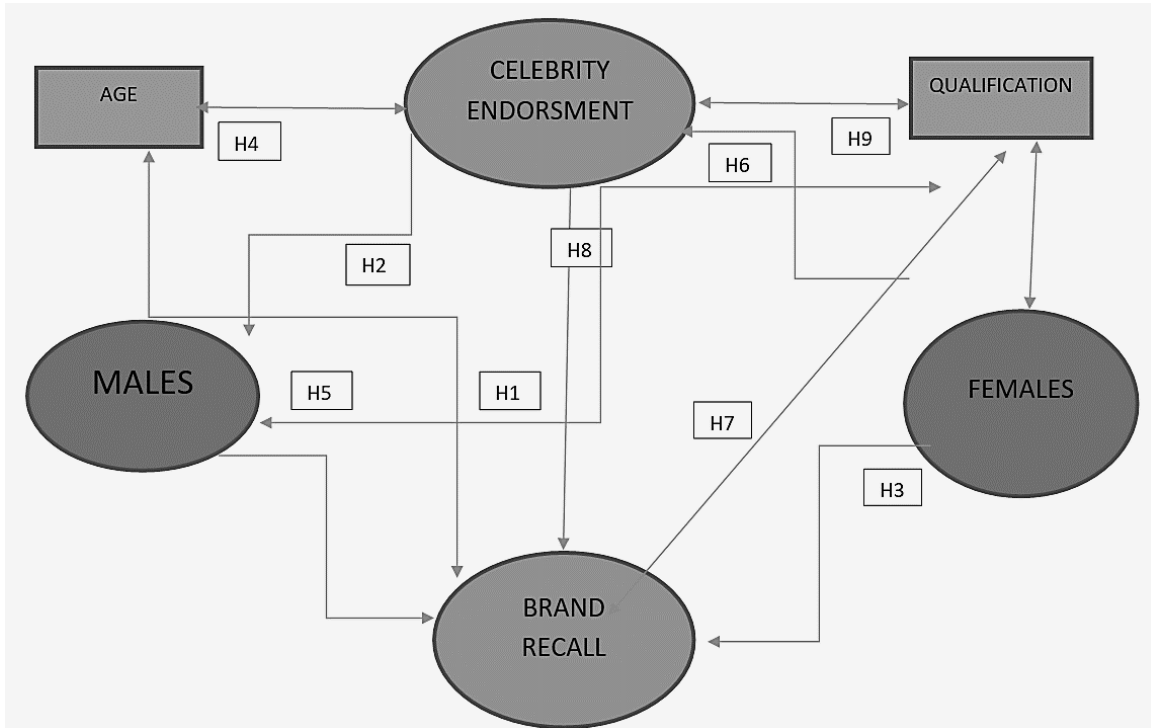
¹³ Cohen, Louis. "The Level of Consciousness: A Dynamic Approach to the Recall Technique." *Journal of Marketing Research* (American Marketing Association) Vol 3 (2), (1966): 142-148.

¹⁴ Cohen, Louis. "The Level of Consciousness: A Dynamic Approach to the Recall Technique." *Journal of Marketing Research* (American Marketing Association) Vol 3 (2), (1966): 142-148

¹⁵ Jin, Seung, Hyun. Suh, Jaebeom and Donavan, D. Todd. "Salient Effects of Publicity in Advertised Brand Recall and Recognition: The List-Strength Paradigm." *Journal of Advertising* (Taylor & Francis, Ltd.), Vol 37 (1), (2008): 45-57.

top-of-brain consciousness of brand name is imperative as it influences whether a brand is in a buyer's thought set. Subsequently, a proceeding with administrative concern is the upgrade of buyer recall of brand names in a market with offers so many brands. Marketers join pictorial boosts alongside verbal data in the conviction that such material will upgrade buyer memory more than words-just advertisements¹⁶.

2.3 Conceptual Framework



2.4 Research Hypotheses

Following hypotheses are designed for this research:

- H1: Celebrity Endorsement Increases Brand Recall
- H2: Males are attracted more towards celebrity endorsement than females
- H3: Males have more brand recall than females
- H4: Impact of age is different in Celebrity Endorsement
- H5: Impact of Age is different for Brand Recall.
- H6: Impact of Qualification is different in Celebrity Endorsement
- H7: Impact of Qualification is different for Brand Recall
- H8: The impact of Age is different for both Genders in Celebrity Endorsement
- H9: The impact of Qualification is different for both Genders in Celebrity Endorsement

3. METHODOLOGY

This is a quantitative research study. It involves the empirical analysis of numerical data via statistical manipulation, which, according to Cooper and Schindler (2014), is a quantitative research. All questions asked in this research were close-ended and utilized the Likert scale for ease of conversion into numerical data. The primary data was collected through Survey method and tool used was a close-ended questionnaire. A close-ended questionnaire was administered to the sample in order to collect relevant information. The questionnaire administered was divided into four parts. The first part aimed to collect demographic information about the respondents, namely gender, age, marital status, and qualification. The second section aimed to collect information regarding respondent's preferences with respect to

¹⁶ Leong, Meng, Siew. Ang, Swee Hoon and Tham, Lai Leng. "Increasing Brand Name Recall in Print Advertising Among Asian Consumers." *Journal of Advertising (Taylor and Francis Group)*, Vol 25 (2), (1996): 65-81.

celebrity endorsed advertisements. The third section, which was driven from Spry et al¹⁷ research addressed the dimensions of celebrity endorsements like the celebrity’s attractiveness, classiness, beauty, elegance, expertise in the field, experience, knowledge, qualification, skills, dependability, honesty, reliability, sincerity and trustworthiness. The fourth section was built to ask questions about the respondent’s brand recall. For the purpose of this research, one of the most popular local electronics brand Samsung was used as a reference. The questions aimed to find out the brand’s credibility, goodwill, awareness, value, and personal preferences of the respondents. A total of 35 questions were included in the questionnaire to collect information from all aspects of the subject.

For this research, all questions pertaining to the characteristics of celebrity endorsements (celebrity attractiveness, classiness, beauty, elegance, expertise, experience, knowledge, qualification, skills, dependability, honesty, reliability, sincerity, and trustworthiness) were grouped together to create “Total Celebrity Endorsement”. A total of 14 questions in the questionnaire addressed these dimensions and their results were grouped together.

Similarly, all questions pertaining to brand recall were grouped under the heading “Total Brand Recall”. A total of 17 positively worded questions about brand recall were grouped, addressing the brand’s credibility in the eyes of the user, recognition, value for money, technical capacity, likeability, and general preference.

Celebrity endorsement and Brand Recall were measured by the instrument which was designed by Spry et al.

Keeping in mind the limited time available for the completion of this project, the population for this research was restricted to the people of Karachi. With over 16 million residents, the city is not only the biggest metropolitan of Pakistan but also the second largest city in the world.

In order to eliminate the possibility of missing cases and incomplete responses, a total of 330 questionnaires were administered out of which 293 were completely filled and eligible for use. Hence the sample size used for this thesis was 293 respondents.

4. DATA ANALYSIS

4.1 Reliability Statistics:

To make sure the instruments used to measure the continuous variable are reliable, reliability test is conducted for “Total Celebrity Endorsement” and “Total Brand Recall”.

Table: 4.1 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.875	.893	14

The Cronbach’s Alpha for Total Celebrity Endorsement, which took into account the 14 characteristics of celebrity endorsement (n=14), was computed as 0.875. This value is greater than 0.70, which means the instrument used is reliable.

Table: 4.2 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.930	.931	17

The Cronbach’s Alpha for Total Brand Recall, which took into account 17 questions pertaining to brand recall (n=17), was computed as 0.930. This is greater than 0.70 and hence the data set is statistically reliable.

H1: Celebrity Endorsement increases Brand Recall

The correlation between “Total Celebrity Endorsement” and “Total Brand Recall” for testing this Hypotheses was useful. Correlation technique needs two continuous variables. These two continuous variables are Total Celebrity Endorsement & Total Brand Recall.

¹⁷ Spry, Amanda, Pappu, Ravi and Cornwell, Bettina T. "Celebrity endorsement, brand credibility and brand equity." *European Journal of Marketing (Emerald Insight)*, Vol 45 (6), (2011): 882 - 909.

Table: 4.3 Correlations

		Total Celebrity Endorsement	Total Brand Recall
Total Celebrity Endorsement	Pearson Correlation	1	.506**
	Sig. (2-tailed)		.000
	N	293	292
T Brand Recall	Pearson Correlation	.506**	1
	Sig. (2-tailed)	.000	
	N	292	292

** . Correlation is significant at the 0.01 level (2-tailed).

The Pearson's Correlation $r = 0.506$ is positive. Moreover, at significance $p = 0.00 < 0.05$, this implies a positive statistically significant correlation between celebrity endorsement and brand recall. As one increases, the other also increases.

This show that the null Hypotheses is rejected and the alternative Hypotheses is accepted.

H0: Celebrity Endorsement does not increase Brand Recall

HA: Celebrity Endorsement increases Brand Recall

H2: Males are attracted more towards celebrity endorsement than females

The second Hypotheses was tested through Independent Sample T-test. This test requires one continuous and one categorical (having two categories) variable. Here continuous variable is Total Celebrity Endorsement and the categorical variable is gender having two categories male and female.

Table: 4.4 Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
TotalCelebrityEndorsement	Male	151	36.8874	10.54675	.85828
	Female	142	35.6549	10.36432	.86975

Table: 4.5 Independent Samples 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
		Lower	Upper							
TotalCelebrityEndorsement	Equal variances assumed	.011	.915	1.008	291	.314	1.23249	1.22259	-1.17375	3.63873
	Equal variances not assumed			1.009	290.432	.314	1.23249	1.22193	-1.17248	3.63745

The Levene's test assumption for equality of variances is held true ($p=0.915 > 0.05$). Furthermore, there was no significant difference in responses to celebrity endorsements for males ($\bar{x}=36.9$, $SD=10.5$) and females ($\bar{x}=35.7$, $SD=10.4$); $p = 0.314 > 0.05$.

With respect to this Hypotheses, this implies that there is no significant difference when it comes to male and female response to celebrity endorsement. Both genders are equally attracted.

Therefore, we have accepted null Hypotheses and rejected alternative Hypotheses

H0: Males are not attracted more towards celebrity endorsement than females

HA: Males are attracted more towards celebrity endorsement than females

H3: Males have more brand recall than females

The third Hypotheses was tested through Independent Sample T-test. This test requires one continuous and one categorical (having two categories) variable. Here continuous variable is Total Brand Recall and the categorical variable is gender having two categories male and female.

Table: 4.6 Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
TBrandRecall	Male	150	40.8933	12.89667	1.05301
	Female	142	36.0563	11.37109	.95424

Table: 4.7 Independent Samples 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
T Brand Recall	Equal variances assumed	1.246	.265	3.392	290	.001	4.83700	1.42596	2.03046	7.64353
	Equal variances not assumed			3.404	288.561	.001	4.83700	1.42106	2.04004	7.63395

The Levene's test assumption for equality of variances is held true ($p=0.265 > 0.05$). Furthermore, it was observed that a significant difference applies to brand recall for males ($\bar{x}=40.9$, $SD=12.9$) and females ($\bar{x}=36.0$, $SD=11.4$); $t(290) = 3.392$, $p = 0.001 < 0.05$.

With respect to this research, this implies that males have a higher brand recall as compared to females. Hence the null Hypotheses is rejected whereas, the alternative Hypotheses is accepted.

H3: Males have more brand recall than females

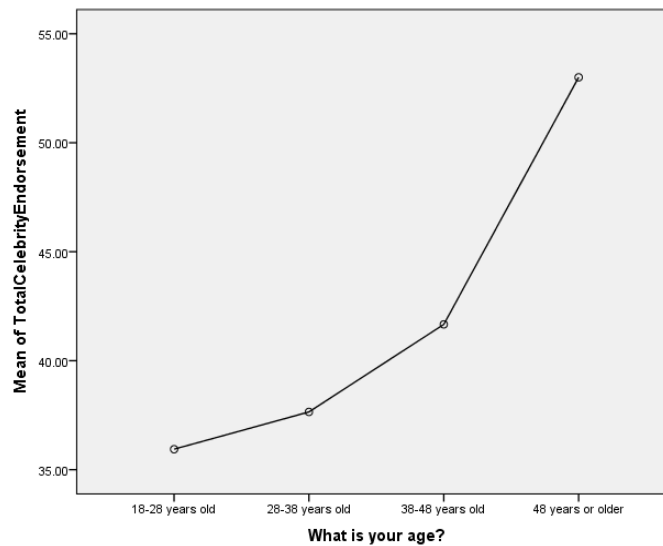
HA: Males have not more brand recall than females.

H4: Impact of age is different in Celebrity Endorsement.

This Hypotheses was tested by one-way ANOVA. This technique requires one continuous and one categorical variable (having more than 2 categories) variable. Here continuous variable is Celebrity Endorsement and the Categorical variable is age.

*Table 4.8: Descriptive
 Total Celebrity Endorsement*

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-28 years old	249	35.9398	10.50654	.66583	34.6284	37.2512	14.00	70.00
28-38 years old	40	37.6500	9.62782	1.52229	34.5709	40.7291	14.00	66.00
38-48 years old	3	41.6667	15.50269	8.95048	3.1559	80.1775	26.00	57.00
48 years or older	1	53.0000	53.00	53.00
Total	293	36.2901	10.45904	.61102	35.0875	37.4927	14.00	70.00



As per the values are shown in the table 4.8, there were total 293 respondents. The number of respondents for the 1st group which is 18-28 years was 249. For the second age slot which is 28-38 years, the respondents were 40. For the third age slot, which is 38-48 years, the number of respondents was 3. Lastly, the 4th age slot which is 48 and above, there was only one respondent. Since the number of respondents was significantly less for the last two groups, it is safe to conclude these may not be representative of the population. Homogeneity of Variances test is used to ensure the assumptions of one-way ANOVA are met.

*Table: 4.9 Test of Homogeneity of Variances
 Total Celebrity Endorsement*

Levene Statistic	df1	df2	Sig.
.690 ^a	2	289	.502

a. Groups with only one case are ignored in computing the test of homogeneity of variance for Total Celebrity Endorsement.

At $F(2,289) = 0.690$, $p = 0.502 > 0.05$, it is safe to assume that the variances between groups are equal and the assumption for the homogeneity of variances is met. Hence the value of ANOVA can be considered.

*Table 4.10: ANOVA
 Total Celebrity Endorsement*

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	470.478	3	156.826	1.440	.231
Within Groups	31471.863	289	108.899		
Total	31942.341	292			

According to the table: 4.16, there is no significant effect of age on responses to celebrity endorsement at $p > 0.05$ for the different age groups [$F(3,289) = 1.44, p=0.231$].

As per this research, the null Hypotheses is accepted whereas the alternative Hypotheses is rejected.

H0: Impact of age is not different in Celebrity Endorsement.

HA: Impact of age is different in Celebrity Endorsement.

H5: Impact of Age is different for Brand Recall.

This Hypotheses was tested by one-way ANOVA. This technique requires one continuous and one categorical variable (having more than 2 categories) variable. Here continuous variable is Brand Recall and the Categorical variable is age.

*Table 4.11: Descriptive
 TBrand Recall*

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-28 years old	248	38.2500	12.15562	.77188	36.7297	39.7703	17.00	85.00
28-38 years old	40	40.0500	12.62466	1.99613	36.0124	44.0876	17.00	75.00
38-48 years old	3	46.6667	27.75488	16.02429	-22.2803	115.6136	17.00	72.00
48 years or older	1	26.0000	26.00	26.00
Total	292	38.5411	12.39672	.72546	37.1133	39.9689	17.00	85.00

As per the values are shown in the table 4.11, there were total 292 respondents. The number of respondents for the 1st group which is 18-28 years was 248. For the second age slot which is 28-38 years, the respondents were 40. For the third age slot, which is 38-48 years, the number of respondents was 3. Lastly, the 4th age slot which is 48 and above, there was only one respondent. Since the number of respondents was significantly less for the last two groups, it is safe to conclude these may not be representative of the population. Homogeneity of Variances test is used to ensure the assumptions of one-way ANOVA are met.

*Table: 4.12 Test of Homogeneity of Variances
 TBrandRecall*

Levene Statistic	df1	df2	Sig.
2.649 ^a	2	288	.072

a. Groups with only one case are ignored in computing the test of homogeneity of variance for TBrandRecall.

At $F(2,288) = 2.65, p = 0.072 > 0.05$, it is safe to assume that the variances between groups are equal and the assumption of the homogeneity of variances is met. Hence the value of ANOVA can be considered.

Table: 4.13 ANOVA
TBrandRecall

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	467.440	3	155.813	1.014	.387
Within Groups	44253.067	288	153.656		
Total	44720.507	291			

According to the chart above, there is no significant effect of age on brand recall at $p > 0.05$ for the different age groups [$F(3,288) = 1.014, p=0.387$].

As per this research, it means that the age of respondents does not impact brand recall. Their ability to remember brands through stimuli is more or less the same irrespective of their age. Hence the alternative Hypotheses is rejected whereas the null Hypotheses is accepted.

H0: Impact of Age is not different for Brand Recall

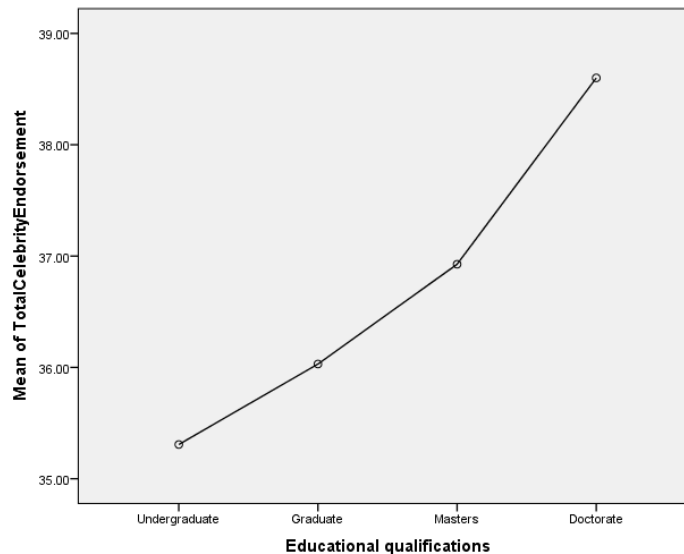
HA: Impact of Age is different for Brand Recall.

H6: Impact of Qualification is different in Celebrity Endorsement

This Hypotheses was tested by one-way ANOVA. This technique requires one continuous and one categorical variable (having more than 2 categories) variable. Here continuous variable is Celebrity Endorsement and the Categorical variable is Qualification, having more than 2 categories.

Table 4.14: Descriptive
Total Celebrity Endorsement

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Undergraduate	65	35.3077	10.49095	1.30124	32.7082	37.9072	14.00	67.00
Graduate	100	36.0300	10.69452	1.06945	33.9080	38.1520	14.00	63.00
Masters	123	36.9268	10.45535	.94273	35.0606	38.7931	14.00	70.00
Doctorate	5	38.6000	4.82701	2.15870	32.6065	44.5935	32.00	43.00
Total	293	36.2901	10.45904	.61102	35.0875	37.4927	14.00	70.00



The descriptive statistics for qualification of respondents is quite varied. For the first group, which is of undergraduate students, the total number is 65. For the second group, which is of graduate students, the respondents are 100. For a 3rd group which is of master's students, the number of respondents is 123. For the last group, which is of doctorate students, the total number of respondents is 5. For all groups, the means are very closely related, which depicts a central tendency.

Homogeneity of Variances test is used to ensure the assumptions of one-way ANOVA are met.

Table: 4.15: Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
.881	3	289	.451

At $F(3,289) = 0.881$, $p = 0.451 > 0.05$, it is safe to assume that the variances between groups are equal and the assumption of the homogeneity of variances is met. Hence the value of ANOVA can be considered.

Table: 4.16 ANOVA
Total Celebrity Endorsement

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	146.044	3	48.681	.442	.723
Within Groups	31796.298	289	110.022		
Total	31942.341	292			

As per the Table 4.16, there is no significant effect of qualification on responses to celebrity endorsement at $p > 0.05$ for the different qualification groups. $p=0.723$.

As per this research, it means that people qualified to different academic levels like undergraduate, graduate, postgraduate, and doctorate do not respond to celebrity endorsements very differently. Their response to the different characteristics of celebrity endorsement is the same throughout. Hence the alternative Hypotheses is rejected whereas the null Hypotheses is accepted.

H0: Impact of Qualification is not different in Celebrity Endorsement

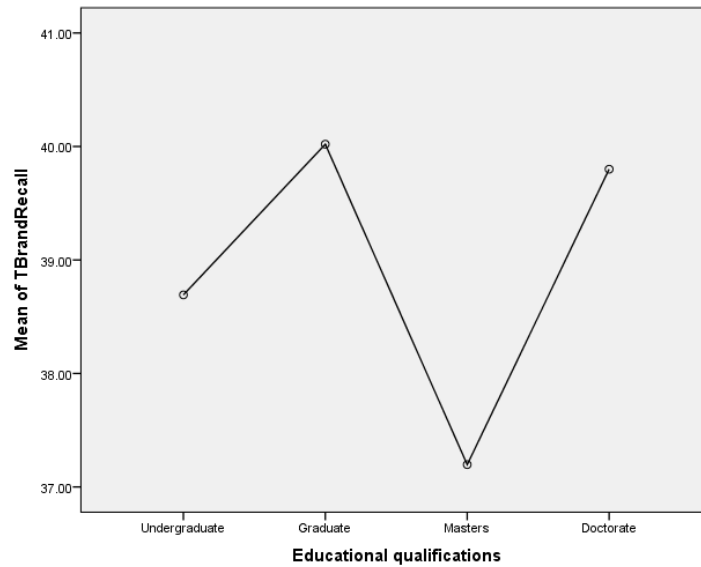
HA: Impact of Qualification is different in Celebrity Endorsement

H7: Impact of Qualification is different for Brand Recall

This Hypotheses was tested by one-way ANOVA. This technique requires one continuous and one categorical variable (having more than 2 categories) variable. Here continuous variable is Brand Recall and the Categorical variable is Qualification having more than 2 categories.

Table: 4.17 ANOVA
Total Celebrity Endorsement

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Undergraduate	65	38.6923	10.85691	1.34663	36.0021	41.3825	19.00	85.00
Graduate	100	40.0200	14.80375	1.48038	37.0826	42.9574	17.00	78.00
Masters	122	37.1967	10.99635	.99556	35.2257	39.1677	17.00	85.00
Doctorate	5	39.8000	10.01000	4.47661	27.3709	52.2291	24.00	51.00
Total	292	38.5411	12.39672	.72546	37.1133	39.9689	17.00	85.00



The descriptive statistics for qualification of respondents is quite varied. The first group set is of undergraduate students which are 65. The second group comprises of graduate students which are total 100. In 3rd group set the students with master degree fall, the total of these students is 122. Lastly, for doctorate students, who fell in 4th group set are 5. For all groups, the means are closely related, which depicts a central tendency.

Homogeneity of Variances test is used to ensure the assumptions of one-way ANOVA are met.

Table: 4.18 Test of Homogeneity of Variances
 T Brand Recall

Levene Statistic	df1	df2	Sig.
6.725	3	288	.000

At $F(3,288) = 6.73$, $p = 0.000 < 0.05$, it is clear that the assumptions for homogeneity of variances between groups is violated. Hence the value of ANOVA cannot be considered. Instead, Welch Test will be considered to accommodate the inapplicability of the typical ANOVA.

Table: 4.19 Robust Tests of Equality of Means
 T Brand Recall

	Statistic ^a	df1	df2	Sig.
Welch	.866	3	19.626	.475
Brown-Forsythe	1.109	3	58.330	.353

a. Asymptotically F distributed.

According to the Welch test, there is no significant effect of qualification on brand recall at $p > 0.05$ for the different qualification levels [$F(3,19.63) = 0.866$, $p=0.475$].

As per this research, it means that the qualification of respondents does not have any significant impact on brand recall. Their ability to remember brands through stimuli is the same irrespective of their qualification. Hence the alternative Hypotheses is rejected whereas a null Hypotheses is accepted.

H0: Impact of Qualification is not different for Brand Recall

HA: Impact of Qualification is different for Brand Recall

H8: The impact of Age is different for both Genders in Celebrity Endorsement

This Hypotheses was tested by two-way ANOVA, which requires one continuous and two categorical variables (one having two categories and other having more than 2 categories) variable. In this Hypotheses, a continuous variable is total celebrity endorsement and two categorical variables are age and gender.

For this Hypotheses, the age and the gender of respondents were independent variables and their responses to celebrity endorsements were the dependent variable.

*Table:4.20 Descriptive Statistics
 Dependent Variable: Total Celebrity Endorsement*

Gender	What is your age?	Mean	Std. Deviation	N
Male	18-28 years old	36.5714	10.50550	119
	28-38 years old	37.6897	10.49185	29
	38-48 years old	41.6667	15.50269	3
	Total	36.8874	10.54675	151
Female	18-28 years old	35.3615	10.51467	130
	28-38 years old	37.5455	7.29882	11
	48 years or older	53.0000	.	1
	Total	35.6549	10.36432	142
Total	18-28 years old	35.9398	10.50654	249
	28-38 years old	37.6500	9.62782	40
	38-48 years old	41.6667	15.50269	3
	48 years or older	53.0000	.	1
	Total	36.2901	10.45904	293

A quick look at the means column shows they are closely related, except the last group (respondents over the age of 48 years. The number of male respondents (n=151) is roughly equal to female respondents (n=142). Most of the respondents were aged between 18 and 38 years, which is why this is the most significant segment of this research. The total mean and standard deviation of the sample was n=293, X=36.3, and SD=10.5.

First and foremost, the Levene's test for equality of error variances was used to ensure the assumptions for the test of between-subjects effects were valid.

*Table: 4.21 Levene's Test of Equality of Error Variances
 Dependent Variable: Total Celebrity Endorsement*

F	df1	df2	Sig.
.808	5	287	.545

Tests the null Hypotheses that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Gender + Age + Gender * Age

As per the table, $F(5,287) = 0.808$, $p = 0.545 > 0.05$, it is safe to assume that the variances between groups are equal and the assumption of the homogeneity of variances is met.

Table: 4.22 Tests of Between-Subjects Effects
 Dependent Variable: Total Celebrity Endorsement

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	561.590 ^a	5	112.318	1.027	.402	.018
Intercept	26617.383	1	26617.383	243.436	.000	.459
Gender	12.959	1	12.959	.119	.731	.000
Age	450.399	3	150.133	1.373	.251	.014
Gender * Age	8.027	1	8.027	.073	.787	.000
Error	31380.751	287	109.341			
Total	417815.000	293				
Corrected Total	31942.341	292				

a. R Squared = .018 (Adjusted R Squared = .000)

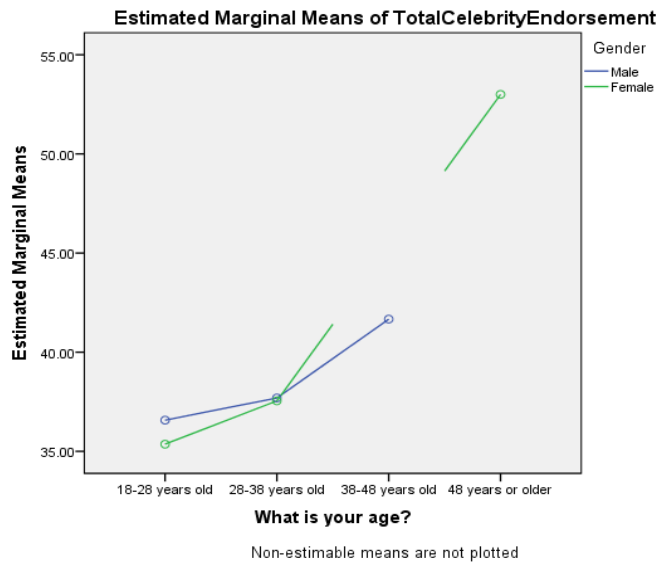


Table 4.20 shows descriptive statistics and mean score of age levels. The mean score of 18-28 years old males is (36.57) and females is (35.36), mean score of 28 - 38 years old males is (37.68) and females is (37.54), mean score of 38-48 years old males is (41.0), and mean score of 48 years & older females is (53.0). It indicates that impact of age is different for males and females in first two age slots. Table 4.28 shows the sig value of Age*Gender is (0.000) as this value is less than 0.05, therefore, we reject the null Hypotheses and accept the alternative Hypotheses.

H0: The impact of Age is not different for both Genders in Celebrity Endorsement

HA: The impact of Age is different for both Genders in Celebrity Endorsement

H9: The impact of Qualification is different for both Genders in Celebrity Endorsement

This Hypotheses was tested by two-way ANOVA, which requires one continuous and two categorical variables (one having two categories and other having more than 2 categories) variable. In this Hypotheses, a continuous variable is total celebrity endorsement and two categorical variables are qualification and gender.

*Table: 4.23 Descriptive Statistics
 Dependent Variable: Total Celebrity Endorsement*

Gender	Educational qualifications	Mean	Std. Deviation	N
Male	Undergraduate	34.5417	10.09511	24
	Graduate	38.2581	11.05565	62
	Masters	36.2540	10.27676	63
	Doctorate	42.5000	.70711	2
	Total	36.8874	10.54675	151
Female	Undergraduate	35.7561	10.81383	41
	Graduate	32.3947	9.08976	38
	Masters	37.6333	10.68020	60
	Doctorate	36.0000	4.58258	3
	Total	35.6549	10.36432	142
Total	Undergraduate	35.3077	10.49095	65
	Graduate	36.0300	10.69452	100
	Masters	36.9268	10.45535	123
	Doctorate	38.6000	4.82701	5
	Total	36.2901	10.45904	293

A quick look at the first column of results shows the mean for all groups is closely related depicting central tendency. As per the descriptive statistics illustrated in the table above, it is evident that most respondents in the sample were either graduates or master's students. This is a common problem for convenience sampling techniques. Besides this, the total mean and standard deviation for the sample is $n=293$, $X=36.3$, and $SD=10.5$. First and foremost, the Levene's test for equality of error variances was used to ensure the assumptions for the test of between-subjects effects were valid.

*Table: 4.24 Levene's Test of Equality of Error Variances
 Dependent Variable: Total Celebrity Endorsement*

F	df1	df2	Sig.
.867	7	285	.533

Tests the null Hypotheses that the error variance of the dependent variable is equal across groups.

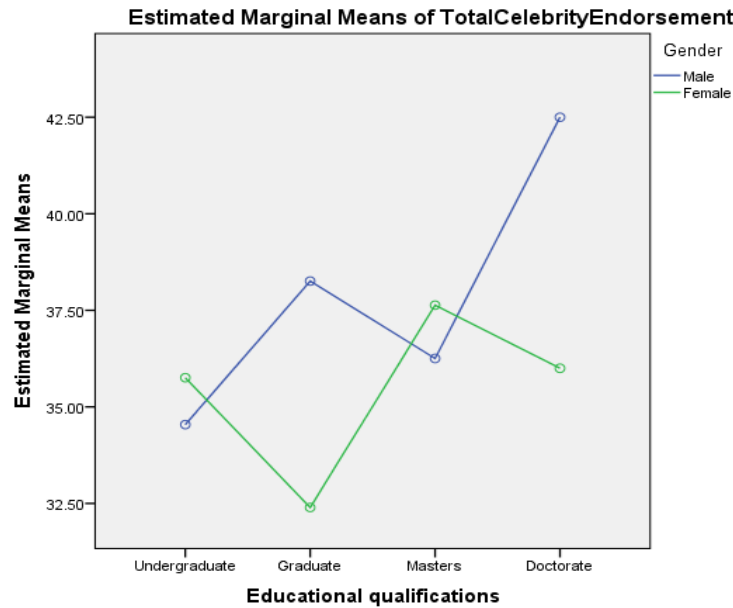
a. Design: Intercept + Gender + Education + Gender * Education

As per the table 4.30, $F(7,285) = 0.867$, $p = 0.533 > 0.05$, it is safe to assume that the variances between groups are equal and the assumption of the homogeneity of variances is met.

*Table 4.25 Tests of Between-Subjects Effects
 Dependent Variable: Total Celebrity Endorsement*

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	1087.502 ^a	7	155.357	1.435	.191	.034
Intercept	88310.072	1	88310.072	815.703	.000	.741
Gender	97.954	1	97.954	.905	.342	.003
Education	245.816	3	81.939	.757	.519	.008
Gender * Education	838.767	3	279.589	2.583	.054	.026
Error	30854.839	285	108.263			
Total	417815.000	293				
Corrected Total	31942.341	292				

a. Squared = .034 (Adjusted R Squared = .010)



The effect of gender on responses to celebrity endorsement is not statistically significant [$F(1,285)=0.905, p = 0.342 > 0.05$].

Similarly, the effect of qualification on responses to celebrity endorsement is not statistically significant [$F(3,285)=0.757, p = 0.519 > 0.05$].

As far as the interaction of these independent variables is concerned, the impact is statistically significant [$F(3,285)=2.583, p = 0.054 \geq 0.05$]. The possibility for all these groups means being equal is unlikely. To explore this interaction further and to conclude which group has a statistically significant impact, Tukey HSD Post Hoc tests were used.

Table: 4.26 Multiple Comparisons
 Dependent Variable: TotalCelebrityEndorsement

(I) Educational qualifications	(J) Educational qualifications	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Undergraduate	Graduate	-.7223	1.65777	.972	-5.0064	3.5618
	Masters	-1.6191	1.59554	.741	-5.7424	2.5042
	Doctorate	-3.2923	4.82888	.904	-15.7714	9.1867
Graduate	Undergraduate	.7223	1.65777	.972	-3.5618	5.0064
	Masters	-.8968	1.40100	.919	-4.5174	2.7237
	Doctorate	-2.5700	4.76814	.949	-14.8921	9.7521
Masters	Undergraduate	1.6191	1.59554	.741	-2.5042	5.7424
	Graduate	.8968	1.40100	.919	-2.7237	4.5174
	Doctorate	-1.6732	4.74686	.985	-13.9403	10.5939
Doctorate	Undergraduate	3.2923	4.82888	.904	-9.1867	15.7714
	Graduate	2.5700	4.76814	.949	-9.7521	14.8921
	Masters	1.6732	4.74686	.985	-10.5939	13.9403

Based on observed means.

The error term is Mean Square (Error) = 108.263.

Table 4.26 shows descriptive statistics and mean score of different education levels for both genders. The mean score of undergraduate males is (34.54) and females is (35.75), mean score graduate males are (38.25) and females are

(32.39), mean score of males having masters is (36.25) and that of females having masters (37.63), and mean score of males having doctorate degree is (42.50) and that of females (36.0). It indicates that impact of qualification is different for males and females on celebrity endorsement. Table 4.31 shows the sig value of Gender*Education is (0.026) as this value is less than 0.05,

therefore, we reject the null Hypotheses and accept the alternative Hypotheses.

H0: The impact of Qualification is not different for both Genders in Celebrity Endorsement

HA: The impact of Qualification is different for both Genders in Celebrity Endorsement

5. RESULTS AND DISCUSSIONS

Reliability test for total celebrity endorsement and total brand recall is conducted. Value of 0.875 shows that the total celebrity endorsement & value of 0.930 shows that the total brand recall is statistically reliable. Normality test for both shows the data is normally distributed. The Pearson's Correlation $r = 0.506$ is positive. Moreover, at significance $p = 0.00 < 0.05$, this implies a positive statistically significant correlation between celebrity endorsement and brand recall. As one increases, the other also increases.

The Levene's test assumption for equality of variances is held true ($p=0.915 > 0.05$). this implies that there is no significant difference when it comes to male and female response to celebrity endorsement. Both genders are equally attracted.

The Levene's test assumption for equality of variances is held true ($p=0.265 > 0.05$). Furthermore, it was observed that a significant difference applies to brand recall for males ($\bar{x}=40.9$, $SD=12.9$) and females ($\bar{x}=36.0$, $SD=11.4$); $t(290) = 3.392$, $p = 0.001 < 0.05$. With respect to this research, this implies that males have a higher brand recall as compared to females.

There is no significant effect of age on responses to celebrity endorsement at $p > 0.05$ for the different age groups [$F(3,289) = 1.44$, $p=0.231$]. There is no significant effect of age on brand recall at $p > 0.05$ for the different age groups [$F(3,288) = 1.014$, $p=0.387$]. As per this research, it means that the age of respondents does not impact brand recall. Their ability to remember brands through stimuli is more or less the same irrespective of their age. There is no significant effect of qualification on responses to celebrity endorsement at $p > 0.05$ for the different qualification groups. $p=0.723$. As per this research, it means that people qualified to different academic levels like undergraduate, graduate, postgraduate, and doctorate do not respond to celebrity endorsements very differently. Their response to the different characteristics of celebrity endorsement is the same throughout.

According to the Welch test, there is no significant effect of qualification on brand recall at $p > 0.05$ for the different qualification levels [$F(3,19.63) = 0.866$, $p=0.475$]. As per this research, it means that the qualification of respondents does not have any significant impact on brand recall. Their ability to remember brands through stimuli is the same irrespective of their qualification.

10. CONCLUSION AND RECOMMENDATION

Celebrity endorsement is directly and significantly linked to the brand recall. People are more likely to remember a brand by the celebrity that endorses it. This explains why celebrity endorsement, despite being an age-old marketing practice, still finds a place in workable marketing strategies across the board.

Both males and females are more or less equally attracted to celebrity endorsed advertisements. It can't be said that the strategy works more effectively on one gender and not the other. Both genders respond equally and similarly to the appropriateness of celebrity-endorsed advertisements. However, when the relationship between gender and brand recall is explored, it is found that males are more likely to remember the attributes of a brand as compared to Female. They pay attention to, observe, remember and appreciate brands more than their female counterparts. The reason may be associated with the brand chosen for this research – Samsung. As an electronics manufacturer, Samsung probably has higher brand recall in men.

There is no significant impact of age on responses to celebrity endorsed messages. People of all ages will respond more or less the same way to celebrity endorsed advertisements, liking and disliking them for the same reasons as their younger or older counterparts.

Moreover, age does not have any significant relationship with brand recall. People of all ages will remember brands and advertisements the same way, provided the message and construct of the advertisement are compelling. Age does not affect people's preferences to celebrity endorsed advertisements or to brand recall. Celebrity Endorsements enhance Brand Recall. It is therefore suggested that companies hire reputed and popular celebrities for endorsing their products. However, it is also important for the attributes of the product to match up with the attributes of the celebrity. If the endorser is seen as an authority for the endorsed product, there is a high probability for the success of the advertisement campaign.

Gender of the customers does not impact their responsiveness to celebrity endorsements significantly. Companies need to create celebrity endorsed advertisements with a universal appeal, particularly if their products are mass-targeted.

Contrary to popular belief, highly qualified individuals are as much likely to respond positively to celebrity endorsed messages as less-qualified people. Qualification does not improve or reduce their perception about celebrity endorsed advertisements.

Likewise, qualification of the individuals does not seem to impact their ability to recall brands. People who are highly educated will likely remember brands more or less the same way as less educated individuals. Qualification does not impact people's ability to remember advertisements. As far as Brand Recall is concerned, males can easily recognize brands as compared to females. Besides this, their age or qualification impact brand recall in a significant manner. This implies two important factors. Firstly, for products that are targeted towards men, it is more effective to create celebrity endorsed advertisements because it will instill higher recall. Secondly, since females do not have a comparably high brand recall, marketers and advertisers need to explore other techniques of advertisements to ensure the brand message is equally well-received and well-remembered by the female population.

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