

The Impact of Celebrity Endorsements In The Consumer Buying Behaviour Among The College Of Business Administration Students In The Polytechnic University Of The Philippines

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ABSTRACT

In the eighteenth century, celebrities have been involved in endorsing a product or a service. This study focuses on drawing out a result to the following: to analyze the literature available on the effect of celebrity endorsement on consumer buying behaviour; to test whether there is any relation between the attitudes of the consumers that is being a supporter, neutral or opposers of celebrity endorsement considering some demographic profiling variables (age, gender, course and family monthly income); to identify the celebrity attributes that will likely influence the purchase intentions of the consumers; and lastly is to examine the consumers perception of the celebrity endorsement that is now a widespread strategy to heighten up the sales of a company by influencing consumers through them. Literature reviews from the presented study revealed that existing studies have been carried out on the impact of celebrity endorsement on consumers' buying behaviour but not in the Philippine context. The researchers hence used a structured questionnaire to survey 337 consumers from the Polytechnic University of the Philippines' College of Business Administration students during August 23 to 28 2019. It was found in this study that there is a significant relationship that exists between the consumers' attitudes namely, supporters, neutral and opposers with respect to income level, except in case of age, gender and course. Results of this research imply that the consumers see celebrity endorsements more attractive and influential than the non-celebrity endorsements that they can view. Moreover, results also show that the tested celebrity attributes namely expertise, trustworthiness, similarity, familiarity, likeability, matchup and meaning transfer are statistically significant and can be used for the prediction of purchase intention of the consumers.

Key words: Celebrity Endorsement, Consumer Buying Behavior, Purchase Intention, Purchase Decision

INTRODUCTION

As early as 1760's the use of celebrity in endorsing various products has been used already but did not

become a trend in the business industries. Though Celebrity endorsements were created more than 250 years ago, endorsements didn't enter their heyday until the late 1800s, early 1900s (Morrison, 2017). It then became a widespread strategy nowadays in the industry of business which made every single advertisements become visible anywhere with the use of different mediums. Advertisements nowadays grows the number of involvement of different celebrities to endorse products, it may be food, gadget and whatever product is new in the market. Celebrities are treated as one of the tools to effectively and efficiently sell a product to the consumers as they help them remember the product.

This research then aims to determine the impact of the celebrity endorsement among selected students of College of Business Administration in the Polytechnic University specially answers the (1) demographic profile of the respondent in terms of age, gender, year level/course and income level, (2) the attributes of celebrity endorser that influence the buying decision of the consumers in terms of the expertise of the Celebrity, trustworthiness, similarity between celebrity and consumer, similarity among consumers, likeability among consumers, match between the celebrity and the product and purchase Intention, (3) the perceptions of consumers towards celebrity endorsing the product, and (4) the overall impacts of celebrity endorsement on consumer buying behavior.

Celebrity as an endorser of a product is a strategy used by many businesses to effectively sell their products. To furthermore understand that celebrity endorsement affects the consumer buying behaviour, several theories help explain them. These theories discuss the effectiveness of a celebrity when it comes to product endorsements which results to the purchase of the consumers, the source based theories such as the source credibility theory identifies source expertise and source bias as

elements that affect the credibility of an information source (F. Pallavicini) and the source attractiveness theory which mainly focuses on the determinants similarity, liking and familiarity can be considered. In other words, the consumers imitate his/her favourite celebrity (Till & Busler, 1998). Some research says that well known and beautiful faced celebrities in an advertisement make a memorable experience to the consumer and they considered the appearance of celebrity as a testimonial of personal consumption of the product.

The main purpose of the research discusses the impacts of celebrity endorsements that affect the buying behaviour of the consumers. The research tend to focus on the attitude of the consumers with celebrity endorsers, their attributes that may influence the consumers, the perceptions of consumers towards celebrity endorsing the product and the overall impact of the celebrity endorsements in the purchase intention of the consumers. The researchers will gather data using the simple random sampling to draw out the result of the main purpose of the study within the College of Business Administration using a survey questionnaire. However, the said limitations can be worked out in a Philippine context to find out the impact of celebrity endorsement in the buying behavior of the consumers.

The research will be made possible through the following: the researchers will communicate with the authors of the existing study and ask for the permission to adapt the study and create it in a Philippine context which mainly aims to determine the impact of celebrity endorsements in the buying behaviour among the students of the College of Business Administration in the Polytechnic University of the Philippines.

LITERATURE REVIEW

TV Commercials need to communicate and transfer messages to their target market in a short period of time (Tan, 2016). Celebrity endorsers help the brand to get the attention of their target market. According to McCracken (1989) celebrity endorser as “an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” while purchase intention refers to the willingness to buy a product or a service in

future purposes. Research has shown that celebrity endorsement as a marketing strategy use by the companies affects the attitude of the customers towards the product (Ranjbarian et al., 2010). According to Saeed, et.al (2014), they revealed that celebrity advertisement has greater impact on consumer perception than non-celebrity advertisement. Nowadays, some companies prefer the non-celebrity endorsement, they believed that the negative effects of celebrity endorsing the product or service is damaging their brand image (Prieler et al., 2010).

In the recent years, researchers all over the world have tried to evaluate the change of consumer buying behavior towards celebrity endorsements and they developed different kind of models such as the Source Credibility Model, the Source Attractiveness Model, Meaning Transfer Model and Celebrity–Product Congruence Model to determine which of the celebrity attributes have an impact to the consumer buying behavior that leads to purchase intention of the consumers. Kumar (2010) studied the four models that include seven celebrity attributes, first source credibility consisting of trustworthiness (1) and expertise (2); source attractiveness consisting of similarity (3), familiarity (4), and likeability (5); product match-up (6) and meaning transfer (7). According to the recent studies, some of the celebrity attributes such as expertise, trustworthiness (Freeman, 2015) and product match-up (Roy, 2006) do not influence the consumer buying behavior.

Ohanian (1990) stated that source credibility refers to the endorser’s positive characteristics that affect how the receiver accepts the message. Trustworthiness defined as the honesty, integrity and believability of the endorser (Erdogan et al. 2001). Trustworthiness is one of the important attributes with regards to the source credibility model. As mentioned by Goldsmith, Lafferty, & Newell (2000), most of the consumers believed that celebrities are trustworthy source of information. But Ohanian (1991) argued that trustworthiness of celebrity endorsers has no significant relationship to the purchase intention of the consumers. Expertise is defined as “the extent to which an endorser is perceived to be a source of valid assertions” (Erdogan, 1999). The more expertise the endorser is, the effective it will be. It is important that consumers believe that the endorsers

has expertise, it will help them to persuade and convince the consumers which leads to the purchase intention of the consumers (Ohanian, 1990).

On the other hand, source attractiveness model is based on four dimensions: familiarity, similarity, likeability and attractiveness (McCracken, 1989). Familiarity is the knowledge about the source through exposure. The company chooses celebrities who are familiar with the consumers; it has a positive effect if the consumers are familiar with the celebrity. According to the online-survey conducted by PUBLiCUS Asia Inc. (2019), “AngProbinsyano” star Coco Martin was chosen as the top endorser with 32.42% among 1200 millenials respondents. Meanwhile, “It’s Showtime” host Vice Ganda ranked second among celebrities with the highest endorsement value of 23.83% share.

Similarity is described as “a supposed resemblance between the source and the receiver of the message” (McGuire, 1985). When the celebrity and the consumer have common interests and similarity in lifestyle, the endorser can easily influence the consumers (Erdogan, 1999). On the other hand, likeability is the “affection for the source as a result of the source’s physical appearance and behaviour” (McGuire, 1985). He added that when the consumers like the celebrity, they will also like the product/endorsed by the celebrity and therefore, companies used celebrity endorsement as a marketing strategy to boost sales and by using a celebrity in advertisement increase brand awareness (Chan, et al. 2013). Meanwhile, celebrities’ involvement in negative activities and events decreases the sales of the endorsed product or service (White et al., 2009). As stated by Erdogan (1999) attractiveness does not all about the endorser’s physical attractiveness, it is also consist of intellectual skills, personality properties, way of living, athletic performances and skills of endorsers. The product match up model suggest that the celebrity endorsing and the product endorse should complement each other for the effectiveness of an advertisements (Till &Busler, 1998). The product match-up id consists of two terms; perceived fit and image of the celebrity. It is more effective when the celebrity has a good image and fit to the product endorsed (Misra& Beatty, 1990). As indicated by McCracken (1989), meaning

transfer refers to the effectiveness of celebrity endorser who can provide or transfer meaning to the endorsed product.

H1: There is no significant difference exists between attitudes towards celebrity endorsement (Supporters /Neutral /Opposers) with respect to age, gender, education, occupation, location and income level.

H2: There is no relationship between Attributes of celebrity (expertise of celebrity(EX), trustworthiness(TW), similarity between celebrity and consumer (SM), familiarity among consumers (FM), likeability among consumers (LK), Match between the celebrity and the product (MU) and meaning transfer from the celebrity (MT))and purchase intention.

METHODS & MATERIALS

This quantitative study is about the impact of celebrity endorsements in the consumer buying behaviour among the College of Business Administration students in the Polytechnic University of the Philippines. The data were collected by using structured questionnaire from students in different courses of College of Business Administration through structured questionnaire. The sampling technique used was simple random sampling which gives an equal chance of selection until the desired sample size is achieved. Cochran formula was used to get the sample size of the total population.

The structured questionnaires was distributed to the three hundred thirty-seven (337) College of Business Administration students from different courses, seventy-eight (78) are from Office Administration, fifty-six (56) are from Entrepreneurship, one-hundred-one (101) are from Human Resource Management and lastly, one-hundred two (102) are from Marketing Management. The researchers surveyed the certain number of college students in the population regarding the impact of celebrity endorsements on their buying behavior.

The questionnaires were totally divided into four sections:

Impact of Celebrity Endorsement on Demographic Profile: In first section of our questionnaire,

questionnaire was divided into two parts; first part was regarding demographic profile of respondents and in second part questions regarding favorable celebrity / most influential celebrities / products preferred by consumers was asked to study the demographic profile of consumers in the Polytechnic University of the Philippines (supporters, neutral or opposers). Respondents were informed to identify themselves as supporters/neutral/ opposers, based on their past experience during their purchase decisions. The consumers might recognize themselves as supporter, if the celebrity endorsement is acceptable, if it is not acceptable for them, they could recognize themselves as an opposer and neutral if they didn't have any opinion about it. They were asked to name the celebrities, collecting from the advertisements they have seen on mass media, and this information was used to create the list of celebrities.

Factors affecting Purchas Intention of Consumers: In second section questions regarding celebrity attribute (expertise of celebrity, trustworthiness, similarity between celebrity and consumer, familiarity among consumers, likeability among consumers, Match between the celebrity and the product and meaning transfer from the celebrity) influencing purchase intention of consumers were asked to identify which attributes influence the buying decision of the consumer.

Perception level of consumers towards celebrity: In third section seven questions were asked to the respondents on the basis of their attractiveness towards celebrity, Influential, recall of product etc. regarding perception of consumers towards celebrity to examine the perception of consumers towards celebrity endorsing the product.

Overall Impact of celebrity endorsement on consumers: Researchers also utilized Statistical Packet for Social Science (SPSS) program to analyze data. Then, chi-square was used to find out whether there is a significant association exists between celebrity supporters, Neutral and opposers with respect to age, gender, education, occupation, location and income level. Lastly, descriptive statistics and correlation matrix used to measure the strength of association between two variables. Researchers also utilized Statistical

Packet for Social Science (SPSS) program to analyze data.

RESULTS & DISCUSSIONS

The researchers applied the chi-square to draw the result whether there is a relation between the demographic characteristics and the attitude of the customers (supporter, neutral or opposer) towards celebrity endorsements. Table 1 however provides the breakdown of the demographic profiling of the respondents. It can be gleaned in the table that out of 337 respondents, majority of the respondents (47.5%) is in the age of 19 years old (44% are supporters, 48% are neutral and 50% are opposers). In terms of gender, majority of the respondents are female which is 65% (63% are supporters, 65% are neutral and 50% are opposers). However, in terms of the course of the respondents, the majority 102 respondents from the Marketing Management Department (26% are supporters, 32% are neutral and none of the respondents are opposers). To be specific, among all the variables (age, gender and course) the family monthly income exists a significant correlation between the attitude of the consumers - being a supporter, neutral or opposer. Data in the table shows that majority of the respondents (42.7%) has P19,040 to P38,080 family monthly income (38% are supporters, 44% are neutral and 50% are opposers).

The consumers that earn 19,040 to P38,080 monthly income ($\chi^2 = 1171.341$, $p = 0.00001$) are seen as more inclined of supporting celebrity endorsing than the other lower and high-income consumers. The three variable that gave no correlational result of demographic characteristics on consumers attitude towards celebrity endorsement are age ($\chi^2 = 4.182$, $p = 0.840$), gender ($\chi^2 = 0.325$, $p = 0.850$) and course ($\chi^2 = 5.35$, $p = 0.499$).

The result then shows that among all the variables included by the researchers in terms of the demographic profiling of the respondents (age,

Table 1. Demographic Profiling of the Respondents

Demographics		Attitude towards Celebrity Endorsement						Total	Chi-square (p)
		Supporters		Neutral		Opposers			
		#	%	#	%	#	%	%	
Age	18	28	41	104	39	1	50	39.5	4.182 (0.840)
	19	30	44	129	48	1	50	47.5	
	20	7	11	30	11	0	0	11.0	
	21	3	4	2	1	0	0	1.8	
	23	0	0	1	1	0	0	.3	
Gender	Male	25	37	92	35	1	50	35.0	0.325 (0.850)
	Female	43	63	175	65	1	50	65.0	
Course	Office Administration	17	25	61	23	0	0	23.1	5.35 (0.499)
	Entrepreneurship	12	18	44	16	0	0	16.6	
	Human Resource Management	21	31	78	29	2	100	30.0	
	Marketing Management	18	26	84	32	0	0	30.3	
Family Income	less than P9,520	2	3	10	4	0	0	3.6	171.341 (0.00001)
	P9,520 - P19,040	21	31	87	32	0	0	32.0	
	P19,040 - P38,080	26	38	117	44	1	50	42.7	
	P38,080 - P66,640	13	19	32	12	0	0	13.4	
	P66,640 - P114,200	6	9	21	8	0	0	8.0	
	P114,200 -P190,400	0	0	0	0	1	50	.3	
	At least P190,400								
Total		68		267		2		337	

Note: # Number of Respondents; Significant at 0.05

gender and course), income level is the only significant variable. Regardless of the age, gender or the course, respondents or consumers that has the family income of P19,040 to P38,080 are most inclined towards celebrity endorsement. With most inclined towards celebrity endorsement. With the observation that the researchers has done based on the above results, the formulated hypothesis (H1) is rejected with respect to the family monthly income but has an exception with the variables age, gender and course.

Table 2. Types of celebrity

	Frequency	Percent
Film and TV Stars	294	87.2
Sport Stars	43	12.8
Total	337	100.0

Table 2 reveals that out of the 337 respondents, 87.2% said that they purchase products that are endorsed by film and TV series stars while the rest

of the 12.8% of the respondents are into the products that are endorsed by the Sport stars. This table gleans that majority of the respondents purchase the products that are endorsed by film and TV series stars.

Table 3. Film & Sport Celebrities

Film & TV Celebrities	Frequency	Rank
Kathryn Bernardo	100	1
James Reid	98	2
Liza Soberano Nadine Lustre	49	3
Daniel Padilla	43	4
Anne Curtis	38	5
Sports Celebrities	Frequency	Rank
Alyssa Valdez Manny Pacquiao	12	1

Terence Romeo	7	2
Gretchen Ho Kobe Paras	3	3
Ricci Rivero Scottie Thompson	2	4
Rachelle Daquis Denisse Lazaro AraGalang Mark Caguiao JioJalalon James Spencer Marc Pingris Michelle Gumabao Calvin Abueva Kat Tolentino Paul Lee	1	5

The respondents were asked to list down the names of the celebrities from Film/TV or Sports industry that influenced them in purchasing a product or service, they identified 89 Film/TV and Sports celebrities. Of the total names collected, the answers of the respondents are ranked into five according to the highest number of response (69 were from films, and 20 were from the sports field), indicating that film celebrities have bigger influence in the lives of the respondents. It was found that the most of the respondents considered Kathryn Bernardo as their favorite Filipina celebrity endorser, while from the sports field; they liked Alyssa Valdez and Manny Pacquiao most. It could be because of the respondents' lifestyle, coolness, and so on.

Table 4. Category of Product

	Frequency	Percent
Durable	94	27.9
Non-Durable	243	72.1
Total	337	100.0

Table 4 shows that 72.1% of the response is non-durable when they are asked what type of products are most likely influenced by the celebrities while the rest of the 27.9% are durable products. It can be indicated from the table that the respondents see most of the celebrity endorsed are nondurable products than the durable products.

Table 5. Descriptive Statistics of Celebrity Attributes

Variables	Weighted Mean	Verbal Interpretation
(PI) Purchase Intention	3.15	
(EX) Expertise	3.31	Neutral
(TW) Trustworthiness	3.47	Neutral
(SM) Similarity	3.35	Neutral
(FM) Familiarity	3.40	Neutral
(LK) Likeability	3.40	Neutral
(MU) Match Up	3.44	Neutral
(MT) Meaning Transfer	3.53	Agree
Grand Weighted Mean	3.38	Neutral

This table shows which celebrity attributes highly influenced the purchase decision of the respondents. The mean value was high (3.53) in case of meaning transfer among respondents, indicating that the celebrities transfer meaning to a product or service endorsed with the help of their lifestyle. The second highest attribute was trustworthiness, having a mean value of 3.47 showing that honesty and reliability of the celebrity endorser influence their purchase decision. This was followed by match up, likeability, and familiarity with mean values of 3.44, 3.40 and 3.40 respectively. The remaining attributes, that is, similarity and expertise had mean values below the grand weighted mean (3.38) value. The similarity has a mean value of 3.35, while expertise has 3.31 and considered as the lower than other attributes, which indicates that the level of knowledge or expertise of celebrity endorsers is less important to the respondents and doesn't affect their purchase decision.

Table 7. Perception Level of Consumers towards Celebrity Endorsement

	Frequency	Percent
1. Medium of advertisement more likely to convey celebrity endorsed advertisement		
TV Advertisements	316	44.95
Magazines	100	14.22
Internet	238	33.85
Radio	26	3.7
Newspapers	23	3.27
Total (multiple response)	703	100.0
2. Frequency of watching celebrity endorsed advertisements		
Once a day	38	11.28
2 to 7 times a day	158	46.88
More than 7 times a day	141	41.84
Total	337	100.0
3. Type of advertisement which attracts more		
Celebrity Endorsed	276	81.9
Non celebrity endorsed	61	18.1
Total	337	100.0
4. Presence of celebrity endorsed advertisement helps recognizing/recalling products		
Strongly disagree	36	10.7
Disagree	10	3.0
Neutral	95	28.2
Agree	135	40.1
Strongly agree	61	18.1
Total	337	100.0
5. Effectiveness/Influence of celebrity endorsement when it comes to purchasing		
Very much Influential	102	30.3
Influential	166	49.3
Somewhat Influential	66	19.6
Not at all influential	3	.9
Total	337	100.0

** Correlation is significant at the 0.01 level (1-tailed).

Table 6 reveals that all of the celebrity attributes (Expertise, 0.439**; Trustworthiness, 0.307**; Similarity, 0.306**; Familiarity, 0.405**; Likeability, 0.398**; Matchup, 0.359**; and Meaning Transfer, 0.381** have a significant correlation when it comes to purchase intention of the respondents, which indicates that the seven celebrity attributes, namely expertise, trustworthiness, similarity, familiarity, likeability, matchup and meaning transfer are statistically significant and can be used for the prediction of purchase intention.

With the observation that the researchers have done based on the above results, the formulated hypothesis (H2) is rejected. The results indicate that celebrity attributes have a significant relationship on consumers' purchase intention.

Table 6. Pearson Correlation between Celebrity Attributes and Purchase Intention

Variables		Purchase Intention
Expertise (EX)	Pearson Correlation	0.439**
	Sig. (1-tailed)	.000
Trustworthiness (TW)	Pearson Correlation	0.307**
	Sig. (1-tailed)	.000
Similarity (SM)	Pearson Correlation	0.306**
	Sig. (1-tailed)	.000
Familiarity (FM)	Pearson Correlation	0.405**
	Sig. (1-tailed)	.000
Likeability (LK)	Pearson Correlation	0.398**
	Sig. (1-tailed)	.000
Matchup (MU)	Pearson Correlation	0.359**
	Sig. (1-tailed)	.000
Meaning Transfer (MT)	Pearson Correlation	0.381**
	Sig. (1-tailed)	.000

In this table, the survey result shows the perception of the respondents towards the celebrity endorsements based on the mediums that are most likely to convey endorsed advertisements. This is basically more specified as to how often they see celebrity endorsements in advertisements, attractiveness of celebrity or non-celebrity advertisements, the recall and recognition of the customers for the celebrity advertised product and the level of influence of celebrities in the purchase intention of the customers.

Table 7 shows the survey result that the most preferred medium of advertisement was TV advertisements (44.95%), next is the internet (33.85%) then magazines (14.22%), newspapers (3.27%) and radio (3.7%). This result then indicates that TV advertised products capture most of the attention of the consumers. Advertisement frequency in the following mediums, specially TV ads are viewed 2 to 7 times a day by the consumers as 46.88% of them responded that that is how frequent they see it while 41.84% responded that they view them more than 7 times a day and 11.28% said that they can only see them once a day. As to the attractiveness of an advertisement, majority of the respondents which is 81.9% of them answered that celebrity endorsed ads were more attractive than the non-celebrity endorsed which is the rest of the 18.1%. This result then shows that the respondents are more attracted with the

celebrity endorsed products than the non-celebrity endorsed products. This also indicates, with the respect with the attractiveness of the celebrity endorsed products that consumers likely (40.1% responded that they agree, 18.1% responded they strongly agree) recall and recognize them and least of the respondents said that they don't (wherein 3.0% responded they disagree and 10.7% responded they strongly disagree). The result of the survey in this table shows how strong the influence of the celebrities is when it comes to making the consumers purchase their endorsed products. Result indicates that majority of the consumers perceives the celebrity endorsements is very much influential (30.0%) or influential (49.3%). Only few from the respondents has a perception that celebrity endorsement is somewhat influential (19.6%) or not at all influential (0.9%). Overall, it suggests that consumers consider celebrity endorsed products in their purchase intentions as they can recall them because of the advertisements they view in different mediums.

CONCLUSIONS

Celebrities are the public personalities or individuals who are widely recognized because of their fame. Advertisers use their fame to attract the customers by creating commercials with celebrities. Commercials are one of the common and effective ways to attract people and increase the effectiveness of the product. The importance of celebrity endorsement in advertising campaign that it is emphatically impacts the purchasing behaviour of the consumers because of the celebrities or other influencers customers are tend to buy the products because the attractiveness and influenced by the endorsers. Most of the time, they use celebrities who are on trend to attract more customers and their fans to buy the products. Celebrities are treated as one of the tools to effectively and efficiently sell a product to the consumers as they help them remember the product.

As a result, this can help the marketer to better understand the consumer reaction towards celebrity.

In the perception of the college students towards celebrity endorsement and it was concluded that there was a significant difference exist between celebrity supporters, Neutral and opposers with

respect to family income level except in case of age, gender and course. Lastly, female and male respondents consider film stars more influence than sport stars and all age groups people consider non-durable category of products are highly influential as compare to durable products. The seven attributes of the celebrity, specifically (EX) Expertise, (TW) Trustworthiness, (SM) Similarity, (FM) Familiarity. (LK) Likeability, (MU) Match Up and (MT) Meaning Transfer are statistically significant to influence the purchase decision of consumers. Of the total 89 celebrities identified by college student consumers, majority are from the film industry than from sports. Majority agreed that TV advertisement which has 44.95% (See Table 7 is the most influential medium to advertise the product by the celebrity. As to the attractiveness of an advertisement, majority of the respondents which is 81.9% of them answered that celebrity endorsed ads were more attractive than the non-celebrity endorsed which is the rest of the 18.1%. Advertisements are always a mean to promote and recommend the product by attracting the attention of a consumer. In order to get enough attention by the audience marketers utilize various strategies. Celebrity endorsement is a powerful marketing tool which is always a center of attraction to most of the consumers. Consumers are more attracted with the celebrity endorsed products than the non-celebrity endorsed products. Therefore, by collecting demographic profiles and perception of consumers towards celebrity endorsement from the survey, celebrity attributes, namely, (EX) Expertise, (TW) Trustworthiness, (SM) Similarity, (FM) Familiarity. (LK) Likeability, (MU) Match Up and (MT) Meaning Transfer, have a huge impact on consumer buying behaviour.

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