

**A research study of how celebrity brand
endorsement is impactful to develop the market
share of the organization.**

**Dissertation
MSc. In Management**

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Abstract

Celebrity endorsement is considered to be a very effective way in which the organization can raise its sales. Also, it has been found by most of the consumers are fascinated by the product that is sold by the organization. It has been seen through the literature review and other credible articles that celebrity endorsement is characterized by brand loyalty and that is the reason most firms tend to hire a celebrity for launching the product. The researcher in this research has performed a quantitative survey using the questionnaire method. The survey involved questions to see how the consumers tend to feel about the celebrity endorsed products. From the findings of the research, it has been quite clear that consumers tend to purchase more of celebrity endorsed products as it happens to be trustworthy and attractive. Also, there is a lot of brand loyalty associated. It can be concluded that celebrity endorsement is a way of marketing that generally tend to have an impact on the active young individuals and should be used by firms to increase the sales.

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1. Introduction

The history of the thesis field will be discussed in this chapter. It will go on to describe marketing contact, brand recognition, and celebrity endorsement in more detail. The discussion of the issue would limit the scope of the study to the thesis's goal. Following the intent, study questions will be formulated. A summary of the whole study will be presented at the conclusion of the chapter.

1.1. Research Background

Communication is the glue that binds a delivery chain together. It is a method of disseminating convincing knowledge through marketing networks. Marketing correspondence can be used by businesses to improve their brand value. The definition of a brand that is owned by the customer and is created by consumer perception, whether rational or emotional, is referred to as a brand image. Consumers select brands based on their preferences, and brand value is what builds those perceptions (Maehle and Supphellen, 2013). Celebrities are said to excite today's culture. As a result, more marketers are turning to celebrities to distinguish themselves and gain a competitive edge. Celebrities have long been idolized in Western society, and their patronage is unlikely to change. This is because culture has become inundated with images of celebrities from the internet, who serve as a source of entertainment. Anyone who enjoys media attention and uses that recognition to promote a consumer product by posing with it in an advertisement is referred to as a celebrity endorser. A celebrity endorsement is an arrangement between a public figure and a business entity, such as a company, to use the celebrity to promote the business entity. Celebrity endorsement has been shown to have an influence on advertisement success, brand recognition, brand recall, purchasing intentions, and buying behavior in the past. Companies can use celebrities to make one-of-a-kind advertisements that have a positive impact on the consumer's perception of the brand. It has been argued that a celebrity endorsement increases the visibility, attractiveness, and persuasiveness of a commodity to the customer (Kok Wei and Li, 2013).

In today's marketing, the celebrity endorser is a popular sight (McCracken, 1989). For some years, celebrity endorsement has been used in advertisements. According to Erdogan, Baker, & Tagg (2001), in the early 1980s, one out of every six advertisements featured a celebrity, and by 2001, that figure had risen to 25%. The key reason that a celebrity endorser can be especially beneficial is that it draws attention to a commercial. Celebrities who are well-known around the world can help businesses break into foreign markets by bridging cultural differences and language barriers.

According to studies, celebrity endorsers have a greater positive impact on customers' purchasing intentions than non-celebrities. Furthermore, celebrity patronage has a positive impact on the viability of businesses. According to Elberse and Verleun (2012), celebrity endorsing boosts revenue by 4% during the endorsement era. The analysis also found that a major accomplishment by the star could help profits even more. Celebrities have emerged as a dominant conduit of cultural significance for both the marketing system and the actual customer. As a result, the majority of users are interested in celebrities and their personal lives.

1.2. Research Problem

Several of the issues with a celebrity endorsing is determining which celebrity endorser is best for the commodity. In order to have a good advertising campaign, businesses need to select the best celebrity endorser. To draw the most exposure to the commercial, the celebrity's personality must match the appearance of the label. The star or a celeb must be well-known enough to attract interest but not overshadowing the commodity. The product, not the star, should be the main attraction. Researchers assert that celebrity endorsing will damage a brand's credibility if the endorser has a poor name, has been involved in controversies, or has received some negative attention. For new brands or brands with a close relationship with a celebrity endorser, the risk of compromising brand reputation is particularly high.

Moreover, studies have found that using an influencer with a positive media profile will lower consumers' self-esteem and have a detrimental effect on their purchase decision. Getting a famous person with an unattractive public profile, on the other hand, might theoretically boost customers' self-esteem and influence their purchasing behavior. Other studies have shown the contrary. When a celebrity is beautiful and interesting, people are more likely to react positively to their endorsement. If the client has a good opinion of the endorser, they will approach the endorsement positively.

In order to effectively advertise a commodity, it is critical to choose a celebrity with the right characteristics. There is a theoretical void in how people react to celebrities and what the most important qualities of a celebrity endorser are in the eyes of the client.

1.3. Context of the Research

The research's goals were to solve the issue and its sub-problems by:

- Recognize the impact of celebrity-endorsed brand ads on customer expectations.
- Determine how companies choose celebrities and how they manage the risks that come with using celebrity endorsements in ads.
- Examine how productive celebrity endorsers are at attracting attention, generating curiosity, evoking desire, and eliciting action.
- Assess the impact of the celebrity or product fit on the success of celebrity endorsements.
- Investigate how celebrity-endorsed brand advertisements influence the young generations' purchasing choices for branded products.
- Make appropriate proposals for further study if needed.

1.4. Main Gaps Identified in Previous Research

Celebrity endorsements have been found to have an effect on emotional, affective, and conative effects in earlier studies. Furthermore, the majority of

reports have focused on for-profit cause endorsements. The outcomes are often contradictory. Furthermore, some experiments reveal no results at all. By estimating an aggregate consequence, this meta-analysis will shed light on these mixed effects. In particular, by using possible moderators in the study, mixed outcomes may be explained. Moreover, the meta-analysis would fill in holes in the literature by looking at variations between experiments that can't be investigated in single studies (e.g., type of endorser, sex of endorser, the explicitness of endorsement). When it comes to the effects that have been studied, the majority of experiments have focused on affective reactions, accompanied by cognitive and conative reactions. Meta-analysis can reveal whether there are any variations in efficacy based on the form of result.

1.5. Research Questions

The following are the research questions in this paper:

1. What are the ways in which the celebrities helps in promotion?
2. What steps do organization follow to choose celebrity endorsers?
3. What impact does celebrity endorsement has on brand loyalty?
4. What impact is caused due to negative publicity of celebrity endorsement?

1.6. Aims and Objective of this Paper

To understand how the celebrities help in the promotion: There are many benefits of using celebrities in the advertisement, and the trick for small businesses is to ensure that the local star is meaningful and appealing to a wider audience. Well-known celebrities seem to perform well because they inevitably get a lot of attention. Celebrities, though, are more popular as they advertise goods or services that they are more likely to use, regardless of their fan base.

Consumers' feelings about such celebrities may have a significant impact on their purchasing decisions. "If the substance is good enough for her, it's good enough for me," others may believe. Advertisements for cosmetics, face creams, hair

care, and clothing are often based on this principle. Customers, for example, like the wavy hair of a local star. As a result, they buy the brand that the celebrity uses to attain fullness and bounce in her hair. Locals will also choose to drink the same soft drink as their favorite baseball star. In essence, a local celebrity's endorsement lends immediate prestige to a small business's offering.

It's important to choose a star that is a good fit for the brand. They should be appealing on all levels: physical, academic, lifestyle, and competence. Before endorsing a product, celebrities should have a good credibility. A star with a bad name may be detrimental to a company's image. The need for a local star will help people become more conscious of and appreciate what a small business has to sell.

To place their brands, some small businesses use celebrities in their advertisements. Brand placement is the process of presenting a company's goods in the best possible way to a consumer audience. A small investment company, for example, might hire a well-known and retired local disc jockey to promote a retirement package for people aged 50 or above. The idea that now the disc jockey is in the same age group as the customers and has a positive name in the city lends credibility to the company's product and message.

Seeking potential customers for small businesses' brands is difficult. Customers as well as others who have never tried the brand are attracted to advertisements featuring local celebrities. The latter may be customers of competing brands. Many who see a local star in an advertisement for a product on a regular basis, on the other hand, could be persuaded to try it (Khatri, 2006).

A celebrity's appearance in a commercial may also help revive a dying brand. A small soap maker, for example, might consider dropping a brand or product if manufacturing and overhead costs are leaving little or no benefit. The use of a celebrity to promote the brand's benefits, on the other hand, can help to pique customer interest and enthusiasm.

To evaluate how celebrity endorsers are chosen by an organization:

Companies must guarantee that celebrities who endorse their products fulfill three simple requirements until signing them on the endorser must be charismatic, provide a good reputation of public, and be viewed as possessing the required expertise.

Companies can maintain a match between the brand being endorsed and the endorser, following the concepts mentioned earlier, so that the endorsements will positively affect customers' thinking processes and generate a favorable view of the brand.

Companies should aim to get on personalities who do not promote rivals' brands or goods that are somewhat different from their own, so that the endorser's personality and identity are transferred to the company.

On the other hand, the organizations should also see a celebrity's endorsement history as the organization will have a greater understanding of how a star will be received by the community as a spokeswoman by studying their endorsement background. Furthermore, it would assist them in determining whether or not their brand will be well-received by their target audience. Take a look at the labels and items that the star has always endorsed. It's ideal to locate anyone who has previously endorsed brands or items that are close to the organization's product, or even someone who has previously endorsed the brand's rivals.

Also, it is crucial to think about whether or not a celebrity's current fanbase is similar to your target market. If the company specializes in cosmetics, for example, Vin Diesel is unlikely to help them interact with the types of customers you need. They must also determine whether their audience is large enough to have a significant enough effect on their sales to warrant the endorsement's expense.

To evaluate the loyalty of the brand and celebrity endorsement: Surprisingly, despite the popularity of celebrity ads, few agencies promote it as a solution to

customer issues. Celebrity advertising is frowned upon in the advertising industry because it is used as a cover for a lack of ideas. Nonetheless, it keeps reappearing. The explanations are very illuminating. When his firm fails to provide him with a realistic, exciting approach to his communication/marketing challenge, a client turns to celebrities as a solution. The appearance of a well-known face then appears to him as a convenient way out. Often, a customer seeks out a celebrity option to stay ahead of the market. When confronted with a celebrity, a swift solution is to enlist the help of another. The most that can be said is that parity is always achieved. The need of a customer to rub elbows with the glitterati is a third, and sometimes regrettable, cause. And signing a star is a ticket to get there. Most of the time, celebrities are offered as if something has already happened or been determined before people who are affected are informed, leaving them with no choice but to endorse it with the agency. And scripts are published in their honor. If celebrity publicity has such ramifications, one has to wonder if it would result in long-term gains such as brand loyalty creation. Brand loyalty is a hot subject these days, with many companies cutting prices around the board. In the short term, they may draw retailers: consumers may stock the products, and consumers who are unfamiliar with the brand may try it. However, over time, a brand's meaning may become distorted in the minds of consumers, and it may lose a significant number of customers. As a result, celebrity endorsement might act as a long-term solution for establishing a dedicated consumer base.

To assess the problem of negative publicity in celebrity endorsement: There are various scenarios where a celebrity endorsement resulted in negative publicity. Celebrities are not used to making errors. When they do, it affects the brands they promote. Tiger Woods' public reputation was shattered in 2009 when news of his infidelity with a variety of women, including pornographic actresses, circulated. Tiger was dropped by GM, Gillette, Accenture, and Gatorade to escape bad publicity. Nike hung in there and lost sales as a result. Tiger Woods endorsed over ten firms at once at the height of his fame. When a celebrity works

for a large number of corporations, his or her reputation will suffer. People will believe that the star would promote something to make money.

Consumers may be more interested in the star than the commodity. When celebrities promote several brands at the same time, this is especially dangerous. David Beckham is a brand ambassador for a variety of businesses, and his face appears frequently in print advertisements. His reputation as the center of advertisement, on the other hand, devalues several things. Is it more likely that people know the brand or David Beckham.

A brand can depend too heavily on a celebrity endorsement at times. When this occurs, the celebrity can overshadow the product or offer the appearance of not being truly interested. This can make a company seem untrustworthy. It will hurt a brand if customers aren't sure that celebrities are serious with an endorsement. Celebrities that support too many brands risk losing their public confidence. It's essential to pair the product or service with the appropriate celebrity.

A celebrity endorsement by someone who isn't a good fit for the brand would therefore have little impact on customers. Both of these factors should be taken into account when obtaining famous celebrities (Lee and Thorson, 2008).

It's important to choose a star that is a good fit for the brand. They should be appealing on all levels: physical, academic, lifestyle, and competence. Before endorsing a product, celebrities should have good credibility. A star with a bad name may be detrimental to a company's image.

1.7. Structure of this Paper

There are three parts to the review. Since the material of the first division has already been illustrated, only the material of the subsequent divisions can communicate in the near future. The second division encourages a survey of the literature on previous research in the field of celebrity endorsements. The third section demonstrates and promotes the research methods used in the study. The fourth and the fifth chapter is going to discuss the findings and the discussion

respectively. In the six chapter, a detailed conclusion has been discussed wherein a link is associated with the findings.

2. Literature Review

2.1 Introduction

Infomercials or celebrity endorsement is one of the most popular and widely used marketing techniques where companies contribute significant amount of money in order to promote their products or services to the target audience. Now a day's celebrities are paid huge amount of money by the companies for endorsement purposes. Actually, the payment depends on the popularity of a celebrity (Zalaghi and Khazaei 2016). Basically, with the help of brand endorsements companies take the help of the qualities of celebrities for example honesty, attractiveness, humanity and the dependency of the celebrity on the brand endorsement.

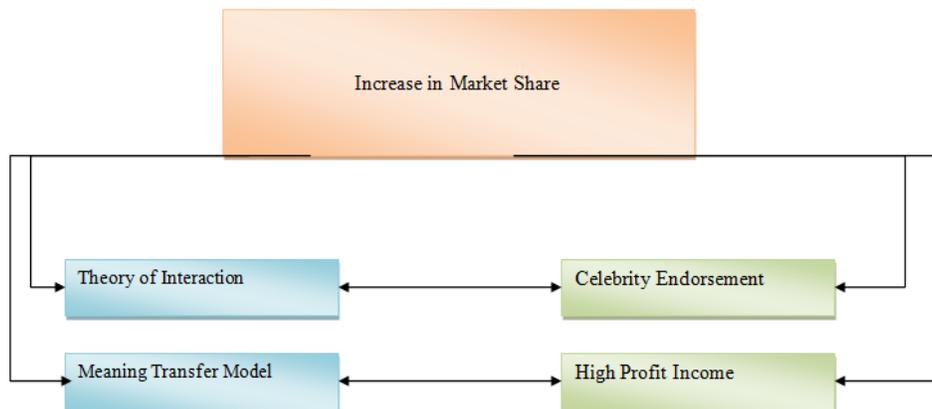
Now the question may arrive that why should a company use brand endorsement in order to promote a product or service which has never been used previously by any normal people. The basic and main reason behind this is, companies want to provide more and more information about their new product or service to the target customers (Silvera, and Austad, 2004). Knowing the product is very important for the customers, otherwise they will not show their interest towards that product or service. In marketing study, using the celebrities to provide product or service-related information to the customers is significantly effective, because fans listen to their celebrates as there are somehow connected to each other.

Now, there are several literatures previously written on brand endorsement. Most of the literatures explains the positive connection between celebrity endorsement and the credibility of the business. It can be seen that companies who use right celebrities for right purposes always enjoy higher credibility for their products and services. It has been found that celebrity endorsement has its own socialized niche which involves film, fashion, sports, fitness, films and music. Companies use celebrities from these categories depending on what kind of product they are selling (Hung, Chan, and Caleb, 2011). So, in simple terms most of the cases celebrity endorsement stands as a competitive advantage for the companies. It is

important to use this strategy very carefully because huge finance usually involved in such cases and there are some other consequences as well which are explained later in this literature review.

2.2 Conceptual Framework

Figure a: Conceptual Framework



In the literature written by Zalaghi and Khazaei (2016), the authors have explained market share as a dependent variable. It is very easy to understand that the market share of a company depends on various factors including organizational strategies, financial management, customer handling, quality of the product or service, communication with the customers etc. In this article the authors have depicted celebrity endorsement and high-profit income as dependent variables.

2.3 Impact of Celebrity Endorsement on Consumer buying Behavior

As claimed by Kumar, (2011) there is a significant relationship between celebrity endorsement and consumer behavior. Consumer behavior is a vast topic and it has serious contribution in the study of economics. The author claims that the practice of celebrity endorsement has increased in last couple of decades, and currently it is using in significantly modern manner. One of the biggest reasons behind such an improvement is its impact on the behavior of the customers. The

author has made this research on the Indian market, because Indian brands consider celebrities for the endorsement purpose very often. This particular paper is focused on studying and understanding the perception of Indian customers towards celebrity endorsement done by Indian brands. The perception of the customers plays important role for a company which wants to launch its new product or service to its target customers. The findings of this paper suggest that Indian customers find celebrity endorsements very much attractive and influential. This is the reason Indian brands consider this marketing strategy most of the times in order to launch new product or service.

In the article written by Udovita, (2020), the author has made a research on the relationship between celebrity endorsement and customer brand behavior in the Sri Lankan modern trade industry. The modern trade industry has serious contribution for the country's economy. The author has found that in this country also celebrity endorsement marketing strategy is very popular when it comes to modern trade industry. The author has found that there are not enough empirical study which can provide a brief explanation regarding how celebrity endorsement works within the modern trade industry with the implementation of branding perspective.

According to Ahmad, et al., (2019) there is a significant impact of young celebrity endorsement in social media platforms on the purchase decision making of the modern customers. In this article authors put pressure on the market aspect called brand image. Brand image plays a huge role for any company. Brand image basically depicts what an organization does in the eyes of its target customers. The authors have used TEARS model in order to find out valid results. In one side, the findings of the paper reflect that celebrity endorsement and brand image in social media platforms have serious influence of consumers' purchase intentions. On the other hand, another finding depicts that physical attractiveness, expertise and trustworthiness do not have any influence on celebrity endorsement on social media.

2.4 How Celebrity Endorsement Improves the Profitability of an Organization

As opined by Thechatakerng, (2015) the role of government in providing brand alliance related education is very important. In the markets like Thailand, more and more fashion professionals are building their own fashion brands, and in order to smoothen this market competition the Thailand government has taken significant steps to educate these fashion startups about branding and other marketing strategies like 7P's marketing and brand alliance. In case of Thailand celebrity endorsement plays a significant role, especially in the fashion industry. A thorough research shows that the customers of Thailand are enthusiastic about providing priority to the brands who go for celebrity endorsements in the fashion industry. Along with the celebrity brand endorsement, 7P's of marketing Mix is also equally important in this country.

As per the author named Hennayake, (2017) celebrity endorsement is a very impactful marketing strategy that helps a brand in acquiring interest of the target customers in a faster way. This strategy is very effective in a highly competitive market. Just like previous article this paper also mention celebrity endorsement as a major way of gaining competitive advantage. The author has also mentioned that in the global platform celebrity endorsement is seen in a more popular way within the service sector. This study is also based on Sri Lankan market. Brand evolution is the main focus of this paper. This paper is targeted to examine the impact of celebrity endorsement of brand evolution. The findings of this paper suggest that in Sri Lankan service industry like Telecommunication, financial companies, and insurance. So, it can be stated that the implementation of celebrity endorsement is not only important for manufacturing brands but also it is now a days equally important for service providing brands (Carroll, 2009.).

Malik and Guptha, (2014) have made a comparison between celebrity endorsement technique and brand mascot endorsement technique. According to them both of the techniques are important as well as effective for any brand. The

authors have depicted both of the techniques deliver a better brand appeal to the target audience. The article claims that the celebrity endorsement improves the positive impact on the image of the brand or product, and improves the memorabilia aspect of the message.

2.5 Importance of Celebrity Endorsement

As opined by Cheng-XI-Aw and Labrecque, (2020) social media platforms have become a major pipeline for celebrity endorsements. Now a days so many companies are considering social media celebrities as compared to main stream media celebrities. Social media platforms are very effective in terms of transmitting brand message to a huge set of targeted audience. This paper has found that par asocial interactions are totally influence the relationship between celebrity attachments and social media interaction. The authors have also mentioned that social media celebrities are more effective in terms of influencing the buying behavior of the customers, as compared to the traditional celebrities. This is the reason traditional celebrities are increasing their appearance in the social media platforms like Facebook, Twitter, Instagram and YouTube as well. So, it can be stated that in or der to endorse more and more product the international entertainment industry is also changing its media presentations.

In an article written by Renganathan, Singh and Badrinath, (2015) celebrity endorsement has serious implications on college students or in a broader way on youth. Modern college students are very interested about the social media celebrities. Huge set of college students are inspired by several social media stars. So, by considering the this set of celebrity's organizations can easily deliver their brand messages to the youth. This article mainly studies the impact of endorsement through Bollywood celebrities on the Indian college students in India. The study has found that in India the along with social media celebrities, Bollywood celebrities like Shah Rukh Khan also has serious influence on college students. So, in India Bollywood celebrities can improve the sales and brand image of the organizations.

In an article written by Tantisenepong, Gorton and White (2012), the authors have examined the relationship between consumer and celebrity-endorsed perfumes. Basically, this paper measures the reaction of customers about the celebrity endorsed perfumes. The findings of this paper illustrates that the endorsers of the perfumes play an important role in terms of repositioning the brand within a highly competitive market. From this study it can be stated that celebrity endorsement is very important for brand positioning. It needs to keep in the brands' minds that whenever they choose any celebrity for endorsement purpose it should be very much tactical, because the attributes and the representation of the brand by the celebrity should match the positioning strategy of the company or the product or service.

2.6 Relationship between Celebrity Endorsement and Brand Loyalty

Brand loyalty is an important factor for any organization. Brand loyalty depicts how much a customer is loyal towards a brand. For example, in India the product toothpaste is represented by a brand called Colgate. Whenever a customer goes to a shop to buy toothpaste, he/she most of the times asks for Colgate. Though there are other several brands exist in India, the customers of Colgate think several times before buying toothpaste other than Colgate. Establishing such a brand loyalty is very hard for any brand. According to Udovita and Hilal (2018) celebrity endorsement is recognized as one of the most popular marketing tools. There are so many brands who use this strategy in order to build unique brand identity within the target customers. This strategy helps those brand in stretched their brand loyalty among those customers. This study is targeted to analyze the influence of celebrity endorsement for cosmetic products on the brand loyalty of the customers. The findings of this paper suggest that celebrity endorsement has significant potential in dominating the brand loyalty within the Sri Lankan cosmetic industry.

In another article written by Sharma and Kuma, (2013) test whether celebrity endorsement is effective in improving brand loyalty in the long run. The authors

have mentioned that now a days brands strategically blends the attributes and characteristics of the celebrities with the qualities or provided benefits of the products through their celebrity endorsement practices or campaigns. According to them celebrity endorsement can influence the purchase decision of the customers, as mentioned previously in several articles. The findings of this paper states that celebrity endorsement has that ability to build brand loyalty in the long run, but in that case the brand need to implement or operate their celebrities very strategically and tactfully.

As per Gupta, et al., (2020) brand loyalty is the “Holy Grail”. As per the authors mentioned in this article the credible and reputed image of the celebrities are the main pillars behind the success of this celebrity endorsement strategy. The positive image of a celebrity always attracts his/her fans, and when he/she promotes any product or service it automatically influences those fans and they try to purchase those products or services. So, this article also claims celebrity endorsement has positive impact on brand loyalty.

2.7 Brand Positioning and Celebrity Endorsement

In an article written by Muruganantam and Kaliyamoorthy (2009) celebrity endorsement is one of the most effective tools that is used by companies from several years now. As per this paper in marketing communication between the brand and the customers is the toughest activity companies need to perform. Marketing communication is the most important part for which companies use several tools and here celebrity endorse plays a leading role. Brand positioning refers to showing what a brand does and what value a brand provides to its target customers. In this activity celebrity endorse plays huge role because celebrities are very effective in putting brand messages into the minds of their fans (customers.).

In another text Malik and Sudhankar (2014) have also described the importance of celebrity endorsement in brand positioning purposes. Brand positioning is a

leading marketing activity which is done by all companies who want to gain competitive advantage over its competitors. The authors have mentioned that the practice of celebrity endorsement is done by most of the companies today, because they want to implant the brand within the minds of the customers as mentioned previously.

2.8 The Problem of Negative Publicity in Celebrity Endorsement

Negative publicity is the biggest drawback of celebrity endorsement technique. According to Reeves, et al., (2012) the impact of negative publicity on celebrity endorsement is significant. Negative publicity refers to the publicity of the negative sides of a celebrity. When such a celebrity endorses any brand it directly raises question about the brand itself, in the minds of the customers. Most of the times a brand endorsed by a celebrity who is negatively publicized never achieves its required attention from the customers. The article specifically depicts that the impact of negative publicity is higher on Generation Y.

In another article written by Muda, Musa and Putit (2017) celebrity endorsement is a “Doubled Edged Sword”. The scene of marketing has become highly competitive now. Different brands use different marketing communication techniques to attract more customers as compare to their competitors. Among those strategies, celebrity endorsement is one of the most renowned. Celebrity endorsement has potential risks, and the influence of negative publicity of the celebrities is one of the main ones.

2.9 Disadvantages of Celebrity Endorsements

As opined by Addo, (2016) though celebrity endorsement is one of the most popular and widely accepted marketing tools, most of the literatures have not considered the challenges of this particular marketing tool. This particular paper explores the challenges of celebrity endorsement and its impact of diffusion. The findings of this paper illustrate challenges like negative publicity, contract, management, customer match-up and competition related issues are very

common with celebrity endorsement strategy of marketing. So, there are several scopes available to the researchers where they can explore more disadvantages or challenges of celebrity endorsements.

In another literature Lazar, (2020) has mentioned that the influence of gender on the perception of celebrity endorsement has some serious impact on the sales of an organization. According to the author celebrity endorsement technique is highly effective because celebrities are overpowered for their professional and personal activities, and this is the reason they are able to attract their fans (customers) effectively. The findings of this paper illustrate that celebrity endorsement does not equally work for all customers; it changes depending on the genders of the customers. It is quite natural that one celebrity can be liked by men whereas the same celebrity cannot be liked by women. So, in such cases there will be a difference of perception and which may have significant impact on their purchase decision.

2.10 Alternatives of Celebrity Endorsement

As per Lynch (2015), though celebrity endorsement is highly attractive but endorsement is all about presenting the brand not just a familiar face. People understanding the moral of the endorsement is highly important and who better than the leaders of the company to promote regarding the brand. This is one of the excellent alternatives towards the endorsement of any brand. The leaders are somebody who has seen the brand reaching heights and hopefully they will be the best person to rely on. Suppose CEO of Facebook endorsing the same will be something interesting than anybody else. Listening to the entire journey and their features will surely attract many more compared to any random people doing the same. So, leadership endorsement can definitely be considered as a great option.

Stated by Hu, Zhang, and Wang, (2019.), Life is in such an era that most of thing is through social media. Television stays at one corner of the house where as social media is continuously in use. So social media endorsement is gaining

extreme popularity. Most of the people nowadays are into online shopping, finding trendy and useful things on social media endorsement will surely scroll them once again and give a thought. We have seen many things getting popular via social media (small start-up of bakery, restaurant etc.) almost everything can get a nice start from this platform. Though people get irritated with the concept of endorsement in between the show but if the content is strong then out of 100 people watching 30 people will surely like it.

As opinioned by Budiono, and Triyono, (2020), Youtuber are a part of social media and endorsing brands from them is an amazing idea. As they are having millions of followers and definitely it's like we all love to use everything our loved person uses. There are many normal people who became famous through YouTube, they surely can promote the brand with very same passion for making it a hit. So, a big thumbs-up for social media endorsement surely.

2.11 Social media and Celebrity Endorsement

With the extension from the traditional to social media, there has been an amplification of the role of the celebrities and the celebrities has been able to develop a close relationship through interacting with the consumers. The use of the mobile application, smartphones, social media and other digital communication tools has been considered to be quite important for the daily lives of the people (Belch et al. 2009). A number of companies around the world are found to adopt the social media for advertising by having the pages on Facebook, Twitter and Instagram. Also, to ensure that the new variety of the advertisement be held, the corporation uses the celebrities in a number of social media campaign so that it helps in the promotion of the products. Shouman (2020) performed a research work to understand the way in which the celebrities in social media have an impact on consumer behavior on the people of Lebanon. A survey was performed using the questionnaire method with around 170 consumers and the response rate is 82%. From the result it has been found that the consumers found that the celebrity endorsement on the social media is believable and allows in

better remembering the product or the brand. Also, it could be concluded that celebrity endorsement using the social media is going to have a positive impact on improving the purchasing power of the consumers. However, if there is no need for a product by a customer, it is likely that he is not going to purchase even if the product is endorsed by a celebrity.

Effect of celebrity endorsement in Advertising

There has been quite a belief that a powerful impact is caused by the media on the audiences indirectly or directly on the behavior, beliefs, and the attitude. It also happens to have an impact on anxiety level, reality and on a number of dimensions in the ways we tend to act and feel. It has been found to be quite common celebrity endorsement being used in advertising and that helps in the development of trust with the present consumers, raises the probability of the brand to be remembered and helps in attracting newer type of audience (Black et al. 2001). Desire for the product could also increase among the consumers using endorsement. This is quite achieved through implying that a particular celebrity is attractive and successful at least partly due to the product.

Chan, Ng and Luk (2013) stated that as a celebrity is found to be paired with the brand, the image tends to hold the image of the brand in the consumer's mind. A number of celebrities happen to use credibility and trust of product being advertised on the consumers. Also, individuals tend to hold a number of celebrities in their high regard, so an endorsement of the product is found to increase quite instantly the trust of the consumer towards the brand. Celebrity endorsers also happens to attract the supporters to try out the product, increases the awareness of the brands and the intention of the consumption (Spry, Pappu and Cornwell, 2011). Congruence and the celebrity likeability between the endorsed brand and the endorser affect predisposition towards the advertisement that in turn happens to have an impact on the attitude towards the purchase of the brand. The confidence to purchase comes from the credibility and the

profitability of the brand that is attached to employing the celebrity as the endorser. There are three constructs on which the effectiveness of the celebrity endorsement tends to depend i.e., attractiveness, expertise and trustworthiness (Choi and Rifon, 2007). The marketing affect is that marketers should select the celebrities that are found to be quite attractive and is believed to be quite entertaining to popular, audience and talents. It is clear that most of the individuals happened to by the way they tend to watch on the product endorsed compared to the non-endorsed advertisement or those that are not exposed to any sort of advertisement. This is due to the audience viewing the celebrities as quite successful.

People tend to have influence on what they watch on the products endorsed by the celebrity in comparison to the non-endorsed advertisement or that are not happened to be exposed to advertisement (Sung and Kim, 2010). The main reason for this is that the audiences tend to think that they are the role models thus happen to match the brand with celebrity. Ideally there are a number of reasons for which the celebrities have an effect on the audience. *Firstly*, identity is an important factor. This is all about the person being associated with the environment. Through observing the person continuously, a person is happened to get attracted and imitates what they tend to do. Celebrities are treated as important, unique, and prestigious (Helmig, Huber and Leeflang, 2008). This is the reason it happens to bring the perception of practicing what they happened to identify and do themselves with the celebrities to have the image that is quite similar to them. This is a way it happens to reinforce personal values and leads to finding model behavior. *Secondly*, Association is an important factor as it is attached to the people that one lives and socialize with where you want to appear like them and be at the same level since there is a belief of being at the same social status (Pease, 2001). This involves around identifying with others and gaining the sense of belonging allows in connecting with friends, family and society. *Lastly*, media is also a factor that happens to affect the audience with

information each day. It happens to have an influence in what we most likely to believe in what we read, hear or see (Seno and Lukas, 2007). Media is taken with lot of concern and put into practice or rather happened to give a trial. It also plays a major role in setting the agenda in the society, informing and this is considered to be a cognitive approach. There are differences in the cognitive responses responded by the information receivers. In case of non-celebrity condition receivers tend to have focus on the brand and features whereas in the condition of celebrity endorsement receivers focus on the celebrity in the advertisement (Shuart, 2007). A more positive attitude is put forwarded by the celebrity endorsers and a rise in purchase intention than the non-celebrity endorsers.

2.12 Conclusion

Celebrities are surely somebody we know, or we want to look like. So, a celebrity endorsing anything is admired by many and thus in that way the brand can easily sell their product without much effort in other promotional activity. But the crowd is getting smarter, and people nowadays surely understand the good and bad in any brand. Reviews, rating etc. plays an excellent role and people loves to hear from the common people and then decide. Thus, the endorsement affects the crowd in different aspect which varies from customer to customer. Preference of every people is never same. Thus, both celebrity and other means of endorsement has both its own part of advantage and disadvantage.

3. Research Methodology

3.1 Research Philosophy

Research philosophy is a very part under research methodology. Research philosophy of a researcher depicts overall intentional path for the research. There are different types of research philosophies research consider based on their chosen topics. Among all of them two of the most common philosophies are deductive philosophy and Deductive Philosophy respectively. In order to conduct this research, the author has selected deductive approach over inductive approach. Deductive approach is concerned with developing hypothesis in order to identify the specific results of a research (Beins, 2017). After developing the hypothesis, the researcher will follow his own research strategy in order to find out the best hypothesis.

There are several reasons why the researcher has chosen deductive approach for this particular researcher. This philosophy is capable of explaining casual relationship between multiple variables required for a specific research paper. This philosophy is able to address the relationship between research variables and concepts of the research. This particular research philosophy is able to measure the contexts of the research through quantitative manner. This philosophy is able to conceptualize the research findings towards a certain extent (Dopazo, J., 2009).

There are five basic steps the researcher has followed in order to practicalize the deductive approach in the research. Those five steps are as followed.

- Analyzing the existing theory is the first and the biggest step. In this research paper the researcher has analyzed the relationship between celebrity endorsement and organization's market share in the literature review section with the help of so many publicly existing authentic literatures.

- Then formulation of theories takes place. In this step the researcher proposes the hypothesis theory. Here the hypothesis testing statements are as follows,
 - H0: There is no relationship between celebrity endorsement and organizational market share
 - H1: There is significant relationship between celebrity endorsement and organizational market share.
- Next step is to test the hypothesis. In this step the researcher will test this hypothesis by considering one independent and one dependent variable in order to find out the actual one.
- In this step the research result is being analyzed thoroughly.
- The last step is the modification of the hypothesis (Raybould, 2010).

3.2 Research Approach

There are basically here types of research approaches, for example Quantitative approach, qualitative approach and mixed approach. The mixed approach usually includes both quantitative and qualitative approaches. In order to perform this paper Quantitative research approach has been selected. Statistical tool like Correlation Regression is used here to find statistical results. There are some major reasons why Quantitative approach has been chosen. Quantitative research approach is very specific, and it extracts the most accurate information possible. Quantitative research approach allows the researcher to consider maximum sample size to get the most accurate results. By using quantitative approach, the researcher is able to collect maximum number of valid data which are very much associated with the main topic. By considering quantitative research approach the researcher is able to use randomize sampling technique. Randomize sampling allows the researcher to stay bias towards the survey participants (Rahman, 2020).

3.3 Research Design

Research design is one of the most important sections within research methodology of a dissertation. The research design is able to provide an overall framework of the full research. Research design plays a significant role for a researcher because it helps the person to take decision in every stage of the research making process. The research design of a paper explains the type of research, for example whether the research is an experimental, survey, correlational, semi-experimental or review. In this case the research paper is considered as a correlational research paper as per the design of the research. This is a correlational paper because the researcher is targeted to identify whether there is any relationship between brand endorsement (independent variable) and organizational market research (dependent variable) (Tobi and Kampen, 2018).

There are usually three types of research designs, for example data collection, measurement and data analysis. All of these three types of designs are considered in this paper by the researcher. A perfect research design follows certain steps, which are explained below.

- A perfect statement of purpose
- Techniques to be included in order to collect and analyze research
- The research method proposed in order to analyze the collected information.
- Different types of research methodologies considered by the researcher.
- Probable risks associated with the research
- Required settings for the research study.
- Timeline of the whole research.
- Measurement of the analyzed findings.

There are certain reasons why the researcher opts for a perfect research design. A perfect research design is able to pull the research study towards a long-term success. There are basically four characteristics of a research design.

Neutrality: This is a major characteristic of the research design chosen for this specific study. The researcher follows an unbiased approach in order to complete and find the results from this research. This neutrality provides more authentic and trustable results from this research.

Reliability: The researcher always uses the most reliable information as well as previous research studies to make the ultimate result accurate. This makes the research more reliable for the readers. The research design effectively indicates the formation of the research questions (Burns and Groove, 2014).

In this research paper quantitative research design has been selected. By following this design, the researcher will be able to find statistical conclusions of the topic. The numbers extracted from this research will be able to provide clearer insights about the relationship between celebrity endorsement and organizational market share. These statistical findings will be significantly helpful for the companies who want to incorporate celebrity endorsement techniques in their marketing strategies.

3.4 Data Collection Method

The data collection technique is an integral part of analysis. The data collection method will be entirely based on the quantitative method of data collection. The quantitative method of data collection techniques has been seen informative in most analysis and research work. The overall quality and quantity will be important for the potential level of analysis purpose of the data collection method. The method of data collection will be looking into the factor of developing data base based on various methods of data collection. The overall development of data collection methods will obviously boost the level of analysis. However, the main agenda of data collection process will be to somehow involve in quantitative data collection. The quantitative data collection will be better for the development of research framework. The culmination of overall agenda will somehow pose for the development of collection of data in a

smooth manner. The methods of data collection will involve both primary and secondary method of data collection. However, the proper quality of data collection method will nullify the level of collection process (Duffy and Chenail, 2009).

However, the main agenda that is being concerned within the data collection will be somehow develop the quantity to be framed of certain changes. The overall impacts will be mainly boosting the growth level and will certainly make impact on the overall level and development. Through the extensive level of proper level and growth will obviously make enough changes. Looking to bring in adaptive changes will certainly make enough cognitive behaviors that will obviously endow the best form of actions. Involvement of certain quality in acting as main agenda will obviously look for certain quality in the development of changes. It has been mainly looking to collaborate the level of pattern and growth that is being channeled in a best way.

3.5 Sampling Technique

The sampling technique will obviously allow the research to do main collaboration. However, it has been seen that overall information will be to channelize the SRSWOR or simple random sampling without replacement. The overall changes in the sampling technique will always act as better and collaborative approach that will officially endow the level of collaboration. Moreover, through the overall tenacity and sampling technique for SRSWOR will give better optimization. Moreover, it has been seen that simple random sampling without replacement will obviously allow the study to bring in better results. Here the sampling will be done based on the pool of information and that will be maintaining the level of accumulative information that will somehow qualify the level of sampling techniques. The sampling technique will obtain the level of collaboration and cognitive behavior that will somehow allow the innovation of secondary research to follow in better way (Queirós, Faria and Almeida, 2017).

Sampling technique is important for the level of diameter that will certainly make use of technical progress that will somehow maintain the chain of reaction. The sampling technique will be always maintaining the level of proper development in the way of proper level of sampling. The overall changes that are being made within the sampling technique will always acts as a way for the level of SPSS analysis. Mainly it has been seen that smooth distribution will be always handy in making changes that will maintain the cognitive way to deal with better identification process. This is highly informative in the way that will commercially allow the proper level of development. The major development will obviously deal with better level of adaptation in the policymaking. The secondary research will mainly work for strong adaption in the quality process. Moreover, the overall analysis will mainly have effective way of looking into secondary analysis.

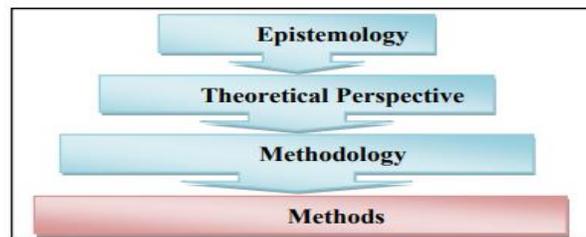
3.6 Data Analysis

Basic regression methods will be used. This method will obviously likewise will in general accept added substance connections except if unique endeavors are made to distinguish significant communications. By the by, a variable's effect on the forecast can be affected by another variable (for example quality climate connections, treatment-race collaborations). In standard relapse draws near, cooperation should be prespecified, requiring the individual building up the model to deduced incorporate the collaboration term in the model.

Moreover, with an enormous number of potential indicator factors to consider, research methodology is trying to figure out which to remember for the model and techniques should likewise be taken to maintain a strategic distance from overfitting. In the setting of missing information and numerous applicant indicator factors, conventional relapse techniques should likewise be matched with variable choice and missing information calculations to oblige enormous quantities of indicators and their fragmented records (Cacciola, Conti, and Tomasello, 2020).

At the point when clinical danger expectation requires the thought of an enormous number of indicators just as cooperation and non-straight indicator impacts and missing qualities, moving past customary relapse approaches offer the possibility to improve data execution.

Figure b: Basic Elements of Research Process



The principal component, epistemology is depicted as natural in the hypothetical point of view as a perspective on world and figuring out it. Major sorts of epistemology are objectivism, constructionism, and subjectivism. The second component, a hypothetical point of view depicts the philosophical position that lies behind the picked approach. It grounds the principal presumptions of picking philosophy. Principle kinds of hypothetical point of view are: positivism (what's more, post-positivism), interpretivism, basic request, postmodernism, and so forth the third component, research technique addresses the system and game plan, which alludes to the exploration plan that shapes picked research techniques (Tobi and Kampen,2018).

Philosophy gives a reasoning to the decision of techniques and the specific structures in which the strategies are utilized. Major sorts of philosophy are exploratory examination, study research, ethnography, phenomenological research, grounded hypothesis, heuristic request, activity research, talk examination, women's activist viewpoint research, and so on the last component, research strategies allude to the methods or systems that including certain exercises to gather and examine information dependent on research question or theories.

The basic data analysis will make arrangements in the form of development that will be somehow posing for the involvement of changes in the quality and will be certain information that will boost the overall quality of the research methodologies. However, the major changes in the research methodology are to somehow pose for making changes in the RM that will obviously boost the confidence level of researcher. The major changes that will take place will boost the overall quality and quantity of changes that will obviously look for the research mechanism to mainly rely on the level of accountability.

Through the research analysis of data, it has been found that overall Research methodology will obviously extent the quality of fate and gross that will obviously make adaptive ways to involve betterment and quality. Level of research methodology will always make changes in the overall methods. This will be somehow more extensive to involve better way for the development of RM. It has been seen that overall utilization will be making in changes to the level in the overall development (Tsiampalis, and Panagiotakos, 2020).

It has been important for the research methodology to somehow allow the quality to maintain the level of adaptability that will obviously thrown the level of Research methodology to use their innovative technologies like SPSS analysis and other technologies. It has been seen that use of these techniques will be somehow pose for the development and criteria. Through the overall level of dynamic approach will somehow maintain the caliber of making changes in developing the overall quality. Moreover, through the culminating changes within the Rm. The data analysis will somehow pose for the research methodology. The quality in the research methodology that will mainly deal with changes in the structure within the RM. Moreover, the analysis will be making changes within the data analysis. The level of gross quality in the research methodology that will maintain the overall level of changes within the research methodology that is linked within the quality and quantity in the improvement in

the making of RM. The level of improvement in the SPSS technique is making some changes in the research policies.

Research methodology will somehow pose for the level of analysis and will somehow analyses the quality changes within the research methodology. Moreover, through analysis and data collection will obviously maintain the development of better adaption of changes in the level of quality and quantitative actions. Major changes in the dealing with data analysis will obviously allow the involvement to make adaptive changes (Tsiampalis and Panagiotakos, 2020).

Positivism gives affirmation of unambiguous and exact information on the world. It alludes to something that is set (for example something that is given). Positivism is keen on the advancement of an exhaustive social that apply the logical technique to the investigation of society and individuals for their advantage. Positive science dependent on direct insight, not theory. Information in this science is grounded solidly and solely in something that is placed, and it doesn't show up at theoretically. Hence, positive science (or positivists) is characterized as what is set or given in direct experience is the thing that is seen in logical strategies.

Contemporary positivism is connected to experimental science as intently as could be expected (Crotty, 1998). The Positivist reasoning embraces the philosophical position of the characteristic researcher, and the consequences of this exploration theory can be law-like speculations, like the outcomes acquired by physical and normal researchers (Saunders et al., 2009). Positivism presents logical revelation and innovation the main thrust for progress. Logical information is both exact and certain, which addresses the trust in science. Positivism is objectivist totally. Items in the world from the positivist perspective, have significance before, and autonomously of, any cognizance of them. Also, it is important to keep up the qualification between objective, exactly

undeniable information and emotional, information that are hidden. Somehow it has been seen that rm will boost the level of quality.

It is highly important to oblige by the hypothesis testing. Using a worldview that advantages Indigenous epistemologies and ontologies empowers socially important commitment and approaches for breaking down information and deciphering the discoveries that mirror members' real factors better, which at that point produces proof of more noteworthy pertinence furthermore, which means to illuminate groundbreaking approach and practice. An Indigenous worldview empowers the recounting Indigenous people groups stories well and in a manner that mirrors their real factors, something that has been dangerous for research embraced on Indigenous people groups. Examination from an Indigenous viewpoint should perceive the particular social and etymological customs, novel authentic encounters, and colonization's suffering impacts (Wongvibulsin, Wu, and Zeger., 2020).

Inside and between countries internationally, Indigenous people groups are socially assorted in spite of sharing comparative encounters and discriminatory wellbeing and social results contrasted with different gatherings of individuals living in their individual nations. An Indigenous exploration worldview holds focal Indigenous people groups and their networks, which contrasts from a Euro-Western examination focal point that positions them at the examination edges. An Indigenous examination worldview is likewise a demonstration of recovering and reestablishing conventional Indigenous methods of knowing and information while at the same time including contemporary information and real factors.

The potential for change by utilizing Indigenous exploration approaches is that they are socially responsive and delicate to control, chronicled occasions, social situating, legislative issues, and culture that influence contemporary Indigenous real factors. We would likewise contend that to be groundbreaking, information lies in the various social builds and real factors that characterize current

Indigenous people groups' variety. Critically, research should likewise challenge shortage and pathologized developments that do little to make the groundbreaking change that makes a distinction in Indigenous individuals' day by day lives. All things being equal, it should empower Native people groups themselves to use examination to make self-decided changes they consider are required. In this way, basic to change is information dividing among Native people groups.

3.7 Ethics

Research ethics is another very important part within research methodology. There are certain attributes which have been considered in this paper. Honesty is the first attribute. The research has maintained honesty with every participant of the survey. The objective of the researcher was clear and transparent throughout the research. Every participants and stakeholders have understood researcher's objective very clearly. The researcher provided a consent form to every participant before conducting the survey.

4.0 Findings

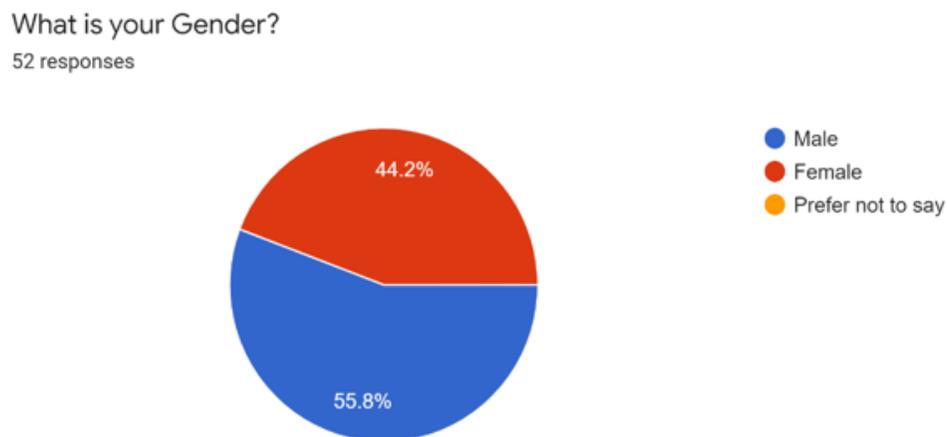
To understand the way in which celebrity endorsement would have an impact on the market share of the firm. A survey has been performed upon 52 consumers through the method of questionnaire. Through this method, the result has been analyzed using charts and tables. There are different parameters that has been used for understanding whether celebrity endorsement helps the organization to increase the sales.

4.1 Demographic Analysis

Gender

Through the survey, the respondents were asked to mention their gender. From the findings, it has been observed that 55.8% of them are male and rest 44.2% of them are female. It is clear from the chart that there is no biasness in gender and the probability of selection is un-biased.

Figure 1: Showing the percentage of the individuals both male and female from the responses.



(Source: Author's Creation)

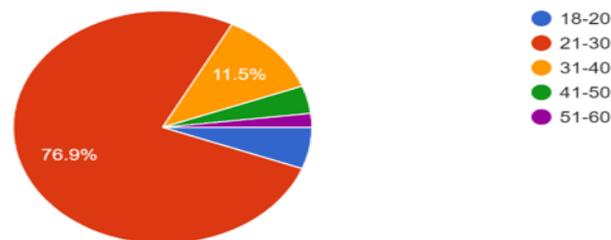
Age

Age is also a crucial factor that has an impact on the sales of the product. From the survey it has also been asked the age range of the candidate. From the findings

of the survey, it has been found that majority i.e., 76.9% of the individuals are within the age range of 21-30 years. Another group of individuals that are considered to be more important in this regard are the people within the age of 31-40 years. Thus, it can be found that the respondents who are majority in the survey are mid-aged and are active members in the population.

Figure 2: Showing the percentage of the age group for the responses.

Which age range below includes your age?
52 responses

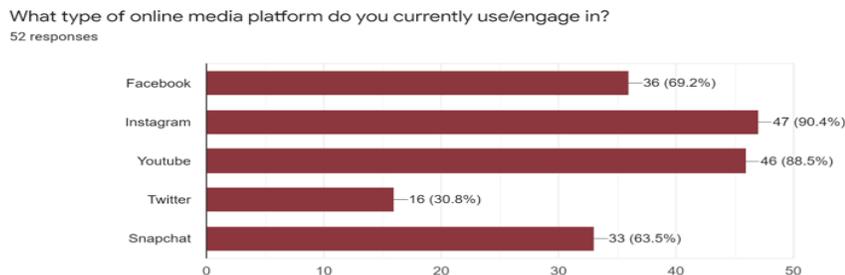


(Source: Author's Creation)

Type of online media platform one engages.

There are a number of social media channels and the popular among them are Facebook, Instagram and YouTube. The Online media platforms are considered to be the fastest medium through which the customers can be reached. A survey was considered where in 52 customers were asked the online media platform that they engaged. It was found from the result that 69.2% of the respondents used Facebook, 90.4% of them used Instagram, 88.5% of them used YouTube, 30.8% of them used the Twitter and Snapchat was used by 63.5% of the respondents. Thus, from the overall responses it can be observed that most of the users used the YouTube and Instagram.

Figure 3: The types of social media platforms that the respondents use.



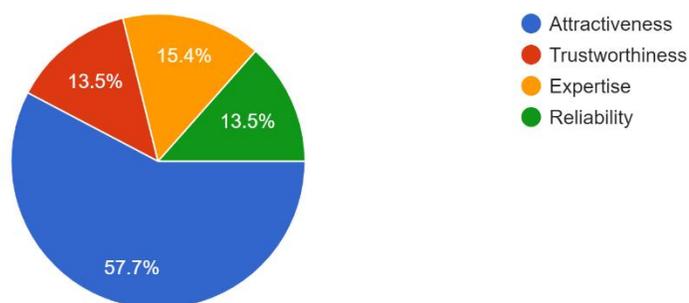
(Source: Author's Creation)

Attitude over the use of different social media platforms

Since social media is considered to be important in boosting sales of the organization it is important that attitude of users of the different social media platforms are also considered. On asking the respondents about the attitude of the users of the social media. It was found that 57.7% of them stated it was 'attractiveness', 13.5% of them stated 'trustworthiness', another 13.5% stated 'reliability' and 15.4% of them stated it was expertise. From the above responses it was quite evident that attractiveness is considered as one of the important factors that has led the respondents to use different type of social media.

Figure 4: Attitude towards the use of social media platforms

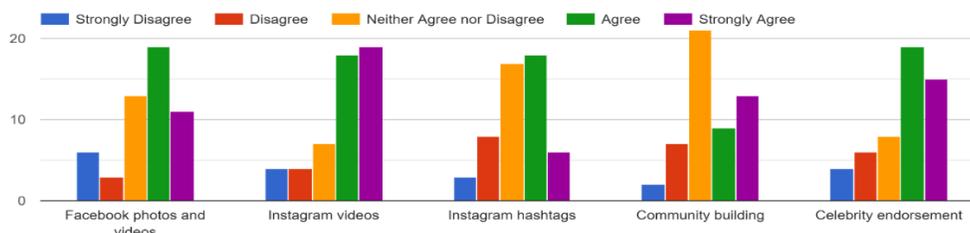
Which of the following best describes your attitude towards social media platforms?
52 responses



Factors that have impact purchase intention of the consumers:

Figure 5: The factors that have an impact on purchase intention of the consumers

Do you think that the below mentioned factors affect the purchase intention of the consumers?



(Source: Author's Creation)

1. Facebook videos and photos

The respondents were asked whether photos and the videos on Facebook have an impact on the purchase intention. It has been found from the survey that most of them agreed that Facebook videos and photos are the important mode through which the customers had their impact on their purchases.

2. Instagram Video

The respondents were asked whether Instagram videos have an impact on the purchase intention. It has been found from the survey that most of them strongly agreed that Instagram videos are the important mode through which the customers had their impact on their purchases.

3. Instagram Hashtags

The respondents were asked whether Instagram hashtags have an impact on the purchase intention. It has been found from the survey that most of them agreed and few of them were neutral that Instagram videos are the important mode through which the customers had their impact on their purchases.

4. Community Building

The respondents were asked whether community building have an impact on the purchase intention. It has been found from the survey that most of them were neutral that community building is the important mode through which the customers had their impact on their purchases.

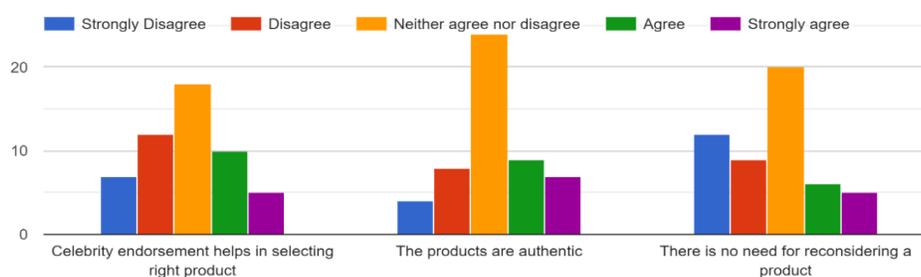
5. Celebrity Endorsement

The respondents were asked whether celebrity endorsement have an impact on the purchase intention. It has been found from the survey that most of them agreed and strongly agreed that celebrity endorsement is the important mode through which the customers had their impact on their purchases.

Credibility of the celebrity endorsement

Figure 6: Way in which the credibility of the celebrity has an impact on purchase

Please respond to the following statements according to your thoughts on credibility of celebrity endorsement.



(Source: Author's Creation)

- Helps in selecting right product:** The respondents were asked whether celebrity endorsement helps in selecting the right product. It was found from the responses were mostly neutral and a significant number of individuals has disagreed to the opinion in most aspect.

2. **Products are authentic:** The statement credibility of the celebrity endorsement results in product authenticity was considered to neutral for most of the respondents. There were not many individuals who favored the statement.
3. **No need for reconsidering the product:** Celebrity endorsement does not result in reconsidering the product. Through this it can be found that the respondents are found to be neutral in their response and there were also significant number of respondents that disagreed to the above statement.

Trustworthiness due to celebrity endorsement

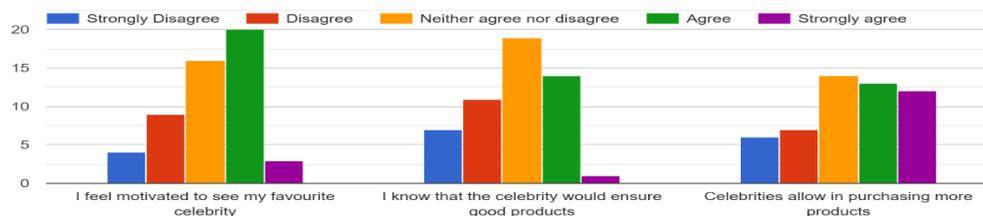
It has been noted in most of the cases that the trustworthiness is something that celebrities tend to guarantee with the product or service.

1. **Material used in the product is genuine:** The statement that celebrity endorsement of product shows that the material used in the product is considered to be genuine was considered to be neutral by most of the respondents.
2. **Product will not be considered to be hazard:** The product that is endorsed by celebrities is supposedly without any hazard and is preferred by most of the consumers. On asking the respondents whether the products that are endorsed by the celebrities are without hazard, it was found that majority of them were neutral in their response. Least number of people strongly agreed to the statement.
3. **Increase in the initiative to purchase:** Trust towards a product tend to develop when a celebrity endorses a product as a result the probability to purchase the product also increases. Through the survey, on asking the respondents whether the initiative to purchase raises with increasing trustworthiness by celebrities, it was found that a majority of them have agreed to the statement. Only least number of individuals were found to disagree with the statement.

Attractiveness of celebrity endorsement

Figure 7: Attractiveness of celebrity endorsement

Please respond the following according to your thoughts on attractiveness of celebrity endorsements.



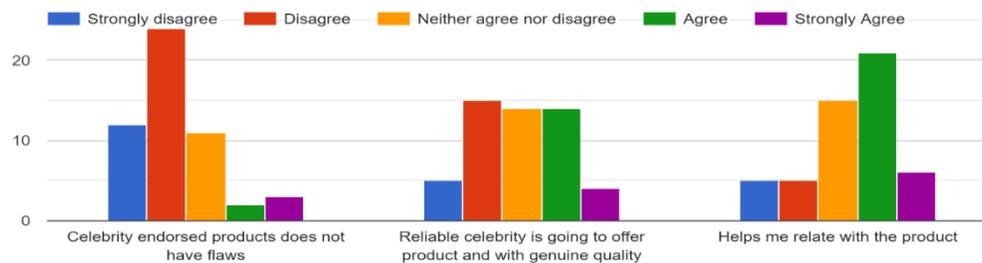
(Source: Author's Creation)

- 1. Motivated to see my celebrity:** A celebrity who is quite appealing is bound to be attracted by a large number of consumers. Through the survey, the respondents were asked whether attractiveness was one of the reasons for which they were motivated to see their favorite celebrities. It was found from the responses that a majority of them have agreed to the statement and the least number of individuals were found to strongly agree to the statement.
- 2. Celebrity would ensure good product:** Good products are linked always when product is endorsed by the celebrities. Even through the survey it has been asked whether celebrities are going to ensure that the product is good. The result of the survey shows that most of them were neutral in their response.
- 3. Celebrities allow for purchasing more product:** Increasing purchases are considered to be linked to celebrities endorsing a product. Through the survey it has been asked whether celebrities led to purchase of a greater number of products. From the results of the survey, it can be found that majority of them were neutral in their response.

Reliability of celebrity Endorsement

Figure 8: Reliability of celebrity endorsement

Please respond the following according to your thoughts on reliability on celebrity endorsement.

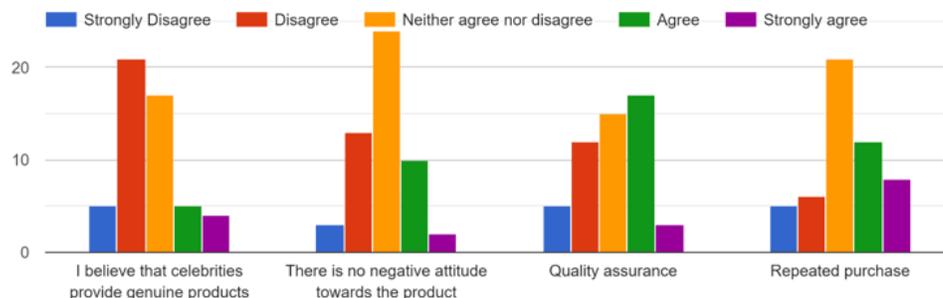


(Source: Author's Creation)

- 1. Does not have flaws:** From most of the scenario it has been found that when a celebrity endorses a product it is expected that there would not be any type of flaws. Also, in the survey it has been asked whether celebrity endorsement does not in any types of flaws. From the survey responses, it can be found that most of them have disagreed. There are also a majority of the individuals who were in favor of the statement but are quite less than the number of individuals who did not favor it.
- 2. Provide product with genuine quality:** Quality was one factor that was affirmed through celebrity endorsement. Through the survey it has been found from the responses that the celebrity endorsed product holds quality.
- 3. Help in relating with the product:** Relating with the product is quite common in case of celebrity endorsement. Through the survey it the respondents has been asked whether they found that celebrity endorsement helps in relating with the product. The result revealed that majority of them agreed to the statement. This shows that relating the celebrity to products was considered quite common.

Thoughts on celebrity endorsement and the attitude involved towards the product development.

Figure 9: celebrity endorsement and the attitude involved towards the product development.



(Source: Author's Creation)

- 1. Celebrities provide genuine products:** It has been observed that most individuals think that celebrities offer genuine products. However, the opinion tends to vary with individuals. From the survey responses it has been found that the respondents disagree that the celebrities happen to provide products which are genuine.
- 2. No negative attitude towards the product:** There lies no negative attitude towards the product which are endorsed by celebrities was asked to the respondents in the survey. Through the survey, it has been found that most of them were neutral in their response towards the statement.
- 3. Quality Assurance:** Assurance of quality is linked to celebrity endorsement quite often. Also, in the survey it has been asked whether quality assurance led to improvement of the product and it has been found that most of the individuals have been found to agree to the statement.
- 4. Repeated purchases:** It is expected that a consumer purchase a product repeatedly when there is assurance of quality of the product. On asking the respondents through the survey, whether repeated purchases were

something that was associated with celebrity endorsement then it was found that most of them were neutral in their response.

5.0 Discussion

5.1 Increased usage of social media among the respondents

Most of the consumers are found to be spoilt for choice and that makes it quite hard for them to distinguish the brand from the other. The effect that a celebrity is going to have in brand awareness is considered to play a vital role in assuring that the success of the campaign. The celebrity culture is considered to be quite effective way through which a greater number of consumers can be attracted. It has been found that the social media usage has been on the rise and a number of celebrities has strongly been found to have established their brand value (Tantisenepong, Gorton, and White, 2012). The platforms that have been used commonly are the Instagram or Snapchat. In the present connected world, it is quite hard for being continually made aware what they are doing in their daily lives. This power of the celebrities could be harnessed on social media so that an effective bond be created to target market. From the findings of the survey, it has been found that the respondents were quite frequent users of social media platforms such as the Instagram and Facebook. The main reason that most of the customers found that the social media platforms suitable is because they were using it as it was quite attractive and also it was for reliability that was held.

5.2 Effective use of social media

From the findings it can be stated that celebrity endorsement is considered to be one of the important factors that is considered to effect the purchasing power of the consumers. It is also quite evident from the literary work of Kumar (2011), wherein he had stated in his work the celebrity endorsement and behavior of the consumers to purchase a product. It has been claimed by the author that celebrity endorsement practice has been quite popular over the period of time and has been quite significant. The main reason for most of the organizations to use celebrity

endorsement is because it helps in effecting the consumer behavior. The research that the author conducted in the Indian market clearly shows that individuals purchasing the product are quite influenced by celebrity endorsement. It is also found that response received through celebrity endorsement is indeed crucial for raising the sales. It is always considered important for the organizations to study the perception of the consumers prior to launching the product in the market. It is quite common in case of Indians wherein they consider the celebrity endorsement to be influential and attractive. From the findings it has been quite clear that social media platforms are considered to be an important medium that helps in celebrities to launch the products. Also, as per the research by Ahmed et al (2019) celebrity endorsement can easily influence people as they are famous faces, it becomes easy for any brand to use the celebrity stardom and to reach out widely in the crowd. People get easily influenced when they see that the stars are endorsing the brand, and this helps the brand to reach out to the mass. It even makes the common people believe that the particular brands or product showcase a celebrity class.

Effectively targeting the influencers and the individuals in the sector could be considered as a very smart move. One could effectively decide to research about the established vloggers or bloggers, who are considered to be the reputable speakers in the market. It has been observed that a number of makeup brands has used popular bloggers as they have online presence so that the product could be portrayed in the trusted and the real way. Through the right influencer within the industry, who consumers would be listening could help in increasing the brand awareness and helps in enhancing the overall experience (Tobi and Kampen, 2018). While considering promoting a product or service it is important that the value of celebrity endorsement that comes along with brand awareness and that is considered to be quite crucial for the business plan. Most brands have been found to place their achievement and the growth on the influence of the celebrities promoting the product on a social media platform.

In the present scenario, the world has turned out to be more competitive and the consumers are open to a number of pictures and the expression through the newspaper, billboards, websites and television. Marketers are found to hardly capture the time of the individual so that they know about the unique and the wonderful features of the product or the brand. There are consumers who have to face constantly the increase in the advertisement, so it tends to make people quite emotionless towards the advertisements. It is important that the advertisers and the marketers to discover a knob that is going to help in attracting the attention of the consumer and one of the effective ways through which this could be done is through celebrity endorsed advertisements. This is an ideal way through which the consumers are going to be attracted quite easily (Thwaites, et al., 2012). Even from the findings it is found that the respondents are quite assured that the celebrities are going to offer good quality products.

5.3 Intention to purchase a product

From the survey findings it has been found that celebrity endorsement is considered to be a very important factor in advertising. Although the other options have received less number of responses yet it has been found that for promoting the products or the brand there has been an usage of not only just celebrities but that is done through Instagram videos, hashtags and Facebook videos and photos. It has also been evident from the research work of Shouman (2020) that social media has been considered to be important in creating an effect on the consumer behavior through celebrity endorsement. Credibility is also considered to be important and through the celebrity endorsement it tend to offer authenticity of the product. Even the celebrity endorsement happened to help in selecting the product. From the research paper of Muruganantam and Kaliyamoorthy (2009) it has been found that celebrity endorsement was considered to be an effective tool that is considered by the organizations a number of years. Marketing communication is considered to be important in this context and it is going to surely help in ensuring that the product is going to reach the

target consumer. Malik and Sudhankar (2014) also stated that brand positioning is a part of celebrity brand positioning. This is a way in which credibility and authenticity is going to be linked. Brand positioning is considered to be important as that happens to create competitive advantage for the companies and helps in boosting sales. Attractiveness is an attribute that is closely related to celebrity endorsement. There are a number of respondents who link attractiveness towards purchasing product and ensuring that the product is quite good. It is quite evident from the research by Udovita and Hilal (2018) that celebrity endorsement is considered as marketing tool that is considered to be quite popular. There are a number of brands that happens to use it to build unique brand identity with the target consumers. The study was done based on the cosmetics products and the brand loyalty towards that product. It has clearly shown that brand loyalty has been a considerable factor in ensuring the cosmetics sector to boom. Also, it has been seen that the features of the product tend to blend with the qualities and the benefits of the products. Celebrity endorsement has that ability to build brand loyalty in the long run, but in that case the brand needs to implement or operate their celebrities very strategically and tactfully.

6.0 Conclusion

6.1 Introduction

Celebrity endorsement is a common phenomenon in today's world in today's research we will learn what the perspective of celebrity endorsement. The concept usually defines that the organization signing in celebrity to endorse their product on different platform and promote the same. Any celebrity endorsing a brand will surely reach to the mass, but loyalty mostly depend on the product. The celebrity can convince the crowd to try the product of a particular brand but if the brand doesn't stand out with the quality of product, then it will tend to lose it loyal buyer. A brief lesson as mentioned about of the brand loyalty will also be discussed. Along with so many perks of celebrity endorsement there are consequences too with this celebrity endorsement concept. Thus, choosing a celebrity endorser correctly is extremely important. If a celebrity is not liked or showcases any negative impact the consumer would feel negative about the brand too. Finally, the negative impact of celebrity endorsement and its impact.

6.2 Linking with the Objectives

To understand the way in which the celebrities help in promotion

- A celebrity always carries a stardom which impacts and make a mark in the crowd standing out. In the market of competition, celebrities help the brand to differentiate from the others. There are many brands which are not as popular compared to the others so in order to create an impact in the market they prefer celebrity face which in turn makes the brand noticeable and popular in the long run. Thus, in the competitive market celebrity face marks an impact for the brand.
- There are many brands one of them is a sportswear which is constantly endorsing with a celebrity faces and the brand is always on gains. This particular brand is ruling the market since ages and has always maintained its position in the market of competition.

- Another effective way of celebrity endorsement is that they reach out to large number of people with different platform such as television, media and even social media. Social media is again another platform which is extremely popular nowadays any celebrity posting the endorsement with his or her account will create more buzz regarding the endorsement.
- There is always a thought that a celebrity has an image in the market and whenever the celebrity will endorse it will send out a positive vibe among the common people, endorsing the brand in proper way. For building trust among the consumer with celebrity endorsed product, plays a significant role. So, it is significant that celebrity has a powerful impact towards endorsing a brand or product.

To evaluate the way in which celebrity endorsers are chosen by organization

- Usually, an organization has several parameters to choose celebrity endorsers, one of the significant parameters is that whenever a company is not so famous or a small startup, they prefer celebrity endorsers. For such newer organization it is extremely beneficial. So, whenever the primary objective of any organization is to get popular or get the name in the market with their product, they prefer celebrity endorser to gain it in a short time. The reason is celebrity reach out to crowds quite easily without much effort.
- Another important parameter is that select an endorser not by seeing or judging the fame celebrity rather select the same by seeing whether the celebrity fits in the endorsement. It is very crucial and important to note that endorsing product goes with the personality of the celebrity. Look for a celebrity who has some connection with the brand or can portray a sense of value regarding the endorsement. This needs to be done wisely

as all celebrity doesn't has that connect or portrayal factor in them. Endorsement always doesn't need mainstream face it can be done without that also and quite effectively if there is a connect and proper portrayal.

- Choosing a celebrity is always a long-term thinking and this factor should be considered while choosing the same. Else, it can be a disaster if the celebrity face is chosen for a short-term period. First of all, in any endorsement when a celebrity is endorsing it has a face value if it keeps on changing then the trust of people on the product will also get exhausted along with time. Thus, long-term thinking is a must.
- If the organization is not so established and wants a celebrity endorsement it is super beneficial if that is done by local celebrity rather than the national ones. There are many perks of doing so as the local celebrity can attract more local people easily. This is effective because since the organization is not so developed it should start the business in step. Once the business becomes a hit in local market then it can think further. Thus, think a little and progress. This can be a cost-effective deal too.
- Since every penny count while deciding a celebrity endorser many factors play a significant role whether the endorser will be beneficial, is it better to the endorsement with a regional celebrity or national celebrity will be more vocal for the product and organization reputation. Then deciding cost for endorsing a celebrity and searching the best and making the worth with that money. So, everything will count while choosing an endorser for an organization.

To evaluate the loyalty of the brand and celebrity endorsement

- Customer loyalty is a bond between the customer and the service provider of that particular brand over a period of time. Celebrity endorsement is an extremely common phenomenon in today's world thus in order to sustain

and survive in this competitive market it is important to endorse via a known face and what's better than a star face. Choosing an endorser fulfilling all criteria is also an important task for the organization.

- Brand loyalty is tremendously important, and this is the responsibility of the organization to maintain, create a proper customer loyalty towards its brand. Brand loyalty is something which makes the business reach its goal. The brand which focuses on creating brand loyalty will gain maximum profit. It is always seen that loyal customer are more favorable towards the brand compared to the switching customers. Loyalty over a brand it needs a period of time. It's definitely a lengthy process.
- Celebrity endorser might create a buzz and make people buy the product for a first time buy on the other hand if the organization gives its best then surely it will have a plenty of loyal customers. Though, competition will always be a part. Another brand with a celebrity face can also produce extreme quality product then the A-organization might get a tough competition from the B-organization. Thus, with time and excellent service loyalty comes in play.
- Once the trust and bond are created among the buyer and the product then no other brand can break the trust and invade in. So, brand has a huge responsibility of giving out the best. For ex- suppose wheat everybody buys from the market majority of the crowd prefers a particular brand over other showing loyalty towards brands.
- Even it is seen that at many circumstances the relation of customer towards the product develops because of the need. Customers have some favorable or specific need which is fulfilled by one particular brand in that case the customer becomes a loyal consumer of that brand.
- Thus, it is extremely important for any organization to attract customer and maintain its quality so that they can sustain in the competitive market and have a bulk of loyal consumer to the brand.

To assess the problem of negative publicity in celebrity endorsement

- Even there is scenario were the celebrity stardom or fame overshadow the brand products. Endorsing like this is never beneficial for the company. Instead, a negative impact is created regarding the brand instead of a positive one in the market.
- Since a celebrity endorsement comes with a heavy amount of credibility that gets suffered and gets un-noticed whenever a single celebrity takes up too many endorsements. The brand seems much fake in such cases and make people think that since the person is a top celebrity for the sake of money, he or she will endorse anything and everything.
- This scenario is very much common when a celebrity reaches its peak, he or she can be seen in almost every endorsement. Such condition is extremely worrying about the brand and its image as the consumer gets a negative impact through this. This even affect celebrity's credibility towards endorsing.
- Many instances are there were a particular mistake by the celebrity create a fuss and ends up impacting the brand too. There were instances where the celebrity endorser was involved in a rape case and that impacted the brand heavily creating an extreme negative effect for both the celebrity and the brand. Since, celebrities are public figure so both positive and negative circumstances hit hard. Even diminishing the image of the brand associated with the celebrity.
- One example of celebrity endorsement where the celebrity was endorsing for cooking oil, which is good for heart, though the brand was doing quite well but certainly the celebrity endorsing the same administered heart attack and was admitted to the hospital twice. The very same moment in order to save the brand the organization stopped the contract with the

celebrity and stopped endorsing the ad too. In order to save the brand from losing its reputation.

- So, such natural and serious problem can also have tremendous negative impact on the brand and shake the reputation it has built over the years portraying a negative image of a liar. Thus, after everything it is clear that an image can be built very easily with the help of celebrity endorsement using its stardom but at the same time that can be broken more easily when there is any negative impact seen.
- Be it the organization or celebrity both has to be in a proper line to maintain the trust among the common people. And wisely endorsing without hurting sentiment so that the brand can create an impact among a common people. This is the way how celebrity endorsement works impacting both positively and negatively, but the final call is always from the organization because it's their responsibility to hold the loyal consumer and attract more always.

6.3 Recommendations

- Celebrity endorsement can easily influence people as they are famous faces, it becomes easy for any brand to use the celebrity stardom and to reach out widely in the crowd. People get easily influenced when they see that the stars are endorsing the brand, and this helps the brand to reach out to the mass. It even makes the common people believe that the particular brands or product showcase a celebrity class.
- Even any endorsement is remembered for a much longer period of time if that is connected to a celebrity face, so is the brand. Any famous celebrity face endorsing a brand, adds an immense glamour and credibility to the brand and advertisement. Many people get influenced when their favorite celebrity promote something and also gets attracted to that particular brand usually this happens mostly with the school goers and teens.

- Be it any cricketer endorsing in any clothing brand or any social media influencer endorsing skin care product it is hard to ignore and that is the moment where the brands work and make wonders in promoting their product in the market with the help of celebrity endorsement. It creates a heavy impact and grabs the attention of the crowd very easily.
- Common people have a thinking that if the celebrity is using this soap and is getting such an awesome skin then if he uses it would also get beautiful skin like the celebrity endorsing the same has. So, all this factor matters a lot and influence many people.
- Celebrity can promote for the organization in numerous ways such as by posing for any magazine or brochure ads for the organization. Perform in a video which is for the purpose of promoting the service and product of the organization. Celebrities even help in any fund raiser program of any organization where they can easily raise the fund for any cause without much effort. They can even speak at gathering and promote about the organization and its products. In return the interference of celebrity makes the brand outshine among the competitors.

6.4 Future Scope of the research

The paper thoroughly discussed the pros and cons of celebrity endorsement and this research can provide the detailed parameter which should be checked and followed whenever there is thought of endorsing a celebrity for an advertisement of any organization. It even clarifies the effective way by which this celebrity endorsement helps, and checkpoints too are clearly discussed which can be really beneficial.

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Appendix

Questionnaire

The objective of performing the survey is to evaluate whether the celebrity endorsement by the organization has an impact on raising the market share of the firms. The respondents are primarily the customers in the survey.

What is your Gender?

- Male
- Female

What is your age?

- 18-20
- 21-30
- 31-40
- 41-50
- 51-60

What type of Social media that you currently use or engage in?

- Facebook
- Instagram
- YouTube
- Twitter

Which of the following best describes your attitude towards the usage of social media platforms?

- Attractiveness
- Trustworthiness
- Expertise
- Reliability

Section B

1= Strongly Disagree, 2= Disagree, 3= Neither Agree or Disagree, 4= Agree and
5= Strongly Agree

Purchase intention of the consumers

s/n	Question	1	2	3	4	5
1	Facebook photos and videos					
2	Instagram videos					
3	Instagram hashtags					
4	Community building					
5	Celebrity endorsement					

Credibility of celebrity endorsement

s/n	Question	1	2	3	4	5
1	Celebrity endorsement helps in selecting the right product					
2	Products are authentic					

3	There is no need for reconsidering the product					
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Trustworthiness due to celebrity endorsement

s/n	Question	1	2	3	4	5
1	Material used in the product is genuine					
2	Product is going to have no hazard					
3	Helps increase the initiative to purchase					

Attractiveness of celebrity endorsement

s/n	Question	1	2	3	4	5
1	I feel motivated to see my favourite celebrity					

2	I know the celebrity is going to ensure good products					
3	Celebrities allows in purchasing of new products					

Reliability of Celebrity endorsement

s/n	Question	1	2	3	4	5
1	Celebrity endorsed products does not have flaws.					
2	Reliable celebrity is going to offer product and with genuine quality					

3	Help in relating with the product.					
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Improve attitude towards the product

s/n	Question	1	2	3	4	5
1	I believe that the celebrities offer genuine products					
2	There is no negative attitude towards the products					
3	Quality assurance					
4	Repeated purchase					