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CELEBRITY ENDORSEMENT: A REVIEW AND RESEARCH AGENDA

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ABSTRACT

The purpose of this paper is twofold. First, review of the theoretical background in existing literature. Second, it attempts to find direction for future research. The literature review is based on 74 papers published in forty-two peer reviewed journals, few books, and dissertations etc. in the fields of Business, Management, and Marketing. Due to large number of papers in the topic of celebrity endorsement, few papers have been missed and some papers are inaccessible. Although, all papers are not included in the review, the author believes that the overall picture presented is trustworthy. The article identified trends and findings in the use of celebrity in advertisements to set research agenda in terms of research gap and potential areas for future research. The major research areas suggested are: Study on impact of celebrities like religious leaders, television stars, cartoon characters, and from other fields of life. The role of celebrity's communication language needs extensive study. Further study to assess the impact of celebrity endorsed advertisement in green and social marketing. The article provides academics with an updated review of existing literature in celebrity endorsement with focus on the evolution of it.

KEYWORDS

celebrity, endorsement, advertisement, consumer, behavior, attitude, marketer, product, effect, influence, message, attractiveness, credibility, match-up.

1. INTRODUCTION

The concept of celebrity endorsement has emerged as an effective marketing tool of promotion. The term celebrity is usually associated with individuals who are frequently in the public eye and have high profile mainly from sports and entertainment world. Marketing communication using celebrity is a widely used practice now days by the marketers. Advertisers' believe on celebrity endorsement across all product categories for promotion. The qualities such as attractiveness, likeability, and trustworthiness of celebrities are expected to generate desirable campaign outcomes. Despite the involvement of high cost and risk, it is used extensively in the field of marketing all over the world. Companies are spending in millions for the endorsement of their products and services by celebrities. Selecting the right celebrity for the right campaign has always been a challenge before the marketers. The effectiveness of a celebrity endorsed advertisement is influenced by many other factors which should be taken into consideration at the time of formulation of the campaign. It is widely accepted that advertisement effects are not limited to the information contained in it; rather effectiveness is a function of different appeals used in it. Every advertiser attempts to convey the full message to the target audience. The challenge before the advertiser is to hold the attention of the target audience. Celebrity endorsement in advertisements dates back to the late nineteenth century. Since then effectiveness of this practice in advertising has drawn attention of marketers and academicians. Most of the studies suggest that celebrities have influence on consumers through perceived attributes such as attractiveness, expertise, trustworthiness, likeability, and familiarity by the public (Ohanian, 1991). Indians always idolized the stars of the celluloid world. To motivate consumers to adopt product and services celebrity endorsement is a preferred strategy. Like other forms of communication, advertisement is also a form of communication to reach the targeted audience which may use celebrity to make it effective.

2. DEFINITIONS

Friedman and Friedman (1979) explain that "a celebrity is a person such as an actor, sportsman, entertainer, etc. who is different from the general public and is recognized by them, because of his or her achievements." The widespread use of celebrity endorsement in marketing is not an accident. Research has established that celebrity endorsed advertisement are more effective than other type of endorsers.

According to Schlecht (2003), "Celebrities are people enjoying public recognition by a specific group of people. Within a homogeneous social group celebrities generally enjoy a high degree of public awareness."

Roll (2006) provided a definition on celebrity and branding by stating that "Endorsement is a channel of communication for the brand in which a celebrity plays the role of a spokesperson of the brand certifying the brand's claim and helps to position the brand by extending his/her popularity and craze in the society or expertise in the profession."

3. REVIEW METHODOLOGY

This review is an exploratory study with a qualitative approach. Instead of searching the whole literature the focus of this review was to evaluate and analyze the content of publications relevant to celebrity endorsement. The study seeks to identify the definitions, models, and their effective use in marketing. To collect data 74 articles were selected from major journals, books, and dissertations. During study of the articles the main focus was to summarize the findings of research.

4. THEORETICAL BACKGROUND

Selection of celebrity has always been a difficult task before the advertisers. To help the advertisers, scholars have suggested Source Credibility Model, Source Attractiveness Model, the Product Match-up Hypothesis, and the Meaning Transfer Model.

THE SOURCE CREDIBILITY MODEL

According to Solomon (1996) effectiveness of a message depends on the perception of the people about the expertise and trustworthiness of the endorser. Internalization occurs when a message is accepted by a receiver in terms of own attitude, values and beliefs. Information from a credible source has the ability to influence the beliefs, opinions, behaviors, and attitudes of the targeted receiver through the process of internalization. Trustworthiness refers to honesty, integrity, and believability of the source messenger. Smith (1973) argues that trustworthiness of the endorser is more important than other qualities in view of consumers. To Friedman et al. (1978) trustworthiness is the major determinant of the source credibility and they found that likeability is the key attribute of trust. After this finding advertisers demanded for celebrities liked by the target consumer group when trusted celebrity was desired for brand endorsement. On the other hand, in Ohanian's (1991) view there is no significant relation between trustworthiness and consumers' intentions to buy a product. Deshpande and Satyam (1994) found that ethnic background of the endorser effect the trustworthiness, because people believe endorsers who belong to their ethnic group.

Expertise refers to the knowledge, skill, and experience possessed by a person. Expertise is not the knowledge, skill, and experience actually possessed by the endorser rather it is about the perception of the target population (Ohanian, 1991). An expert source is found to be more persuasive (Aaker and Myers, 1987). Whereas Speck et al (1988) had found that expert celebrities produce higher product recall than non-expert celebrities.

Maddux and Rogers (1980) examined the effect of expertise on the target audience and found that professional experts are more influential than non-experts. The argument posed by an expert is more accepted by the people. This way the impact of source expertise is established with examples. The impact of an expert celebrity can be enhanced with including supportive arguments with the message.

Ohanian (1991) highlight that although success of an advertisement depends upon the source credibility, but it is not the only factor, hence other influencing factors should also be considered at the time of formulating a message.

THE SOURCE ATTRACTIVENESS MODEL

Source attractiveness model is aimed at adding value to the product or service. Attractive physical features of endorser helps in increasing appeals in favor of products or services persuading consumers to purchase (Hosey et al., 2008). Source attractiveness is an important strategy used in advertising to influence consumers. According to Solomon (2004) source attractiveness refers to perceived social value of the source and derived from attributes of a person's social status, personality, physique, ethnic background etc. Consumers get more attracted when they observe similarity in the endorser's lifestyle with their own. People place a very high premium on physical attractiveness. It is argued that physically attractive endorsers fulfill marketer's objective of bringing the message leading to desirable actions. This is not simply attitude change, rather positive attitude change. Most of the advertisements prefer to take attractive endorser to attract consumers. Research has shown that communicators who are physically attractive deliver message in a more effective manner. They are more successful in changing behavior and beliefs of people in comparison with unattractive personality (Debeved and Kernan, 1984). Attractiveness is not simply physical, rather it has broad meaning. Various attributes like, intellectual skills, personality, lifestyle etc. Physical attractiveness of a communicator determines the persuasive communication through a process called identification. Cohen and Golden (1972) found that through the process of identification information from an attractive source is accepted as a result of desire of the target audience to get identified with the endorser. Findings indicate that irrespective of gender of source endorser and receiver, the physical attractiveness plays a positive role in attracting toward the advertisement. In case of low-involvement products source attractiveness model have greater impact in buying intention in comparison with high-involvement product. Regarding product recognition and recall under low-involvement conditions, celebrity attractiveness plays a positive role.

Debevec and Kernan (1984) found that models with attractive personality are more liked by the audience. They also found that attractive female models are more effective in attitude change than attractive male models in both the genders. Joseph (1982) argued that for new and unknown brands celebrity endorser's attractiveness may be an important factor, but not for an established brand as people already know about it from their past experience. Ohanian (1991) correlated impact of source attractiveness with social background of consumers and said that western societies place a high premium on physical attractiveness. People in western society think that good looking people are smart. This is called halo effect, which occurs when one dimension excels other dimensions with an assumption of the people.

To sum up, it may be argued that source attractiveness model is suitable for some kind of advertisements with specific target audience. Source attractiveness helps in enhancing attitudes towards the advertisement, but how far it translates into buying intention need to be understood in details.

THE PRODUCT MATCH-UP HYPOTHESIS

The product match-up may be defined as an attempt to match the image of the product or service to that of the endorser (Misra and Beatty, 1990). They asserted that match-up between the product and endorser is an important dimension as it creates positive brand effects through better recall. In the absence of match-up between the product and the celebrity, consumers may presume that the endorser is bought by the advertiser. Hence, Evans (1988) claimed that absence of specific and distinct match-up between the product and celebrity endorser will cause in vampire effect. In that case the consumers enjoy the advertisement, remember the celebrity but not the product or service endorsed. As a result, whole effort made in the advertisement gives no return to the marketer. Kotler (1997) argues that celebrities will be effective when they personify a key product attribute. When product and the celebrity are matched perfectly, the endorser's believability and attractiveness gets enhanced (Kamins and Gupta, 1994). Study of Ohanian (1991) drew attention to select celebrity who has direct connections with the product or service. In the same study he narrated that trustworthiness and attractiveness of celebrity are not the key factors of consumers' likelihood to adopt the service or purchase of the product. These findings were once again supported by Till and Busler's (1998) study on match-up effect.

DeSarbo and Harshman (1985) suggest that source credibility and match-up hypothesis models are not sufficient to select a celebrity to endorse a product. They have pointed out three main issues with the above models. First, source has multidimensional effects; second, overlooking of interactions of meanings between the product and the celebrity; third, product match-up considering the relevant dimensions. It is a challenging task to find a perfect match between a product and celebrity. On the other hand, Hawkins et al, (1983) have suggested matching personality of celebrity with the product and the target customers simultaneously to enhance the impact of the endorsement. At the time of using match-up theory for selecting often the advertiser face the issue of selecting the perfect celebrity for the product. The degree of match between the product and the celebrity has always been a challenge before the advertiser. Although the match-up theory is used by the marketers in celebrity selection process, there is lack of clarity in the way it works. The match-up theory is not universally accepted because of differences among the practitioners. Hence further investigation is necessary to understand the match-up hypothesis.

Torn (2014) examined the Match-up hypothesis to investigate the effects of brand-incongruent on celebrity endorsed advertisements. The contribution of the study is mainly on three aspects. These are (1) Extension of match-up effects from newly introduced brands to existing brands, (2) Study of match-up hypothesis beyond attractiveness and expertise to enhance practical applicability, (3) Exploration of positive effects of mismatches. The finding was in favor of selecting a less perfect match for already established brands. The article suggested that impact of communication can be improved by a brand-incongruent endorser. Findings highlight that brand-incongruent leads to longer viewing of advertisement, higher brand interest, attitude & purchase intention along with positive communication. Earlier Lee and Thorson (2008) had studied on three levels of brand-celebrity incongruity. The levels are congruity, moderate incongruity, and extreme incongruity. After careful investigation it was found that moderate incongruent is more effective in comparison with other levels of incongruity. In other words using a less perfect match in an advertisement has higher impact at lower cost.

THE MEANING TRANSFER MODEL

The influence of the endorser depends upon the meanings brought by him or her to the endorsement process. Different meanings like age, sex, status, expertise, lifestyle etc. are contained in an endorser. It is important to understand about the specific meanings going to be transferred in the endorsement process. According to McCracken (1988) movement of cultural meaning from the endorser to the people follows a conventional path. In this process meaning first transfers from the product and then to the life of the consumer. In an advertisement meaning gets transferred in a simple manner. The transfer process begins with the identified cultural meanings intended for the product. In the beginning the advertiser search for the cultural meanings to incorporate into the message, then makes use of these to formulate an effective message. It may be noted that there is no concrete relationship between the product and meaning associated with it. Any product can carry any meaning, which depends upon the advertiser to decide on the specific meaning intended to use in the message. There is a need for careful control over the transfer process.

McCracken (1989) explains that advertiser can try for meaning transfer through the endorser, but actual transfer depends upon the consumer. For success of the advertisement meaning must should be transferred from the endorser to the goods and then from goods to the consumers. Celebrities play an important role in the meaning transfer process. They deliver meanings of extra depth and power. Celebrities own their meanings through their performance in respective professional fields. The celebrities contain a variety of meanings in them.

Fowles (1996) say that consumers do consume images of celebrities; hence advertisers hope that consumers will also consume products associated with celebrities. Domzal and Kernan (1992) claim that function of advertisement is to culturally constructed meaning of products to the consumers and consumers see meaning by interpreting definitions of the product. An endorser's perceived expertise have a positive effect on brand level outcomes (Till & Busler, 2000). McCracken (2005) with an example from North Americans say that although they are not star crazy, but meaning transfer model is successful there. So, it is called to understand

better methods to transfer meaning from celebrity to the product. Galli and Gorn (2011) studied on unconscious transfer of meaning found that semantic conditioning can occur unconsciously, and may influence attitudinal responses via conceptual dissimilarity process. Campbell and Warren (2012) have warned about the effects of the negative personality traits associated with celebrity endorser. Therefore, advised to be careful about the consumers' perception while selecting celebrity for advertisement.

5. REVIEW OF LITERATURE

Charbonneau and Garland (2005): In a crowded media environment where advertisers face an increasing challenge of attracting the attention of the targeted consumers, celebrity endorsements are said to have the ability to attract viewers' attention. According to Erdogan et.al, 2001 consumers perceive that information coming from unknown persons have no or less similarities with their lifestyle and interest in comparison with the famous spokesperson. Celebrities draw powerful meaning from the role they play in their careers. Each role brings celebrity in contact with objects, and contexts. Through these roles meaning transfer takes place (McCracken, 1989). Meaning is first transferred to the product then must move to the consumer. Advertising is a powerful medium for meaning transfer. Any product can be made to transfer any meaning. According to him the process of meaning transfer starts with formation of celebrity image, then the meaning is transferred from celebrity to the product or service and finally through product meaning gets transferred to the consumer.

The studies showed that the benefit of celebrity endorsed advertisement is to create exposure and attention from the audience. Particular similarities and differences are there in the impact of celebrity endorsements on consumer perception. There celebrity endorsement has always a positive influence on attention, exposure, and attitude towards the brand by the consumer; whereas purchase intention of consumer is less understandable (Biswas, Hussain, and O'Donnell, 2009). Silvera & Austad (2004) highlight characteristics of effective advertisement. They propose that celebrity endorsed advertisement effectiveness can be strongly influenced by consumers' perceptions about the liking of the endorser of the product. It is suggested to select the endorser who actually likes the product or believes the message.

Mukherjee (2009) studied on the impact of celebrity endorsement on consumers' buying behavior and relationship between celebrity endorsement and brand. He found that celebrity endorsement is always like a double edged sword. It has positive impact if properly matched, or else there may have negative consequences to the brand and company. Gan (2006) investigated on behavior of Chinese consumers towards celebrity endorsed and non-celebrity advertisement and found that celebrities with more professional skills, appearances, and good communication skills are liked in China. Saleem (2007): Celebrity endorsement is becoming a very important part in fixing marketing strategy. Marketers should use celebrities in their advertisements when there is no or very little product differentiation. However, in diverse markets, option of multiple celebrity endorsement may be taken into consideration.

According to Erdogan, Baker, and Tag (2001) selecting an appropriate celebrity endorser for any product is an important and difficult task. Advertising professionals and their sponsor companies in US and UK emphasize on image, trustworthiness, familiarity, and fit between celebrity and product as key factors for selecting the appropriate endorser. Other highly ranked decision factors are celebrity- target audience congruence, cost of securing, associated risk in case of controversy, success of prior endorsement. They are of the opinion that actual endorser uses and selection criteria may vary from culture to culture. Whereas Taylor and Johnson (2002) advocates for standardized advertising across cultures as demands and tastes of consumers have become similar on a global scale. Hence, celebrities with worldwide recognition may be used to overcome the difficulties arising out of cultural differences (La Ferla, 2001). De Mooij (2003) claims that fundamental values among people around the world remain divergent across cultures. Hence, same advertising technique may not be equally effective in different cultures. Therefore, research on the influence of culture on celebrity endorsed advertisement is few and findings are not matching with one another. Hence it becomes important to understand the varied use of celebrity endorsement techniques across cultures.

Dix, Phau, and Pougnet (2010) investigated on the influence of sports celebrities on the young adult consumers' purchase and behavioral intentions and also examined to know whether influence differs between males and females. This study throws light on the behaviors of young consumers towards celebrity endorsed advertisement of sports goods. They found that athlete role model endorsers have a positive influence on young adults' product switching, complaint, word of mouth behaviors, and brand loyalty. This confirms the sports celebrities as important socialization agents and their significant impact on purchase intentions and behaviors. There is no significant difference in behavior of male and female adults towards celebrity athlete's endorsement. The impact and extent of sports celebrity influence on different type of consumers has different dimensions for which marketers have limited information.

It is believed that celebrity athletes would benefit brands by creating positive associations and meaning even for ordinary products (Charbonneau and Garland, 2005; Tingchi Liu et al., 2007).

Spry, Pappu, and Cornwell (2011) conducted research to examine the impact of credibility of the celebrity on endorsed brand by applying brand signaling theory to understand the mediating role of brand credibility. The results suggest that endorser credibility influences indirectly the brand equity when this relationship is mediated by brand credibility. It was also found that a endorser with moderately low credibility is able to establish the brand if presented effectively. The result of the research show that celebrities operating at the local level can also be successful in influencing brand credibility. Toncar, Reid, and Anderson (2007) investigated on the impact of using national, local celebrity and disaster victim as spokespersons in a public service radio announcement. The study finds that victim spokesperson was the most credible and believable in comparison with local and national celebrities. The national celebrity was the least credible. The local celebrity was viewed as credible, but less than the victim. Due to familiarity of local celebrity with the public, there were less cognitive reactions. In this study a small student sample was used in an experimental setting. According to Seno and Lukas (2007) image of both endorser and brand serve as mediators in the equity creation process of celebrity endorsement.

Rollins and Bhutada (2014) analyzed the effects on response of consumers between advertising using a celebrity compared to a non-celebrity endorser. Consumers paid more attention the celebrity endorsed advertisement, but there it was not reflected in their attitude.

Jain et al. (2011) studied to explore the relative effectiveness of human and a fictional or character endorser on the attitudes of teenage consumers. The study was restricted to advertisements published in print media. They assessed the variation in effectiveness depending on the nature of endorsed product. The study suggests that impact of human celebrity is more than a fictional celebrity in both food and non-food low-involvement product categories. However, human celebrity failed to create favorable consumer attitude in case of high-involvement products. They also suggest that celebrity endorsements are effective, but the success is depending upon the kind of product / service being endorsed. Jaikumar and Sahay (2015) highlight that the congruence between brand and celebrity has no impact on returns endorsements in India. However, impact of celebrity endorsement varies from culture to culture (Hung et al., 2011). Knight and Hurmerinta (2010) through a qualitative study examined the meaning transfer process in a real life situation. The celebrity endorsement should be considered as an alliance of equals. Singh and Kaur (2011) suggested advertisers to analyze the risks associated with the celebrity and endorsement of other products by the same person before finalizing contract. Choi and Rifon (2012) theoretically and empirically examined the connection between the consumer and celebrity and suggested to consider celebrity/product congruence & celebrity/ consumer congruence for an accurate and full understanding of the effects of celebrity endorsement.

Apejoye (2013) studied on influence of celebrity endorsed advertisement on the students' purchase intention and suggested to scrutinize the endorser before using in an advertisement. The effectiveness of a message depends not only on attractiveness but also on other factors. Favorable response to a message depends upon the perception of the people about the expertise, knowledge, and trustworthiness of the source. Student consumer's recall of a celebrity endorsed advertisement is significantly higher over that not endorsed by celebrity. Ranjbarian et al (2010) studied on the effectiveness of celebrity endorsement on the attitude towards advertisements and brand. They found that celebrity endorser influences the attitude towards the brand. The influence may be direct or indirect. Attitude toward the advertisement play the role of a mediator between the brand and the celebrity endorser. However, attitude toward the celebrity endorser is not significantly transferred to purchase intention of the consumer. Limbu et al (2012) through an empirical study attempted to know the effects of emotional appeals on consumers and found that expert effect of the expert endorser is more in enhancing the credibility and acceptability of the advertisement.

Consumers have the perception that a celebrity endorsed product or service would have higher purchase value in comparison with other counterpart (Clark and Horstman, 2003). Celebrities have impact on the Indian consumers as to majority of them celebrities are role models (Balakrishnan and Kumar, 2011). Because of this reason companies prefer to use celebrities to endorse their products and services. Companies spent huge money to use celebrities as effective spokespersons for their product (Katyal, 2007). Celebrity endorsed advertisement has become ubiquitous feature of modern day marketing (McCracken, 1989). Celebrities are

believed to attract the audience and making the advertisement memorable, credible, and desirable (Spielman, 1981). Kaikati (1987) points out the advantages like; consumer attention, brand repositioning, global marketing, and boosting of sales through celebrity endorsement. Trip et al. (1994) studied on multiple product endorsement by same celebrity and found that when more than four products are endorsed by a single celebrity, then consumer's perception about credibility of the endorser may become negative. Daneshvary and Schwer (2000) studied on source credibility model and determined that product endorsement by a credible source has influence on purchase intention.

There may be both positive and negative effects of celebrity approval among the target audience about a product when appeal is made by a star especially for newly introduced brands. A new brand for penetration into the market depends upon consumers' trust. It has been observed that viewers sometimes forget the brand being advertised but remember the celebrity. This happens due to brand-celebrity disconnection. Hence, the advertiser needs to be careful about this aspect while formulating the advertising. Agarwal and Malhotra (2005) defining brand attitude highlight that consumers evaluate the brand on the basis of brand beliefs, and benefits of the product. Surana (2008) also finds that celebrity characters like, expertise, trustworthiness, and likeability make the communication effective. Malik and Gupta (2014) from their study on effectiveness of celebrity endorsements on consumer buying behavior found that celebrities play the role of initiator and influencer in the consumer's buying process. Celebrity endorsed products have leverage over products without celebrity name attached to it. It was ascertained that consumers consider the celebrity endorsed as a better brand which is definitely advantageous for a brand. Alwitt (2000) advises advertisers to focus on the interestingness of the advertisements to keep the viewers attached with during the course of the commercial. Celebrity endorsement has positive effects and it generates favourable attitudinal and behavioral responses among customers (Amos et al. 2008). Celebrities carry a variety of meanings to the audience (Thomson, 2006). People do possess different perceptions about celebrities. The effectiveness of a celebrity endorsed advertisement depends upon the consumer's perception about the celebrity. Therefore, a matching between the product and celebrity as well as a match between celebrity image and audience's self-image are essential for the success of the advertisement. Keel and Natarajan (2012) after examining the extant of research in celebrity endorsement have suggested for future research in the areas like ethical marketing to vulnerable consumers and social marketing.

Illicic and Webster (2014) applying Gestalt psychology and associative network theory examined the effect of eclipsing in advertisement endorsed by celebrity. When celebrity overshadows a brand eclipsing occurs. High eclipsing occurs when celebrity is in focus, and low eclipsing occurs when both brand and celebrity are emphasized. Brand attitude is enhanced by high eclipsing for consumers with strong celebrity attachment. On the other hand, low eclipsing creates positive brand attitude when consumer has weak celebrity attachment. Ferris (2007) has drawn attention towards the sociology of celebrity. In the research article celebrity has been identified as pathology and as commodity. Meanings of celebrity to people who produce, consume, engage, and live with it need to be explored.

6. DISCUSSION

This review yields two main points of discussion. First Inconsistent use theory in practice. Second is limited use of different theories. The inconsistent use of theory in practice makes it difficult for marketers to interpret and use the research findings. So far the research and study are revolving around source credibility, attractiveness, match-up, and meaning transfer models. After extensive use of celebrities also new models are yet to be developed by the researchers.

7. CONCLUSION, LIMITATIONS, AND RESEARCH AGENDA

This paper has presented a review of the literature on celebrity endorsement definitions, theories, and applications. The paper consists of 74 articles from 42 scholarly journals, books, dissertations published since 1972. This review is an attempt to understand the research conducted so far in the field of celebrity endorsement and finding research gap to set agenda for future research. The objective of this paper was to summarize the literatures in celebrity endorsement. The findings demonstrate that celebrities are preferred in all types of commercial advertisements. The aim of this article is also to identify the unexplored areas in the application of celebrity endorsement.

Data for this review is mainly collected from scholarly journals including few conference proceeding papers, dissertations, and textbooks which is a limitation. An additional limitation is that only articles and papers published in English language are considered excluding scholarly works published in other languages and translation works. With the above limitations also the author believes the review is just enough to know about the trends to find research gaps and other areas having potential for successful application of celebrity endorsement.

In summary, scope of celebrity endorsement is wide and there is enough potential for its use for benefit of both consumers and marketers. The important point is to develop appropriate model to match the need. Future research may be conducted to examine effect of celebrities of other fields, which at present is dominated by stars from sports and movie world. The use, importance, and impact of language of communication in celebrity endorsement needs in-depth study specifically in Indian context where people understand regional, national, and international languages simultaneously. From the review it is observed that the use of celebrity is extensively in commercial marketing. Hence, other emerging areas like green, social marketing have the potential to take more advantage of celebrity endorsement. The differential impact of local, national, and international celebrity in the advertisement may be investigated.

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