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The Mediating Effect of Women Film Celebrity Endorser's Source Credibility in Television Advertisement Enhancing Customer Brand Perception and Purchase Intention – A Study With Regard To Chennai Metropolitan

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Peer Review Information	Abstract
<p><i>Submission: 25 Jan 2026</i></p> <p><i>Revision: 12 Feb 2026</i></p> <p><i>Acceptance: 26 Feb 2026</i></p> <p>Keywords</p> <p><i>Women Celebrity Endorsement, Source Credibility, Brand Perception, Purchase Intention, Television Advertising, Consumer Behavior</i></p>	<p>Celebrity endorsement has become an important promotional strategy used by marketers to enhance brand recognition and influence consumer buying behavior. This study examines the mediating effect of women film celebrity endorsers' source credibility in television advertisements on customer brand perception and purchase intention in Chennai metropolitan. The research focuses on credibility attributes such as trustworthiness, physical attractiveness, professionalism, and virtuousness of women celebrities and their influence on consumer perception of brands.</p> <p>The study adopts a descriptive and analytical research design using primary data collected from 650 respondents through a structured questionnaire. Multiple regression and Structural Equation Modelling (SEM) were applied to analyse the relationships among source credibility, brand perception, and purchase intention. The findings reveal that physical attractiveness and trustworthiness of women celebrity endorsers significantly influence consumer purchase intention. In addition, brand perception factors such as customer loyalty, brand awareness, trustworthiness perception, and customer delight positively affect purchase intention.</p>

Introduction

Advertising is a way of communication to encourage an audience to make purchase decisions about a product or service and conveying information to viewers. It is considered as a vital and essential element for the economic growth of the marketers and business (Ryans, 1996)¹. Advertisement is the process of transmitting audio - visual messages to the audience. It is considered as a best way to broadcast messages to the consumers by which it builds brand preference and thus educates the people (Kotler, 2007)². Advertising helps to sell goods, services, images and ideas. The primary role of advertising is to elicit brand awareness

and thus persuade consumers towards the product. Advertising is expected to have a positive direct effect on the purchase of products (Aaker *et.al*, 1992)³. Truly, effective advertising involves not only thirty-second TV Ads, but also branding, packaging, celebrity spokespeople, sponsorships, publicity, customer service, point of purchase and point of sale Ads. Advertising is used to draw the attention of the products and services of the organization and to provide a personality to the brand in order to make the product stand out amongst its competitors. Effective way to draw attention to the product is to make use of an endorser. Advertisers have often chosen

endorsement as a promotional strategy to communicate the merits of their products or brand.

Purpose of the Study

Celebrity endorsement is one of the most popular advertising strategies used in today's global marketplace. Celebrities are people who enjoy specific recognition by a large number of certain groups of people. The endorser transfers its characteristics onto the product and if the target consumers like or aspire to possess the endorser's characteristics, this will intentionally call them to action to purchase the product or service (Byrne *et.al*, 2003)⁴. Celebrity endorsement in advertising has been and will continue to be a hot topic among researchers (Bow & Landreth, 2001)⁵. Celebrities ensure the attention of the target group by breaking the clutter of advertisements and making the advertisement and the brand more noticeable (Meenaghan, 1995)⁶. A celebrity's preference for a brand gives out a persuasive message and hence celebrity as a source credibility of the product or brand brings in more recognition and persuasion to the brand. It enhances more consumer perception towards the brand. Consumers tend to form an attachment to any object that strengthens one's self identity or desired image. Because of a famous spokesperson endorsing the brand, buyers are also connected to a set of products because of attractive advertisement, quality and brand name (Meenaghan & Shipley, 1999)⁷.

Consequently, in choosing a celebrity endorser, it is important for the celebrity to be well enough known that the awareness, image, and responses for the brand may be improved by their endorsement (Goldsmith *et.al*, 2006)⁸. Ideally, a celebrity endorser would be seen as credible in terms of expertise, trustworthiness and likeability or attractiveness as well as having specific associations that carry potential product relevance. (Kahle & Homer, 1985)⁹. Celebrity endorsement includes both male and female celebrities taking up their role as spokesperson in endorsing the product. Celebrity endorsement with regard to Television advertisement, 76% of the endorsement market is influenced by Film Celebrity and 12% is taken up by the Sports person. FMCG Products take up the lead with 33% with celebrities endorsing a brand. Products like Personal Care, Jewelry and Banking Sector take Women Celebrity in their endorsement list followed by Male endorsers taking lead in E-Commerce, Automobile, Real Estate Industry and Mobile Phones (Jain, 2019)¹⁰. Women celebrities endorsing a product or a brand has become the major tool of

promoting a product. They influence the purchasing power of a customer positively depending upon various factors like Public image, Physical Attractiveness and Professionalism (Meenakshi Saratha *et.al*, 2013)¹¹.

Therefore it will be appealing to study the impact of women celebrity endorsement commercializing through media advertisement and the impact they create on consumers buying behavior and purchase intention. In this research, in studying the impact of women celebrities, women film celebrities are taken into consideration. As per industry sources, over the past decade, the number of celebrity-led endorsements have increased from 650 ads in 2007 to 1660 ads in 2017, representing a steady compounded annual growth rate (CAGR) of 10% (Duff & Phelps, 2020)¹². Film stars currently dominate the endorsement industry with 76% share of the endorsement market, followed by sports persons with 12%. Personal care/hygiene and the food and beverages industry contributed the largest chunk (33%) of celebrity-led campaigns. While the personal care, jewelry and banking segments are dominated by female film endorsers, the e-commerce, auto, real estate and smart phones segments primarily feature male endorsers.

This study is confined to the consumers of Chennai Metropolitan. Chennai city is generally called as the city with multi varied culture, linguistic and religious groups. The city with a diversified culture has a wide scope of variant consumer buying behavior patterns. The city also covers customers from various strata and with different income groups. Since the city is a metropolitan it has strong network and satellite coverage to be connected through the world. The people of the city are also broadly influenced by media advertisements (Neethikumar, 2018)¹³. Celebrity Attraction, Credibility, Performance, Popularity and Territory significantly influence consumer behavior (Divakar, 2018)¹⁴. Hence this study focuses on the impact of women celebrities' endorsement on media advertisements on customer brand perception and purchase intention.

Research Objective

The objective of the study is to evaluate the impact of source credibility of women celebrities and brand perception on the purchase intention of consumers on products endorsed by women celebrities.

Methodology of the Study

This research study is descriptive and analytical

in nature based on Primary and Secondary sources of data. This study analyzes the impact of Women celebrities in Media Advertisement on Enhancement of Customer Brand Perception and Purchase intention. For this study, variables such as source credibility of women celebrity, perceptual level of consumers about product brands endorsed by women celebrities the purchase intention of customers are taken into consideration. Population of the study explains the area where the sample is drawn. This study is conducted in Chennai Metropolitan where the Brand perception and Purchase intention of consumers with regard to Women celebrities endorsed products in Media Advertisements are analyzed. The size of the population of Chennai Metropolitan is 8,653,521. (Census of India, District Census, Directorate of Census Operations, Tamilnadu, 2011 Handbook)¹⁵. The sample size considered for the study is 650. Primary data was collected through a structured questionnaire from the consumers of Chennai Metropolitan. A model was developed to find the impact of source credibility factors and customer brand perception factors on purchase intention using multiple Regressions. The validity of the developed model is tested using Structural Equation Modeling.

Literature Review

Advertisement is “the art of persuasion” that is mainly concerned to create awareness about what is being offered with the ultimate objective to persuade towards buying. The environment of marketing has completely changed in recent years and advertisement has become a major promotional tool to convey information about the product to consumers. Marketers involve various strategies to make the advertisement very effective. Among the various strategies, endorsing celebrities in an advertisement has become a major trend. ‘Celebrity’ as a term refers to any individual who is very famous or much known to the public who can be like film stars, sports persons or any famous personality who seeks public attention through any of their skills or charisma (Friedman & Friedman, 1979)¹⁶. Celebrity endorsement has been defined as: “Any individual who enjoys public recognition and who uses this on behalf of a consumer good by appearing with it in an advertisement” (McCracken, 1989)¹⁷. Much research has been conducted to understand the effectiveness of advertisements of brands endorsed by celebrities. Even though there are controversies in its discussion, still the advertisement endorsed by various celebrities has a lot of impact on consumers. Only because of this, the organization still spends an

enormous amount on endorsing the celebrity in any of its brands (Kulkarni & Gaulkar, 2005)¹⁸. Marketers feel that bringing in a public face will bring in more recognition of their products. Thus Celebrity endorsement has become a major source of promotion methods for various organizations.

Various studies have been conducted to understand the market profitability of an organization in endorsing a celebrity and the findings prove that the advertisements endorsed by a celebrity invoke credibility, improve communication levels and increase recall and recognition among consumers (Lafferty & Goldsmith, 1999)¹⁹. The likeability of a product also gets improved by celebrity endorsement and finally, it induces consumer purchase intention among the consumers (Menon *et.al*, 2001)²⁰. Thus it becomes essential for marketers to introduce their product through a known public figure or a celebrity spokesperson in order to substantiate the products in this competitive environment (Gheysari *et.al*, 2012)²¹. Information about the product reaches the consumers very easily when it is being enacted by a celebrity thus bringing an easy recall and recognition of the product (Till & Busler, 2000)²². Celebrity endorsement creates uniqueness among the other advertisements and the consumers are able to identify the brand among the other clutter of advertisements (Sayal, 2006)²³. The qualities of a celebrity bring in similarity with the product features thus bringing in an impulsive feeling in the minds of the consumers. To cutthroat the competition, the organization should persuade the target consumers to buy their product and convince their minds by bringing in a thought that the product they buy is completely valued for the price they pay and it carries a value more than the other competing brands (Cabalero *et.al*, 1989)²⁴. If a celebrity is chosen properly, it has been proven that companies can influence their target market to buy their endorsed product. The campaign will be even more successful if they can transfer the likability and credibility of the celebrity on the product being endorsed and eventually the brand as a whole (Paul *et.al*, 2000)²⁵.

Anjum *et.al*, (2012)²⁶ has studied on ‘Impact of Celebrity Endorsed Advertisement on Consumers’. The researchers have concluded that celebrities are considered to be more knowledgeable and reliable by the consumers. Thus they are able to increase demand for the product. Their results show that products endorsed by celebrities have increased market share. The results show that the celebrity endorsement in advertisements creates more

value to the brand and increases brand image. Giridhar (2012)²⁷ in his study has examined the 'Effects of Celebrity endorsement on Consumer Buying Behavior and Branding of a brand'. The researcher has found that celebrity endorsement creates more impact and the majority of the respondents are interested in watching advertisements endorsed by film celebrities, followed by Sports celebrities. The study also explains that Purchase attitude of the consumers is increased by celebrity endorsing the brand and celebrity endorsement increases recognition of the brand. Radha & Jija (2013)²⁸ aimed to study the 'Influence of Celebrity Endorsement on the consumer's Purchase Decision'. The study was conducted with the sample size of 200 respondents in Coimbatore city with the age group of 17-26 years. Findings of the study reveal that customers are able to recall the brand that is endorsed by celebrity and celebrity endorsed brands are easy to recognize. Many of the respondents agree that advertisements endorsed by film stars through TV ads create a positive impact and persuade them to buy a product. The findings show that audiences are attracted by the physical appearance of the celebrity but at the same time consumers are more particular about the quality of the product which plays a major role in purchase.

Conceptual Framework of the Study

Organizations use celebrities because through them the brands can be enhanced and they make the products more visible with the limited resources. They are people who through their credibility bring in more meaning to the brand. The value of the celebrity is transferred to the products they endorse (Byrne *et.al*, 2003)²⁹. Dyer (1988)³⁰ explains that through celebrity

endorsement, organizations attract huge customers by limited time and cost. Shimp (2000)³¹ has put forward five factors which advertisers should consider while making a celebrity decision. The factors are credibility of the celebrity, celebrity audience-match up, celebrity brand-match up, celebrity attractiveness and miscellaneous factors. There are various theories, models and concepts structured by authors to understand the relationship between the celebrity and the product endorsed by them and how it impacts brand perception. Models and concepts constructed by scholars to draw the liaison between celebrities, the brand they endorsed and the perception of the people related to the two. The source-credibility model conceptualizes that two factors namely expertise and trustworthiness of celebrity accentuate source credibility. (Bhatt *et.al*, 2013)³².

The word Credibility is explained as the level to which the receiver (consumer) views the source (endorser) as having knowledge, skill, expertise and trust. The word also means that the source gives unbiased objective information (Harmon & Coney, 1982)³³ Celebrity 'credibility in a message depends on these qualities which brings the consumers ideas of purchase intention (Pratap & Bannerjee, 2018)³⁴. Advertisers always have a choice of selecting celebrities based on their level of attractiveness and charisma to achieve an appeal and match up with the products they endorse (Steadman, 1969)³⁵. Shimp (2003)³⁶ has created a model called the TEARS model where Trustworthiness, Attractiveness, Expertise, Respect and Similarity are the factors which influence celebrity effectiveness.

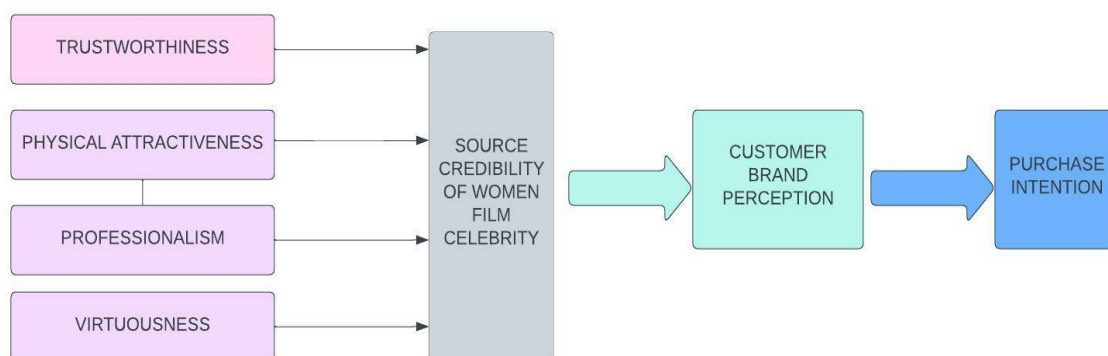


Figure 1: Conceptual Framework of Women celebrity endorsements on Brand Perception and Purchase Intention

The above figure explains the conceptual framework of women celebrity endorsement on purchase intention. The combined attributes of

women film celebrities like Trustworthiness, Physical Attractiveness, Professionalism and Virtuousness are collectively brought under an

umbrella terminology called Source Credibility. The study thus analyzes the credibility of women film celebrity endorsement on consumer belief, trust, values, behavior, recall and memory and how these enhances customer brand perception and influencing Purchase Intention.

Analysis and Interpretation

The main idea of Advertisement is that it creates an impact on the customers and induces purchase intention. Increasing sales is the main concept of any advertisement strategy. Hence big organizations invest huge amounts on Celebrity endorsement. Thus in this study, the impact created through the Source credibility of women celebrity endorsement factors and customer brand perception factors on purchase intention is analyzed.

In this study, the independent variables are source credibility factors and customer brand perception factors and the dependent variable is

Purchase Intention. The table –1 gives the Model Summary of the model fitted through the SPSS package through optimal scaling.

Table 1: Multiple Regression Results on the influence of Source Credibility factors and Customer Brand Perception factors on Purchase Intention

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.677	0.458	0.451	10.230

It can be observed from the table - 1 that the R-square Value is 0.458 (adjusted R – Square is 0.451) which means that nearing 46 percent of the variation in the dependent factor of Purchase Intention was explained by Independent factors - Source Credibility and Customer Brand Perception.

Table 2: Analysis of Variance of Source Credibility factors and Customer Brand Perception factors on Purchase Intention

Sources of Variance	Sum of Squares	df	Mean Square	F	p – Value
Regression	56699.253	9	6299.917	60.202	< 0.001
Residual	66973.209	640	104.646		
Total	123672.462	649			

The table - 2 shows that the high value of F =60.202 with low p-value (<.001) verify that the model is significant in explaining the variation in Source credibility factors and Customer Brand Perception factors. So it can be concluded that

there is a significant combined effect of source credibility factors and customer brand perception factors on purchase intention of products endorsed by women celebrities.

Table 3: Influence of Source Credibility factors and Customer Brand Perception factors On Purchase Intention

Influencing Variables/Dependent Variables	Un standardized Coefficients		Standardized Coefficients	t Value	P – Value
	B	Std. Error	Beta		
(Constant)	19.231	3.602		5.338	.000
Professionalism Factor	-.028	.099	-.012	-.282	.778
Virtuousness Factor	-.189	.122	-.069	-1.551	.121
Physical Attractiveness Factor	.593	.217	.090	2.735	.006
Trustworthiness Factor	.761	.210	.129	3.621	.000

Customer Loyalty Perception Factor	1.120	.131	.366	8.522	.000
Brand Awareness and Trustworthiness Perception Factor	.885	.204	.179	4.347	.000
Customer Satisfaction Perception Factor	.204	.163	.045	1.255	.210
Customer Delight Perception Factor	.637	.182	.135	3.501	.000
Customer Belief Perception Factor	.343	.218	.059	1.574	.116

The table - 3 shows that Physical Attractiveness factor, Trustworthiness factor, Customer Loyalty Perception factor, Brand Awareness and Trustworthiness Perception factor and Customer Delight Perception factors influence significantly the Purchase intention of consumers. Whereas Professionalism factor, Virtuousness factor, Customer Satisfaction Perception factor and Customer Belief Perception factor do not influence the purchase intention of consumers.

Testing the Developed Model for Purchase Intention

Structural equation modeling (SEM) is a multivariate statistical analysis technique that is used for representing, estimating, and testing a theoretical network of relationships between variables of both measured variables and latent constructs. SEM consists of path analysis, regression analysis, confirmatory factor analysis and latent growth modeling. The independent variables are considered as exogenous variables and dependent variables are considered as endogenous variables. The measured variables are known as observed variables and in another hand latent variables are a construct that is not exactly measured or not measured. SEM is usually used to understand and outline the correlation between the variables and variance explained by those variables.

Structural equation model has been applied to propose a model towards the impact of source credibility of women celebrities and brands endorsed by celebrities on influencing the purchase intention of customers. The exogenous factors considered in source credibility factors are professionalism factor, virtuousness factor, physical attractiveness factor, trustworthiness factor of women celebrities. In brands endorsed by celebrities the exogenous factors consist of customer loyalty perception, customer satisfaction perception, customer delight perception, customer belief perception and brand awareness and trustworthiness perception factor. The endogenous factor for the proposed model is the influence of purchase intention of customers towards various brands endorsed by the women film celebrities. This proposed model theory explains the relationship among these variables.

The relationship between the constructs was examined based on t-values associated with path coefficients between the constructs. If an estimated t-value is greater than a certain critical value ($p < 0.05$, t-value = 1.96), the null hypothesis that the associated estimated parameter is equal to 0 was rejected. Subsequently, the hypothesized relationship was supported.

Table 4: SEM Output for Determinants on Purchase Intention of Customers

Path	β	Standard Estimate	t-Value C.R.	P	Result
Professionalism	-0.028	0.096	-0.289	0.773	Not Significant
Virtuousness	-0.189	0.119	-1.582	0.114	Not Significant
Physical Attractiveness	0.593	0.212	2.795	0.005	Significant
Trustworthiness	0.761	0.203	3.755	***	Significant

Path	β	Standard Estimate	t-Value C.R.	P	Result
Customer Loyalty Perception	0.912	0.129	8.679	***	Significant
Brand Awareness and Trustworthiness Perception	0.885	0.201	4.412	***	Significant
Customer Satisfaction Perception	0.204	0.159	1.286	0.198	Not Significant
Customer Delight Perception	0.637	0.177	3.605	***	Significant
Customer Belief Perception	0.343	0.214	1.605	0.109	Not Significant

Table - 4 reveals that the standardized estimates range from 0.096 to 0.214; it was found that Physical Attractiveness ($\beta = 0.593$, C.R. = 2.795), Trustworthiness ($\beta = 0.761$, C.R. = 3.755), Customer Loyalty Perception ($\beta = 0.912$, C.R. = 8.679), Brand Awareness and Trustworthiness Perception ($\beta = 0.885$, C.R. = 4.412) and Customer Delight Perception ($\beta = 0.637$, C.R. =

3.605) have significant positive effect on Purchase Intention of customers towards various brands endorsed by women film celebrities. Professionalism, virtuousness, Customer Satisfaction Perception and Customer Belief Perception has no significant effect on Purchase Intention of customers towards various brands endorsed by women celebrities.

Table 5: SEM – Model Fit Indices

Absolute Fit Indices				Incremental Fit Indices		
CMIN/df	GFI	AGFI	RMSEA	NFI	TLI	CFI
4.257	0.951	0.856	0.083	0.934	0.919	0.941

From Table – 5, it is clear that the CMIN/df value 4.257 is within the recommended range of 5.0 indicating that the model fits the data very well. However, the chi-square statistics is very sensitive to the sample size, it is more appropriate to look at other fit measures. The other goodness of fit indices also is examined by absolute fit and incremental fit indices as well as

the parsimony adjusted measures. GFI 0.951, AGFI is 0.856, NFI is 0.934, TLI is 0.919, CFI is 0.941 and similarly, the value of RMSEA 0.083, as lower value is considered better, all of these indices have exceeded the recommended thresholds > 0.90 and indicated a good fit of the structural model. Fig - 2 explains the model for Purchase Intention.

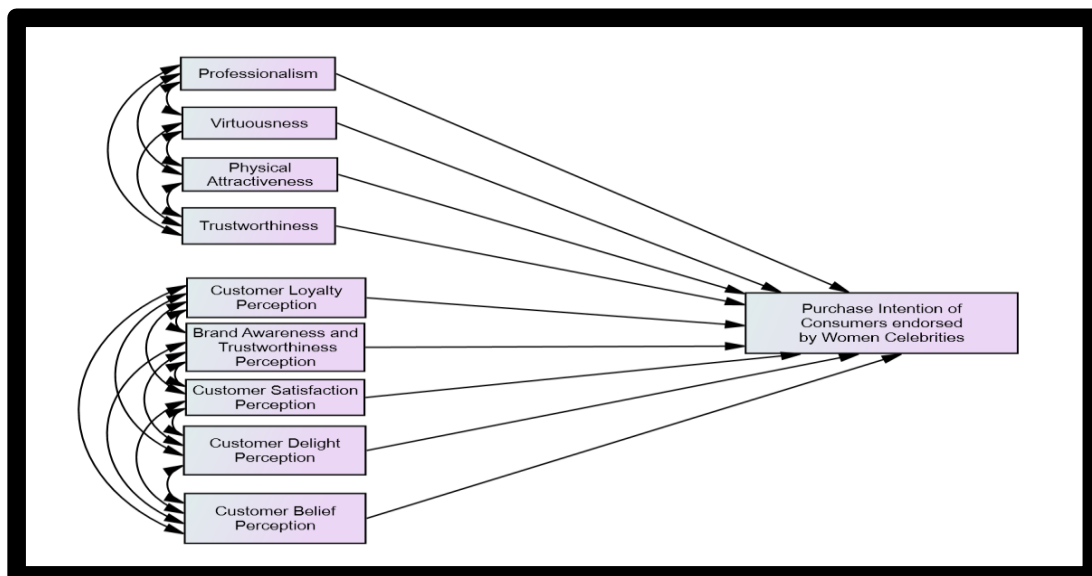


Figure 2: Fitted Model for Purchase Intention

To conclude this structural equation model, purchase intention of customers are influenced by source credibility factors of women celebrities such as Professionalism, Virtuousness, physical attractiveness, trustworthiness and a range of brand perception factors like customer loyalty perception, brand awareness and trustworthiness perception, Customer satisfaction perception, Customer Belief Perception and customer delight perception factors. Thus it evidently affirms that the model has goodness-of-fit.

Suggestions

1. Customers always feel reliable when a celebrity endorses a brand. Thus celebrity endorsed advertisements should be more ethical in all terms.
2. Brand perception is considered as an important component in enhancing purchase intention. Thus organizations have to conduct regular market research to understand how consumers feel about the brand. Women celebrity endorsed advertisements should be in such a way that it creates a positive connection with the customer brand perception.
3. Source credibility of women celebrities is considered as an important factor in consumer buying intentions. Thus negative image or publicity of the celebrity impacts highly on endorsements. Consumers lose hope on the celebrity which directly affects the products endorsed by them thus bringing down the brand equity and brand loyalty. Thus marketers have to be very careful in this regard.

Conclusion

In this study, the impact created through the Source credibility of women celebrities' factors and customer brand perception factors on purchase intention is analyzed. The independent variables are source credibility of women celebrities' factors and customer brand perception factors and the dependent variable is Purchase Intention. It can be observed that the R-square Value is 0.458 (adjusted R – Square is 0.451) which means that nearing 45 percent of the variation in the dependent factor of Purchase Intention was explained by Independent factors - Source Credibility and Customer Brand Perception. The high value of F (60.202) with low p value (<.001) verify that the model is significant in explaining the combined effect of Source credibility factors and Customer Brand Perception factors on Purchase Intention. In running the multiple regression it was understood that Physical Attractiveness factor, Trustworthiness factor, Customer Loyalty Perception factor, Brand Awareness and

Trustworthiness Perception factor, Customer Delight Perception factor influences Purchase intention of consumers. Professionalism factor, Virtuousness factor, Customer Satisfaction Perception factor and Customer Belief Perception factor do not influence the purchase intention of consumers. Structural Equation Model indicates that it has goodness-of-fit and it evidently affirms that the purchase intention of customers are influenced by physical attractiveness, trustworthiness, customer loyalty perception, brand awareness and trustworthiness perception and customer delight perception factors.

Celebrity endorsement has become the multi dollar business industry in India. Thus endorsement by women celebrities can change the way of advertising by making the advertisement and the brand more noticeable. However organizations have to understand that celebrity endorsement strategies cannot be successful for all product categories. Through the period of time, changes in the product life cycle, changes in the demographics and psychographics of the consumers and changes in lifestyle can change consumer preferences. Hence organizations should carefully analyze the consumer markets to make the product or brand more sustainable.

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