ENDORSER'S ATTRIBUTES AND ITS INFLUENCE ON ATTITUDE TOWARDS CELEBRITY ENDORSEMENT

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Abstract: Popular wisdom asserts that getting a celebrity endorsement is a tried-and-true, simple-to implement way to maximize advertising effectiveness that yields stronger ties with viewers and ultimately, greater sales. Not only do advertisers incorporate celebrity endorsements into campaigns, frequently they develop campaigns around them. Today marketers are using the celebrity endorsement as a marketing communication tool to convey the product meaning to consumers. Firms do invest a huge amount of money on celebrity endorsement with the belief that the endorser can act as a reference group to the consumers. In this competitive marketing era, it necessitates the marketers to understand how the consumer reacts to their favorite stars endorsing the products or services and what are the factors considered to be most important for endorsement effectiveness. This study was focused on measuring the consumer attitude towards celebrity endorsement. In order to measure attitude towards endorsement twenty seven statements were constructed related to celebrity endorser, celebrity features, brand - endorser match and celebrity endorsements. These statements were divided into four factors using exploratory factor analysis and the summated value was calculated for each factor. The factors were named as attributes, perception, perceived fit and attitude. Using SEM the covariance between the variables were estimated and the model for measuring attitude was developed. Based on the model it has been concluded that the attribute of the endorser influences the consumer perception towards endorsement. This in turn affects the consumer attitude. Similarly the perceived fit between the endorser and the product also influences the attitude.

Keywords: Celebrity endorsement, source attractiveness, product matchup.

I. INTRODUCTION

Celebrity endorsement or celebrity branding is a type of branding, or advertising, in which a celebrity's his or her social status is used to promote a product, service or charity. Celebrity branding can be several different forms, from a celebrity simply appearing in advertisements for a product, service or charity, to a celebrity attending PR events, creating his or her own line of products or services, and/or using his or her name as a brand.

The latter part of the 80s, the new trend has emerged in India that the marketers started to use Hindi film and TV stars as well as sportspersons to endorse their

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prominent brands. For example featuring stars in advertisements like Tabassum (Prestige pressure cookers), Jalal Agha (Pan Parag), Kapil Dev (Palmolive Shaving Cream) and Sunil Gavaskar (Dinesh Suitings) became very common.

After some time the advertisers have begun to quantify and qualify the use of celebrities in their marketing campaigns by evaluating their awareness, appeal, and relevance to a brand's image and the celebrity's influence on consumer buying behavior. Celebrity branding is a global phenomenon and it assumes paramount importance in developing countries like India where celebrities are given the status of Demi Gods by the masses. So the marketers do believe that there is a strong correlation between successful celebrity branding and brand endorsements.

"The health of a brand can definitely be improved up to some extent by celebrity endorsement. But one has to remember that endorsing a celebrity is a means to an end and not an end in itself."

In the present marketing scenario we had the Shah Rukh- Santro campaign with the objective of mitigating the impediment that an unknown Korean brand faced in the Indian market. The objective was to garner faster brand recognition, association and emotional unity with the target group. Star power in India can be gauged by the successful endorsement done by Sharukh for three honchos- Pepsi, Clinic All Clear and Santro. Similarly, S Kumars used Hrithik Roshan to re-launch their mid-segment ready to use brand Tamarind and the firm spent 40 - 50 per cent less on media due to the sheer impact of using Hrithik. Ad recall was as high as 70 per cent, and even the normally conservative trade got interested.

In the Indian context, it would not be presumptuous to state that celebrity endorsements can aggrandize the overall brand. We have numerous examples to exemplifying this claim. A standard example here is Coke, which, till recently, didn't use stars at all internationally. In fact, in India coke used Aamir Khan as a spokesperson for their brand. The recall value for Nakshatra Diamond advertising is only due to the sensuous Aishwarya. The Parker pen brand, which by itself commands equity, used Amitabh Bachchan to revitalize the brand in India. According to Pooja Jain, Director, Luxor Writing Instruments Ltd, post Bachchan, Parker's sales has increased by about 30 per cent.

Celebrities are people who enjoy public recognition and who often have distinctive attributes such as attractiveness and trustworthiness. (McCracken 1989; Silvera and Austad 2004). According to Stafford et al., 2003 celebrity endorser as, "a famous person who uses public recognition to recommend or co-present with a product in an ad".

The celebrity can be an individual who is familiar to the public, such as actors, sport person, entertainers and others for their achievements in their respective areas apart from their endorsing role (Friedman and Friedman, 1979:63), and

Kamins (1989). (Miciak and Shanklin, 1994) argues that not necessarily the celebrity should be a popular personality; celebrities may also be an animated character like Fred Flintstone or an animal.

The advertisers choose famous stars as celebrities to associate their personality to a product or brand (Kaikati, 1987). The celebrities are widely used by advertisers with the belief that the endorser could make attitudinal and emotional changes in the consumer mind (Kanungo and Pang, 1973) than a non-celebrity endorser (Atkin & Block, 1983; Petty and Cacioppo 1983). Therefore celebrities who are placed as models and are seen as in support of the product and / or its claim are known as endorsers (Tellis, 1998). In order to be effective a celebrity endorser should have the credibility to attract attention Miciak and Shanklin 1994) increase awareness of the endorsed product (Wilson, 1997) and influence the purchase decision of the targeted audience (Ohanian, 1991).

Early research has found that celebrities are more effective than other types of endorsers, such as, the professional expert, the company manager, or the typical consumer (Friedman and Friedman, 1979). Using celebrity endorsers, companies may easily crack into consumers' symbolic association with an operational reference group, as celebrity endorsers are perceived as dynamic, attractive and likable (Assael, 1984; Atkins and Block, 1983; Kamins, 1990).

II. REVIEW OF LITERATURE

Celebrity Endorsement

The use of celebrities in advertisements is not a new phenomenon (Kaikati, 1987). Celebrity endorsement, as a marketing practice, has a very distinguished history. In the eighteenth century, a famous potter Josiah Wedgwood pioneered in using celebrities to his advantage. Once when Queen Charlotte began to use his products, Wedgwood capitalized on his new status by referring himself as the ¯Potter to Her Majesty (Dukcevich, 2004). For instance one of the early examples involves Queen Victoria is associating with Cadbury Cocoa (Sherman, 1985).

Celebrity endorsements are being accepted to be a ubiquitous feature of modern day marketing. The endorsement process was explained in terms of endorser roles and endorsement types. Celebrity endorser can take the role as an expert, as a spokesperson associated with a product, or as an inspirational figure with no particular knowledge or relationship with, the product. There can be four types of Endorsement; Explicit (I endorse this product), Implicit (I use this product), Imperative (You should use this product), or co-presentational mode (merely appearing with the product) (McCracken 1989). It has also been seen that one quarter of all advertisement use/feature a celebrity to endorse a product or brand. This validates the effectiveness of celebrity endorsements as a means of persuasive

communication. It has the potential to enhance audience attentiveness, make the ad more memorable, credible, and desirable and add glamour to the endorsed product (Spielman, 1981).

Celebrities as a form of Aspirational Reference Group

From a theoretical perspective, Celebrities have considerable influence on consumer attitude towards endorsement since they are considered as a hero of reference groups and opinion leaders. They are recognized as effective endorsers due to their symbolic aspirational reference group associations (Assael 1984, Solomon and Assael 1987). According to (Wilkes and Valencia 1989), Celebrities as heroes have the potential to influence the cognitive processes of consumers. The relationship between values and heroes can be bidirectional. Celebrities are capable in shaping and refining the existing cultural meaning and encourage the reform of cultural values and categories (Biswas et al. 2009). The companies can use celebrities to create a consumers' symbolic association with an operational reference group, because they are perceived as dynamic, attractive and likable (Atkins and Block, 1983; Kamins, 1990).

(Schiffman and Kanuk 2004) state that celebrities, particularly movie stars, TV personalities, popular entertainers and sports legends, provide a very common type of reference group appeal. Consumers are interested to form an attachment to any object with the belief that strengthens one's self identity or desired image, renders feelings of connectedness to a group or a personality, and perhaps the most common example of this form are the celebrities (O'Mahony and Meenaghan, 1998). The celebrities do have the potential to influence the consumers without having direct physical and social connect with the consumers. (Choi & Rifon, 2007).

Consumers are always ready to accept meanings from the brands endorsed by a celebrity whom they perceive as similar to themselves or whom they aspire to be like. For instance, a consumer may consider himself to be athletic and fashionable, like David Beckham, who currently endorses many brands, including Adidas and Police. Due to his aspiration to look like Beckham he may choose to buy an Adidas gear and wear Police watches. As a result, he may form a self-brand connection to these brands endorsed by Beckham (Schiffman and Kanuk 2004).

Celebrity Endorsement as a Marketing Communication Tool

From a marketing communication perspective, it is required for the firms to design effective strategies which provide a competitive differential advantage of its products and services. It attempts to create positive effects in the minds of consumers. In order to achieve this, (Erdogan, 1999) suggests that celebrity endorsement is a commonly used marketing communication strategy. Companies spend large amounts of money to endorse their brands through celebrities. Celebrity

endorsers are perceived and gifted with a dynamic, attractive and likeable qualities (Atkin and Block 1983) and companies try to align these qualities to their products through marketing communication strategies. (Cooper, 1984; Dean and Biswas, 2001) believe that an advertisement featuring a celebrity delivers a higher degree of appeal, attention, recall rate and possibly purchase compared to the ads without celebrities and also it would contribute to substantial positive impact on financial returns for the companies (Farrell *et al.* 2000; Endorgan, 2001).

Initially, implementing this strategy came out to be a no-risk/all-gain or win-win situation, but like another marketing communication strategy, there are potential hazards involved too. There are also various potential risks involved while implementing this strategy, which can also lead to severe results. In other words, celebrity endorsement strategy can be a two-edged sword, which may create and destroy a brand. Therefore, we will explore the positive and negative aspects of celebrity endorsement.

Selecting the 'Right' Celebrity

Shimp (2000) emphasises the following five factors which must be considered by advertising executives while making their celebrity-selection decisions 1.Celebrity credibility 2. Celebrity and audience match-up 3. Celebrity and brand match up 4. Celebrity attractiveness. (Khatri, 2006) pointed out the models and 20 concepts were constructed by scholars to draw the liaison between celebrities and the brand they endorsed and the perception of the people related to it. One of the earliest models was the Source Credibility Model by Hovland et al. (1953). Apart from this, there were 3 additional models recognised by Erdogan (1999), which were the Match-up Hypothesis by Forkan (1980), the Source Attractiveness Model by McGuire (1985) and the Meaning Transfer Model by McCraken (1989). The following part will take a closer look at the stated considerations and the associated models.

The Source Attractiveness Model

"Beauty is a greater recommendation than any other introduction." This quote by Aristotle is suitable in this context of source attractiveness for appreciating the efficacy of pleasant appearance since most societies place a high premium on physical attractiveness. (Ohanian, 1991). Patzer (1985) affirms that physical attractiveness is an informational cue which involves effects that are inescapable, persuasive and subtle. (Erdogan, 1999).

(McGuire, 1968) noted that expertise and trustworthiness have been considered as important elements, attractiveness based on 'source valence' model was identified as another dimension of source credibility. Advertisers have made choices of selecting celebrities on their foundation of their attractiveness to gain from the dual effects of physical appeal and celebrity status. (Singer, 1983)

Source attractiveness is mostly associated with physical attributes, such as familiarity, similarity and likeability, all of which are important in the individual's initial judgment of another person. (Ohanian, 1990). Similarity refers to the resemblance between the receiver and the source of the message whereas familiarity refers to the acquaintance of the source through exposure. While talking about similarity, it is mentioned that consumers are more likely to be influenced by a message coming from someone they feel a sense of similarity with. (Belch & Belch, 2001). The position advocated by the source is better understood and received, when the endorser and the recipient are seen to have similar needs, lifestyles, goals and interests. (Kelman, 1961). Likeability on the other hand is the fondness for the source which may be as a result of behavior, physical appearance or other personal trait and also these celebrities need to be at least well known and admired in the public eye. (Belch & Belch, 2001).

A number of attributes determine celebrity attractiveness such as intellectual skill, personality properties, lifestyle or athletic prowess that consumers might perceive in a celebrity endorser, and thus does not simply refer to physical attractiveness. (Erdogan, 1999). "Source attractiveness leads to persuasion through a process of identification." Kelman (1961) Identification is the process which has been used to explain how attractiveness influenced consumers. This is another of Kelman's social influence processes which occurs when because of the desire to identify with such endorsers, receivers accept the attractive source's information. (Ambrose, 1992; Friedman & Friedman, 1979).

Research reveals that consumers have a tendency to form positive stereotypes about attractive individuals and also that as compared to their unattractive counterparts, physically attractive communicators celebrities are more successful at changing beliefs (Baker and Churchill, 1977) and generating purchase intentions (Friedman et al. 1976; Kahle and Homer, 1985). A study conducted by Kahle and Homer (1985) divulged that consumers were more geared up to buy an Edge razor after seeing an attractive celebrity in a magazine advertisement than an unattractive celebrity. They also elucidated that the speed of communication occurs more promptly when the pictures appear in advertisements than when arguments appear.

However it was suggested by Caballero et al., (1998) and Ohanian (1991) that though attractiveness might result in positive feelings towards advertising and products, but it is not necessary that this feeling should necessarily translate into actual behaviour, cognitive attitudes and purchase intention.

It is indicated by both Till and Busler (1998) and Ohanian (1991) that more than physical attractiveness, the expertise of the endorser is more important in affecting attitude towards the endorsed brand.

Based on these discussed ideas following hypothesis were developed to test the consumer perception towards celebrity endorsement:

H1: The celebrity attributes have a positive influence on consumer perception towards celebrity endorser.

H2: The perception towards celebrity endorser have a positive influence on consumer attitude towards celebrity endorsement.

Product Match-Up Model

"*Celebrities are an unnecessary risk unless they are very logically related to products*" Watkins (1989)

India is one country, which has always idolized the stars of the celluloid world. Therefore it makes tremendous sense for a brand to procure a celebrity for its endorsement. In India there is an exponential potential for a celebrity endorsement to be perceived as genuinely relevant, thereby motivating consumers to go for the product. This would especially prove true, if the endorser and the category are a natural lifestyle fit example of sportspersons and footwear, Kapil-Sachin and Boost or film stars and beauty products.

The match-up hypothesis suggests that the effectiveness of an advertisement is strongly influenced by the existence of a perceived 'fit' between the endorsing celebrity and the brand endorsed by him (Till and Busler 1998). The Product match-up model suggests that both the celebrity and the product features should complement each other for effective advertising (Kamins 1990). The match between the product and celebrity depends on the common attributes between product features and celebrity image (Misra and Beatty 1990). Advertisement featuring celebrity with relatively high product compatibleness leads to effective advertising than the advertisement featuring less compatible celebrity (Kamins and Gupta 1994; Erdogan 1999). If the qualities of a celebrity match up with the brand endorsed by him, it may also increase the celebrity believability and attractiveness among the targeted audience.

(Kamins and Gupta 1994) and Ohanian (1991) stated for supported the argument that it is critical to employ celebrities who directly resemble to the brand and are experts in their field.

Bertrand (1992) argued that if a company is able to connect a link between its product and celebrity image or the field celebrity specializes in, then it can bring fame and success to both. Previous research on the subject states that customers also expect the compatibility between the endorsed product and the celebrity. And also customers make a perceived image about the product by comparing the qualities of the product and celebrity (Ohanian 1991; Callcoat and Phillips 1996; O'Mahony and Meenaghan 1997). If there is no congruence between the endorsed product and the celebrity, the consumer may conclude that the celebrity is faking it, since he is highly paid to endorse the brand (Erdogan 1999). From the above arguments, it can be inferred that congruence between the celebrity and brand is

required for effective advertising. Alternatively, if the endorsing celebrity and the endorsed brand have nothing in common, it might lead to vampire effect, where celebrity overshadows the endorsed product and the targeted audience only remembers the celebrity and not the product (Evans 1988).

The product match-up model suggests that attractive celebrities especially attractive female celebrities are more effective in endorsing beauty products, which are used to enhance one's physical attractiveness (Kamins 1990). For instance, Aishwarya Rai Bachhan is a renowned celebrity endorsing L'Oréal beauty products and Sachin Tendulkar, the famous cricketer endorsing Adidas products in India. As Friedman and Friedman (1978) and Atkin and Block (1983) in their research argued that the use of celebrity endorser is suitable where the product purchases involve high social and psychological risk. In order to support the argument, Packard (1957) proposed that the celebrity endorsement strategy is more effective for luxury products positioned and sold in the niche market segment because the advertisement featuring celebrities are people from the high status and therefore it makes easy for marketers to attract consumers to buy their products. Callcoat and Phillips (1996) opposed the argument by saying that consumers are generally influenced by celebrities only for the inexpensive and low involving products.

From the above said views and opinions, it is clearly understood that the Match-up between the celebrity and the endorsed brand is important in order to attract the targeted audience and to make the message more effective.

The following hypothesis was constructed to measure the consumer attitude towards the celebrity endorsement:

H3: The perceived fit between the endorser and the product endorsed by him/her has a positive influence on the consumer attitude towards the celebrity endorsement.

III. RESEARCH METHODOLOGY

Conceptual Framework

To measure the consumer attitude towards celebrity endorsement, the celebrity perception, fit between product and an endorser and celebrity attributes were assumed to be an influencing factor.

Questionnaire Design

The study is descriptive in nature and a survey method was employed in it. The data were collected through structured non disguised questionnaire. The questionnaire consists of two construct. The first construct measured the demographic characteristics of respondents like age, qualification, income, marital

status and etc. The second construct includes 27 statements to measure the consumer attitude towards celebrity endorsement. These statements were related to the celebrity endorser, product and endorser match and celebrity attributes. They were measured with five point scale ranging from 1strongly disagree to 5 strongly agree.

Sampling Method and Selection of Samples

The primary data were collected by using convenience sampling method and the sample size of 118 was selected for the study.

Pilot Test

A pilot study was performed with 30 respondents to check the obstacle in the questionnaire. This proved to be beneficial as it helped unveil that the interview questions needed to be rephrased in a simpler language to make it comfortable for the interviewees and the jargons and some unknown marketing terms present in the questionnaire were to be done away with. Also the pilot test helped the researcher to get at ease with the entire data collection process as the researcher was a novice. It gave an introductory idea of the responses and helped in reframing the questions and changing their order which would encourage more continuity in thinking.

IV. DATA ANALYSIS AND RESULTS

The first part of the questionnaire contains personal information about the respondents. Table 1. Explains the demographic profile of the total respondents.

Table 1
Demographic Profile of the Respondent

Sample Characteristics	Frequency	Percentage
1. **Age category**		
< =20	24	20.3
21 – 30	59	50.0
31 – 40	17	14.4
41 – 50	11	9.3
> 50	7	5.9
2. **Gender**		
Male	72	61
Female	46	39
3. **Occupation**		
Students	56	47.5
Jr. Level Officers	3	2.5
Sr. Level Officers	18	15.3
Professionals	41	34.7

The data represented in the above table show that, out of 118 respondents, 50 respondents (50%) fall between the age group of 21 to 30 and 24 (20.3%) are less than or equal to 20 whereas in gender 72 (61%) respondents are male and 46 (39%) are female. And also it is inferred that, out of 118 respondents, 56 (47.5%) are students and 41 (34.7%) are professionals.

The second part of the questionnaire covers 4 dimensions of using celebrity endorsement such as celebrity attributes, perception towards celebrity endorsement, perceived fit between celebrity and product and attitude towards celebrity endorsement. The measures for these variables are selected from the previous research studies. The table 2. indicates the statements related to each dimension. In order to measure reliability of questions in the questionnaire, the amount of confidence coefficient has been calculated by the method of Cronbach's alpha. The Cronbach's alpha for perception, celebrity attributes, perceived fit and attitude respectively is 0.798, 0.768, 0.789 and 0.794. All of the values meet the required criteria of 0.7, which demonstrate that the applied questionnaire enjoys confidentiality or in other words the necessary reliability.

Table 2
The Measures of Variables

Variables	Statements	Cronbach's alpha
Perception	I enjoy ads that feature celebrities I derive pleasure watching my favourite celebrity appear in an ad Today, most brands or products feature celebrities in their TV commercials than what they did a decade ago There will be a substantial increase in this trend of celebrity endorsements in the future Ads featuring movie stars attract me more than ads featuring sports stars Today, marketers use child/teen celebrities to attract the younger crowd Celebrities from other fields, (besides the entertainment industry and sports) like business persons, politicians and social activists, do attract my attention	0.798
Attributes	Credibility Attractiveness Trustworthiness Expertise Familiarity Likeability	0.768

Variables	Statements	Cronbach's alpha
Perceived fit	The success of the celebrity in his/her profession has a positive effect on the brand(s) he/she endorses	0.789
	If the celebrity is involved in a scandal, it creates a negative impact on the brand(s) he/she endorses	
	The marketer should dismiss the scandalous celebrity in order to maintain or upkeep the brand's image	
	When a marketer changes the celebrity endorsing the brand suddenly, it confuses me (or) I feel uncomfortable about it	
	It is good to have multiple celebrities endorsing a particular brand/product	
	It's ok if a particular celebrity endorses multiple products/ brands at the same time	
	Celebrities endorsing brands should be loyal to the manufacturer	
	It's important that the celebrity endorsing a particular product or brand should be using the same in his/her personal life	
	Sometimes I couldn't recollect for which brand a celebrity endorses	
Attitude	Ads that don't feature a celebrity also appeal to me	0.794
	Featuring a celebrity in an ad for a product or brand definitely makes the brand stand out from the clutter	
	Using a celebrity to endorse a brand/product means that it is not confident enough to sell on its own	
	Celebrities use brand endorsements as a shortcut to brand themselves	
	If the celebrity of my choice switches from endorsing one brand to another, I too will switch brands	
	Celebrities behave socially responsible by endorsing brands/services that contribute to the welfare of the society	
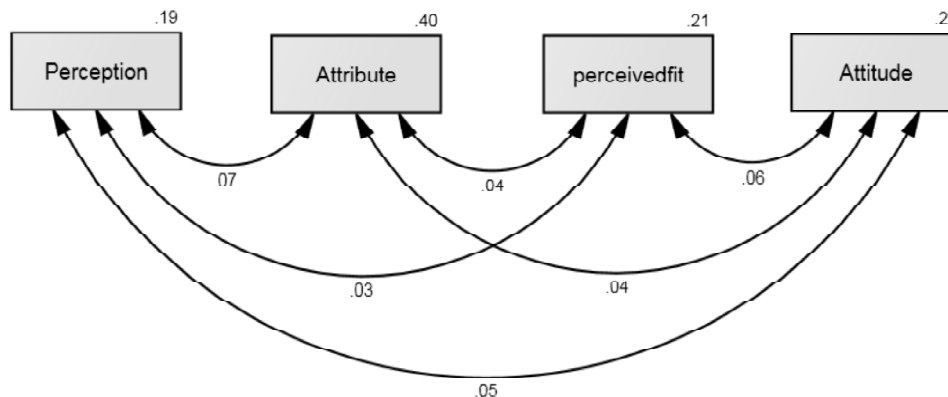
Structural Equation Modeling (SEM)

SEM was subsequently applied to identify the relationship between the four variables attributes, perception, perceived fit and attitude. The following path diagram indicates the covariance between the variables.

The following table 4. Explains the covariance between the variables.

Table 4
Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Perception	<—>	Attribute	.069	.026	2.625	.009	par_1
Perception	<—>	Perceivedfit	.030	.019	1.619	.105	par_2
Perception	<—>	Attitude	.055	.021	2.661	.008	par_3
Attribute	<—>	Perceivedfit	.037	.027	1.363	.173	par_4
Attribute	<—>	Attitude	.037	.029	1.288	.198	par_5
Perceivedfit	<—>	Attitude	.062	.022	2.866	.004	par_6

From the above table, it is inferred that the covariance between perception and attribute is .069, perceived fit and attitude is .062 and perception and attitude is .055. So these three relationship paths are considered to draw the model fit.
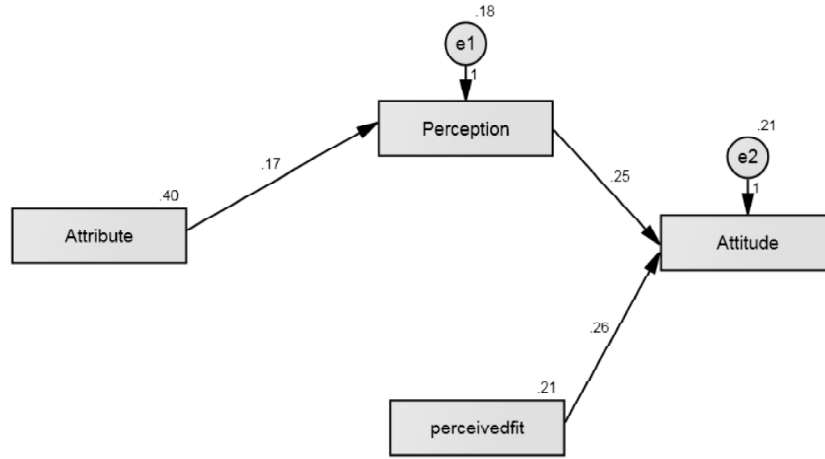
The following table indicates the correlation between the variables.

Table 5
Correlations: (Group number 1 - Default model)

			Estimate
Perception	<—>	Attribute	.250
Perception	<—>	Perceivedfit	.151
Perception	<—>	Attitude	.254
Attribute	<—>	Perceivedfit	.127
Attribute	<—>	Attitude	.120
Perceivedfit	<—>	Attitude	.275

The above table shows that there is a correlation between perceived fit and attitude is 0.275, perception and attitude is 0.254 and perception and attribute is 0.250.

Based on the relationship path identified from the estimated covariance between the variables, the following model for celebrity endorsement was developed.

Based on the model it is infrered that the attribute of the endorser influences the consumer perception towards endorsement, which in turn effects the consumer attitude. Similarly, the perceived fit between the endorser and the product also influences the attitude.

The following table indicates the regression weights of variables:

Table 6
Regression Weights: (Group number 1 - Default model)

			Estimate	*S.E.*	*C.R.*	*P*
Perception	<—-	Attribute	.172	.062	2.795	.005
Attitude	<—-	Perception	.246	.098	2.507	.012
Attitude	<—-	Perceivedfit	.263	.094	2.792	.005

From the above table it is inferred that the one unit of change in attribute leads to the corresponding change of 17.2% change in perception, one unit of change in perception leads to the corresponding change of 24.6% change in attitude and one unit of change in the perceived fit leads to the corresponding change of 26.3% change in attitude.

Model Fit Index

The following table indicates that the goodness-of-fit indices employed for attitude towards celebrity endorsement.

Model Fit Index	*CMIN*	*DF*	*CMIN/DF*	*RMR*	*GFI*	*AGFI*	*CFI*	*RMSEA*
Values	3.907	3	1.302	.017	.984	.946	.956	.051

The results of the SEM in the above table indicating a good model fit, which is explained by all the goodness of model fit like GFI, AGFI, and CFI values are more than the acceptable value of 0.9. The CMIN/DF value is less than 3 at 3 degrees of freedom. Also, the badness of model fit indices like the RMSEA value, which is 0.051, that is less than maximum acceptance limit of 0.08 and the RMR value is close of 0, which all indicate that the model fits well.

V. DISCUSSION AND IMPLICATIONS

The current study confirms that the attitude towards celebrity endorsement is influenced by perception towards endorsement, attributes of the endorser and perceived fit between the endorser and product. As marketers increasingly use endorsers to shape and influence brand purchase. This study furnishes two strategic implications for companies using celebrities as brand endorsers, which is a key executional factor.

- It is important for marketers to understand how their target consumers relate to the celebrity endorser they have selected. If the consumers' motivation largely were entertainment-based, the endorsed brands likely would be superficially processed by these consumers, who likely would engage in peripheral processing without careful consideration of the details of the brand or its attributes.

- If the consumers' motivation toward the celebrity were intense-attachment based, however, the endorsed brands likely would be evaluated more carefully with conscious and detailed considerations. As such, the endorsed brands would be processed through the "central" route, and the link between the brands and the celebrity would be evaluated more carefully. These inferences may be characteristic features of consumers, whom the current study primarily represented.

Marketers need to be cautious that there may be capacity limits for celebrities, when they endorse multiple brands. This issue is relevant for brand owners, advertising agencies, and modeling agencies. The findings from the current study suggest that this capacity may be related to the diversity of the celebrity's core value set; the more diversified the value set, the more brands the celebrity can endorse in the eyes of a consumer.

Choosing the right type of celebrities as endorsers also have implications for marketing managers. The current study suggests that advertising professionals need to look for (and develop) potential endorsers like icons who people respect.

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