

Effect of Celebrity Endorsement, Advertising Effectiveness, Attitude and Customer Experience toward Purchase Intention of Cosmetic Surgery in the Upper Northern Region of Thailand

Koomsri, Chalernpol¹, Wingwon Boonthawan², Piriyaikul, Montree³

¹Ph.D. Candidate Faculty of Management Sciences,

²Department of Management Sciences,

^{1,2} Ph.D. program Lampang Rajabhat University, Thailand.

³Faculty of Science, Ramkhamhaeng University.

Abstract: *The purpose of this research was to examine the level of opinion of celebrity endorsement, advertising effectiveness, attitude, customer experience and purchase intention of cosmetic surgery and to study the effect of celebrity endorsement, advertising effectiveness, attitude and customer experience toward purchase intention of cosmetic surgery in the northern region of Thailand. The sample size was 120 peoples who used service cosmetic surgery in 8 provinces in the northern region of Thailand, including Chiang Mai, Chiang Rai, Mae Hong Son, Lamphun, Lampang, Phrae, Nan, and Phayao. Research tools were the questionnaires. Quantitative data were analyzed by descriptive statistics as percentage, average and standard deviation. Inferential statistics was also performed by multiple regression analysis by enter selection technique. The results showed that most consumers had priority to attitude first, and followed by advertising effectiveness, experience, purchase intention and celebrity endorsement, respectively, with all factors being at a very high level. The results of multiple regression analysis showed that the influence purchase intention experience first. The second was advertising effectiveness to influence purchase intention. And, finally the attitude had influence statistically significantly 0.01 except celebrity endorsement did not influence on the purchase intention.*

Index Terms: *Advertising Effectiveness, Celebrity Endorsement, Customer Experience, Purchase Intention*

1. INTRODUCTION

Every human being wishes to be beautiful and desire to have a good look all the time that influence the humanity toward external appearance [1]. The charm of an appearance is very important to both men and women [2]. The majority of people cannot deny that living and demeanor in the society of each individual will be judged by first impression of an appearance. Therefore, there are a number of people who are willing to spend lots of amount of money for facial and skin care [3] through cosmetic surgery which is a reconstruction of body shape, facial structure, or birth defects of an individual. Especially face plays a vital role in cosmetic surgery field by supporting enhancement of personality and reconstructing the body physique to be better. These are including external body's parts like ears, eyes, mouth, nose, or other. The desirable face and body of the individuals can be reconstructed or altered that lead to the cosmetic surgery as one of the choices for those who are not satisfied with their physical appearance and those who wish to have better outside appearance as well as good personality. The consumers especially new generation are still prioritizing the personality and being attractive to people in the society as well as gain self-confidence. Furthermore, they desire to do cosmetic surgery for improving self-personality as well as increase chances to be successful in life [4].

Karla Renton (2006) [5] presented that the celebrity endorsement who have guaranteed the products or services has high effect on purchase intention, including the research paper of Jasmine Ilicic & Cynthia M. Webster (2011) [6] found that the celebrity endorsement who are actors or actresses have a direct effect toward consumer purchase intention [7]. Mazzini Mudaet. al. (2014) presented that an endorsement of business owners who are the celebrities included an actor and an actress also gain trust and increase purchase intention of the consumers [8], [9]. In addition, Noor, Sreenivasan, and Ismail, (2003); Shim, Lee, and Kim, (2015) [10] showed that the attitude towards product advertisement has high effect to purchase intention. The study of [11], [12] Ranjbarian, Shekarchizade, and Momeni. (2010) found that the celebrity endorsements who have guaranteed the products or services have high effect on purchase intention with an attitude towards brand name being a middle variable.

In Thailand, in the modern era, cosmetic surgery business has been increasing and very competitive. Many new entrepreneurs have started this business are doctors, famous superstars, celebrities who wish or interested to start this cosmetic surgery business have increasingly invested in this type of business. As a result, the overall market is growing at an average of 30 percent per year with an expected total value of cosmetic surgery industry around 1, 000 million baht [13]. While the strategies which were most adopted for gaining competitive advantages are promotion and price set vary that resulted in the need of high budget for communicating to the market effectively. Most of cosmetic surgery enterprises now focus on doing an advertisement to target group of customers via various communication tools including traditional media such as television, radio, newspaper, and via the internet by online social media applications including Facebook, Instagram, Twitter as well as various websites [14].

From the problems encountered, there are many new entrepreneurs started the cosmetic surgery business being managed by either doctors or the superstars, and use the celebrities to review the products or services which are considered the main strategy that build trustworthiness in the products and services. Resulting to that the consumers will believe and wanted to try the products and services [15]. The celebrity endorsement, actors or net idols have huge number of followers who are ready to purchase the products or services that were reviewed or recommended by them. Moreover, there are a number of celebrities endorsements admitted that they have actually reviewed the products for the companies and understood that this is normal, not illegal because there is a food and drug administration label that certifies the product quality that they have reviewed for [16]. Nevertheless, there is the prosecution case of the celebrity, Kim Jae Kyung, claiming damages from one of the cosmetic surgery clinic that released her photo for its advertisement in the year of 2010. The clinic was claiming that this was the result of cosmetic surgery which had change a common girl face became a pretty idol girl. And the clinic intended to use this idol's photos illegitimately, as well as created a negative image for this celebrity, and caused immediate damage to her as an actress because the advertiser did not have an official permission from the celebrity before able to use the requested photos for advertise the products and services of the clinic [17]. Thus, the effect of media advertisement in creating a good image for product brand and a company, it may also cause the problem to the celebrity endorsement and to the consumers who follows the product or service reviews but does not know the actual results. From the problems encountered, the researchers study the effect of customer experience as a factor linked with the celebrity endorsement.

2. RESEARCH OBJECTIVES

1. To examine the level of opinion of celebrity endorsement, advertising effectiveness, attitude, customer experience and purchase intention of cosmetic surgery in the Upper Northern Region of Thailand.

2. To study the effect of celebrity endorsement, advertising effectiveness, attitude and customer experience toward purchase intention of cosmetic surgery in the northern region of Thailand.

3. SCOPE OF RESEARCH

This research is to study on effect of celebrity endorsement, advertising effectiveness, attitude and customer experience toward purchase intention of cosmetic surgery in the northern region of Thailand. This quantitative research consists of 4 scopes as follows:

1. Content

Focus on celebrity endorsement, advertising effectiveness, attitude, and customer experience toward purchase intention.

2. Population and Sample

The consumers who are using the products or services of cosmetic surgery that has been authorized by the Provincial Health Office, Ministry of Public Health. The researchers gathered data through questionnaires and the sampling group was 120 consumers who are using the products and services of cosmetic surgery.

3. Area

Cosmetic surgery clinics which have been authorized by the Provincial Health Office, Ministry of Public Health and registered with Provincial Commercial Office in 8 provinces in the upper northern region of Thailand.

4. Timing

This research has taken a year from November 2018 to October 2019.

4. LITERATURE REVIEW

The researchers have reviewed the literatures, conceptual frame work, theories, and related researches as follows:

1. The context of cosmetic surgery

Cosmetic surgery has been developing from medical practice and gaining popularity throughout the world since people pay more attention to the beauty of their faces and body shapes [18], [19]. The growth of health and beauty business has continuously gained popularity. If measured from the global market, it worth more than 900,000 million baht, the ASEAN market has a value of 500,000 million baht, and in Thailand market has a value worth 250,000 million baht with a continuous growth rate of 15 – 20 percent annually. While the numbers of over 250,000 million baht: beauty market is worth more than 30,000 million baht; and cosmetic surgery market is worth another 30,000 million baht. These two markets growth rate is not less than 10 percent annually [20]. Medical and aesthetic businesses ranked number 2 from the Rising Star Business Survey [21]. Nowadays, people around the world are increasingly interested in cosmetic surgery. The consumers decided to choose a surgeon who is knowledgeable, experienced, and has been trained directly in plastic surgery because they believe that a surgeon is knowledgeable and experienced [22]. This is resulting in a high competitive among cosmetic surgery clinics to attract the customers to use products

and services offered in their clinics. Therefore, the marketing strategies of cosmetic surgery are effective advertisement, celebrity endorsement, presenting a positive attitude towards the cosmetic surgery results, and purchase intention.

The researchers summarize the variables related to the research and findings from the literature review as follows.

1. Celebrity Endorsement

Celebrity Endorsement is the way of using very famous and well-known people of the target market to provide the products and services certification. An endorsement is the strategy used in an advertisement by using the status and photos of the celebrity to promote the recognition, recall, and differentiation [23]. Many consumers praise the superstars and celebrities, and trying to imitate their life-styles by the clothes they wear and the products they use [24]. Therefore, the celebrity endorsement has a great effect on sales when advertise products and brands. Because the celebrity can provide information that focuses on the benefits and outstanding features of each product in neutral and standards presentation, which have a tremendous impact on increasing revenues in the businesses [25] as well as effect towards purchase intention to the products [26]. Nevertheless, the physical attraction of the celebrity will create an impact toward the consumers and effect the purchase intention of the consumers toward each brand [27]. The celebrity endorsement is involved with purchase intention as hypothesis 1:

H1: celebrity endorsement effects toward purchase intention

2. Attitude

Consumer attitudes are an important knowledge to be able to develop successful marketing processes [28]. The study of consumers showed that attitude and purchase intention are connected in parallel [29], [30] and a positive attitude to a specific product is a key predictor towards purchase intention [31]. Attitude is a response process that occurs from human while responding to certain conditions which are in the scope of creating feeling, understanding of emotions and behaviors [32]. In addition, the attitude is combinations of 2 elements are knowledge and understanding, as well as behavior that were developed into a two-dimension [33]. The first dimension is the stimulus that is considered to be an independent variable in a situation that occurred in that environment and effects toward the consumer attitude. The second dimension is an intervention variable of attitude such as emotion, knowledge, understanding and behavior of the consumer. The attitude is also connecting to likes and dislikes toward influencers in online social media [34]. Reliable information can have a positive impact on consumer attitudes [35].

In business operation, understanding the consumer's needs are essential to develop the best product presentation which will lead to high responses of attitude and change the behavior of consumers. However, creating limited choices for consumer to decide to purchase products or services based on the branding reputation and trust [36]. With the driven force in today's businesses, building a strong brand image through marketing activities and tools to create a certain attitude towards the brands via consumer's perspective which was determined by quality and satisfaction [37], [38]. Hence, the consumer's attitude effects purchase intention, in other words, a positive attitude towards products that have been guaranteed by the influencers in social media will create a higher purchase intention opportunities as hypothesis number 2.

H 2: Attitude effects toward purchase intention

3. Advertising Effectiveness

The advertising effectiveness is determined by the extent to which advertisement is created that leads to the process of drawing an interest and memorizing through consumers' attitudes and behaviours. In general, the measurement of advertising effectiveness is based on the attitude towards advertising and purchasing behaviour. The connection among the attitude, intention, and behaviour of the consumers has been described as a theory reasonably [39]. The hypothesis mentioned that the belief effects attitude and social norms are an indicative of behavioral intention. The theory is widely used to predict and explain the extent and human behaviour that the feeling of each individual express either positive or negative is the expression of behaviour; while the attitude towards advertising means that the mental status each individual expresses for responding to the way of perceiving in accordance to the environment and control method in response [40]. Attitude is an evaluation of whether it is good or bad based on emotions, feelings, and reactions to certain objectives or thoughts [41]. Celebrity endorsement effects feeling of consumers in general, and may affect the consumer's attitude towards advertising and branding. This may results in an increase of purchase intention and sales[42]. On the other hand, the purchase intention means the possibility of an individual in purchasing products or incentives to buy certain products or brands [43]. The two-dimensions are (1) the dimension of trustworthiness and attractiveness: trust in product endorsers has little effect towards purchase intention and; (2) the dimension of expertise has a great effect towards purchase intention. The celebrity endorsement has a positive effect towards attitude on advertising than the endorsers who are not celebrities. Moreover, knowing that an endorser is more reliable, the more effective the advertising will be [44]. Therefore, the advertising effectiveness effects toward purchase intention as hypothesis number 3.

H 3: advertising effectiveness effects toward purchase intention

4. Customer Experiences

Products with low participation and certified by the experiences of experts effect consumers' purchase intentions [45]. Those who have experience often show that they are effected by celebrity endorsements and enhance more credibility[46].The customer experience is a concept that provides emotional value, understanding of behavior, and becoming relationship value which replaces the work value [47]. Customer experience comes from the relationship between a customer or a product and service of the company that activate a response. This experience is a personal and points out the differentiation of customers' participation in term of reason, emotion, physical, and spiritual characteristics of each individual [48]. The experience arises when customers has a feeling or receive knowledge from interacting with various elements in the context of services [49]. The three-dimensional experience of the customer consists of sensory experience, emotional experience, and social experience [50]. Customer experience can be created immediately and effect towards purchase intention [51]as the hypothesis 4.

H4: customer experience effects toward purchase intention

5. Purchase Intention

Purchase intention is being set by a customer who makes a decision whether to purchase the products willingly [52]. There are many elements that affect the purchase intention, for example, customer willingness in purchasing a product by considering the quality or standards, and are willing to purchase in the future as well as repurchasing [53]. Nevertheless, there are many processes involved in purchasing decision process and repurchasing. There are 5 essential stages of the

consumer purchasing decision process: need recognition, information search, evaluation of alternatives, purchase decision, post purchase behavior [54], [55]. Consumers must go through the whole process before deciding to purchase or repurchase the products as the following conceptual framework below.

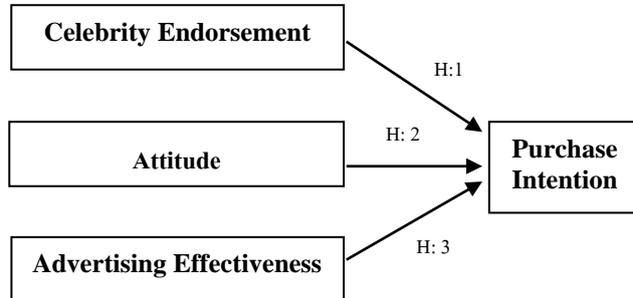


Fig.1 Conceptual Framework

5. THE METHODOLOGY AND MODEL

The quantitative research was conducted through questionnaires from customers who are using the products and services of cosmetic surgery. Data was collected by survey. The research tools were the questionnaires and 5 rating scale according to Likert conceptual [56] whereby 5 means the most and 1 means the least. By measuring the content validity of methodology and finding the Index of Item-objective Congruence (IOC) value with an average score of 0.74 and calculated the reliability value to find the internal consistency with an average score of 0.856. The descriptive statistics and statistical inference were used to analyse the effect of related variables by multiple regression Enter method technique.

6. SUMMARY AND CONCLUSIONS

Data analysis has been divided into 3 parts as follows:

Part 1 Personal Profile of cosmetic surgery customers

The research found that the majority of respondents were found to be females than males, aged between 20-25 years, followed by 36-40 years, and 26-30 to 31-35 years in the same proportion, and a few were above 50 years old. The majority were found to be holding single status and bachelor's degree or equivalent. Monthly income was ranged not higher than 20,000 - 30,000 baht, followed by 30,001-40,000 baht, and finally more than 50,000 baht respectively. The majority of respondents were government officers or state employees or permanent employees, followed by private company employees and entrepreneurs, and students had a similar proportion. Most of respondents were in Lampang province, followed by Chiang Mai and Chiang Rai in the same proportion.

Part 2 Consumer Behaviour towards Purchase Intention of Cosmetic Surgery

The information received about the cosmetic surgery via social media such as Line, Facebook, Instagram, Twitter, Blogger, YouTube were the majority, followed by close people, close friends, and information from the cosmetic surgery in the same proportion. The majority of respondents used the service for the first time, followed by 2-3 times. Paying by cash accounted the majority of respondents, followed by credit cards and e-banking.

Part 3 the level of opinion of celebrity endorsement, advertising effectiveness, attitude, customer experience, and purchase intention

Table1 shows total average, percentage, and standard deviation (n=120)

Factors	Total Average	Standard Deviation	Level of Opinion
Celebrity Endorsement	3.90	0.683	High
Attitude	4.16	0.644	High
Advertising Effectiveness	4.08	0.723	High
Experience	3.96	0.699	High
Purchase Intention	3.96	0.804	High

Table 1 showed that all factors towards opinions as overall were on high level. Attitude accounted an average value of 4.16 with standard deviation value of 0.644, followed by advertising effectiveness accounted an average value of 4.08with standard deviation value of 0.723. Customer Experience and purchase intention accounted the same average value 3.96with standard deviation value of 0.699, 0.804. Finally, celebrity endorsement accounted an average value of 3.90with standard deviation value of 0.683.

Part 4 Results of the study of the effect of celebrity endorsement, advertising effectiveness, attitude and customer experience toward purchase intention of cosmetic surgery in the northern region of Thailand using Multiple Regression Enter Method technique.

Table 2 Multiple Regression Enter Method

Independent Variable	Purchase Intention of Cosmetic Surgery				Collinearity Statistics	
	Unstandardized Coefficients	Standardized Coefficients	t	p-value	Tolerance	VIF
Constant (a)	-0.584	0.278	-2.105	0.037		
Celebrity endorsement	0.088	0.098	0.895	0.373	0.359	2.789
Attitude	0.297	0.111	2.691	0.008*	0.317	3.125
Advertising Effect	0.345	0.104	3.328	0.001*	0.286	3.491
Experience	0.388	0.104	4.971	0.000*	0.542	1.844

F= 71.800 p-value = 0.00^b AdjR² = 0.704 R² = .714

Note: p-value = 0.01

Table2 the conclusion of hypothesis 1 – 4 found that customer experience effects the most toward purchase intention accounted a regression coefficient value for 0.388 with standard error value

of 0.104, followed by advertising effectiveness effects the purchase intention accounted a regression coefficient value for 0.345 with standard error value of 0.104. Lastly, attitude effects toward purchase intention accounted a regression coefficient value for 0.297 with standard error value of .111, at the statistically significant level 0.01. Except for celebrity endorsement was not effected toward purchase intention of customers of cosmetic surgery.

Part 5 Summary, Discussion and Suggestions

The purpose of this study was to examine the effect of celebrity endorsement, advertising effectiveness, attitude, and customer experience toward purchase intention of cosmetic surgery in the upper northern region of Thailand. The research found that customer experience has the highest effect towards purchase intention because if the overall customer experience is satisfied with the service or may receive positive information and news about cosmetic surgery it will lead to higher purchase intention in that business. According to the conceptual framework [57] presented that customer needs a recognition and search information from television, radio, newspaper, and online social media via Internet such as Facebook, Instagram, Twitter, as well as various websites. After that evaluate the alternatives and finally make a purchase decision or purchase intention.

Followed by that advertising effectiveness effects toward purchase intention because advertising is like an announcement to the public or target group of customers to know the products and services. Sometimes, those kinds of products are needed by the users. And if they do not know from the advertisement, they may not be able to purchase and meet their needs. According to the conceptual framework [58] presented that the advertisement which has the celebrity endorsement effects positively towards consumers' attitudes than the endorsers who are not celebrities. And knowing that an endorser is more reliable, the more effective the advertising will be that ultimately effect purchase intention of customers because there is trust in the information received from an advertisement.

Lastly, attitude effect towards purchase intention because a positive attitude is the reflection of satisfaction, willingness, preference of customers which finally effects purchase intention of customers or purchase willingly. Therefore, in today's businesses, building a strong brand image through marketing activities and tools to create a certain attitude towards the brands via consumer's perspective which is determined by quality and satisfaction [58], [59]. Hence, the consumer's attitude effects purchase intention, in other words, a positive attitude towards products that have been guaranteed by the influencers in social media will create a higher purchase intention opportunities.

Except for celebrity endorsement which was found not effect towards purchase intention of customers of cosmetic surgery because some business owners were found to have lack of understanding on whether which celebrity endorsement is suitable to promote and support their products or services. If those celebrity endorsers have no link or consistent with the products and services, there is no effect toward purchase intention of that products and services. According to the conceptual framework of [60] Belch and Belch (2004) mentioned that the beliefs toward the endorsers slightly effected purchase intention.

In summary, the customer will have purchase intention of cosmetic surgery depends on various factors such as their own experiences, the influences of those around them, advertising effectiveness, customer's attitude, and celebrity endorsement which are very important. If the cosmetic surgery businesses wish to succeed, there is the need of ongoing situation analysis in considering which factor should be use to strengthen marketing in order to gain more market share.

RECOMMENDATIONS

1. Cosmetic surgery entrepreneurs should carefully consider the celebrity endorsement to promote the business. Since the findings show that it has no effect towards consumer purchasing intention. Therefore, the business should seek for experienced experts who are trustworthy or net idols who are consistent with the products and services because customer behaviour is intended to be confident in those groups of people.

2. Cosmetic surgery entrepreneurs need to develop the advertising channels to be modern and reliable, truly respond to the needs of customers. Due to an increasing social media development and under the changing circumstances, the media used for business must be appropriate and able to reach the target market.

REFERENCES

- [1] American Society of Plastic Surgeons. (2015). Cosmetic Procedures. <http://www.plasticsurgery.org/cosmetic-procedures.html>
- [2] Kawa, L. W., Rahmadiani, S. F. &Kumar,S.(2013), Factors Affecting Consumer Decision Making: A Survey of Young-Adults on Imported Cosmetics in Jabodetabek, Indonesia, The SIJ Transactions on Industrial, Financial & Business Management (IFBM), Vol. 1, No. 5, December 2013
- [3] Kawa, L. W., Rahmadiani, S. F. &Kumar,S.(2013), Factors Affecting Consumer Decision Making: A Survey of Young-Adults on Imported Cosmetics in Jabodetabek, Indonesia, The SIJ Transactions on Industrial, Financial & Business Management (IFBM), Vol. 1, No. 5, December 2013
- [4] The Society Of Aesthetic Plastic Surgeons Of Thailand, 2011 <https://www.plasticsurgery.or.th> , Retrieved 18 Sep. 2018
- [5] Renton, K. (2006). The Relationship of Celebrity Advertisements to Consumer Attitudes and Purchases Intentions. Retrieved from Website http://purl.flvc.org/fsu/fd/FSU_migr_etd-1895
- [6] Ilicic J.,& Cynthia M. Webster (2011) effects of multiple endorsement and consumer-celebrity attachment on attitude and purchase intention Australasian Marketing Journal (AMJ),19(4),230-237
- [7]Muda, M., et. al. (2014). Celebrity Entrepreneur Endorsement and Advertising Effectiveness. *Procedia - Social and Behavioral Sciences*,130, 11-20.
- [8]Noor, M. D. M., Sreenivasan, J. & Ismail, H.(2003), Malaysian Consumers Attitude towards Mobile Advertising, the Role of Permission and Its Impact on Purchase Intention: A Structural Equation Modeling Approach, *Asian Social Science*; Vol. 9, No. 5; 2013
- [10] Shim, S. W., Lee, C. & Kim, D. (2015). The Antecedents of Attitude toward IPTV Advertising: The Role of Interactivity and Advertising Value. *The Journal of Advertising and Promotion Research*, 2(1), 123-161.
- [11], [12] Ranjbarian B., Shekarchizade, Z. and Momeni Z. (2010), Celebrity Endorser Influence on Attitude Towards Advertisements and Brand European, *Journal of Social Sciences*, 13(3), 112-123.
- [13]Thansettakij 2018 Retrieved January 2019 <http://www.thansettakij.com/content/341246>
- [14] Bureau of Foreign Business Administration, Department of Business Development, 2017 Retrieved from https://www.dbd.go.th/more_news.php?cid=190

- [15] Post today, 2018 Retrieved 23 April 2018 <https://www.posttoday.com/social/general/548897>
- [16] (The standard, 2018) Retrieved 24 April 2018 <https://today.line.me/th/pc/article/3>
- [17] Manger online, 2012 Searched on 20 December 2018 <https://mgronline.com/entertainment/detail/9550000081355>
- [18], [19] Salehahmadi, Z., & Rafie, S. R. (2012). Factors Affecting Patients Undergoing Cosmetic Surgery in Bushehr, Southern Iran. *World J Plast Surg*, 1(2), 99–106.
- [20] Manager Online Website, 2018 <https://mgronline.com/> Retrieved 10 April 2018
- [21] The Center for Economic and Business Forecasting, The University of the Thai Chamber of Commerce, 2018 Retrieved <http://cebf.utcc.ac.th/> <https://www.posttoday.com/market/news/577121>
- [22] The Society Of Aesthetic Plastic Surgeons Of Thailand, 2018, <https://www.plasticsurgery.or.th> Retrieved 18 September 2018
- [23] Ashwini K. Awasthi and Sapna Choraria (2015). Effectiveness of Celebrity Endorsement Advertisements: The Role of Customer Imitation Behaviour. *Journal of Creative Communications* 10(2) 215–234 Field (2000). *Discovering statistics using SPSS for Windows*. London – Thousand Oaks – New Delhi: Sage Publications.
- [24] Aureliano-Silva, L., Lopes, E. L., Freire, O., & Silva, D. da. (2015). The Brand's Effect on the Evaluation of Advertising Endorsed by Celebrities: an Experimental Study. *Brazilian Business Review*, 12(4), 57-78.
- [25] Popescu, G.H. 2014. The Swedish Model of Economic Growth, *Economics, Management, and Financial Markets*, 9(1): 81-121
- [26] Marium Mateen Khan, 2018 The Effect Of Celebrity Endorsement On Consumer Purchase Intention-Evidence From Q Mobile Linq Advertisement. Vol 19, No 4 (2018) *Pakistan Business Review* January 2018
- [27] Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39-52.
- [28] Solomon M., Bamossy G., Askegaard S., and Hogg, M.K. (2010). *Consumer Behaviour. A European Perspective*. Harlow: Pearson Education,
- [29] Ting, H. and de Run, E.C., (2015), "Attitude towards advertising: A young generation cohort's perspective", *Asian Journal of Business Research*, vol. 5, no. 1, pp. 69-82.
- [30] Tarkiainen, A. & Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food, *British Food Journal*, 107 (11): 808-822.
- [31] Chen, F. F. (2007). Sensitivity of goodness of fit indexes to lack of measurement invariance. *Structural Equation Modeling: A Multidisciplinary Journal*, 14(3), 464–504.
- [32] Kutthakaphan, R. (2013). *The Use of Celebrity Endorsement with the Help of Electronic Communication Channel (Instagram): Case study of Magnum Ice Cream in Thailand*. Master's thesis, Mälardalen University School of Business, Society and Engineering, Thailand
- [33] Rosenberg, R.J. and Hovland, C.I. (1960). *Attitude Organization and Change: And Analysis of Consistency Among Attitude Components*. Westport: Greenwood Press.
- [34] Phelps, Joseph E. and Mariea G. Hoy (1996), "The Aad-AB-PI relationship in children: the impact of brand familiarity and measurement timing", *Psychology and Marketing*, 13 (1), 77-105.
- [35] Brinol, P., Petty, R. E., and Tormala, Z. L., (2004), "Self-validation of cognitive responses to advertisements", *Journal of consumer research*, vol. 30, no. 4, pp. 559-573.

- [36] Belch, G. E., & Belch, M. A. (2003). *Advertising and Promotion: An Integrated Marketing Communications*
- [37] Doss, S. (2011). The Transference of Brand Attitude: The Effect on The Celebrity Endorser. *Journal of Management and Marketing Research*, 7, 1-11.
- [38] Kevin Lane Keller (2013), *Strategic Brand Management*, 4th ed., Upper Saddle River, NJ: Pearson Prentice-Hall.
- [39] Ajzen and Fishbein, 1980 Ajzen, I. and Fishbein, M., 1980, *Understanding Attitudes and Predicting Social Behavior*, Prentice-Hall, Englewood Cliffs, N.J.
- [40] Aaker, D.A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York: Free.
- [41] Kotler Phillip, 2000 *Marketing Management: Analysis Planning Implementation and Control* 9th ed. New Jersey. Prentice Hall
- [42] Bauer, R.A. and S.A. Greyser (1968), *Advertising in America: The Consumer View*. Boston: Harvard University.
- [43] Belch, G.E., & Belch, M.A. (2003). *Advertising and promotion: an integrated marketing communications perspective*. 6th edition Berkshire, England: McGraw-Hill.
- [44] Ohanian, 1991 Ohanian, R. (1991). The Impact of Celebrity Spokespersons' Perceived Image on Consumers' Intention to Purchase. *Journal of Advertising Research*. 31(1), pp. 46-54.
- [45] McGuire, 1985 McGuire, W. "An Information Processing Model of Advertising Effectiveness," in *Behavioral and Management Science in Marketing*, Harry L. Davis and Alvin J. Silk, eds. New York: John Wiley, 1978, pp. 156-80.
- [46] Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19(3), pp. 39-52.
- [47] Schmitt, B. H. (1999). *Experiential marketing: How to get customers to sense, feel, think, act and relate to your company and brands*. New York: Free Press
- [48] Gentile, Chiara & Spiller, Nicola & Noci, Giuliano, 2007. "How to Sustain the Customer Experience:: An Overview of Experience Components that Co-create Value With the Customer," *European Management Journal*, Elsevier, vol. 25(5), pp. 395-410, October.
- [49] Gupta, S., & Vajic, M. (2000). The contextual and dialectical nature of experiences. In J. Fitzsimmons, M. Fitzsimmons (eds.), *New service development – creating memorable experiences* (pp. 33-51). Thousand Oaks, CA: Sage. <http://dx.doi.org/10.4135/9781452205564.n2>
- [50] Schmitt, B. H. (1999), *Experiential Marketing*. New York, NY: Free Press
- [51] Igbaria, M., Guimaraes, T., & Davis, G. B. (1995). Testing the determinants of microcomputer usage via a structural equation model. *Journal of Management Information Systems*, 11(4), 87-114.
- [52] Shah et al, 2011 Do Industries Predict the Stock Market Due to Slow Diffusion of Information? (December 28, 2011). *African Journal of Business Management*, Vol. 5, No. 34, pp. 12958-12965, 2011.
- [53] Rahman, M.A., A. Arshad and S.M.N. Amin, 2012. Growth and production performance of threatened snakehead fish, *Channa striatus* (Bloch), at different stocking densities in earthen ponds. *Aquacult. Res.*, 43: 297-302
- [54] Belch, G. E., & Belch, M. A. (2003). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (6th ed.). Boston: McGraw-Hill.

- [55] Kotler, Philip and Armstrong, G. 2010. Principles of Marketing. 13th Edition. Pearson Education
- [56] Likert, R. N. (1970). A technique for the measurement of attitude. Attitude Measurement. p. 275
Chicago: Ronal McNally & Company
- [57] Belch, G. E., & Belch, M. A. (2003). Advertising and Promotion: An Integrated Marketing Communications Perspective (6th ed.). Boston: McGraw-Hill.
- [58] Ohanian, R. (1991). The impact of celebrity spokesperson's perceived image on consumer's intention to purchase. Journal of Advertising Research, 31(1), pp. 46-55.
- [59] Doss, S. (2011). The Transference of Brand Attitude: The Effect on The Celebrity Endorser. Journal of Management and Marketing Research, 7, 1-11. ; Keller, 2013)
- [60] Belch, G.E., & Belch, M.A. (2003). Advertising and promotion: an integrated marketing communications perspective. 6th edition Berkshire, England: McGraw-Hill.