

**PERCEIVED EFFECTIVENESS OF CELEBRITY ENDORSEMENT ON
PERCEIVED BRAND EVALUATION IN THE SCOPE OF SERVICES SECTOR: A
REVIEW PAPER**

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ABSTRACT: *Celebrity endorsement practices are referred in many studies in relations to behavioral and cognitive perspectives across the markets and product scopes. The notion of effectiveness of celebrity endorsement is noted as one of the niches in many empirical studies. Meanwhile, multiplicity has been postulated as another investigation area that claims further investigations to determine its influence on the effectiveness of celebrity endorsement. Besides, industry significance and empirical gaps found in recent studies note services sector as a significant case to examine the overall effectiveness of celebrity endorsement on endorsed-brand evaluation. Meanwhile, consumer-celebrity emotional bond resulted via celebrity worship motives has also being emphasized as a mechanism that patterns the influence of celebrity endorsement on perceived brand evaluation. Accordingly, this paper focuses to postulate how the effectiveness of celebrity endorsement influences perceived brand evaluation in services sector brands by specifying Sri Lanka as a specific context. Paper referred the source-based factors and multiplicity, which is a context of management –based factors, to determine the overall effectiveness of celebrity endorsement whilst Brand Trust and Brand Love and Brand Attitudes were highlighted as different facets of perceived brand evaluation. It has pointed out the industry significance of the celebrity endorsement practices in Sri Lanka within the services scope by concluding managerial implications. Finally, paper postulates future research directions with reference to the relationship between effectiveness of celebrity endorsement and perceived brand evaluation.*

KEYWORDS: Perceived Effectiveness of Celebrity Endorsement, Perceived Brand Evaluation, Services Brands, Sri Lanka, Celebrity Worship Motives

INTRODUCTION

Celebrity endorsement is one of the prominent concepts in the empirical studies and managerial implications as per its commercial value, impact on brand equity, motivation on consumer behavioral responses and influence of brand evaluation. Supportively, celebrity endorsement has been highlighted as a significant influence on economic value (Elberse & Verleun, 2012) whilst it influences the brand equity (Oyeniya 2014; Roy & Pansari, 2014), and it could energize brand meaning (Escalas & Bettman, 2015; Miller & Allen, 2012) and even influences favorable attitude (Choi & Rifon, 2012; Dissanayake & Ismail, 2015; Hung, 2014). Celebrity endorsement marks its intensity in terms of the financial value incurred by companies in developing brands. Accordingly, USA ((Plank, 2012), China (Hung, 2014), India (Suprio & Kumar, 2012), and the neighboring countries in the Indian subcontinent including Sri Lanka (Dissanayake & Ismail, 2015; Sri Lanka Celebrity Index Report, 2015) are found as such significant markets

that practice celebrity endorsements. Those cases highlight the proportionated contribution incurred on celebrities in the advertising budgets and activation events in developing brand-related performances. Conclusively, effectiveness of celebrity endorsement is theorized and modeled by different sources evolved with the periodical developments, whilst notion of effectiveness of celebrity endorsement has been explained as the overall impact created by endorsed message on subsequent brand (Ambroise, Sohler, Florence & Albert, 2014; Amos, Holmes & Stratton, 2008; Dissanayake, 2015; Fleck, Korchia & Roy, 2012; Ibok & Ibok, 2013; Okyere & Asamoah, 2015; Seno & Lukas, 2007; Spry, Pappu & Cornwell, 2011; Tzoumaka, Tsiotsou, & Siomkos, 2014).

Additionally, celebrity character –related factors are claimed as the source-based factor that determine the degree of effectiveness of the endorsed message (Seno & Lukas, 2007). Those source-based factors are referred in many models and theories as attributes related to celebrity. The latest model named as TEARS explains five factors namely trustworthiness, expertise, attractiveness, respect and similarity as the determinant of effective endorsed message (Shimp, 2010). Additionally, management-based factors have been referred in the empirical studies as another category that influence the perceived effectiveness of celebrity endorsement. According to Seno & Lukas (2007), management-based factors include the matters related to implementation perspectives of celebrity endorsements. It refers multiplicity (Hsu & McDonald, 2002), Activation (Farrell, Karels, Monfort & McClatchey, 2000) and celebrity-product congruency (Kamins, 1990; Kamins & Gupta, 1994) as the different contexts of management –based factors. The holistic approach of determining the perceived effectiveness of celebrity endorsement is claimed as the combined effect of source-based and management-based factors (Zahaf & Anderson, 2008), later confirmed by Dissanayake & Ismail (2015) referring to its application in service sector brand endorsements. Thus, contemporary studies could consider the combined effect of source-based factors (Seno & Lukas, 2007; Shimp, 2010) and management-based factors particularly multiplicity as one of the prominent facets (Hsu & McDonalds, 2002, Dissanayake, 2015; Dissanayake & Ismail, 2010, Kumara, 2016) to determine the overall effectiveness of celebrity endorsement.

Meanwhile, services sector has been highlighted as one of the key contexts to be examined with celebrity endorsement depending on its salient nature compared to other product categories and to validate the empirical findings in different product and market situations (Becerra & Badrinarayanan, 2013; Carroll & Ahuvia 2006; Dissanayake, 2015; Dissanayake & Ismail, 2015, Doss & Carstens, 2014; Fetscherin & Heinrich; 2015; Ibok & Ibok, 2013; Karasiewicz & Kowalczyk 2014, Spry, et.al.2011). Sri Lanka is referred as a market that shows a significant practice of celebrity endorsements in the services sector brands (Dissanayake, 2015; Dissanayake & Ismail, 2010, Kumara, 2016; Sri Lanka Celebrity Index Report, 2015). According to the industry cases found, telecommunication, insurance and financial sector organizations intensively depend on celebrity endorsement strategies in the faces of advertising, brand associated events and activations (Dissanayake, 2015; Kumara, 2016; Sri Lanka Celebrity Index Report, 2015). There are celebrities found in Sri Lanka involve in multiple endorsements, for instance, Kumar Sangakkara, Mahela Jayawardane, Thilakarathna Dilshan, Angelo Mathews and Lasith Malinga are few amongst those. The influence created by multiplicity as an inclusion to management -based factors (Seno & Lukas, 2007; Shimp, 2010) is a critical matter to be examined. Some studies mentioned that well-liked celebrities do make overexposure to highly competing brands that may affect badly on brand trust; it may confuse customers to recall the brand connected with the subsequent celebrity (Liu, 2009). However, multiplicity is referred as a positive mechanism

to create extra bond between celebrity and customers transferring positive brand image as it makes more opportunities to customers expose to celebrity (I-lung, Chan, & Tse, 2010). Thus, multiplicity is reflected to be an unconcluded context and it provides a room to claim for empirical gap (Dissanayake & Ismail, 2015; Kumara, 2016). Supportively, empirical gaps have been postulated by those researches referring to the influence of celebrity endorsement towards endorsed brand evaluation leading to brand –related behaviors. According to Sri Lanka Celebrity Index Report (2015), it finds less holistic evaluations on endorsed brands to reflect the strategic effectiveness of celebrity endorsement strategies in Sri Lanka. Further emphasis was made referring services sector as a key context needs empirical investigation to examine the influence of celebrity endorsement towards brand evaluation and brand-related behaviors (Dissanayake & Ismail, 2015; Kahadawarachchi, Dissanayake & Maitra, 2015; Sri Lanka Celebrity Index Report 2015).

Accordingly, this paper addresses the research problem with reference to the empirical gaps that claim further investigation on how the effectiveness of celebrity endorsement influences brand evaluation as an extended scope. Moreover, special attention is made to rationalize the services brand as a demanding context that demands empirical investigations to verify the findings of recently held studies carried out on physical goods and consumer durables (Dissanayake & Ismail, 2015, Dissanayake,2015; Kahadawarachchi ,et.al.2015;Kumara, 2016; Sri Lanka Celebrity Index Report 2015). The rationale of Sri Lankan services sector is addressed to signify the empirical importance and managerial significance in examining the influence of effectiveness of celebrity endorsements on brand evaluation. Conclusively, this paper identifies its main objective as to investigate and provide conceptual review and empirical insights to claim the research propositions to examine how effectiveness of celebrity endorsement influences perceived brand evaluation. Additionally, it justifies the different contexts of brand evaluation based on the empirical arguments in hypothesizing future research works in the celebrity endorsement scope whilst emphasizing service sector as a niche. Theoretical explanation is provided alongside the empirical reviews to rationalize the postulated arguments.

METHODOLOGY

This paper follows literature review as the main research tool. Accordingly, journal articles, book chapters, conference papers and industry-related insights were reviewed as the sources to build the arguments. It adhered to deductive approach since arguments were built on existing models, theories and empirical evidences. Accordingly, it concludes the future research directions by providing postulated research directions based on empirical rationales. Hypotheses were proposed to investigate the influence of effectiveness of celebrity endorsements on brand evaluation contexts. This study proposes brand evaluation contexts to be surveyed namely brand trust, brand love and brand attitude in line with the empirical evidences. Further, this piece of work opted two theories namely Associative-Network-Memory-Theory-ANMT” (Anderson, 1983) and Celebrity Worship Motives (McCutcheon, Lynn, Lange & Houran; 2002) to justify the mechanism of how celebrity-consumer psychological bond moderates the influence of effectiveness of celebrity endorsement on brand evaluation.

LITERATURE REVIEW

It has reviewed the empirical evidences to claim the research notions of examining how the effectiveness of celebrity endorsement does influence brand evaluation and the role of celebrity worship motives as a moderating mechanism within the said relationship. Accordingly, literature review has been organized including an initial review on models and theories that explain the contents related to effectiveness of celebrity endorsement.

Evolution of the Explanations on Effectiveness of Celebrity Endorsement

The effectiveness of celebrity endorsement was initially explained by the “Source Model” (Hovland & Weiss, 1951). This theory explains that trustworthy, expert and attractive attributes of the celebrity lead the endorsement as effective. It mentioned that perceived willingness of the celebrity as trustworthiness whilst ability of the celebrity in providing assertion is claimed as expertness. Finally, popularity of the celebrity character is found as the attractiveness that makes endorsed message as an effective influence (Hovland & Weiss, 1951). Additionally, Petty & Cacioppo (1986) presented their view on “Elaboration Likelihood Model (ELM)” explaining how effectiveness is established within the endorsed message referring two advertising situations. In one situation, consumers tend to pay attention to the message content to generate attitudes towards the high involvement products. Secondly, consumers tend to expose to superficial content of the endorsed message for low involvement buying contexts, thus message is supposed be peripheral and heuristic. This model has specially mentioned two advertising situations. Firstly, it notes the situation where high involvement product purchasing decision is influenced through endorsements. In high involvement situation, consumers highly pay attention to the content of the message and construct permanent change in his or her attitudes. Secondly, in the situation of low involvement context, consumers pay attention towards the superficial content of the message and, thus, the adverting message is supposed to be peripheral and heuristic. Likewise, Petty & Cacioppo (1986) contributed their views refereeing how to establish effectiveness of the endorsed message as per the salient natures of low involvement and high involvement contexts operate. Meanwhile, Meaning Transfer Model (McCracken, 1989) contributes a notion to claim effectiveness of endorsement depends on how celebrity is used accurately. Accorodngly, it refers that celebrity as a mode of cultural transfer to endorsed object. Firstly, the public image held by the celebrity transfers associated meaning towards the endorsed brand. Next, it results converting product into a personality and lastly consumers connect to consumption experience through a developed perception. Thus, McCracken, (1989) cleared the process to follow to make effective endorsement practices converting product to be a perceived personality leading to consumption motivation. The contribution of this model was further verified by (Ohanian 1990) referring familiarity, attractiveness, likability and similarity of the celebrity character attribute the effectiveness of endorsed message. Moreover, TEARS model (Shimp, 2003; 2008, 2010) introduced five components namely trustworthiness, expertise, attractiveness, respect and similarity as the attributes that determine perceived effectiveness of the endorsed message. This model is said to be an extended option to determine the effectiveness of the celebrity endorsement, and contemporary studies have validated the use of TEARS model in celebrity endorsement studies. Supportively, studies have confirmed the application of TEARS model as a valid notion to examine the influence of effectiveness of celebrity endorsement on brand-related behaviors and brand evaluation (Arora & Sahu, 2014; Dissanayake & Ismail, 2015; Freeman, 2015; Ifeanyichukwu, 2016; Kumara, 2016; Okyere & Asamoah, 2015; Patra & Datta, 2012). This paper also highlights the importance of assessing the effectiveness of celebrity endorsement

with TEARS model (Shimp,2010) as an extended explanation of source-based factors (Seno & Lukas,2007) depending on its empirical validation found in the recently held studies (Kumara,2016). Meanwhile, the argument of examining the combined impact of both management-based factors and source-based factors to determine the effectiveness of celebrity endorsement has been a noted claim. Specifically, multiplicity (Hsu & Mcdonald,2002) , which is one of the contexts of management-based factors (Seno & Lukas,2007) is a well claimed scenario to be examined with source –based factors. The intensive application of multiple endorsement practices is referred as a demanded empirical gap in today’s research sphere special in services context (Dissanayake & Ismail, 2015, Kumara, 2016). Those studies mention Sri Lanka as a specific case of applying significant level of celebrity endorsements whilst multiplicity is a noted trend within (Sri Lanka Celebrity Index Report,2015). Meanwhile, service sectors namely telecommunication, financial services and insurance sector of Sri Lanka have been noted as significant practice scenarios being influenced by extended application of celebrity endorsements including multiplicity (Dissanayake & Ismail, 2015; Sri Lanka Celebrity Endorsement Index, 2015). Sri Lanka is a noted market context where cricketers engage with multiple endorsements for different brand categories that show the industry specific importance of examining its marketing return on investment (MROI). However, it finds less empirical investigations motoring the influence of multiple endorsement on brand evaluations leading to brand-related behaviors. This paper also notes the importance of examining how the effectiveness of celebrity endorsement influences brand evaluation and brand-related behaviors.

Impact of Perceived Effectiveness of Celebrity Endorsement towards Perceived Brand Evaluation

The notion of “Perceived Brand Evaluation” is referred in the previously held studies saying it is the cognitive influence made by celebrity endorsement towards the endorsed object. Meanwhile, it is said that celebrity endorsements operate as a meaning transferring mechanism that provides stimulus to evaluate the endorsed brand or object (Elina & Leila, 2010; Miller & Allen, 2012). The same thought was further verified by Dissanayake & Ismail (2015) saying influence made by celebrity endorsement to judge the brand as perceived brand evaluation. Alongside the said argument, perceived effectiveness of celebrity endorsement impacts to evaluate the endorsed brand (Dwivedi, McDonald, & Johnson,.2014). The relationship between effectiveness of celebrity endorsement and brand evaluation has been highlighted by claiming the knowledge gap of examining how the credibility of celebrities influences consumers evaluating endorsed brand (Spry, et.al, 2011). Meanwhile, attractiveness, trustworthiness and expertise were noted as the determinant of celebrity credibility that subsequently results brand evaluation. However, the direct influence of effectiveness of celebrity endorsement towards the endorsed brand evaluation is referred as a context not being properly studied (Spry, et.al. 2011). Celebrity endorsement is referred as a serious investment depending on its economic value and intensity of the use across the markets. Sri Lanka is also a noted market context as it exhibits a significant amount of celebrity endorsement practices being used in brand promotions (Sri Lanka Celebrity Index Report, 2015). Meanwhile, the need of examining the impact of effectiveness or celebrity endorsements on perceived brand evaluation has been highlighted by many studies connecting to marketing mix. It is said that celebrity endorsements contribute to marketing mix resulting consumers to evaluate the endorsed brand (Crutchfield, 2010; Dix, Phau & Pougnet 2010; Hail, 2010). This argument is supported by many studies held in Sri Lanka referring lack of empirical studies to investigate the brand evaluation and brand-related behaviors resulted by effectiveness of celebrity

endorsements (Kahandawaarachchi, et.al. 2016, Kumara, 2016; Sri Lanka Celebrity Index Report, 2015).

The term brand evaluation is being referred in relation to how perceived effectiveness of celebrity endorsement results consumers to judge the brand before leading to brand-related behaviors. Usually, brand evaluation has been referred under the difference facets in celebrity endorsement related studies, for instance, brand love, brand trust and brand attitudes have been recognized as some of those (Dissanayake, 2015; Kumara, 2016). Brand attitude has been extendedly examined as a context of brand evaluation in the recently held studies by hypothesizing with effectiveness of celebrity endorsement (Folse, Burton & Netemeyer., 2013; Hung, Chan, & Tse, 2011; Koernig & Boyd, 2009; Till, Stanley, & Priluck, 2008). Some studies have specifically mentioned the application of brand attitude as a context of brand evaluation whilst claiming further studies to validate with different product categories and market contexts (Kumara, 2016). Besides, brand trust has also been highlighted as a notion of brand evaluation in the sphere of celebrity endorsement-related studies. In overall, there are studies examine the influence of effectiveness of celebrity endorsement on perceived brand trust whilst some studies highlight the empirical need of examining brand trust with reference to celebrity endorsement-related propositions (Agrawal & Kamakura, 1995; Folse, et.al. 2013; Wang, Geo & Wang, 2010; Zipporah & Mberia, 2014). Meanwhile, brand love has been recognized as a facet of brand evaluation (Carroll & Ahuvia, 2006; Dissanayake & Ismail, 2015; Joshi & Ahluwalia, 2008). The need of empirical studies to evaluate how perceived effectiveness of celebrity endorsement influences consumers to evaluate the brand love has been claimed as a timely needed context (Kumara, 2016), whilst service sector is highlighted as a demanded sphere to be considered for the said notion (Dissanayake & Ismail, 2015, Kumara, 2016). Accordingly, this paper also postulates brand trust, brand love and brand attitude as some of the contexts of perceived brand evaluation to be examined with the notion of effectiveness of celebrity endorsement. Moreover, the empirical gap of examining how the overall effectiveness of celebrity endorsement relates to brand evaluation and brand-related behaviors has been highlighted with reference to the Sri Lankan services sectors (Dissanayake, 2015; Dissanayake & Ismail, 2015; Kumara, 2016; Sri Lanka Celebrity Endorsement Index, 2015). It is reported that 60% of celebrity-endorsed brand promotional messages are found within the services sector brands in Sri Lanka, and all of those endorsers engage with multiplicity (Sri Lanka Celebrity Endorsement Index, 2015). This reports itself highlights the lack of post evaluation studies to reveal how those endorsements are effective enough to influence customers evaluating endorsed brands. Alongside, this paper also highlights the empirical gaps prevail in services sector to examine the influence of the effectiveness of celebrity endorsement on perceived brand evaluation and brand-related behaviors.

Theoretical Explanation

The theoretical review to rationalize the mechanism of how effectiveness of celebrity endorsement influences brand evaluation is presented herewith. Additionally, the role of celebrity worship motives has been postulated with the theoretical and supportive empirical insights as under mentioned.

Associative-Network-Memory-Theory-ANMT

The influence of the effectiveness of celebrity endearment on perceived brand evaluation is rationalized in line with the theoretical perspectives. Supportively, Keller (2013) referred that celebrity endorsement messages could make an impact to consumers in evaluating endorsed

brand. The said argument was supported by the theory called “Associative-Network-Memory-Theory-ANMT” (Anderson, 1983). The theory of ANMT emphasizes the mechanism of how cognitive process of a person could respond to informational stimulus sourced by various nodes. The effectiveness of celebrity-endorsed message has been claimed as such informational node that eventually activates consumer cognitive process to evaluate the respective endorsed-object (Anderson, 1983; Janiszewski & Van Osselaer, 2000; Roedder-John, Loken, Kim, & Monga, 2006). Moreover, ANMT refers that human memory network leads to evaluate things as how it is being influenced via informational nodes. The nodes are getting active when it needs to respond for the external stimulus received, for instance, celebrity endorsed messages are a kind of stimuli (Keller, 2013). Finally, it creates a memory towards the subsequent subject, which is the endorsed brand in the case of celebrity endorsement contexts. This process creates consumers to hold associative memory towards the endorsed brand (Keller, 1993). Meanwhile, Aaker (1996) argued that brand’s image, brand’s uniqueness and brand value as association networks that determines the brand equity whilst Keller (2013) justified how consumers respond to informational nodes that result brand-associated memory. Thus, the provision of the ANMT (Anderson, 1983) had been examined by different authors to build their arguments to claim consumer cognitive process in evaluating endorsed-brands as a mechanism related to associated memory. Accordingly, it could suggest that effectiveness of celebrity endorsed message as an informational node that creates associated memory in evaluating endorsed-brand. This argument is supported by the empirical insights shared by Till (1998) as it referred that celebrities could stimulate informational nodes to create consumer memory linking his or her memory associated with the endorsed-brand. Supportively, McCracken, (1989) also said that consumers are tend to link the attributes of the celebrity character towards the memory of endorsed-brand. Consluvlely, this paper argues that the mechanism explained by ANMT (Anderson, 1983) as a theoretical guide to claim consumers tend to evaluate endorsed brands via an associated memory created by the effectiveness of the endorsed-message. Additionally, this paper postulates brand trust, brand love and brand attitude as some of the brand evaluation contexts in line with the foresaid brief.

Absorption-Addiction Model: Explanation on Celebrity Worship Motives

The psychological integration or bond between the celebrity and the consumer or receiver has been referred as one of the key notions in the studies examined how celebrity endorsed-message influences consumer behavior. The mechanism of how celebrity-consumer psychological bond is made has been referred in the “Absorption-Addiction Model (McCutcheon, et. al. 2002). The Absorption-Addiction-Model refers that consumers are willing to absorb an emotional relationship with celebrities via a para-social link resulting shapes their behavior or response towards the endorsed-message. The said para-social link is made via multiple levels of engagement described as celebrity worship motives ((McCutcheon, et. al. 2002). This model explains that there are three different worship motives that influence to build para-social bridge with the celebrity namely entertainment motives, intense attachment and pathological commitment. Accordingly, entertainment motive denotes how celebrities communicate pleasure motivations to customers via endorsed-messages. Supportively, consumers feel motivated to learn about the endorsers, make efforts to discuss with celebrities and get aware of their stories. Additionally, Hung (2014) explained that entertainment motives in two facets namely playful motives and aspirational motives and tested with brand evaluation perspectives including brand attitude. Moreover, playful motive is noted as connected to entertainment experience with the celebrities whilst aspirational motives engage with more emotional bond with the celebrities (Dissanayake, 2015; Hung, 2014). The notion of intense

attachment is denoted as the way how consumers imagine to connect with the celebrities (McCutcheon et.al. 2002). Thus, consumers become delighted to see how their most bonded celebrities achieve successful results whilst getting emotionally feel bad when something goes wrong in the life of celebrities. This type of emotional bond could pattern the behavior of fans even when it comes to evaluate the endorsed-brands (Dissanayake & Ismail, 2015; Hung, 2014; Kumara, 2016). However, the third inclusion of celebrity worship motive “Pathological Commitment” is referred as extreme connection of celebrity-consumer emotional bond and usually claims not to consider in all consumer behavioral studies as it finds no natural impact on shaping consumer behavioral patterns towards the subsequent brands (Hung, Chan & Tse,2011). The notion of celebrity motives has been referred in many empirical studies to justify how it does influence brand evaluation-related responses. Supportively, Sivera & Austad (2004) verified consumer-celebrity relationship works as a mechanism of value-transfer resulting endorser-effect whilst Holt & Thompson (2004) highlighted the matter that consumers should have enough time, energy and also financial capabilities including mental investment to develop para-social bridge with the desired celebrity. Additionally, celebrities have been noted as aspirational links that encourage consumers to shape their behaviors as a reference group effect (Liu,Huang & Minghua ,2007).

Some studies proofed celebrity entertainment motives influence brand attitude as a context of brand evaluation (Bandura, 2001; Guse, Adrienne, Chung, & Jain.2011; Hung, 2014; Moyer-Guse & Nabi, 2010). Meanwhile, the process of how celebrity-consumer engagement that creates psychological bond has been noted as a mechanism that shapes or moderates the influence of effectiveness of celebrity endorsement towards perceived brand evaluation (Dissanayake, 2015; Dissanayake & Ismail, 2015, Kumara, 2016). The intensity of celebrity worship behavior is a highlighted phenomenon in multiple endorsement contexts. The notion of multiplicity has made a wider spectrum of argument to examine how the effect of over endorsement or multiplicity towards brand evaluation is moderated by the worship mechanisms (Dissanayake, 2015; Dissanayake & Ismail, 2015, Kumara, 2016). The foresaid review justifies celebrity worship motives as a mechanism that influences consumers to intensify the way how they respond to the endorsed-message. The degree of psychological engagement with the celebrity usually shapes how consumers accept and respond to the endorsed-message (Kumara, 2016). Meanwhile, the moderating influence of celebrity worship motives has been postulated as research proposition to examine how it patterns the endorsed brand evaluation (Dissanayake, Ismail & Pahlevan Sharif, 2017). Conclusively, this paper also postulates absorption-addiction-model to rationalize the theoretical mechanism to claim celebrity worship motives as a moderating force that shapes the influence of effectiveness of celebrity endorsement on brand evaluations.

CONCLUSION AND FUTURE RESEARCH PROPOSITIONS

This paper attempts to review the concept of effectiveness of celebrity endorsement by associating previous models and theories referred on source-based and management-based factors. Meanwhile, an argument was brought to claim the holistic effect of source-based factors and multiplicity that determines the effectiveness of celebrity endorsement via empirical rationales. Moreover, the notion of celebrity worship was explained to build an argument saying its moderating impact on the effectiveness of celebrity endorsement towards perceived brand evaluation. The content of the celebrity worship motives is supported by the “Absorption-Addiction Model (McCutcheon, et. al. 2002). Moreover, the influence of

celebrity endorsement towards the brand evaluation was theoretically rationalized in line with Associative-Network-Memory-Theory-ANMT (Anderson, 1983). The mechanism of how celebrity endorsement acts as nodes that influence to establish networked memory leading to evaluate the influenced subject was the key argument brought through ANMT. Finally, the importance of associating TEARS model (Shimp, 2003, 2007 & 2010) was highlighted as an extended content to examine the source-based factors proposed by Seno & Lukas (2007).

Accordingly, this paper directs the future research works to examine the influence of effectiveness of celebrity endorsement towards perceived brand evaluation contexts. It proposes to examine brand trust, brand love and brand attitudes as some of the key brand evaluation contexts as briefed in the foresaid review. As per the empirical arguments referred in this paper, future research works are encouraged to examine how the effectiveness of celebrity endorsement influences brand evaluation leading to brand-related behaviors. Moreover, paper admires future research works to examine the combined effect of source-based factors and multiplicity to determine the effectiveness of celebrity endorsement. Finally, it postulates the research proposition to examine how celebrity worship motives moderate the influence of the effectiveness of celebrity endorsement on perceived brand evaluation.

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