

Does Brand Personality Mediates the Effectiveness of the Relationship between Celebrity Endorsement and Purchase Intention

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Abstract

Celebrity endorsement strategy in marketing is not a new research field related to psychology of consumers and credibility source for communication. It has got its own roots found in the early seventies by early researchers in the field of psychology and management Study in Brand Personality is comparatively novel. Purchase intention of the consumers may fall on these two factors conventionally and be improvised further for better understanding of consumers attitude. This was the present study subject that mattered for research and in addition a new approachability has been followed by hoping that there will be mediating role of brand personality in the relationship between celebrity endorsement and purchase intention. A structured questionnaire was used as survey instrument for data collection from the sample that was selected based on simple random method of sampling and a rural background urban raised young consumers were sample unit. Hayes OLS mediation and moderation test using PROCESS macro was the test statistic to accomplish the set hypotheses. The research findings were confirmed that brand personality measured as sincerity, excitement, competence is the mediator between celebrity endorsement and purchase intention fully. Further, it concludes that purchase intention created through celebrity endorsement was due to positive perception about the value, quality and knowledge.

Key words: *Brand Personality, Celebrity Endorsement, Purchase Intention, Source Credibility*

1. Introduction

In the present scenario the modern marketing strategy of most business firms depends largely on creative advertising in order to promote reach their products to their target markets. Using celebrities in the process of advertisement will give an extra edge to the companies for holding the viewers' attention. With the advent of celebrity endorsements, many industries have started believing that celebrities can build brands, as well as the Companies image. There is a notion that celebrity endorsement is used to give a brand advantage over the competitors. Celebrity

endorsements depict in hundreds of Corers every year, and are widely favored by marketers to promote their products. It is considered as one of the powerful tools adopted by the companies to consolidate their brand in the crowded market place. By means of celebrity in advertising, the influence of brand attitude, purchase intention of consumers are in a positive way. Most of the products of many companies are being endorsed by the actors and Cricketers for better sales targets. Celebrities are people who enjoy specific recognition by a large number of certain groups of people. They have some characteristic attributes like attractiveness, extra ordinary lifestyle or special skills that are not commonly observed.

Celebrities are even more popular through the endorsements due to increase the sales and thereby extend their market shares. Firms invest significant monies in exposing brands and organizations with endorser qualities such as attractiveness, likeability, credibility, Trustworthiness etc. Celebrities in advertisements provide many benefits like Facilitation of brand identification, changing or impressing the negative attitude towards the brand, repositioning an existing brand, global marketing and affecting purchase intention of consumers. Celebrity advertisements are more popular compared to other advertisement. The study reveals that celebrity advertisement is essential for popularizing the products. Celebrity advertisement has a strong effect on consumer s' memory and learning approach too. Most of the consumers are not in a purchase situation when they encounter with message of the brand. The memory power in consumers' mind is being influenced by celebrity endorsement which they can easily remember in purchasing situations. There are certain parameters like celebrity product match up, credibility, attractiveness, target audience match up, cost consideration that hypothesize compatibility between the celebrity and the brand. Advertisements with celebrity appearance provides many benefits like Facilitating of brand identification, changing or impressing the negative attitude towards the brand, repositioning an existing brand, Global marketing and affecting purchase intention of consumers. Celebrity advertisement has a

strong effect on consumers' memory and learning approach too

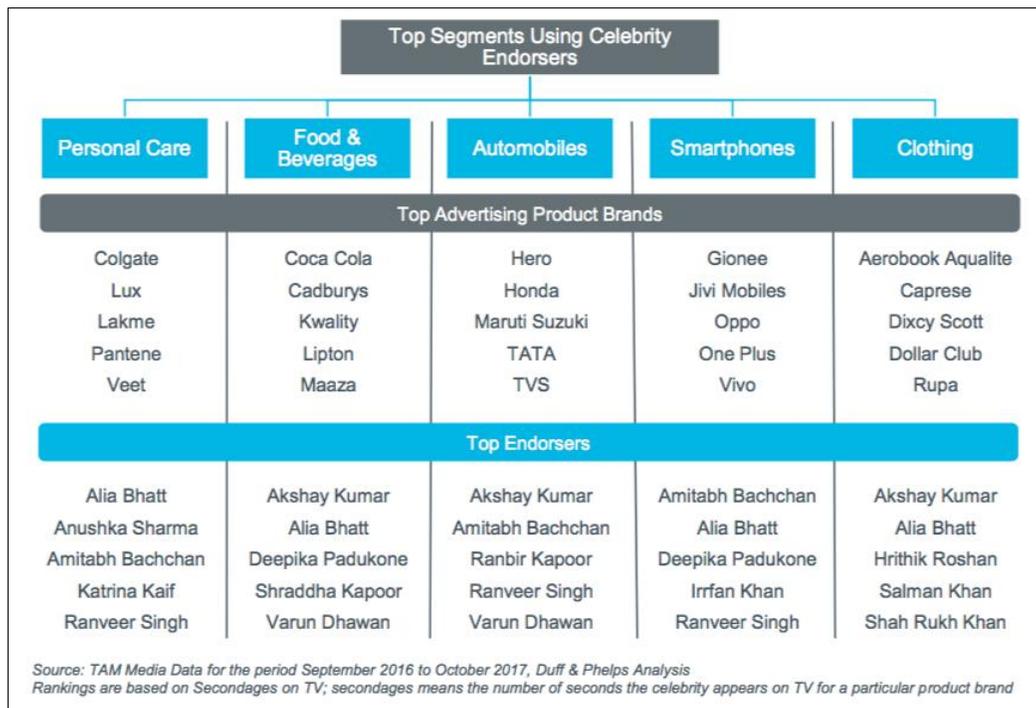
1.1. Indian Celebrity Brand Values

Table No: 1
Celebrity Brand Value and their Ranks

Celebrity Name	2017 brand Rank	Brand Value (\$ Million)	2016 Brand Rank
Virat Kohli	1	144	2
Shah Rukh Khan	2	106	1
Deepika Padukone	3	93	3
Askhay Kumar	4	47	13
Ranveer Singh	5	42	7
Salman Khan	6	39	4
Hrithik Roshan	7	38	8
Amitabh Bachchan	8	36	10
Alia Bhatt	9	34	14
Varun Dhawan	10	32	New
Ranbir Kapoor	11	27	6
Priyanka Chopra	12	22	5
Mahendra Singh Dhoni	13	21	9
Anushka Sharma	14	16	12
P.V.Sindhu	15	15	New

Source: Duff & Phelps Report posted by tvnews4u on December 21st, 2017

1.2. Segments using Celebrity Endorsers



Millennia's currently endorse 64 percent of the total brands endorsed by the top 15 celebrities and constitute 63 percent of the total brand value. The top sectors using celebrity brand endorsers included personal care, food and beverages, automobiles, smart phones and clothing.

2. Review Literature

2.1. Brand Personality Vs Purchase Intention

Bruwer & Buller, (2005), Brand Personality is instrumental for buyers and marketing, on the grounds that it can make a strategy to separate among different brands and is a key determinant for customer buy goal. Moreover, brand personality creates trust in consumer mind when it is difficult to evaluate the feature of products. **Aaker (1997)** noticed that brand identity is an arrangement of human qualities which buyers attribute to brands. She proposed a five-dimensional model for mark identity which comprises of 24 highlights and five measurements including sincerity, excitement, competence, sophistication and ruggedness. This model is viewed as a standout amongst the most generally utilized instruments for estimating brand personality in various enterprises. Brand sincerity resources integrity and reality; brand excitement says to how thrilling and daring and a brand will be worthy of perception when it is sustainable and smart; brand sophistication means to the magnetism and grace of the brand and brand ruggedness is to fighting and power of the brand. Brand personality creates a relation with customer by helping them in being distinct among brands (**Temporal, 2000**). For a determinant key for customer's intention, brand personality would be source (**Bruwer & Buller, 2005**). In order to generate intention to buy a product or brand, brand personality is a core variable and there is a proved significant relation between brand personality and purchase intention (**Aaker, 1997**).

Mengxia (2007) in his study concluded that intention to purchase, being more loyal to the brands and customer preferences generation could be the factors benefited with the brand personality. **Vahdati, H., Hadi, S., & Nejad, M. (2016)**, investigated a research gap in brand personality and purchase intention and found that brand personality characteristics as one of the main components of the study could be a instrument for demarcation and increases trust in the midst of the customers and increase the probability of purchasing the brand where it is tricky to decide between brands.

2.2. Celebrity Endorsement and Brand Personality

Celebrity endorsement as a means of using famous personality due to his profession in advertisements is not as old as younger age but has got long back initiated marketing strategy and to add this 25 percent of advertisements were featured with celebrities (**Shimp,2000**). India is not an exceptional country in the use of this technique by marketers. Celebrities from sports and film profession are having high share in endorsing brands in India (**Shimp, 2000**). Meaning transfer model (**McCracken (1989)**) could be understand by comparing celebrity's personality with brand personality since brand personality and celebrity personality will supplement each other. Celebrity unique or his/her own style of personality will influence brand personality for sure had been proved. **Misra and Beatty (1990)** have confirmed that there is a influence of celebrity associative network consists personality attributes on brand personality that the celebrity endorses. Brand personality dimensions developed and coined by **Aaker (1997)** like Ruggedness, Sincerity, Sophistication, excitement and Competence are well described with meaning transfer model in celebrity endorsement factors. **Roy, S. (2009)** has delved with the view of effect of celebrity personality on brand personality and inferred that meaning transfer model in terms of celebrity endorsing strategy had been underlined with brand personality. In a overall understanding, celebrity personality will influence brand personality in a significant way.

2.3. Celebrity Endorsement and Purchase Intention

Madahi & Sukati (2012) said that defining consumer purchase intention process and it's affecting factors are more difficult task for companies. They want to know how and what about the brands and its related information through advertisements and articles etc. Information and details about the brand known to the consumer cognitively is the underlying factor of consumer buying behavior. Furthermore it can help them in taking decision whether to buy or not the particular brand **Satish and Peter, (2004)**. The valid conclusion can be made with an understanding from the study by (**Tung et al. 1994**) that higher perceived value could generate higher purchase intention. Celebrity endorsement has shown a positive relationship with perceived value. Appearance of celebrity endorsement in advertisement create a scope for get to know about product or brand value, knowledge, quality and then it helps consumer to take decision of buying **Younus, S., Rasheed, F., & Zia, A. (2015)**. Investigation with academic concern on celebrity endorsement influence on purchase intention has

revealed that advertisement credibility in terms of providing brand details like quality aspects, value aspects and merits is highly influenced by celebrity endorsement. Hence it could help consumers to decide to buy the product or brand that they intended to purchase which is defined as purchase intention (Pornpitakpan, 2003; Pringle & Binet, 2005; Roy, 2006).

To have a differential strategy that could bring a defensive strength for the company, marketers tries to attract consumer's attention in the direction of their brands (Sheth, Mittal, & Newman, 1999). With the opt factors that directs celebrity endorsement and purchase intuition, marketers can create a strong positive attitude of consumers towards buying process and decision to be used for brand identifications (Erdogan, Taggs, & Baker, 2001). Purchase intention of the buyers magnifies the way and sources credibility of the celebrity endorsement was tested and proved as fact Koththagoda, K. C., & Weerasiri, S. (2017). When a celebrity with beauty and glamour (attractive) endorses a brand then the celebrity- brand match up hypothesis would be accepted so that it could definitely influence the intention of the consumer to buy the brand (Kamins, Brand, Hoeke, & Moe, 1989).

3. Methodology

The present study is an empirical research paper in nature since it was carried out based on structured survey questionnaire developed after an intensive literature review. There are three factors included in the study namely Celebrity Endorsement (CE), Brand Personality (BP) and Purchase Intention (PI). These factors were studied and incorporated in questionnaire with its measuring items. Sample unit was decided based on the demographic profile related to hobbies like watching movies and playing games with the view of that they admire these hobbies passionately and they were exactly 248 samples out of 500 samples selected based on simple random method. A combination of Likert 5.0 rating scale and semantic rating scale has been used for questionnaire construction and research design adopted was descriptive research design. Population from rural background and urban raised young consumers were participated. Hayes PROCESS for observed variable OLS regression path analysis modeling for SPSS 21.0 version was used to test the mediation effect of intermediate variable on relation between dependent and independent variable.

3.1. Research Hypothesis

Based on the literature review done upon existing research studies the research hypotheses were framed and they are like

H₁: *Celebrity Endorsement influence purchase intention with a significant effect directly*

H₂: *There is linear relation exist between celebrity endorsement and brand personality*

H₃: *Brand personality has a significant effect on purchase intention.*

H₄: *Brand Personality will mediates the underlying relation between celebrity endorsement and Purchase intention significantly*

4. Analysis & Results

After data collection process it was undergone with data preparation and testing process for drawing the conclusions. First of all respondents demographic profile had been layout which can be looked at the table no-1

Sl.No	Demographic factor		Respondents count	Percentage
	Factor Label			
1	Gender	Male	182	73
		Female	66	27
		18-20 years	89	36
2	Age	20-22 years	107	43
		22-24 years	32	13
		Above 24 years	20	8
			Monthly spent ('000)	
3		Below 10	134	54
		10-12	82	33
		Above 12	32	13
4	Education	Secondary	13	5
		UG	97	39
		PG	116	47
		Others	22	9
5	Craze of likable celebrity	Yes	248	100
		No	Nil	Nil

In the total sample of 248 respondents, the highest portion of Male respondents were participated in the survey (n=182; %=73), a total of 107 respondents aged between 20 years to 22 years were found with highest percentage of portion (n=107; %=43) but it is close to another age group of respondents who's age is between 18 years to 20 years (n=89; %=36). Monthly spent of the respondents is below 10000 as it shows

higher respondents lie in the study (n=134; %= 54), 116 Post graduation educational background respondents are dominated regarding the sample part. An additional factor was included in demographic as it measure the count of respondents who are crazy about celebrity and his/her life and the response relating to saying yes is completely accepted (n=248; %=100)

Reliability measurement had been checked with cronbach's alpha value (α). Since the scale reliability for the constructs should meet the accepted threshold score of alpha value. The test result was shown in the below table no-2

Table No-2
Reliability Statistics

Sl.No	Construct	Alpha (α)	
1	Celebrity Endorsement	Attractiveness	0.82
		Trustworthy	0.91
		Expertise	0.81
		Meaning	0.86
		Transfer	
2	Brand personality	Sincerity	0.78
		Excitement	0.88
		Competence	0.91
		Sophistication	0.89
		Ruggedness	0.90
3	Purchase Intention	Perceived Value	0.96
		Perceived	0.89
		Quality	
		Perceived	0.90
		Knowledge	

Ascertained scales were used in the present study, therefore the scale reliability confirmation had become mandatory therefore the reliability score are in above table no-2 shows and confirms that reliability factor loading of the constructs are exceeded the standard accepted or suggested threshold score of alpha which is fixed at 0.5 and above. It can be looked at the values as they are all above 0.50 and even noticed much higher than 0.80. Descriptive statistics of the study like mean, standard deviation and correlation was find out and represented in table no-3. The mean score of each celebrity credibility factors were shown in the below table as meaning transfer factor had shown higher consideration among the other factors (Mean=4.3 & included in between lower limit confidence interval and upper level confidence interval (LLCI=.392 and ULCI=.569) and the effect size is 1.10 which is

S.D=.32) followed by another factor called attractiveness of the celebrity that is also important factor while credibility of a celebrity is considered (Mean= 4.1 & S.D is .92).

Brand personality factor as sincerity was given more preference by the respondents if it comes to brand matters since its mean value is 4.3 and S.D is .87. More or less second preference was given for excitement (Mean=4.0 and S.D is .55) and Perceived quality about the brand was preferred as a means of purchase intention (Mean=4.5 and S.D=.56) and Knowledge about the brand could be highly perceived (Mean=4.3 and Standard deviation=.87) as a means of purchase intention by the respondents.

Inter correlation among the factors and construct is high as all the correlation scores are more than 0.55 if you observe at table values related to the correlation and all these correlation values are statistically significant at 5 percent level of significance. The highest correlation between factors is 0.884 observed towards the relationship between trustworthy and meaning transfer under celebrity endorsement constructs, 0.890 between competency and sophistication and 0.874 between perceived value and knowledge. Among the constructs, between brand personality and celebrity endorsement there is a high correlation ($r=.907$ and $p=.000$) followed by 0.899 between brand personality and purchase intention.

The result of proposed mediation effect of brand personality in the relationship between celebrity endorsements and purchase intention was shown in the above table no-4 and 5. At the first step, it can be observed that celebrity endorsement and purchase intention were positively related since its p value is .000,.05; B value is .99, t value is 9.56 (246). For meeting the conditional second rule of mediation, celebrity endorsement and brand personality had also shown a significant relationship as $B=.92$; t value is 31.6 and p value is .000<.05 thirdly it was shown that brand personality and purchase intention is also statistically significant by showing that P value is 0.000 which is less than 0.05 and t value is 8.13(246), B value is .41.

The confidence level set for the mediation effect was at 95 percent and the method was bootstrap. The present had shown a full mediation effect of brand personality in the relationship between celebrity endorsement and purchase intention. The significant value is less than 0.05 means p value is .000 in other words zero was higher than the direct effect 0.99 but very little increase. Since it could be concluded that brand

personality fully mediates the relationship between celebrity endorsement and purchase intention.

Table No-3
Mean, Standard deviation & Correlation

Sl.No	Construct	Mean	S.D						CE	BP	PI	
				At	Tr	Ex	MT					
1	Celebrity Endorsement(CE)	Attractiveness	4.1	.92	1.00							
		Trustworthy	3.9	.62	.824***	1.00						
		Expertise	3.7	.67	.742***	.812***	1.00			1.00		
		Meaning Transfer	4.3	.32	.678***	.884***	.713***	1.00				
2	Brand Personality(BP)	Si										
		Sincerity	4.3	.87	1.00							
		Excitement	4.0	.55	.781***	1.00						
		Competence	3.9	.21	.560***	.876***	1.00			.896***	1.00	
		Sophistication	3.7	.67	.662***	.743***	.890***	1.00				
Ruggedness	3.1	.92	.787***	.776***	.790***	.675***	1.00					
3	Purchase Intention(PI)	Pv										
		Perceived Value	3.9	.34	1.00							
		Perceived Quality	4.5	.56	.789***	1.00				.907***	.899***	1.00
		Perceived Knowledge	4.3	.78	.874***	.671***	1.00					

CE: Celebrity Endorsement; BP: Brand Personality; PI: Purchase Intention; At: Attractiveness; Tr: Trustworthy; Ex: Expertise; MT: Meaning Transfer; Si: Sincerity; Ec: Excitement; Co: Competence; So: Sophistication; Ru: Ruggedness; Pv: Perceived Value; Pq: Perceived Quality; Pk: Perceived knowledge; ***: p=.000

Table No-4
Mediation test Result

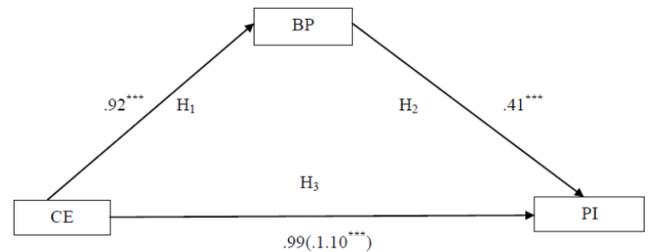
Steps	Path	Estimates	95 % Confidence Interval		Beta	Sig.
			LLCI	ULCI		
			1	CE—PI (c)		
2	CE—BP (a)	1.20	.36	.59	0.92	0.000
3	BP—PI (b)	0.91	.93	1.05	0.41	0.000
4	CE + BP—PI (c')	0.96	-.264	.156	0.62	0.612

Note; CE = Celebrity Endorsement, BP= brand Personality, PI= Purchase Intention

Table No-5
Direct and Indirect effect of X on Y

Effect	Effect size	LLIC	ULIC	Sig
Direct	0.99	-.264	.156	0.612
Indirect	1.10	.392	.569	0.000

Conceptual Diagram-1



CE = Celebrity Endorsement, BP= brand Personality, PI= Purchase Intention

Table No-6
Hypotheses Result

Sl.No	Hypothesis	Accepted
1	Celebrity Endorsement influence purchase intention with a significant effect directly (H1)	Yes (***)
2	There is linear relation exist between celebrity endorsement and brand personality (H ₂)	Yes (***)
3	Brand personality has a significant effect on purchase intention. (H ₃)	Yes (***)
4	Brand Personality will mediate the underlying relation between celebrity endorsement and Purchase intention significantly (H ₄)	Yes (***)

5. Discussions and Managerial Implications

Form the results that were achieved after running statistical tests, certain key findings were found to discuss the underlying factors, variable and its relationship. The strategy of celebrity endorsement has been examined in the view of affectedness of purchase intention among the consumers' minds. Since a vast number of research studies were conducted in respect of this research issue and had proved that celebrity endorsement is sure for creating intention to purchase of a brand by the consumers but in contrast to the this issue very rare or even could say very no much studies were explored on the issue like how this affectation could be improved much better by studying the underlying intervening variable like brand personality as a factor that can potentially affect the relationship Roy, S. (2009). Meaning transfer ability of the celebrity while endorsing a brand could affect the high intention of buying attitude was proved and celebrity endorsement has been used for perceiving high value of the brand and knowledge about the brand. Brand personality attribute like sincerity, excitement, competence are the determinant attribute that can mediate the relationship of celebrity endorsement and purchase intention. Technically it was proved in this paper that personality of the brand could fully mediate the effect of celebrity endorsement strategy on purchase intention.

In the interest of providing recommendation and implications, some interesting findings were represented for the managers for effective decision

making. While selecting a celebrity who is attractive in beauty, expertise in the transferring brand features and socially trustable personality without any allegation and involvement of public or private scandals, managers have to consider the brand personality traits that can match with celebrity creditability factors. More specifically attractive celebrity (4.1) and meaning transfer ability celebrity (4.3) are the right personalities to endorse a brand. The cognition about the value and quality, knowledge about the brand that has being endorsed by the celebrity will definitely influence the purchase intention so the endorsement strategy should be implemented by considering that there should be good matchup between brand personality and celebrity endorsement.

Brand personality factors like sincerity, excitement, competence, sophistication and ruggedness are all not equally affects purchase intention more interestingly when a brand is symbol of sincerity means that it could relate the sincere features of the brand. Excitement about the brand personality also influenced by celebrity attractiveness and trust and hence exciting promotion of personality attribute along with brand features are much recommended. Competence element in brand personality has proved as right attribute that can mediate the relationship between celebrity endorsement and purchase intention since it was seen like to create or establish good value perception and quality perception. In the view of exploring new dimension of marketing communication subject, this study had proved that brand personality has found as a full mediator in creating improved purchase intention through celebrity endorsement strategy in marketing communication.

6. Future Research

The present study was carried out to strengthen the not much focused relationship between celebrity endorsement and purchase intention mediated by brand personality with a note of key issues that were missed. Variables included in the present study are perceived value and quality and knowledge towards purchase intention hence it also include perceived brand credibility and brand quality where further research can be studied. Serial mediation or multiple mediation process with brand personality and brand image as multiple mediators can be used to test the mediation effect as a future research study. The present study did not study any industry specific so the there can be an industry related study be taken up in future.

7. Limitations of the study

Respondents selected for the study were belong to young age group like 18 years to 25 years below so the age or generation difference might limit the study to a certain age group only. Moreover study was limited to only one geographical area called rural area and that too focused on only the sample of respondents who are admired to celebrities and their life style. Survey instrument was developed same as it is in literature but a new relationship effect has proved.

Conclusion

There has been a ever growing demand for use of celebrity in advertisements or endorsements for promoting a brand in market and this will never be changed because studies were proved that celebrity endorsement is advantageous.

Adding to this statement the present study had focused on diversified research problem like role of brand personality as a mediator in relationship between celebrity endorsement and purchase intention. The key finding from the study could be that personality dimensions like sincerity, excitement and competence are mediating the effect of celebrity endorsement on purchase intention since that create a positive perception about brand's value, quality and knowledge significantly in consumers mind. Nevertheless like previous studies this study proved that meaning transfer dimension of the celebrity endorsement has played an important role in the dependent relationship of brand personality as it conveys the same meaning of all the dimension of brand personality all together.

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