Role of Credibility in Celebrity Endorsements: Mediating Effects of Brand and Celebrity Credibility

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ABSTRACT

Purpose: In this paper an attempt has been made so as to examine the influence of celebrity, brand and user (CBU) congruency on brand purchase intention mediated through celebrity credibility and brand credibility in Indian context.

Research Design: A survey of 350 people within the age group of 18yr to 65yr in and around Bhubaneswar was conducted using a structured questionnaire. Established scales are used for measuring the Constructs.

Findings: This research paper finds that celebrity, brand and user (CBU) congruency is responsible for the direct effect on the brand purchase intention. It also reflects that there is an indirect and significant impact of CBU congruency mediated through celebrity credibility and brand credibility on brand purchase intention of consumers.

Limitations of the study: Only male celebrities from film industry were considered for this study depending on the top brand endorsers.

Managerial implications: This paper argues that there has to be celebrity, brand and user congruency for enhanced brand purchase intention. At the same time the impact can be more significant by using highly credible celebrity and brand. This finding can help corporate to optimise their endorsement expenses effectively.

Originality/value – The paper offers insights about the complex patterns of celebrity endorsement with respect to celebrity, user and brand congruency and its impact on brand purchase intention. It is a pioneer work on the study of impact of celebrity congruency and mediating variables on brand purchase intention.

Introduction

Advertising is used as an effective promotion mix instrument by most of the marketers. It's popular but challenging from cost effective and target oriented prospective in case of new product launch as well creating point of differentiation in this cluttered market. In such scenario celebrity endorsements helps advertisers to improve communicative ability in the surrounding media clutter (Muda, Musa & Putit, 2012). It has been established now that celebrity endorsement produces better brand recall and recognition (Friedman & Friedman, 1979; Petty, Cacioppo & Schumann, 1983). The advertising effectiveness measures such as attitude towards advertisement, attitude towards brand and purchase intention are also significantly influenced by celebrity endorsers in many studies (Atkin & Block, 1983; La Farle & Choi, 2005; Petty et al., 1983). Moreover celebrity endorsement strategy can create an image for a product though meaning transfer (McCracken, 1989). However there is limited understanding about how a celebrity credibility influence brand credibility and together

both celebrity credibility and brand credibility influence purchase intention. Brand credibility supports building brand equity (Erdem and Swait, 1998). Credibility is the believability of an entity's intentions and holds two main components: expertise and trustworthiness (Rao and Ruekkert, 1994; Wenerfelt, 1988). When consumer perceive about the brand ability (i.e. Expertise) and willingness (i.e. trustworthiness) to deliver continuously what has been promised about the information contained in a brand.

Conceptual framework

Credibility is about receiving unbiased information from a source which is having relevant knowledge, skills or experience (Belch & Belch, 1994). Expertise and trust are two most important aspect of credibility (Hovland et al., 1953) and thus these are regarded as important determinants in the context of celebrity endorsement. The acceptance of message and persuasion affected positively by credible source of information (Belch & Belch, 2001)

Match between celebrity and product congruency:

There are numerous studies showing significant relationship between celebrity endorser and the product / company endorsed (Cooper, 1984; Forkan, 1980). The consumer perceived fit and the image of the celebrity are regarded as the two central terms for match up congruency between product and endorser (Misra, 1990). Consumer self image and celebrity image congruence have an important role to play in endorser effectiveness studies. When consumer perceives that a celebrity endorser's image is in close similarity with that of his or her self image, the consumer is likely to have positive predisposition and greater purchase intention (Choi & Rifon, 2012). In this research they didn't find any direct effect of congruence on purchase intention rather they found attitude towards ad and attitude towards brand has sequential effect on purchase intention due to congruency. Some research also found a fit between gender and the type of product and established the congruence effect (Kanungo & Peng, 1973). Advertising is more effective (Kahle & Homer, 1985; Kamins, 1990; Till & Busler, 200) and leading consumers to favourable attitude toward the product (Martin, 1996) and finally to purchase intentions (Fink, Cunnigham, & Kensicki, 2004; Tripp, Jensen & Carlson, 1994; Wasnik & Ray, 2000). The "Self-Congruity Theory" indicates that the favourability of brand attitude and motivation to purchase a particular brand increases with the congruence between consumer's self image and the brand's image increase (Sirgy, 1982). Furthermore studies have also established that congruence is responsible for Brand satisfaction (Achouri and Bouslama, 2010; Jamal and Al-Marri, 2007), Emotional attachment (Mala r et al., 2011), Preference (Branaghan & Hildebrand, 2011; Dolich, 1969), Purchase intentions (Erickson, 1996), and Choice (Malhotra, 1988).

Looking at the above literature evidence, all the three constructs such as user, brand & celebrity and the relationship among them are considered as important factors that affects consumer's purchase intention. Hence the hypothesis can be developed in defining the direct relationship between CBU congruency and brand purchase intention (BPI)

H1: Celebrity-brand-User congruency has positive effect on brand purchase intention
The Source Credibility Model:

The source credibility model signifies that the effectiveness of a message depends on trustworthiness and perceived level of expertise of an endorser (Hovland et al., 1953; Dholakia and stemthal, 1977; Ohanian, 1991; Solomon, 1996). Positive charecteristics that a credible source possesses affects receiver's acceptance of messages (Khan & Khan, 2002). The concept behind this model is that if the source of the message is credible then the persuasiveness of the message will be greater and positive. Internalization is the process through which information from a credible source has the ability to influence the attitude, behaviour and belief of the receiver. When an individual conforms to the attitude and behaviour advocated by a credible source, internalization occurs (Freidman and Freidman, 1979). These messages remain in the mind of consumer once they get internalized even after the source is forgotten.

Trustworthiness:

Trustworthiness of an endorser can be defined as the degree of consumer's feeling about reliability of a message carried by endorser. It refers to the perceived honesty, integrity and believability (Ohanian, 1990) and sincerity (Belch & Belch, 2001) of an endorser. The target audience must find the celebrity credible and believable (Belch & Belch, 2001). It has also been established that ethnic status of the endorser affects the endorser's trustworthiness as well as the brand attitude (Deshpande & Stayman, 1994). Consumer's identification with the celebrity is influenced positively by endorser's credibility (Hou, 2012). Source credibility model signifies that effectiveness of a message depends on perceived level of expertise and trustworthiness of an endorser (Dholakia and Stemthal, 1977; Hovland, et al., 1953; Solomon, 1996). Endorsers, enjoying the status of honesty, believability and dependability, are usually preferred by advertisement (Shimp, 1997). Untrustworthy celebrity endorsers are source of questionable messages despite exhibiting other qualities (Smith, 1973). Neveretheless (Ohanian, 1991) it has been observed that celebrity trustworthiness is no way significantly related to purchase intention of the consumer to purchase a brand that is endorsed.

Expertise:

Expertise of an endorser in general refers to the acquired knowledge, experience & skills. It is defined as the extent to which an endorser is able to communicate a valid assertion in favour of the brand being endorsed. If the target audience perceive the endorser as an expert then it hardly matters whether the endorser is an expert or not (Hovland, et al. 1953; Ohanian, 1991). If the endorser is an expert in the respective field that makes the endorsement more persuasive (Aaker and Myers, 1987) and it affirmatively influences customer intention to buy the brand being endorsed (Ohanian, 1991).

Furthermore it has been found that celebrities, those who are perceived as experts in a specific field ensure generation of higher brand recognition as compared against non-expert celebrities (Speck, Schumann and Thomson, 1988). The level of celebrity expertise is responsible for determining the effectiveness of an advertisement (Amos, Holmes & Strutton, 2008). Expertise of an endorsing celebrity doesn't change with negative publicity however the credibility changes.

Attractiveness:

Attractiveness is one of the components for endorser credibility which is linked source's familiarity, likeability, similarity and overall attractiveness to the receivers (McGuire, 1985; Ohanian, 1991) and it is the perceived attractiveness of the source. Facial appearance has also positive influence on buyer's attitude (Brownlow, 1992) and attractive communicators do send more persuasive messages (Chaiken, 1979). Many of the extant celebrity endorsement studies signify the existence of relationship between physical attractiveness and its role in bringing changes in consumer attitude (Caballero and Pride, 1984; Chaiken, 1979; Kahle & Homer, 1985). When there exists a perfect match between brand and celebrity, then physical attractiveness normally becomes less significant.

After going through the above literatures one can develop a hypothesis to find out the role celebrity credibility plays as a mediating variable in defining the existence of an indirect relationship between CBU congruency and purchase intention.

H2: Celebrity credibility mediates the relationship between CUB congruity and BPI

Brand Credibility:

Literally Credibility is understood as the believability of an individual's intention and has two major components such as: expertise and trustworthiness (Rao and Ruekkert, 1994; Wernerfelt, 1988). Thus a consumer perceives that the brand is having ability or expertise and willingness or trustworthiness to deliver what has been promised by the brand. Usually the credibility of a brand is high when there is greater marketing mix consistency and greater brand investments (Erdem & Swait 1998). Further it has been established that brand credibility is the consequence of the clarity in product information. Endorser credibility has indirect impact on brand equity when mediated through brand credibility (Spry, Pappu & Cornwell, 2011). Endorser's attractiveness and trustworthiness enhance brand credibility and purchase intention towards an endorsed brand (Wang et al. 2018). Very few researchers have examined brand credibility as a function of celebrity endorsement.

Hence the hypothesis can be developed in defining the mediating role of brand credibility in establishing the indirect relationship between CUB congruency and BPI.

H3: Brand credibility mediates the relationship between CUB congruity and BPI

Purchase intention:

It is the process of planning to buy something in future in which consumer perception about product or source influence the planning process (Khan et al., 2016). It's the conscious plan to purchase a brand called as purchase intention (Spear and Singh, 2004). Consumer's perceived value and perceived benefit of a product positively influences consumer's purchase intention (Carvalho, 2012).

Celebrity endorsement on purchase intention:

Advertising campaigns using celebrity would enhance purchase confidence of an individual (Duthie et al., 2017; Chan et al. 2013). There are numerous research which proves empirically that there is positive influence of the celebrity endorsements on advertising, especially endorser's credibility, message reminder, purchase intention etc (Gupta et al., 2015). It is evident also from studies that celebrity drags the attention of consumers and enhances brand recall and recognition (Puazhenthi and Ravindran, 2013). The celebrity endorsement is a good tool to

enhance trial purchase especially in case of new and unfamiliar products.

The fourth hypotheses of this study can be developed to find out the overall impact of both of the mediating variables such as: celebrity credibility and brand credibility so as to determine the existence of any relationship between CUB congruency and BPI.

H4: CUB congruity has positive effect on BPI when mediated by Celebrity credibility and brand credibility.

Research Objective:

Extant of research has established the relationship between celebrity-brand congruency, celebrity-user congruency, brand-user congruency to create predisposition towards advertisement and leading to purchase intention. Along with the direct effect of congruency on brand purchase intention, few researcher has also established the indirect effect through various mediating variable like celebrity credibility, brand credibility (Erdem et al., 2006), consumer based brand equity, brand familiarity, endorser familiarity (Silver & Austard,2004; Till 1998), perceived quality (Aaker 1991), brand loyalty (Yoo & Donthu 2001). The past research has established direct or indirect effect of these variables on brand purchase intention independently. In this research paper the researcher has recognized this gap and tried to make an effort at testing the direct and indirect impact of these pairs of personality congruence on brand purchase intention through parallel mediating variables like celebrity credibility and brand credibility. In this paper an attempt has been done to contribute to the extant literature (Spry, Pappu & Cornwell, 2011) on celebrity endorsement, brand credibility and brand equity by focussing on parallel impact of celebrity credibility and brand credibility.

Hypothesis Development:

H1: Celebrity-brand-User congruency has positive effect on brand purchase intention

H2: Celebrity credibility mediates between CUB congruity and BPI

H3: Brand credibility mediates between CUB congruity and BPI

H4: CUB congruity has positive effect on BPI when mediated by Celebrity credibility and brand credibility.

Research methods

Survey research was conducted so as to understand the predictability and the influence of celebrity-brand- user congruency on brand purchase intention mediated through celebrity credibility and brand credibility. Preliminary tests were conducted to select stimuli. A sample of 380 (n=380) respondents comprising of 18-65yr age group consumers were considered to test the hypotheses.

4.1 Stimuli Selection (Products and Brands)

A comprehensive and representative set of mobile phone brands were taken into consideration as technology related products so as to create variations in the respondent's perceived degree of congruence between the endorsing celebrity and the product so selected. Movie stars (Male/Female) those who are physically attractive, recognised as experts and are perceived as experienced celebrities has been chosen for this study, because these personalities are considered to be more appropriate for endorsing self expressive products like mobile phone which shifted from utility oriented to self expression (Erdogan, Baker & Tagg, 2001; Till & Busler, 2000), there by leading towards consumer perception of higher congruence between the endorsing celebrities and the technology related products. Film stars and sports personalities are preferred as brand ambassadors for different brands across the globe. Advertisers usually hire these brand ambassadors to strengthen their brand recall value. In a cluttered mobile market in India consumer has very little idea what the brand actually stands for. In general a brand fits well with a single celebrity endorser for few years so as to create a value system in favour of the offer being endorsed. Mobile phone companies are failing to do so due to the fact that life cycle of Smart phone very short and prone to technological changes. With a specific feature they need to be sold within the first three months of its market entry. In such a short term marketing environment smart phone brands prefer to make a high impact quickly rather than building a long lasting image. As mobile brands are frequently being endorsed by celebrities, selection of mobile brands as stimuli ensures the better possibility of generalisability of the study. A pilot study constituting of 63 management students and staffs has been carried out so as to find out the select few mobile brands at the top of the mind the

respondents. Samsung, Vivo, Oppo and Apple phones are selected as stimuli to test the impact of celebrity endorsements. The pre test samples were considered to match the demographic profile of the mass from where samples of the final study would be drawn.

4.2 Instrument design:

Structured questionnaire was constructed to conduct the survey. Tested, reliable and credible measurement scales were used in this study from past research. The questionnaire was constructed in six different sections. The first part was about the demographic profile of respondents. The second part was about familiarity of respondent with brand and celebrity. Then the four dimensions of the study were measured by using established measurement scale. Celebrity credibility was measured using three sub dimensions as source attractiveness, expertise and trustworthiness developed by Ohanian (1990). 7 point semantic differential scales were used to test the 15 constructs sub dimensions of endorser's credibility. Brand credibility was measured using established scales developed by Erdem and Swait(1998). 9 point continuous scale (strongly agree to strongly disagree) with 6 items were used to measure brand credibility. Celebrity-User-Brand congruency was measured using established Malhotra personality scale (1981). Fifteen 7 point semantic differential scales were used and Euclidean distance square model was used to measure the congruity score. Brand purchase intention was measured using Friedman & Friedman (1979) 5 point likert scale.

So as to avoid the occurrence of any common method of biasness, the survey instrument employed for the present study was prepared and was structured as per Podaskoff et al. (2003). Again the data so collected was tested to study the existence of any social desirability bias by using Pearson correlation coefficient (Reynolds, 1982). The correlation coefficient "r" having values ranged from 0.002 to 0.06 and it has been found to be insignificant between the constructs. From the findings we may conclude that the data so collected is devoid of any social desirability biasness. The respondents were at liberty to choose their preferred celebrity so as to ensure that all of them are well aware of the celebrity endorsing the selected brand. Five point familiarity Likert scales were used so that

unfamiliar respondents were excluded from further analysis.

4.3 Sample selection and survey administration

A sample size consisting of 380 consumers in the age group 18-65yr was considered of which 46% of young consumers fall within the age group of 18-30yr. The consumers were selected using systematic sampling technique and both direct interface (220 self administered cross sectional primary survey) and 160 online survey was conducted. These sets of consumers were perceived as the prime users of mobile phones, and the representative of the general cell phone users. Trained management students were engaged to collect feedback from different mall set up in case of direct interface. The respondents were given instruction for filling questionnaire and research objective were intentionally kept unaware to avoid social desirability bias. As questionnaire was filled individually by each customer there is hardly any chance of inter participant consulting among the respondents. This ensures the collection of the response as respondent's personal view. The response rate was 100 percent but 346 responses were taken for final analysis due to non existence of familiarity with the endorsing celebrity and lack of existence of any previous purchase experience (91% final response rate). 56% male and 44% female were considered for this survey. Out of the final response rate 46 percent were within the age group of 29, 25 % were within the age group of 39 and the rest 29% belongs to the above 40 age group and within 65 age group. The sample was more skewed towards young consumer groups which is uncommon in mall intercepts and mobile phone user groups.

Validity tests for key constructs:

Reliability: For reliability test established scales were employed, nevertheless the reliability of the constructs was measured by using conventional methods. The cronbach's alpha of each construct was calculated so as to get α values of items related to various variables.

Data Analysis and interpretation:

In this case the antecedent variable celebrity-brand-user congruency (CBUC - X) is modelled as influencing consequent variable Brand purchase intention (BPI-Y) directly as well indirectly through two mediators, celebrity credibility (M1) and brand credibility (M2) with

the condition that no mediator causally influence another.
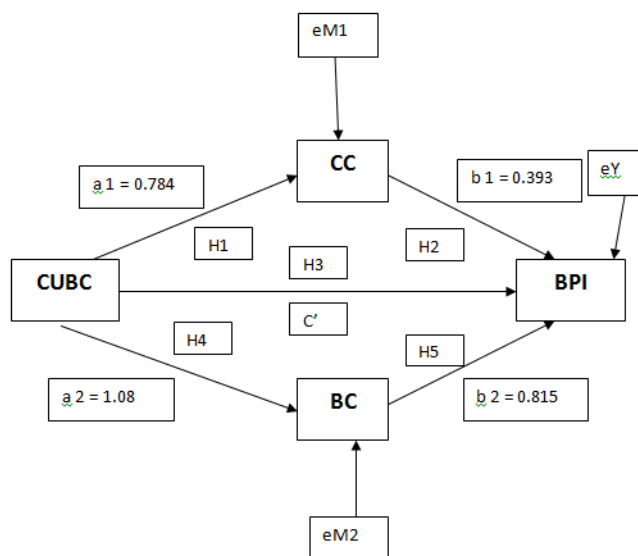
To test the study hypotheses, we used the approach recommended by Hayes(2003,2008) PROCESS model 4 for these parallel multiple mediator models with 5000 bootstrap samples.
The three best fitting OLS regression models that define this parallel mediator model are
$M1 = 0.627 + 0.784\ X$
$M2 = 0.236 + 1.086\ X$
$Y = 0.146 + 0.477\ X + 0.343\ M1 + 0.815\ M2$
Thus $a1 = 0.784$, $a2 = 1.08$, $b1 = 0.393$, $b2 = 0.815$, $c' = 0.477$
Thus total effect $C = 0.616$
The above calculation shows that there is a direct effect of CBUC on BPI i.e. 0.4774 with P value 0.0027 which is significant.

Thus hypothesis (H1) is accepted
The variance in the celebrity credibility & brand credibility is explained by the celebrity – brand – user congruence by $R^2 = 0.45$ & $R^2 = 0.75$ respectively, but about half of the variance in brand purchase intention is accounted by both mediators celebrity credibility & brand credibility ($R^2 = 0.48$).
The indirect effect on brand purchase intention
$a1\ b1 = 0.269$
$a2\ b2 = 0.884$
The effect of celebrity- brand – user congruency (CBUC) on celebrity credibility ($a1 = 0.784$) is positive and the effect of celebrity credibility (CC) on brand purchase intention (BPI) is also positive ($b1 = 0.343$). So the indirect effect is also positive. So the consumer has more brand purchase intention when there is more celebrity user brand congruency and high celebrity credibility.

Hence it supports the hypothesis (H2)
As per cognitive response theory, highly credible source is more persuasive (Karlins & Abelson 1970). In case of an individual having positive predisposition towards the message, a less credible source can also be persuasive than a high credibility source (Aaker & Mayers, 1987). On the other hand if an individual has negative predisposition towards the message, a highly credible source is more persuasive (Harmon & Coney 1982; Stemthal et al. 1978).
The second indirect effect of brand credibility on brand purchase intention estimated as $a2b2 = 0.885$ as provided in the PROCESS output.
The effect of CUBC on brand credibility ($a2 = 1.08$) is positive & the effect of brand credibility on brand purchase intention ($b2 = 0.815$) is also positive. So the consumer has higher brand purchase intention when there is celebrity – brand – user congruency mediated through high brand credibility.
Hence it supports the Hypothesis (H3)
In a parallel multiple mediator model, it is possible to talk about the indirect effect of X on Y summed across all mediators.
Total indirect effect = $a1b1 + a2b2 = 0.616$
As the result is positive it shows that the brand purchase intention 0.616 unit higher when congruency mediated through celebrity credibility & brand credibility.
The direct effect $C' = 0.4774$ qualifies the effect of the congruency on brand purchase intention independent of the effect of proposed mediators on brand purchase intentions.
The total effect of CBUC on BPI
$C = C' + a1b1 + a2b2$
$= 0.477 + 0.616$
$= 1.093$
As can be seen $C' = 0.4774$, $t = 3.0198$, $P = 0.0027$.
Thus hypothesis (H4) is accepted.
We can claim that the effect of congruency on brand purchase intention as a function of celebrity credibility & Brand credibility.
In the estimation testing, the BootSE results revealed that the confidence intervals do not cover zero. It supports the significance of indirect effect. Thus the study supports the hypotheses.

Discussion

This research makes contribution on both theoretical and managerial implications. In this article we investigated the effect of Celebrity-Brand – User Congruency (CBUC) on Brand Purchase Intentions (BPI) through parallel mediating effects of brand credibility (BC) & celebrity credibility (CC).

Theoretical implications:

Marketers believe that people consume images and attributes of celebrities, so they will also consume products and brands associated with those celebrities. Therefore they hire celebrities to endorse their brands (Fowles,1996). It is evident from prior researchers that effectiveness of celebrity endorsers are moderated by several factors like celebrity attractiveness, celebrity credibility, celebrity – product congruency, product and message congruency, level of involvement, celebrity and brand personality etc. In the era of heavy advertising clutter celebrity endorsement strategies can be an effective competitive weapon to create a point of differentiation, especially in case of a cluttered market like mobile brands. At the same right celebrity selection for right brands is essential to enhance brand purchase intention (BPI). In case of high social and psychological risk associated product like consumer durable products, celebrity endorsements are appropriate (Friedman & Friedman, 1978; Atkin & Block, 1983). Therefore celebrity congruency with product and user along with their credibility plays a significant role.

Most of the literature confirms, when there is perceived fit between celebrity and product, celebrity endorsement is is usually more persuasive. Congruency between celebrity and consumer self image has also been established by researchers (Choi & Rifon, 2010). Celebrity – brand – user congruency (CBUC) has positive influence on attitude towards the barnd and brand purchase intention (D. Pradhan et al., 2014). Similarly we found a direct relationship between CBUC and BPI in case of mobile phone as a stimulant. The meaning transfer model (Mc Cracken, 1989) provides cultural association to brands which are passed on to the user. Celebrity endorsers in a mobile phone help in creating a sense of aspiration and self ideal image. Empirical evidence in our study supports the same in hypothesis 1 and confirms above theory.

Results in this paper confirming the direct relationship of congruency & brand purchase intention. It also confirms the indirect relationship on mediating variables like celebrity credibility. As the second hypothesis is accepted in our findings, it suggests that those assigned to the higher celebrity credibility have stronger intention to purchase a brand as compared to the direct influence of congruency on brand purchase intention.

The second indirect effect of brand credibility also shows positive relationship and hypothesis 3 is accepted in our findings. Those assigned to the higher brand credibility have stronger intention to purchase a brand as compared to the direct influence of congruency to brand purchase intention.

In a parallel multiple mediator model as established in this empirical study, it is possible to talk about the total indirect effect of celebrity credibility & brand credibility summed across all mediators. The total indirect effect is positive in our findings which shows that those assigned to the higher brand credibility along with higher celebrity credibility influence higher intentions to purchase a brand as compared to the direct effect of congruency on brand purchase intention.

The total effect of celebrity credibility & brand credibility in this parallel multiple mediators is positive in our findings. This shows that the influence of mediating variables like celebrity credibility & brand credibility enhancing the intention to purchase a brand if it is associated with celebrity user and brand congruency.

Present empirical research has established that Celebrity and brand credibility has indirect effect on BPI

Managerial implications:

As per the research finding celebrity user brand congruency significantly influencing brand purchase intention when mediated through brand credibility and celebrity credibility. This finding will certainly help managers for preparing their positioning strategies of brands. It also helps in selecting right celebrity for their products in general. The personality of the celebrity can be positioned in such a manner that it matches with the target segment personality & encourage the consumer's aspiration to own the product. Celebrity – user match and celebrity – product match are the first and second most criteria for celebrity selection respectively as per the

advertising research conducted by an advertising agency in UK (Erdogan, baker & Tag, 2001). The present research also indicates that celebrity endorsement with product and user congruency is an effective tool for generating brand purchase intention when it is associated with high brand and celebrity credibility. Based on these finding celebrity credibility should be credible based on their attractiveness, expertise and trustworthiness. Past research has also proved that high equity celebrities are congruent with high equity brands (Roy & Cornwell, 2004). This evidence support our finding that along with better congruency high celebrity credibility essential to generate better purchase intention. When consumer has high risk aversion or high value product purchase, practitioners must focus on high brand credibility & high celebrity credibility to encourage brand purchase intention.

Limitation and Further research:

The limitations of this research were primarily related to the generalisability of the findings. Celebrities selected in this research are from film industry, so other celebrities like sports celebrity may yield so different finding. Only male celebrities were taken for this study depending on the top brand endorsers, so female celebrity may yield a different finding. We have calculated congruity score through squared distance model in this study which may be a limitation of this study. To achieve better predictive validity other methods of congruity score can also be applied. This study was focused on two parallel mediating variables only.

Any research has a scope for further research and so does this research warrant few further research areas. In terms of further research, it is important to do some research on moderating variables impacting brand purchase intention through congruency. Another interesting research can be possible to verify the male and female influence with respect to congruency, brand credibility and celebrity credibility. The influence of demographic variables like young adult consumer with respect to older consumers can be measured in this framework. There are some more mediating variables like brand familiarity, brand loyalty, brand equity etc. can be empirically tested to see the influence on brand purchase intention. Further research should also investigate some other types of celebrities like sports celebrity. The product category tested in this study can be generalised by testing it in other product category too. We are expecting similar response in consumer durable segments. Another aspect of product categories i.e. hedonic and utilitarian prospective can be estimated by testing the effects of parallel mediating variables like brand credibility and celebrity credibility.

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