



IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BEHAVIOR AND SALES VOLUME IN HUGGIES DIAPERS, ABUJA

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Abstract

This study examined the impact of celebrity endorsement on customer behavior and sales volume using in Huggies Diapers, Abuja. The study focused on Primary source of data collection. Structured questionnaires were administered to 65 respondents who are the population of the study. Census sampling technique was adopted. The study employed chi-square for the analyses. The results revealed that the celebrity endorsement has significant impact on customers buying behaviour. It also shows that relationship existed between celebrity endorsement and sales volume of the organisation. The study therefore recommends that the organization should intensify the use of celebrities to promote their products as it significantly impact their sales volume. Also, personality of celebrities should be critically assessed as it significantly influences the behaviours of consumers.

Keywords: Consumer Behaviour, Celebrity Endorsement, Sales Volume, Huggies Diaper

1. Introduction

In recent years, most television commercials feature a celebrity who projects the items or services by using them, so influencing the purchasers and customers of these products and services, and hence an organization's sales volume. A celebrity is defined as any well-known and powerful individual who is widely admired and discussed by the majority of people in a society. According to McCracken, a celebrity endorser is "any individual who enjoys public notoriety and utilizes that recognition to promote a consumer commodity by appearing alongside it in an advertisement" (1989). Various organizations have begun to exploit celebrities to promote their products and services. In the advertising world, celebrity endorsements are now commonplace. Brand image is influenced by celebrity endorsements

because the endorser's meaning is transferred to the brand. Communication actions create a pattern of connection between the celebrity's image and the brand's image. "When you obtain a celebrity to support your brand or sign a licensing agreement, you profit from customer awareness of the property, which could include the notion of the quality, educational value, or a certain image," says Bishop (2000), a marketing expert. People assume that if a celebrity endorses or a corporation sells a well-known person's or entity's goods, it must be a good company to deal with." Both entities are nodes in a cognitive network, and their interconnectedness allows for contingency between them (Till, 1998; Till et al., 2008). Marketers must comprehend what happens to a customer's purchasing decision when celebrities' cultural meanings are terrible. This is because a client who

buys and uses a celebrity-endorsed product can gain some of those meanings and utilize them to build a pleasant sense of self-control. This study focuses on celebrity endorsement and the impact it has on customer behavior and sales volume for a company. Celebrities improve customers' perceptions of companies and products, but it's unclear if they increase repeat buy intent or brand loyalty (Byrne & Whitehead, 2003). However, there is no proof that using a celebrity endorsement will result in a sales rise when compared to not using a celebrity endorsement. In fact, consumers may pay more attention to celebrities in advertising than the actual product being promoted, which is not the aim of the marketer. Physically appealing celebrities are prominently included, as they are in most Huggies advertising. They may have a magnetic effect on customers, causing them to make a behavioral buy rather than a true brand commitment. But it's less obvious whether the purchasing behavior will become habitual (Byrne & Whitehead, 2003).

The question of whether celebrity endorsement has a significant impact on customer behavior and sales volume has been a source of concern, especially since many businesses use celebrities and still struggle with sales. Thus, the study examined the impact of celebrity endorsement on consumer behavior and sales volume of an organization.

In line with the above objectives, the following hypotheses were developed:

H₀₁: There is no significant relationship between celebrity endorsement and sales volume in Huggies

H₀₂: Celebrity endorsement does not influence consumer behavior Huggies

The remaining part of this study is structured in five sections. The second section reviewed related literatures and theoretical framework. Methodology of the study was discussed in the third section while the results and interpretations were presented in the fourth section. Conclusion and recommendations were made in the last section.

2. Literature Review

Celebrity: According to Deswal (2015) Celebrity refers to a prominent or a role model individual that often seen as model by others in relation to a particular profession such as entertainment industry, sport etc. It is pertinent that Celebrity endorsements have been termed as one of the key marketing strategies that the organization often choose in an attempt to boost their businesses. On the other hand, Nelson and Deborah (2017) Celebrity endorsement is a potent advertising strategy used to promote brands in the market space. They further emphasized that Celebrity endorsement refers to a claim by a celebrity or someone of authority that a product is good thereby certifying such product as a must have. . Okafor (2011) opines that Celebrity endorsement is a technique of persuasion where customers relate to person used or featured in an advert. However, Rojek (2014) viewed celebrities from three categories as ascribed, achieved and attributed. He expressed that ascribe celebrity are famous due to their lineage such as royalty, socialites with long background of affluent relative and people whose parents are celebrities. But, achieved celebrities are celebrities that are derived from ones talent or skill acquired in a particular profession. While, attributed celebrities are those actors and actresses, musical artists, and sports stars.

Celebrity Endorsement: According to Khatri (2006), celebrity endorsement is a marketing approach for attracting clients. After studying the current market, it has become necessary for marketers to use various famous personalities to relate to their brands in order to create a unique identity for the brand and to make his company's brand or product famous, which results in a high cost for the company to use that strategy, but it is now used as a powerful strategic tool to maximize profit.

Buying Behavior: Buying behavior refers to the process by which people look for the products or services they require or desire, make a decision to purchase the required and most appropriate one from a variety of options, utilize, and dispose of it. For anyone making marketing decisions, the buying process model is extremely crucial (Kirmani & Shiv, 1998).

Sales Volume: Sales Volume is the measurement of sales unit against the goals outlined in the sales plan. According to Hart (2020.) sales volume is termed as number of sells made on product or service performed by an individual consumer in a particular business environment. But for businesses sales means much more than that. On the other hand, sales are often refers to volume of transaction made on both tangible and intangible goods, services (Twin 2020.) Sales volume can be said to signify a result of behavior which is evaluated in terms of its contribution to the company's objectives and is determined by factors the salesperson can control, for example sales experience, active listening or adaptive selling (Johlken, 2006). The simplest method of tracking sales performance is to establish sales goals for your team and for individual team members and then evaluate performance, either monthly or quarterly. You can then improve performance using new processes and sales tools. The achievement of acceptable sales results is an essential requirement of companies' performance as well as a requirement which enables salespeople to achieve their individual objectives (Ines & Pedro, 2010).

Celebrities Endorsement and Consumer Behaviour: Erdogan (1999) found that celebrity endorser's draws attract the trust and commitment of most of the consumers in an ordinary business operation. While, studying the Credibility of a Peer Endorser and Advertising Effectiveness Munnukka et al.(2016) established that consumers tends to pay more attention of the endorsed product by celebrates depending on the stimulus; consumer interest and product need. The credibility of the individuals used for the endorsement influences the perception of the consumer. Choi and Rifon (2007)in their study on The Impact of Congruence between Celebrity Image and Consumer Ideal Self on Endorsement Effectiveness argue that consumer often see the celebrities an emulating factors. Hence, the celebrities have significant influences on their attitude to market physically or socially and otherwise. Similarly, Kim et al. (2013) posit that brand loyalty through consumer's

perceived quality and credibility is always assured with celebrity's endorsement on product.

Celebrities Endorsement and Sales Volume: Rajakumar and Tamizhjyothi (2011) discovered that there is a positive link between the celebrity endorsement and sales volume in petroleum product, in an effort to investigate the effect of multiple celebrity endorsement on sales volume. On the other hand, Brahmane (2014) found that there is correlation between celebrity's endorsement and sales volume among SMEs in india. Nadube and Gowon (2020) conducted a study among telecommunication firms in Nigeria and discovered that there is a significant positive relationship between celebrity's endorsement and sales volume in his suryey.

Theoretical Framework

Advertisers constantly use techniques aimed at attracting customers' attention to their message and differentiating their goods from competing products in the hopes of influencing the customer's purchasing behavior. In today's competitive world, a quality is based on a strategy that can achieve these goals. The usage of a celebrity representation is one of the challenges of such a strategy. According to Akin and Block (1983), a prominent endorser may be dominating for a variety of reasons. To begin with, such a representative draws attention to the advertising amid the jumbled flow of communication. Furthermore, celebrities are commonly perceived as highly busy individuals with attractive and pleasant characteristics (Kamins et al. 1989).Famous people have been used in marketing since the eighteenth century, and these broad promotional methods have revealed a wealth of intellectual and practical issues. The majority of academic research on celebrity support focuses on the areas of spokesperson credibility and charismatic representations, and suggests that celebrities exert their influence on customers through visible characteristics (Ahmed 2012; Ohanian 1990, 1991). According to a number of studies, the usage of eye-catching celebrities serves as a foundation for improving sentiments about advertisements. This commercial mind-set is defined as psychological circumstances that people use to

systematize how they recognize their surroundings and organize how they react to them (Haghirian & Madlberger 2005). Today's mass media is swamped with celebrity descriptions and information, and as a result, celebrities have a high level of esteem, distinguishing characteristics, and exciting descriptions in the eyes of the public (Giles 2000; McCracken 1989). Celebrities frequently appear in advertisements for customer goods or services. Superstar endorsement has shown to be an effective strategy for piercing the tangle of publicity, portraying customer consideration, producing high memory rates, generating and distinguishing brand descriptions, and therefore generating trade and revenue. Without a question, dealers spend a lot of money to get celebrities to endorse their products (Agrawal & Wagner 1995; Erdogan 1999; Kaikati 1987; Mathur et al. 1997; Gabor et al. 1987). According to McCracken (1998), a celebrity might be seen of as a memorial, an entertainer, or a spokesperson of a company. According to research, spokesperson endorsement influences consumers' minds in general, and it may also impact customers' views towards commercials and items. This could lead to an improvement in the acquisition strategy and, as a result, an increase in trade.

3. Methodology

The study uses survey and correlation design this is because the study elicits information from various

Table 1: Gender of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	45	69.2	69.2	69.2
	female	20	30.8	30.8	100.0
	Total	65	100.0	100.0	

Source: Field Survey, March, 2022.

Table 1 above shows the gender distribution of the respondents used for this study. 45 respondents which represent 69.2 percent of the population are

respondent and established the relationship between the independent variable (celebrities endorsement) and the dependent variables (consumer behavior and sales volume). The population of the study comprised the sixty five (65) permanent employees of Huggies diapers in Abuja. Census sampling technique was employed due to the small nature of the population. Data for this study was acquired through the primary source with the help of self-administered structured. The respondent's personal information was revealed in the first five (5) questions. The rest of the discussion focused on the three variables involved in the study. There were both closed and open-ended questions in the survey. When it became necessary for respondents to supply further information, open-ended questions were used. The data were analyzed using chi-square technique with the help of the Statistical Package for Social Science (SPSS).

4. Data Presentation, Analysis and Interpretation

The information is based on the number of copies of the questionnaire that respondents completed and returned. The data is provided in tables, and the chi-square test is used to analyze it.

Bio Data of Respondents

male while the remaining 20 respondents which represent 30.8 percent of the population are female.

Table 2: Age Range of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20 years	5	7.7	7.7	7.7
	21-30 years	20	30.8	30.8	38.5

	31-40years	22	33.8	33.8	72.3
	41-50years	10	15.4	15.4	87.7
	51-60years	5	7.7	7.7	95.4
	above 60years	3	4.6	4.6	100.0
	Total	65	100.0	100.0	

Source: Field Survey, March, 2022

Table 2 above shows the age grade of the respondents used for this study. 5 respondents which represent 7.7 percent of the population is below 20years. 20 respondents which represent 30.8 percent of the population are between 21-30years. 22 respondents which represent 33.8percent of the population are

between 31-40years.10 respondents which represent 15.4 percent of the population are between 41-50yrs.5 respondents which represent 7.7 percent of the population are between 50-60years while the remaining 3 respondents which represent 4.6 percent of the population are over 60years.

Table 3: Educational Qualification of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FSLC	5	7.7	7.7	7.7
	WASSCE/SSCE	10	15.4	15.4	23.1
	OND/HND/BSC	30	46.2	46.2	69.2
	PGD/MSC/PHD	15	23.1	23.1	92.3
	OTHERS	5	7.7	7.7	100.0
	Total	65	100.0	100.0	

Source: field survey, March, 2022.

Table 3 above shows the educational background of the respondents used for this study. Out of the total number of 65 respondents, 5 respondents which represent 7.7 percent of the population are FSLC holders.10 respondents which represent 15.4 percent of the population are SSCE/WASSCE holders.30 respondents which represent 46.2 percent of the

population are OND/HND/BSC holders.15 respondents which represent 23.1 percent of the population are MSC/PGD/PHD holders while the remaining 5 respondents which represent 7.7 percent of the population had other types of certificate.

Table 4: Marital Status of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	20	30.8	30.8	30.8
	married	35	53.8	53.8	84.6
	divorced	5	7.7	7.7	92.3
	widowed	5	7.7	7.7	100.0
	Total	65	100.0	100.0	

Source: Field Survey, March, 2022

Table 4 above shows the marital status of the respondents used for this study. 'Out of the total number of 65 respondents, 20 respondents which represent 30.8 percent of the population are single.35 respondents which represent 53.8 percent of the

population are married.5 respondents which represent 7.7 percent of the population are divorced while the remaining 5 respondents which represent 7.7 percent of the population are widowed.

Table 5: Years of Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-2years	10	15.4	15.4	15.4
	3-5years	25	38.5	38.5	53.8
	6-11years	25	38.5	38.5	92.3
	above 12years	5	7.7	7.7	100.0
	Total	65	100.0	100.0	

Source: Field Survey, March, 2022

Table 5 above shows the years of experience of the respondents used for this study. Out of the 65 respondents, 10 which represent 15.4percent of the population have had 0-2years experience at work.25 which represent 38.5percent of the population have had 3-5years experience.25 which represent 38.5percent of the population have had 6-11yrs experience while the remaining 5 which represent 7.7 percent of the population have had more than 12years experience.

Table 6: Level of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	junior staff	40	61.5	61.5	61.5
	senior staff	25	38.5	38.5	100.0
	Total	65	100.0	100.0	

Source: Field Survey, March, 2022

Table 6 above shows the level/position of the respondents used for this study. 40 respondents representing 61.5 of the respondents are junior staff while the remaining 25 respondents representing 38.5 of the respondents are senior staff.

Analyses on Impact of Celebrity Endorsement on Consumer Behavior and Sales Volume of An organizational Volume

Table 7: Celebrity Endorsement Improves Huggies Sales in Nigeria

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	10	15.4	15.4	15.4
	Agree	5	7.7	7.7	23.1
	Undecided	5	7.7	7.7	30.8
	Disagree	15	23.1	23.1	53.8
	strongly disagree	30	46.2	46.2	100.0
	Total	65	100.0	100.0	

Source: Field Survey, March, 2022

Table 7 above shows the responses of respondents that celebrity endorsement improves Huggies sales in Nigeria.10 respondents which represent 15.4 percent of the population strongly agreed that celebrity endorsement improves Huggies sales in Nigeria.5 respondents which represent 7.7percent of the population agreed that celebrity endorsement improves Huggies sales in Nigeria.5 respondents which represent 7.7percent of the population were undecided.15 respondents which represent 23.1 percent of the population disagreed that celebrity endorsement improves Huggies sales in Nigeria while the remaining 30 respondents which represent 46.2 percent of the population strongly disagreed that celebrity endorsement improves Huggies sales in Nigeria. Based on the analysis above, in can be

inferred based on the responses of respondents that celebrity endorsement improves Huggies sales in

Nigeria. This is simply because responses from respondents were in the affirmative.

Table 8: There is a Significant Relationship between Celebrity Endorsement and Sales Volume of an Organization

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	40	61.5	61.5	61.5
	agree	20	30.8	30.8	92.3
	undecided	5	7.7	7.7	100.0
	Total	65	100.0	100.0	

Source: Field Survey, March, 2022

Table 8 above shows the responses of respondents that there is a significant relationship between celebrity endorsement and sales volume of an organization. 40 respondents which represent 61.5 percent of the population strongly agreed that there is a significant relationship between celebrity endorsement and sales volume of an organization. 20 respondents which represent 30.8 percent of the population agreed that there is a significant relationship between celebrity

endorsement and sales volume of an organization while the remaining 5 respondents which represent 7.7 percent of the population were undecided. Based on the analysis above, it can be inferred based on the responses of respondents that there is a significant relationship between celebrity endorsement and sales volume of an organization. This is simply because responses from respondents were in the affirmative.

Table 9: Celebrity Endorsement Influences Consumer Behaviour

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	40	61.5	61.5	61.5
	Agree	15	23.1	23.1	84.6
	Undecided	2	3.1	3.1	87.7
	Disagree	5	7.7	7.7	95.4
	strongly disagree	3	4.6	4.6	100.0
	Total	65	100.0	100.0	

Source: Field Survey, March, 2022

Table 9 above shows the responses of respondents that celebrity endorsement influences consumer behavior. 40 respondents which represent 61.5 percent of the population strongly agreed that celebrity endorsement influences consumer behaviour. 15 respondents which represent 23.1 percent of the population agreed that celebrity endorsement influences consumer behaviour. 2 respondents which represent 3.1 percent of the population were undecided. 5 respondents which represent 7.7 percent

of the population disagreed that celebrity endorsement influences consumer behavior while the remaining 3 respondents which represent 4.6 percent of the population strongly disagreed that celebrity endorsement influences consumer behavior. Based on the analysis above, it can be inferred based on the responses of respondents that celebrity endorsement influences consumer behavior. This is simply because responses from respondents were in the affirmative.

Table 10: Consumer Tend to Patronize Products that Have Been Endorsed by Celebrities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	50	76.9	76.9	76.9
	Agree	5	7.7	7.7	84.6
	Disagree	5	7.7	7.7	92.3
	strongly disagree	5	7.7	7.7	100.0
	Total	65	100.0	100.0	

Source: Field Survey, March, 2022

Table 10 above shows the responses of respondents that consumers tend to patronize products that have been endorsed by celebrities. 50 respondents which represent 76.9 percent of the population strongly agreed that consumers tend to patronize products that have been endorsed by celebrities. 5 respondents which represent 7.7 percent of the population agreed that consumers tend to patronize products that have been endorsed by celebrities. 5 respondents which represent 7.7 percent of the population disagreed that consumers tend to patronize products that have been endorsed by celebrities while the remaining 5 respondents which represent 7.7 percent of the population strongly disagreed that consumers tend to patronize products that have been endorsed by celebrities.

Table 11: Test Statistics

	There is a significant relationship between celebrity endorsement and sales volume of an organization
Chi-Square	78.308 ^a
Df	4
Asymp. Sig.	.000
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 13.0.	

Source: SPSS 10, March, 2022

Since the p-value (0.000) is less than the level of significance (0.05), we reject the null hypothesis and accept the alternative, this implies that there is a significant relationship between celebrity endorsement and sales volume of an organization.

Hypothesis 2

Based on the analysis above, it can be inferred based on the responses of respondents that consumers tend to patronize products that have been endorsed by celebrities. This is simply because responses from respondents were in the affirmative.

Hypotheses Testing

Hypothesis 1

H₀: There is no significant relationship between celebrity endorsement and sales volume of an organization.

Level of significance: 0.05

Decision Rule: reject the null hypothesis if the p-value is less than the level of significance.

H₀: Celebrity endorsement does not influence consumer behavior.

H₁: Celebrity endorsement influences consumer behavior. **Level of significance:** 0.05

Decision Rule: reject the null hypothesis if the p-value is less than the level of significance.

Table 12: Test Statistics

	celebrity endorsement influences consumer behaviour
Chi-Square	78.308 ^a
Df	4
Asymp. Sig.	.000
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 13.0.	

Source: SPSS 10, March, 2022

Since the p-value (0.000) is less than the level of significance (0.05), we reject the null hypothesis and accept the alternative, this implies that Celebrity endorsement influences consumer behavior.

5. Conclusion and Recommendations

This study examined the impact of celebrity endorsement on consumer behavior and sales volume of an Huggies Diapers. The study concluded that there is a significant relationship between celebrity endorsement and consumer behavior, as well as between celebrity endorsement and sales volume. Respondents clearly conveyed that they do purchase those products which are endorsed by the celebrities. Results show that the celebrity endorsement has reasonable impact on customers as per behaviors in

terms of purchases. Physical attractiveness, credibility and congruence of the celebrity with the reference to endorsed advertisement all have impact on customer behaviour about the advertised product. It has also been highlighted that celebrity endorsement advertisements boosting up the sales volume of product, people like to buy the products more if endorsed by the celebrity and it shows that today's customer is aware and influenced by media.

Based on the findings, the study recommends that the organizations are encouraged to intensify the use of celebrities to promote the sales volume of their products due to its significant impact. Also, the organization should critically assess the personality of celebrities for the promotion of their products as it significantly influences its consumer behaviours.

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