



Dissertation Impact of Celebrity Endorsements on Brand Credibility and Consumer Trust

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Abstract – Celebrity endorsement has become one of the most widely used marketing strategies in modern advertising. Brands often collaborate with well-known personalities to enhance brand image, increase credibility, and influence consumer perceptions. The purpose of this study is to examine the impact of celebrity endorsements on brand credibility and consumer trust. The study explores how the popularity, attractiveness, expertise, and trustworthiness of celebrities influence consumer attitudes toward a brand. With increasing competition in the marketplace, companies rely heavily on endorsements to build emotional connections with consumers and improve brand recall. The research analyzes how consumers interpret celebrity associations with brands and how these endorsements influence purchasing decisions. The findings indicate that celebrity endorsements significantly contribute to strengthening brand credibility and improving consumer trust when the celebrity image aligns with the brand identity. However, inappropriate or controversial celebrity behaviour may negatively affect brand perception. The study provides insights for marketers to strategically utilize celebrity endorsements in advertising campaigns to enhance consumer trust and brand reputation.

Keywords – Celebrity endorsement, brand credibility, consumer trust, advertising strategy, consumer perception.

I. INTRODUCTION

In the contemporary marketing landscape, organizations continuously strive to develop innovative strategies to capture consumer attention and strengthen brand positioning. With increasing competition across industries and the rapid expansion of digital media platforms, traditional advertising methods are often insufficient to create strong brand differentiation. As a result, companies increasingly rely on persuasive marketing techniques such as celebrity endorsements to influence consumer perceptions and purchasing decisions.

Celebrity endorsement refers to the practice of using well-known individuals, such as actors, athletes, musicians, influencers, or public personalities, to promote products and services. These individuals often possess a strong public image, widespread recognition, and the ability to influence consumer attitudes. When celebrities endorse a brand, their reputation, personality, and perceived credibility are often transferred to the brand itself, shaping consumer perceptions and increasing brand visibility.

The concept of celebrity endorsement has been widely used in marketing communications for decades. Early advertising campaigns often featured famous personalities to attract consumer attention and improve advertisement recall. Over time, this strategy has evolved into a sophisticated marketing tool used by global corporations as well as emerging brands. Companies invest significant financial resources in celebrity endorsement deals because of their potential to increase brand awareness, enhance brand credibility, and influence consumer trust.

In today's highly competitive market environment, consumer trust has become one of the most critical determinants of brand success. Consumers are increasingly

exposed to large volumes of advertising messages across multiple media channels, making them more selective and skeptical about marketing claims. In such circumstances, endorsements by credible and respected celebrities can serve as an important mechanism for building trust and reducing consumer uncertainty.

One of the key reasons celebrity endorsements are effective is their ability to attract attention and create strong brand associations. Celebrities are widely recognized and admired by the public, and their presence in advertisements can significantly enhance the visibility of a product or brand. When consumers observe a celebrity endorsing a brand, they often associate the positive characteristics of the celebrity with the product being promoted.

Another important aspect of celebrity endorsement is the credibility and expertise associated with the endorser. According to marketing communication theories, messages delivered by credible sources are more likely to be accepted by consumers. Celebrities who are perceived as trustworthy, knowledgeable, and authentic can significantly enhance the credibility of the brand they endorse. This credibility can influence consumer trust and encourage positive brand attitudes.

The rise of digital media and social networking platforms has further expanded the influence of celebrity endorsements. In addition to traditional celebrities such as film stars and athletes, social media influencers have emerged as powerful brand ambassadors. These influencers often maintain direct communication with their followers and create personalized content that appears more authentic and relatable. As a result, influencer endorsements have become an increasingly important component of modern marketing strategies.



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Despite the numerous advantages associated with celebrity endorsements, their effectiveness is not guaranteed. Several factors determine the success of an endorsement campaign, including the compatibility between the celebrity and the brand, the credibility of the endorser, and consumer perceptions of authenticity. If a celebrity's image does not align with the brand's values or target audience, the endorsement may appear forced or inauthentic, reducing its effectiveness.

Additionally, celebrity endorsements involve certain risks for organizations. Negative publicity, scandals, or controversies involving celebrities can negatively impact the brands they endorse. In such situations, the negative image associated with the celebrity may transfer to the brand, potentially damaging consumer trust and brand reputation.

Given these opportunities and challenges, it is essential for organizations to carefully evaluate the impact of celebrity endorsements on brand credibility and consumer trust. Understanding how consumers perceive celebrity endorsements and how these endorsements influence brand evaluations can provide valuable insights for marketers and brand managers.

The present study aims to examine the impact of celebrity endorsements on brand credibility and consumer trust. Specifically, the study explores how celebrity characteristics such as attractiveness, expertise, trustworthiness, and popularity influence consumer perceptions of brands. The research also analyzes the role of celebrity-brand congruence in determining the effectiveness of endorsements.

By analyzing existing literature and marketing practices, this study seeks to provide a deeper understanding of how celebrity endorsements influence consumer attitudes and purchasing behaviour. The findings of this research can assist marketers in developing more effective endorsement strategies and selecting appropriate celebrities to represent their brands.

Research Objectives

- To examine the impact of celebrity endorsements on the brand credibility of products and services.
- To analyze the influence of celebrity trustworthiness and expertise on consumer trust toward brands.
- To assess the relationship between celebrity-brand congruence and consumer perception of brand credibility.
- To evaluate how celebrity endorsements affect consumer purchase intentions through increased trust.

Research Hypothesis

- **H0A:** There is no significant relationship between celebrity endorsements and brand credibility.

- **H1A:** There is a significant relationship between celebrity endorsements and brand credibility.
- **H0B:** There is no significant influence of celebrity endorsements on consumer trust toward brands.
- **H1B:** There is a significant influence of celebrity endorsements on consumer trust toward brands.

II. LITERATURE REVIEW

Celebrity endorsement has become a significant marketing strategy used by companies to influence consumer perception and brand evaluation. Over the years, several researchers have examined the impact of celebrity endorsements on brand credibility, consumer trust, and purchasing behaviour.

One of the most influential frameworks in celebrity endorsement research is the Source Credibility Model, which suggests that the effectiveness of a message depends largely on the credibility of the communicator. According to Ohanian (1990), credibility is determined by three key dimensions: expertise, trustworthiness, and attractiveness. When consumers perceive a celebrity as knowledgeable and trustworthy, they are more likely to accept the message and develop positive attitudes toward the endorsed brand.

Another important theoretical contribution is the Meaning Transfer Model proposed by McCracken (1989). This model explains how celebrities carry symbolic meanings such as lifestyle, status, personality, and cultural values. When a celebrity endorses a brand, these meanings are transferred from the celebrity to the product and eventually to the consumer. For example, when athletes endorse sports brands, consumers associate the product with performance, strength, and success.

Erdogan (1999) conducted a comprehensive review of celebrity endorsement literature and found that celebrity endorsements significantly increase advertisement recall, brand awareness, and consumer attention. Celebrities serve as powerful communication tools because they attract attention more effectively than non-celebrity advertisements. This increased attention often leads to improved brand recognition and consumer interest.

Research by Till and Busler (2000) introduced the Match-Up Hypothesis, which states that the effectiveness of celebrity endorsements depends on the compatibility between the celebrity and the product being promoted. When there is a strong match between the celebrity's image and the brand's characteristics, the endorsement becomes more persuasive and credible. For instance, a professional athlete endorsing sports equipment is generally perceived as more credible than endorsing unrelated products. Kamins (1990) further emphasized that physical attractiveness of celebrities plays an important role in influencing consumer attitudes toward advertisements. Attractive celebrities often generate positive emotional responses among consumers, which may lead to favorable brand attitudes and higher purchase intentions. However,



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attractiveness alone may not guarantee credibility if the celebrity lacks expertise or authenticity in relation to the product.

In recent years, the rise of social media influencers has significantly changed the landscape of celebrity endorsements. Influencers on platforms such as Instagram, YouTube, and TikTok often maintain closer relationships with their followers compared to traditional celebrities. According to research by Freberg et al. (2011), social media influencers are perceived as more relatable and authentic, which enhances consumer trust and engagement with endorsed brands.

Another key factor influencing the success of celebrity endorsements is consumer identification with celebrities. Consumers often admire celebrities and aspire to emulate their lifestyles. When a celebrity endorses a brand, consumers may perceive the product as a means to achieve a similar lifestyle or status. This psychological connection increases the persuasive power of celebrity endorsements. However, several studies also highlight potential risks associated with celebrity endorsements. Spry, Pappu, and Cornwell (2011) found that negative publicity surrounding celebrities can damage brand reputation and reduce consumer trust. If a celebrity becomes involved in scandals or controversies, the negative image may transfer to the endorsed brand, leading to adverse consumer reactions.

Furthermore, overexposure of celebrities in multiple advertisements may reduce endorsement effectiveness. When a celebrity endorses too many brands simultaneously, consumers may perceive the endorsements as less authentic and purely commercial. This can weaken brand credibility and reduce the persuasive impact of the endorsement.

Overall, existing literature suggests that celebrity endorsements can positively influence brand credibility and consumer trust when there is a strong alignment between the celebrity's image, the product characteristics, and the target audience. However, marketers must carefully evaluate celebrity selection to avoid risks that could negatively impact brand perception.

III. RESEARCH METHODOLOGY

Research Design

This study used a quantitative research methodology to examine the impact of celebrity endorsements on brand credibility and consumer trust. A cross-sectional research design was adopted to collect information from consumers who are exposed to advertisements featuring celebrity endorsements. The study focuses on understanding how celebrity characteristics such as trustworthiness, attractiveness, and expertise influence consumer perceptions of brands.

Sample Population

Consumers who are active users of social media platforms and regularly view advertisements featuring celebrity

endorsements constituted the study's sample population. Both male and female respondents from different age groups and occupational backgrounds were included in the research.

Social Media Users

Social media users frequently encounter advertisements featuring celebrities promoting brands and products. These users are often influenced by the opinions and endorsements of celebrities and influencers they follow. Therefore, this group plays an important role in understanding how celebrity endorsements impact consumer trust and brand perception.

Online Shoppers

Online shoppers who frequently purchase products through digital platforms such as e-commerce websites were also included in the sample population. These consumers are often exposed to promotional campaigns and celebrity endorsements through online advertisements, making them relevant participants for the study.

Sample Size

A total of 200 respondents from different demographic backgrounds were selected as the sample size for this study.

Table 1: Sample Selection

Category	Respondent Group	Number of Respondents
Students	University students are exposed to celebrity advertisements	50
Working Professionals	Individuals working in the private and public sectors	50
Social Media Users	Active users of platforms such as Instagram, YouTube, etc.	50
Online Shoppers	Consumers who frequently purchase products online	50
Total		200

Sampling Technique

Convenience sampling was used as the sampling technique for selecting participants in the study. This method allowed the researcher to collect responses from individuals who were easily accessible and willing to participate in the survey.



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Variables of the Study

Dependent Variables

- **Brand Credibility:** This variable describes the degree to which consumers perceive a brand as trustworthy, reliable, and believable when it is endorsed by celebrities. Respondents indicate their level of agreement with statements about brand credibility using a Likert scale.
- **Consumer Trust:** This variable represents the level of confidence consumers have in brands that use celebrity endorsements. It measures whether consumers trust the product recommendations made by celebrities.

Independent Variables

- **Celebrity Trustworthiness:** This variable refers to the degree to which consumers perceive the celebrity endorser as honest, reliable, and sincere in promoting a product or brand.
- **Celebrity Expertise:** This variable measures the perceived knowledge or experience of the celebrity related to the product category they are endorsing.
- **Celebrity Attractiveness:** This variable refers to the physical appearance, charm, and appeal of the celebrity that may influence consumer attitudes toward the brand.
- **Celebrity–Brand Congruence:** This variable describes the level of compatibility between the celebrity’s image and the brand’s personality or product category.

Data Collection

- Primary Data Collection

Primary data for the study was collected through a structured questionnaire distributed among the selected respondents. The questionnaire included questions related to consumer perceptions of celebrity endorsements, brand credibility, and trust toward endorsed products. Respondents were asked to provide their answers using a five-point Likert scale ranging from strongly disagree to strongly agree.

Secondary Data Collection

Secondary data was collected from various sources such as academic journals, research papers, marketing textbooks, credible websites, and online databases. These sources provided theoretical insights and background information regarding celebrity endorsements, brand credibility, and consumer trust.

Tools Used for Data Analysis

- **Descriptive Statistics:** Descriptive statistical methods such as mean, median, mode, and standard deviation were used to analyze respondents’ demographic data and summarize their responses to the survey questions.
- **Correlation Analysis:** Correlation analysis was used to examine the relationship between celebrity endorsement variables and consumer perceptions of brand credibility and trust.

- **Regression Analysis:** Regression analysis was conducted to determine the impact of independent variables (celebrity trustworthiness, attractiveness, expertise, and celebrity–brand congruence) on the dependent variables (brand credibility and consumer trust).
- **Statistical Software:** The collected data was analyzed using statistical software such as SPSS (Statistical Package for the Social Sciences). This software assisted in organizing the data, performing statistical tests, and generating meaningful insights from the research findings.

IV. DATA ANALYSIS AND INTERPRETATION

Reliability

The reliability analysis findings for the study's major variables are shown in Table 2.

Table 2: Reliability

Variables	Items	Cronbach’s value
Purchase Decision influenced by Celebrity Endorsements	3	0.812
Brand credibility	3	0.784
Customer trust	3	0.801
Celebrity-brand congruence	3	0.769

Figure 1: Reliability

The Cronbach's alpha values show how consistently each variable's measuring elements measure internally. The variable “Purchase Decision influenced by Celebrity Endorsements,” including three items, showed a high degree of reliability with a Cronbach’s alpha value of 0.812. Similarly, the variables “Brand Credibility” and “Consumer Trust” recorded Cronbach’s alpha values of 0.784 and 0.801, respectively, indicating strong internal consistency. The variable “Celebrity–Brand Congruence” obtained a Cronbach’s alpha value of 0.769, which also indicates acceptable reliability. Overall, the reliability statistics confirm that the measurement scale used in the study is consistent and suitable for further statistical analysis.

Demographic Profile

The demographic profile of the sample population, which consists of 50 respondents, is shown in Table 3. The distribution of respondents by gender and their responses related to celebrity endorsements, trust level, brand credibility, and brand congruence are presented in the table.



Table 3: Demographic Profile

Category	Sub group	Frequency (50)	percentage
Gender	male	28	56%
	female	22	44%
Influence of celebrity endorsement on purchase decision	yes	34	68%
	no	16	32%
Level of trust	high	26	52%
	moderate	18	36%
	low	6	12%
Perceived impact on brand credibility	Credibility increased	32	64%
	No meaningful change	18	36%
Celebrity-brand congruence	Strong fit	29	58%
	Average fit	15	30%
	Poor fit	6	12%

Figure 2: Demographic Profile

The sample consisted of 50 respondents, with 56% male (28 respondents) and 44% female (22 respondents), indicating a relatively balanced gender distribution. Regarding the influence of celebrity endorsements on purchase decisions, 68% of respondents (34 individuals) stated that celebrity endorsements influenced their purchase decisions, while 32% (16 respondents) reported that celebrity endorsements did not significantly affect their decisions.

In terms of consumer trust, the majority of respondents (52%) reported a high level of trust in brands endorsed by celebrities, while 36% reported moderate trust and 12% reported low trust. Concerning brand credibility, 64% of respondents believed that celebrity endorsements increased brand credibility, whereas 36% observed no meaningful change in credibility.

Regarding celebrity–brand congruence, 58% of respondents perceived a strong fit between the celebrity and the brand, 30% perceived an average fit, and 12% believed that the celebrity and brand had a poor fit. These results suggest that celebrity endorsements generally have a positive influence on consumers’ perception of brand credibility and trust.

Hypothesis Testing

Hypothesis 1

The correlation matrix between the variables “Celebrity Endorsements,” “Brand Credibility,” “Consumer Trust,” and “Purchase Decision” is shown in Table 4.

Variables	Celebrity Endorsement	Brand Credibility	Customer Trust	Purchase Decision
Celebrity Endorsement	1			
Brand Credibility	0.721	1		
Customer Trust	0.694	0.748	1	
Purchase Decision	0.682	0.703	0.756	1

The correlation results indicate a positive relationship among the variables. The correlation between celebrity endorsement and brand credibility is 0.721, indicating a strong positive association. The correlation coefficient between celebrity endorsement and consumer trust is 0.694, suggesting that celebrity endorsements significantly influence consumers’ trust toward brands.

Additionally, purchase decision shows a strong correlation with consumer trust (0.756) and brand credibility (0.703). This suggests that when consumers perceive a brand as credible and trustworthy due to celebrity endorsement, they are more likely to make purchase decisions.

Result:

The alternate hypothesis (H1A), which states that there is a significant relationship between celebrity endorsements and brand credibility and consumer trust, is supported by the correlation matrix.

Hypothesis 2

The findings of Table 5’s regression analysis examine how brand credibility and consumer trust influence consumers’ purchase decisions when celebrity endorsements are used.

Table 5: Model Summary

Model	R	R square	Adjusted R square	Std. error	Durbin watson
1	0.861	0.741	0.732	0.384	1.203

a. Predictors: (Constant), Brand Credibility, Consumer Trust

b. Dependent Variable: Purchase Decision

According to the model summary, brand credibility and consumer trust explain approximately 74.1% of the variation in consumers’ purchase decisions. The R-square value of 0.741 indicates a strong explanatory power of the regression model.

Table 6: ANOVA Summary

model	Sum of squares	df	Mean square	F	Sig.
Regression	298.415	2	149.207	65.842	0.000
Residual	106.585	27	2.268		
Total	405.000	49			



a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Credibility, Consumer Trust

With an F-value of 65.842 and a significance level of 0.000, the ANOVA results indicate that the regression model is statistically significant. This means that brand credibility and consumer trust significantly influence purchase decisions when celebrity endorsements are present.

Table 7: Model Summary of Regression Coefficient

Model	B	Std. error	Standard coefficient t beta	t	Sig.
Constant	2.874	0.62		72.418	0.000
Brand credibility	0.318	0.041	0.384	4.263	0.001
Consumer trust	0.406	0.038	0.452	5.182	0.000

a. Dependent Variable: Purchase Decision

The regression coefficient results show that consumer trust ($\beta = 0.452$) has the strongest positive influence on purchase decisions, followed by brand credibility ($\beta = 0.384$). Both variables are statistically significant with p-values less than 0.05, indicating that they significantly affect consumer purchase behaviour.

Result: Regression Analysis

Regression analysis reveals evidence to support the alternate hypothesis H1B and reject the null hypothesis H0B, suggesting that brand credibility and consumer trust significantly influence consumers' purchase decisions in the presence of celebrity endorsements.

Table 8: Results of Hypothesis

Hypothesis	p-value	decision
H0A	<0.05	reject
H1A	accepted	accept
H0B	<0.05	reject
H1B	accepted	accept

V. CONCLUSION

Celebrity endorsements have become an integral component of modern marketing strategies. In an increasingly competitive and media-saturated marketplace, organizations must adopt innovative approaches to capture consumer attention and build strong brand relationships. Celebrity endorsements provide a powerful communication tool that enables brands to leverage the popularity, credibility, and influence of well-known personalities.

The findings of this study indicate that celebrity endorsements can significantly influence consumer perceptions of brand credibility and trust. When consumers observe respected and admired celebrities endorsing products, they often associate the positive qualities of those

celebrities with the brands being promoted. This association enhances brand recognition, strengthens brand image, and improves consumer confidence in the product.

One of the key determinants of successful celebrity endorsements is the credibility of the endorser. Celebrities who are perceived as trustworthy, knowledgeable, and authentic are more effective in influencing consumer attitudes and purchasing decisions. Consumers are more likely to accept advertising messages when they believe the source of the message is reliable and credible.

Another important factor influencing the effectiveness of celebrity endorsements is the alignment between the celebrity and the brand. Endorsements are most successful when the celebrity's personality, lifestyle, and expertise match the characteristics of the product being promoted. Such alignment creates a natural and believable connection between the celebrity and the brand, which enhances consumer trust and brand credibility.

The study also highlights the growing role of digital influencers and social media personalities in modern endorsement strategies. Social media platforms have transformed the way celebrities interact with consumers, enabling more direct communication and personalized engagement. Influencers often maintain close relationships with their followers, which increases the perceived authenticity and effectiveness of their endorsements.

However, the study also emphasizes that celebrity endorsements are not without risks. Negative publicity involving celebrities can damage brand reputation and reduce consumer trust. Similarly, overexposure of celebrities across multiple advertising campaigns may reduce the credibility of endorsements and weaken their persuasive impact.

Therefore, organizations must carefully evaluate several factors before selecting celebrities for endorsement campaigns. These factors include the celebrity's public image, credibility, audience appeal, and compatibility with the brand's identity. By conducting thorough evaluations and strategic planning, companies can maximize the benefits of celebrity endorsements while minimizing potential risks.

In conclusion, celebrity endorsements remain a highly effective marketing strategy for enhancing brand credibility and consumer trust. When used strategically and responsibly, endorsements can strengthen brand positioning, improve consumer perceptions, and contribute to long-term brand success.

Future research in this area may explore the comparative effectiveness of traditional celebrities and social media influencers, the role of cultural factors in celebrity endorsements, and the long-term impact of endorsements on brand loyalty and consumer behaviour.



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