Brand-Celebrity Match and Its Impact on Advertising Effectiveness

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The use of celebrities in brand endorsements has been a widespread strategy in advertising. Over the years, academicians and practitioners have been trying to determine effective strategies to select appropriate celebrities for brand endorsements. Many models and tools have been proposed to help in this selection. However studies have focused on the appropriate congruence of celebrity with the product category, rather than with a specific brand, in effective product endorsements. But, when every product category is crowded with many brands then, it is imperative to investigate the role of specific brand's personality-celebrity personality congruence and its role in creating effective celebrity endorsements. Further, the congruence in celebrity endorsement literature has been seen on the bases of source characteristics like attractiveness and expertise. It would be important to see the celebrity-brand congruence on the basis of the stimuli beyond source characteristics. The present study therefore empirically investigated the variation in advertising effectiveness measures across the high and low congruent pairs of celebrity endorser and brand based on the personality traits. The findings suggested that the advertising effectiveness measures such as advertisement believability and attitude toward ad were significantly different; while measures such as attitude toward brand and purchase intention were almost similar across the high and low congruent pairs of celebrity endorser and brand.

JEL Classification: M

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INTRODUCTION

For an effective and successful marketing campaign, it is necessary for firms to design marketing communication strategies in such a way that they will support other marketing mix elements such as product design, branding, packaging, and distribution channel decisions. To achieve this objective, celebrity endorsement has been used as one of the most preferred marketing communication strategies. Print and TV advertisements featuring celebrity endorsers enjoy high popularity among consumers and brand managers(Amos, Holmes, & Strutton, 2008). Every year, companies spend a large amount of money to hire celebrities to endorse their products and brands (Lee & Thorson, 2008). An *Outlook Business* article, citing the Federation of Indian Chambers of Commerce and Industry (FICCI) report, pointed out that 60% of Indian brands use celebrities in some form or another (Sashidhar, 2008). It is a steep climb from the 2001 figure, when only 25% of brands used celebrities in their ads. This report also estimates that marketing managers spend nearly INR 60 billion every year for the endorsement fees paid to celebrities. These figures indicate the increasing importance of celebrity-based advertising in today's marketing campaigns.

On the other hand, globalization has made today's markets crowded with a number of brands in the same product category. Therefore, in this "me-too" kind of market, brand differentiation has become an unavoidable strategy to combat competition within a product category. One of the best ways for creating brand differentiation is to establish a distinctive brand personality. Attaching distinctive personality characteristics to the brands contributes to a differentiating brand identity and can make brands more desirable to consumers (Aaker, 1997).

The present paper suggests that the celebrity endorsement would prove to be an effective marketing communication strategy in establishing a brand's distinctive personality if the hired celebrity's personality matches with the brand's personality and if all the marketing communication tools highlight that personality match. Moreover, except for very few studies in celebrity endorsement literature, most have used "attractiveness" and "expertise" as the bases of congruence. This study is going to plug this research gap and will empirically test the impact of the congruence of the personalities of brand and celebrity endorser on favorable consumer attitude variables by investigating the difference between congruence levels (high/low) when it comes to these variables. Indian celebrities have been used for this study. The present study makes three important contributions to the existing literature: (1) it extends the existing literature about celebrity-product category congruence to celebrity-brand congruence; (2) it adds personality as the basis of congruence between celebrity and brand; and finally (3) it investigates the difference between congruence levels (high/ low) in the cases of advertisement believability, attitude toward advertisement, attitude toward brand, and purchase intention.

BACKGROUND

Brand Personality

Though it is an older construct, "brand personality" has been majorly used in the marketing literature in late 1990s after the seminal work of Aaker(1997).It may be the reason that the celebrity endorsement literature does not discuss this as a construct related to the effectiveness of celebrity endorsements. Brand personality is defined as "the set of human characteristics associated with the brand" (Aaker, 1997, p. 347). Aaker (1997) proposed the brand personality scale based on Goldberg's (1981) "Big Five" scale, which is used to measure human personality. But only three out of five factors of

this scale correspond to the Big Five model in psychology (Aaker, 1997). Further, it was claimed to be valid and generalizable, compared to earlier scales measuring brand's personality. But after conducting studies about brand personality in Japan and Spain, Aaker, Benet-Martinez, and Garilera(2001) found that this scale may need some modifications, depending upon the culture in which it is used. They found, for example, culture-specific dimensions of peacefulness in Japan and passion in Spain.

Celebrity Endorsement

The use of celebrities in marketing communication is not a recent phenomenon. It got started in the late 19th century (Sherman, 1985). Since then, the use of celebrities in advertisements has seen a very steep increment. In the 1970s, celebrity endorsers were being used in one-sixth of all US advertisements (Howard, 1979) and during the 1980s, it reached one-fifth of all US advertisements (Motavalli, 1988). Shimp (2010) estimated that advertisements using celebrities accounted for about one-sixth of ads globally. This communication strategy has benefitted the firms in several ways. The studies have found that the celebrity endorsement strategy has helped in significantly and positively impacting consumers' attitude towards brands; their believability and credibility for ads; their purchase intentions (Atkin & Block, 1983; Kamins & Gupta, 1994; Erdogan, 1999; and Amos et al., 2008); and their brand recall and recognition (Misra & Beatty, 1990).

The celebrity endorser is defined as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (McCracken, 1989, p. 310). This definition itself implicates the importance of the effective image transfer of the meaning or attributes from the celebrities to the goods. Studies in this area have tried to derive a path for selection of

the appropriate celebrity and the means of the effective transfer of the desired attributes from the celebrity to the goods and from goods to the consumers. For example, researchers such as Hovland and Weiss (1951), McGuire (1985), Kamins (1990), and McCracken (1989) have proposed models linked to effective image transfer for the selection and proper use of the celebrity. There are three important models, which are briefly discussed below.

Endorsement models: Source models. The oldest models in this area are the source models. The source models have two parts: source credibility model and source attractiveness model. These two models come from the social influence theory/source effect theory. This theory suggests that the various features of a perceived communication source may have a positive effect on message receptivity (Erdogan, 1999). Hovland and Weiss (1951) first propounded the source credibility model. According to this model, *credibility* of a source is the extent to which it is perceived as having expertise about the communication topic and can be trusted to provide an objective opinion on the topic (Ohanian, 1990). In the case of celebrity endorsement, the effectiveness of a message depends on the perceived level of *expertise* and *trustworthiness* of an endorser (Hovland and Weiss, 1951; Ohanian, 1991).

Endorser's expertise refers to the extent to which the endorser is perceived as an authentic source of information (Erdogan, 1999). It is important whether the endorser is perceived by the advertising target audience as having a satisfactory level of experience and knowledge that makes his/her endorsement of a product and/or brand credible. Information from a credible source (here celebrity) can influence beliefs, attitudes, and/or behavior through a process called internalization. Internalization occurs when the receivers accept a source influence on the bases of the source's personal attitude and

the value structures (Erdogan, Baker, & Tagg, 2001). Erdogan's (1999) review of previous literature on celebrity endorsements indicated that a source perceived as highly credible is more effective and persuasive than a less credible one, which leads to a more positive change of attitude towards the brand or product and more changes in behavior. Endorser's trustworthiness refers to the endorser's honesty, credibility, believability, and integrity as perceived by the target audience. Friedman and Friedman (1978) found that trustworthiness is the major element of source credibility, but Ohanian's (1991) findings contradicted this and suggested that trustworthiness of a celebrity is not significantly related to purchase intentions.

The second source model, source attractiveness model, added a third component, *attractiveness*, to the source credibility research. Despite several studies on attractiveness, there is still ambiguity about the definition of this construct. In these studies, this construct has been defined in terms of facial and physical attractiveness, model attractiveness, sexiness, and like ability (Ohanian, 1990). In the celebrity endorsement literature, the attractiveness trait has been found to play a very important role. Many authors such as Kamins (1990), Kamins and Gupta (1994), Till and Busler (1998, 2000), and Liu, Huang, and Minghua (2007) have manipulated celebrity attractiveness in their studies and have found various effects such as: positive and significant effect on attitude toward ad, advertiser believability and credibility, purchase intention, and so forth. It was also found that a celebrity spokesperson's physical attractiveness has a positive impact on brand recall and attitude towards the brand (Kahle & Homer, 1985).

The source models have been criticized on several bases (Erdogan, 1999; Bower & Landreth, 2001). This model explains source effects on the bases of expertise, trustworthiness, and physical attractiveness only. It does not take into account the other characteristics of the source such as

the role of match or mismatch of the celebrity personality with the product's/brand's personality and the role of endorser as the message medium (McCracken, 1989). Given these limitations of the model, it is necessary to place some focus on congruence between brand personality and celebrity personality.

Endorsement models: Meaning transfer model. The second in the set of models is McCracken's (1989) meaning transfer model. It incorporates the complete cultural meanings of the celebrity and describes the endorsement process with a more comprehensive approach. This model further suggests that the celebrity endorsement process is a typical example of a more general process of meaning transfer (McCracken, 1989). As per this model, the celebrity endorsement is said to have a conventional path for the flow of cultural meanings from the culturally-constituted world to the consumers. This movement of meanings goes through three stages: (a) the creation of celebrity image, (b) transfer of cultural meanings from celebrity to the product, and (c) transfer of meanings from product to the consumers (McCracken, 1989). The meaning transfer model explains the process through which celebrities transfer an extensive set of associations to the brands they endorse. Therefore, before firms or agencies select celebrities to represent their brands, they need to ensure that the person conveys the right meaning. It is precisely this congruence between spokesperson personality and brand personality, it is argued, that facilitates meaning and affects transfer from one to the other (Misra & Beatty, 1990; Kamins & Gupta, 1994; Lynch & Schuler, 1994).

Endorsement models: Match-up hypothesis. The last model is the match-up hypothesis. The term match-up or congruence has been used in various domains of marketing literature such as brand extension, sponsoring, co-branding, and

celebrity endorsement. In all these cases, the objective is to assess the fit between a brand and another entity: a new product category, another brand, an event, or an individual (Fleck & Quester, 2007). In the area of celebrity endorsements, congruence was first defined by Misra and Beatty (1990). They defined the celebrity-brand congruence as the condition in which "the highly relevant characteristics of the spokesperson are consistent with the highly relevant attributes of the brand" (p. 161).

The literature on congruence in the celebrity endorsement domain can be categorized in three streams based on the stimuli of congruence. These are (1) attractiveness-based: it has been found that the physically attractive endorsers are more effective in cases of endorsing products that are used to enhance attractiveness of consumers (Kamins, 1990, Kamins & Gupta, 1994; and Liu et al., 2007); (2) expertise-based: it has been found that celebrities are more effective when endorsing products that are related to their professions because those celebrities are perceived as having expertise for that product. For example, the match-up hypothesis suggests that the sports persons would be more effective endorsing sports-related products (Till & Busler, 1998, 2000); and (3) image-based: endorsements would be effective when there is a match between perceived celebrity associations and perceived brand/product associations (Misra & Beatty, 1990).

In the main, the focus of the product match-up hypothesis has been on the celebrity's physical attractiveness as the stimuli for the celebrity-product match (Kamins & Gupta, 1994). However, studies by Ohanian (1991) and Till and Busler (1998, 2000) have investigated the role of expertise as match-up stimuli and have suggested that the stakeholders should give attention to hire celebrities who are perceived to be experts by the target consumers.

Overall, the celebrity endorsement literature has investigated the role of source, that is, endorser's characteristics (such as trustworthiness,

expertise, and attractiveness) and the effect of celebrity-product congruence (on the bases of expertise, image, and attractiveness) on advertising effectiveness measures (in terms of consumers' attitude and behavior—brand recall, brand recognition, attitude towards brands and advertisements, purchase intention, and actual purchase behavior).

SIGNIFICANCE OF THE STUDY

As has been seen earlier in the literature review on congruence or match-up hypothesis, various studies (Kamins, 1990; Misra & Beatty, 1990; Kamins & Gupta, 1994; Lynch & Schuler, 1994; Till & Busler, 1998, 2000; Liu et al., 2007; and Lee & Thorson, 2008) have focused on the celebrity-product congruence and its impact on different consumer attitudes. However, personality as the stimuli of match-up, and the congruence of celebrity endorser with the specific brand have been absent from the discussion.

Additionally, the celebrity endorsement and brand personality literature are silent on the important question, which is, what is the difference between celebrity-brand personality congruence levels (high/low) in the cases of believability of the advertisement, attitude toward advertisement, attitude toward the endorsed brand, and purchase intention? These unanswered questions will be the focus of this study.

HYPOTHESES

The main objective of this study is to extend the literature on celebrity endorsement by investigating the extent to which the varying levels of brand personality-celebrity personality congruence impact consumer attitudes and intentions. In particular, the study assesses how the high/low levels of personality congruence of celebrity and brand affect the important

advertising effectiveness measures (i.e. believability of an advertisement, attitude toward the advertisement, attitude toward the brand, and purchase intentions).

As discussed in the last section, past studies on the celebrity-product congruence posited that the effectiveness of celebrity endorsement gets enhanced when the hired celebrity's attributes match with the product's attributes (Lynch & Schuler, 1994). It has also been found that the celebrity endorsement's effectiveness depends on how well the image of the celebrity matches with that of the product (Kahle & Homer, 1985). The meaning of congruence or match-up, according to Till and Busler (2000), is that "…the endorsers are more effective when there is a fit between the endorser and the endorsed product" (p. 1). Overall, past studies on the endorser-product congruence have demonstrated the impact of this congruence on various advertising effectiveness measures, such as advertiser believability (Kamins & Gupta, 1994), attitude toward the advertisement (Kamins, 1990; Mishra, 2013), brand recall (Kahle & Homer 1985; Misra & Beatty, 1990), brand affect (Misra & Beatty, 1990), brand attitude (Kahle & Homer, 1985; Till & Busler, 1998, 2000), endorser believability and credibility (Kamins, 1990; Kamins & Gupta, 1994), and purchase intention (Till & Busler, 1998; Lee & Thorson, 2008).These research findings can be extrapolated to the celebrity-brand congruence condition based on personality traits, and it can be argued that the impact of the celebrity endorser personality-brand personality would also have significant and positive impact on the important advertising effectiveness measures. Hypotheses 1-4 summarizes the arguments made above.

H1: Believability of the advertisement will be significantly higher in a high brand personality-endorser personality condition than in a low brand personality-endorser personality congruence condition.

H2: Attitude toward the advertisement will be significantly higher in a high brand personality-endorser personality condition than in a low brand personality-endorser personality congruence condition.

H3: Attitude toward the brand will be significantly higher in a high brand personality-endorser personality condition than in a low brand personality-endorser personality congruence condition.

H4: Purchase intention will be significantly higher in a high brand personality-endorser personality condition than in a low brand personality-endorser personality congruence condition.

METHODOLOGY

Stimuli Selection

Four fictitious black-and-white advertisements were created and administered as stimuli with the questionnaires to the main study respondents. These advertisements used the brands and the celebrities selected after a series of focus group discussions (FGDs) and pre-tests. These FGDs were conducted on different groups of respondents. Compared to other age groups, the graduate students (especially those living in cities) are more informed about the lifestyle and personality of the celebrities. They are the group who has more exposure to the entertainment based media like social networks, movie review sites, and gossip magazines (Hung, Chan, & Tse, 2011). Hence for the present study, the graduates in the age-group of 18-35 years who belonged to the urban areas of India have been selected as the target population. For the main study, a research agency which had presence across India through its branches has been hired for the data collection. The sampling frame of the main study

was the national database of the research agency. The agency had provided e-mail addresses of 5,000 individuals, who belonged to the target population of the study.

FGD-1 was conducted with 10 post-graduate students of a southern university in India. The male-female ratio of the participants was kept 1:1 to negate any gender bias. The discussion was conducted in three parts. At the end of first part, three most familiar product categories to the concerned age group emerged. These were soaps, shampoos, and mobile phones. At the end of second part of the discussion, most familiar brands in the product categories selected in first part of the discussion were: Dove among soaps; Garnier among shampoos, and Tommy-Hilfinger among watches emerged as the most familiar brands. The last part of the discussion provided three most visible personality traits of each of the familiar brands. Dove and Garnier were selected for further study. Pre-Test 1, which was conducted on 33 respondents from the target demographic groups, found "soft" and "trendy" as the most prevalent personality traits for Dove and Garnier respectively. Subsequently, FGD-2 (conducted with 10 participants) and pre-test 2 (conducted among 80 respondents) identified Hindi movie actresses Katrina Kaif and Bipasha Basu as the most congruent and most incongruent celebrities on the personality trait soft for Dove brand. On the other hand, sports persons Virat Kohli and Munaf Patel were identified as the most congruent and most incongruent celebrities for Garnier on the personality trait trendy. Manipulation checks have confirmed the selection of celebrities for the selected brands.

Main Study

Four sets of structured questionnaires with one of the four fictitious advertisements (depicting one of the four celebrity-brand pairs) were framed. All scales used were bipolar and were adopted from the past studies. Believability of the advertisement (Atkin & Block, 1983, p. 57), attitude toward the advertisement (Silvera & Austad, 2004, p. 1513), attitude toward the brand (Silvera & Austad, 2004, p. 1513), and purchase intention (Ohanian, 1991, p. 48) scales were used in the questionnaire.

Data for the main study was collected online through a web-link. The web-link was provided in the mails sent to the e-mail addresses provided by the research agency. The collection of data for each treatment (celebrity-brand pair) was stopped once the minimum usable sample size was collected. The minimum usable sample size for each celebrity-brand pair was 120. Hence, in the end of data collection the usable sample size was 480. The age of the respondents varied from 18 years to 35 years. Out of the 480 respondents, 45.83% were female and 65% were students.

For each brand (Dove and Garnier), there were two groups of respondents. One group got the congruent celebrity endorser as the treatment and other group got the incongruent celebrity endorser as the treatment. The objective of the study was to evaluate the impact of the difference (high/low) in congruence on the advertising effectiveness measures (such as advertisement believability, attitude toward ad/brand, and purchase intention). Therefore, a series of t-tests have been performed to compare the means of these advertising effectiveness measures across the treatment groups. Hence there were a set of four t-tests performed for each brand. Table 1 depicts the above-mentioned treatment groups.

Table1.
Congruent/Incongruent Celebrity-Brand Pairs

Celebrity/ Brand	Dove	Garnier
Congruent Celebrity	Katrina Kaif	Virat Kohli
Incongruent Celebrity	Bipasha Basu	Munaf Patel

RESULTS AND DISCUSSIONS

A series of t-tests were conducted for manipulation checks and to compare means of variables (Believability of the Advertisement; Attitude toward Advertisement; Attitude toward Brand; and Purchase Intention) across congruent and incongruent groups for each brand. T-tests for the manipulation checks confirmed the significant difference in the perceived congruence levels of the celebrities for specific brands. For brand Dove, Katrina Kaif (mean value=5.34) was rated significantly higher (t=14.232, p<0.05) than Bipasha Basu (mean value=2.65) on perceived celebrity-brand congruence based on the personality trait "soft." On the other hand for Garnier, Virat Kohli (mean value=4.56) was perceived as significantly (t=6.214, p<0.05) more congruent than Munaf Patel (mean value=3.14) on personality-based congruence, based on the personality trait "trendy."

Next series of t-tests were conducted to check whether there is any significant difference between the congruent and incongruent pairs of brand and celebrity on the advertising effectiveness variables. The results of t-tests for

brand Dove and for brand Garnier are shown in Table 2 and Table 3 respectively.

The t-values for both the brands show the significant difference between congruent and incongruent pairs of celebrity endorser and brand for dependent variables "Attitude toward advertisement" and "Believability of the Advertisement." However, for both brands, there was no significant difference found between congruent and incongruent pairs of celebrity endorser and brand for "Attitude toward Brand" and "Purchase Intention." These conclusions were the same whether variances were assumed to be equal or unequal. Hence, hypotheses H-1 and H-2 were supported while hypotheses H-3 and H-4 were not supported.

Hypothesis 1

Hypothesis 1 was related to the question whether advertisement believability was significantly higher in case of high brand personality-endorser personality congruence than low brand personality-endorser personality. For Dove brand (Table 2), advertisement having congruent celebrity Katrina Kaif was found to

Table 2.
T-test Results for Dove Brand

Hypotheses	Variables	t-test for Equality of Means				
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
H-1	Believability of the Advertisement	7.741	238	.000	2.642	.341
H-2	Attitude toward Advertisement	8.547	238	.000	5.725	.670
H-3	Attitude toward Brand	1.229	238	.220	.633	.515
H-4	Purchase Intention	1.088	238	.278	.558	.513

Table 3.
T-test Results for Garnier Brand

Hypotheses	Variables	t-test for Equality of Means				
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
H-1	Believability of the Advertisement	5.367	238	.000	1.850	.345
H-2	Attitude toward Advertisement	4.399	238	.000	3.075	.699
H-3	Attitude toward Brand	.256	238	.798	.167	.650
H-4	Purchase Intention	1.731	238	.085	1.008	.582

be significantly higher (t = 7.741, p-value = 0.000) on advertisement believability than the advertisement having incongruent celebrity Bipasha Basu. For brand Garnier (Table 3), advertisement having congruent celebrity Virat Kohli was found to be significantly higher (t = 5.367, p-value = 0.000) on advertisement believability than the advertisement having incongruent celebrity Munaf Patel. Therefore hypothesis H-1 was supported.

Hypothesis 2

Hypothesis 2 was related to the issue whether consumers' attitude toward advertisement was significantly higher in case of high brand personality-endorser personality congruence than low brand personality-endorser personality. For Dove brand (Table 2), advertisement having congruent celebrity Katrina Kaif was found to be significantly higher (t = 8.547, p-value = 0.000) on consumers' attitude toward the advertisement than the advertisement having incongruent celebrity Bipasha Basu. For brand Garnier (Table 3), advertisement having congruent celebrity Virat Kohli was found to be significantly higher (t = 4.399, p-value = 0.000) on consumers'

attitude toward the advertisement than the advertisement having incongruent celebrity Munaf Patel. Therefore hypothesis H-2 was supported.

The results from hypotheses 1 and 2 support the findings of various studies on match-up hypothesis (Kamins, 1990; Misra & Beatty, 1990; Kamins & Gupta, 1994; Lynch & Schuler, 1994; Kirmani & Shiv, 1998; Rifon, Choi, Trimble, & Li, 2004; and Lee & Thorson, 2008) which have found that the congruent celebrity-brand/product has high values of advertising effectiveness measures than the incongruent celebrity-brand pair.

Hypothesis 3

Hypothesis 3 was related to the issue whether consumers' attitude toward brand was significantly higher in case of high brand personality-endorser personality congruence than low brand personality-endorser personality. For Dove brand (Table 2), the difference between advertisement having congruent endorser Katrina Kaif and advertisement having incongruent celebrity Bipasha Basu was found to be statistically not significant (t = 1.229, p-value

= 0.220) on consumers' attitude toward the brand. Also for brand Garnier (Table 3), the difference between advertisement having congruent celebrity Virat Kohli and advertisement having incongruent celebrity Munaf Patel was found to be statistically not significant ($t = 0.256$, p-value = 0.798) on consumers' attitude toward the brand. Therefore hypothesis H-3 was not supported.

Hypothesis 4

Hypothesis 4 was related to the issue whether consumers' intention to purchase the brand was significantly higher in case of high brand personality-endorser personality congruence than low brand personality-endorser personality. For Dove brand (Table 2), the difference between the condition having congruent endorser Katrina Kaif and the condition having incongruent celebrity Bipasha Basu was found to be statistically not significant ($t = 1.088$, p-value = 0.278) on purchase intention. Also, for brand Garnier (Table 3), the difference between the condition having congruent celebrity Virat Kohli and the condition having incongruent celebrity Munaf Patel was found to be statistically not significant ($t = 1.731$, p-value = 0.085) on consumers' attitude toward the brand. Therefore hypothesis H-4 was not supported.

The insignificant mean differences between congruent and incongruent conditions for advertisement believability and purchase intention may be the effect of the high familiarity and established personality of brands Dove and Garnier. Both of these variables are brand-specific. Since participants had more knowledge about these brands (Dove and Garnier), they might not have relied on peripheral cues such as celebrity endorser-brand personality match in the formation of brand evaluation. Evidences of similar findings are found in the literature. Kamins (1990) also did not find impact of celebrity-product congruence on brand attitude and on purchase intention. He attributed this

finding to the familiarity of the brand and suggested to investigate the match-up theory in case of unfamiliar brands. But in case of current study, instead of celebrity-product category match, the match between celebrity-specific brands was being investigated. Hence using the familiar and established brands was unavoidable since it required the brand to have an established personality. Secondly it also increased the ecological validity of the current study (Ang & Dubelaar, 2006).

CONCLUSION

The present study intended to investigate the impact of the variation in celebrity and brand congruence on the advertising effectiveness measures such as advertisement believability, attitude toward ad, attitude toward brand and purchase intention. The congruence between celebrity endorser and brand was measured based on the most prevalent personality trait. To enhance the generalizability of the study two brands have been selected as stimuli. The findings suggest that the measures advertisement believability and attitude toward ad were significantly different across the high and low congruent pairs of celebrity endorser and brand. But, other measures such as attitude toward brand and purchase intention were almost similar across the high and low celebrity endorser-brand pairs. The findings were similar across the two brands selected for the study and were consistent with the past literature.

CONTRIBUTIONS TO LITERATURE AND PRACTICES

This research contributes to the area of celebrity endorsement by extending our knowledge on factors that impact consumers' response to celebrity endorsements. As it has been seen in

the literature review on congruence or match-up hypothesis earlier, various studies (Kamins 1990; Misra & Beatty 1990; Kamins & Gupta, 1994; Lynch & Schuler, 1994; Till & Busler, 1998, 2000; and Lee & Thorson, 2008) have talked about the celebrity-product category congruence and its impact on different consumer attitudes. But the issues like variable of personality as the stimuli of match-up, the congruence of celebrity endorser with the specific brand, and its impact on consumers' attitudes and intentions have been found absent from the discussion. This study would plug these research gaps by going beyond from the celebrity-product category match to celebrity-specific brand match on a personality trait and by verifying the subsequent impact on ad believability, consumer attitudes, and intention.

In addition to the academics, the results of this study would be helpful for the practitioners too. As the ultimate aim of this research is to determine the extent to which brand and celebrity personality play a joint role in impacting how consumers view celebrity endorsements. Results of the study should prove useful to brand managers who have the task of selecting celebrities to be paired with their brands. This study would help them to understand the impact of hired celebrity and endorsed brand's personality congruence on the important advertising effectiveness measures like advertisement believability, attitude toward ads, attitude toward brand, and purchase intention.

LIMITATIONS OF THE STUDY AND FUTURE RESEARCH DIRECTIONS

The present study, though has addressed some important issues,has certain limitations as well. Previous studies in the celebrity endorsement literature have highlighted some of the moderating factors which can influence the impact on advertising effectiveness measures. Factors such as product involvement, role of

celebrity's and respondents' gender are few important moderating variables found in the studies. Future research studies may incorporate these contingency and moderating factors and may investigate their influence on advertising.

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