

## REFERENCES

- Aaker, D. A., & Myers, J. G. (1987). *Advertising Management*. Englewood Cliffs, New Jersey: Prentice-Hall, Inc.
- Abelson, R. P., & Rosenberg, M. J. (1958). Symbolic psychologic: A model of attitudinal cognition. *Behavioral Science*, 4, 1-12.
- Agrawal, J., & Kamakura, W. A. (1995, July). The Economic Worth of Celebrity Endorsers: An Event Study Analysis. *Journal of Marketing*, 59(3), 56-62.
- Alsmadi, S. (2006). The Power of Celebrity Endorsement in Brand Choice Behaviour. *Journal Of Accounting Business and Management*, 1(2), 69-84.
- Anderson, L. M., & Bateman, T. S. (1997). Cynicism in the workplace: some causes and effects. *Journal of Organizational Behavior*, 18, 449-469. doi:10.1002/(SICI)1099-1379(199709)18:5<449::aid-job808>3.0.co;2-o.
- Arwan, A. (2015). Role of Celebrity endorsement and consumer's perception towards media advertisements. *New media and mass communication*, 35(3), 2224-3275.
- Atkin, C. &. (1983). Effectiveness of celebrity endorsers. *Journal of Advertising Research*, 23(1), 57-61.
- Bagozzi, R. P., & Yi, Y. (1990). Assessing method variance in multitrait-multimethod matrices: The case of self-reported affect and perceptions at work. *Journal of Applied Psychology*, 75, 547-560.
- Bagozzi, R. P., Yi, Y., & Phillips, L. W. (1991). Assessing construct validity in organizational research. *Administrative Science Quarterly*, 421-458.
- Baker, M. J., & Churchill, G. A. (1977, November). The impact of physically attractive models on advertising evaluations. *Journal of Marketing Research*, 14(4), 538-555.
- Belch, G., & Belch, M. (2001). An Intergrated Marketing Communicatiosn Perspective. In G. Belch, & M. Belch, *Advertising and Promotion* (pp. 65-79). Boston: MaGraw-Hill.

- Benedikt, J., & Werner, K. (2012). How to transform consumers into fans of your brand. *Journal of Service Management*, 23(3), 344-361.
- Berthon, P. R., Pitt, L. F., & Campbell, C. F. (2008). Ad Lib: When Customers Create the Ad. *California Management Review*, 50(4), 6-30.
- Berthon, P. R., Pitt, L. F., Plangger, K., & Shapiro, D. (2012). Marketing Meets Web 2.0, Social Media, and Creative Consumers: Implications for International Marketing Strategy. *Business Horizons*, 55, 261-271.
- Blumberg, B. C. (2008). *Business research methods*. London, UK: McGraw-Hill.
- Bornstein, R. F. (1989). Exposure and affect: overview and meta-analysis of research. *Psychological Bulletin*, 106, 265-289.
- Boyd, D. M., & Ellison, N. B. (2007). Social Network sites :Definition, History and Schorlaship. *Journal of Computer mediated communication* , 13(1), 210-230.
- Boyd, T. C., & Matthew, D. S. (2004). Athletes as Product Endorsers: The Effect of Gender and Product Relatedness,. *Sport Marketing Quarterly*, 13(2), 82-93.
- Brentari, E., & Golia, S. (2008). Measuring Job Satisfaction in the Social Services Sector with the Rasch Model. *Journal of Applied Measurement*, 9(1), 45-56.
- Bright, L., & Cunningham, N. (2012). The power of a tweet: An exploratory study measuring the female perception of celebrity endorsements on twitter. *AMA summer Educator's Conference Proceedings* , (pp. 416-423).
- Brison, N. T., Byon, K. K., & Baker III, T. A. (2016). To tweet or not to tweet:The effects of Social Media Endorsements on Sport Brnads and Athlete Endorsers. *Innovation* , 18(3), 309-326.
- Browne, M. & Cudeck. (1993). *Alternative ways of assessing model fit:Testing structural equation models*. Newbury Park, CA: : Sage,.
- Bryman, A., & Bell, E. (2011). *Business Research methods* . Oxford University Press.

- Byrne, D. (1971). *The Attraction Paradigm*. New York: Academic Press.
- Buckley, H. M., & Roach, M. E. (1981). Attraction as a Function of Attitudes and Dress. *Family and Consumer Sciences*, 88-97.
- Burgoon, J. K. (1976). The Unwillingness-To-Communicate Scale: Development and Validation. *Communication Monographs* , 60-68.
- Callcot, M. F., & Phillips, B. J. (1996). Observations:Elves make good cookies. *Journal of Advertising Research* , 56(5), 73-78.
- Campbell, Colin , L. F., & Pitt , M. P. (2011). Understanding Consumer Conversations around Ads in a Web 2.0 World. *Journal of Advertising*, 40, 87-102.
- Campbell, D. T., & O'Connell, E. J. (1982). *Methods as diluting trait relationships rather than adding irrelevant systematic variance*. San Francisco: Jossey-Bass.
- Chandon, P., & Morvitz , V. (2004). The self generated validity of emasured purchase intentions . *Journal of Marketing* , 7(1), 16-32.
- Choi , S. M., & Rifon, N. J. (2007). Who Is the Celebrity in Advertising? Understanding Dimensions of Celebrity Images. *The Journal of Popular culture*, 40(2).
- Chung, K., Derdenger , T., & Sirinivasa, K. (2013). Economic value of celebrity endorsements :Tiger Woods impact on sales of Nike Golf Balls. *Marketing Science* , 271-293.
- Ciadini, R. B. (2007). *Influence: The Psychology of Persuasion*.
- Clinton , A., Holmes , G., & Strutton , D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness. *International Journal of Advertising* , 27(2), 209-234.
- Clinton Amos, G. H. (2008). Exploring the relationship between celebrity endorser effects and advertising effects. *International Journal of Advertising* , 27(2), 209-234.
- Conway, J. M. (1991). Understanding method variance in multitrait multirater performance appraisal matrices: Examples using general impressions. *Human Performance*, 29-55.

- Cox, S. A. (2010). Online Social Network Member Attitude Toward Online Advertising Formats. The Rochester Institute of Technology.
- Crano , W. D. (1970). Effects of sex, response , order and expertise in conformity :A dispositional approach. *Scociometry*, 13, 239-252.
- Crisci, R., & Kassinove, H. (1973). Effect of Perceived Expertise, Strength of Advice, and Environmental Setting on Parental Compliance. *Journal of Social Psychology*, 89(2), 245-250.
- Crowley, S. L., & Fan, X. (1997). Structural equation modeling: basic concepts and applications in personality assessment research. *NCBI*, 508-531.
- D.B. (2014, June ). *Celebrity Endorsement*. Retrieved November 22, 2016, from www.dawsonera.com.: <https://www.dawsonera.com:443/abstarct/9780335238699>.
- Dahlen , M., & Edenius , M. (2007). When is Advertising? Comparinf responses to non - traditional and tarditionla advertising media . *Journal of Current Issues and Reserach in Advertising* , 29(1), 33-42.
- Dash, K. S., & Sabat, R. D. (2012). A study on the impact of celebrity endorsed TV commercial on demographic dynamic of att itude. *International Journal of Research in Management and Technology*, 2(2), 192-204.
- Deshpande, R., & Douglas, M. S. (1994). A Tale of Two Cities: Distinctiveness Theory and Advertising Effectiveness,. *Journal of Marketing Research*,, 57-64.
- Dhar, J., & Jha, A. K. (2014). Analyzing Social Media Engagement and its Effect on Online Prodcut Purchase Decsion Behavior. *Journal of Human Behavior in the Social Environment*, 24(7), 791-798.
- Dholakia , R., & Sternthal , B. (1982). The Persuasive Effects of Source Credibility in Buy and Lease Situation. *Journal of Marketing Research*, 19, 225-260.
- Dholakia, R., & Sternthal, B. (1977). Highly Credible Sources: Persuasive Facilitators or Persuasive Liabilities? *Journal of Consumer Research*, 223-232.

- Dickenson, N. (1996). Can Celebrities Ruin a Launch. *Campaign*, 24,3(1),34-45.
- DLR van der Waldt, M. v. (2009). Celebrity endorsements versus Created spokespersons in advertising: a survey among students. *South African Journal of Economic and Management Sciences*, 12(1), 100-114.
- Dwivedi, A., Johnson, L. W., & McDonald, R. E. (2015). Celebrity Endorsement, Self Brand Connection and Consumer based Brand Equity. *Journal of Product and Brand Management* , 24(5), 449-461.
- Egan, J. (2007). *Marketing Communications*. London: Thomas Learning .
- Elberse, A., & Verleun, J. (2011). The Economic Value of Celebrity Endorsements. *Journal of Advertising Research*, 4(1), 1-37.
- Elberse, A., & Verleun, J. (2012, June). The Economic Values of Celebrity Endorsements. *Journal of Advertising Research*, 52(2), 149-165.
- Erdem, T., & Swait, J. (2004). Brand credibility, brand consideration, and choice. *Journal of Consumer Research*, 31(1), 191-198.
- Erdogan, Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management* , 15(4), 291-314.
- Erdogan, Z. B., Baaker, M. J., & Tagg, S. (2001). Selecting Celebrity Endorsers: The Practitioner's Perspective. *Journal of Advertising Research*, 41, 1-26.
- Factors determining the effectiveness of celebrity endorsed advertisements: The case of Nigerian Telecommunication Industry. (2014). *American Journal of Business and Management* , 2(3), 233-238.
- Fishbein, A. (1967). *Attitude and the prediction of behavior: Readings in attitude theory and measurement*. New York: Wiley.
- Fleck, N., Korchia, M., & Le Roy, I. (2012). Celebrities in Advertising: Looking for Congruence or Likeability? *Psychology and Marketing* , 29(9), 651-662.

- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- Freeman, K. S. (2005). Wither the Impact of Celebrity Endorsement. *International Conference on Communication, Media, Technology and Design*. Dubai – United Arab Emirates.
- Friedman, H. H., & Friedman, L. (1978). Does the Celebrity Endorser's Image SpillOver the Product? . *Journal of the Academy of Marketing Science*, 6, 291-299.
- Friedman, H. H., Termini, S., & Washington, R. (1976). The Effectiveness of Advertisements Utilizing Four Types of Endorsers. *Journal of Advertising* , 5(3).
- Friestad, M., & Wright , P. (1994). The Persuasion Knowledge Model:How people cope with persuasion attempts . *Journal of Consumer Research*, 21(1), 1-11.
- Gaur, S. S., Tiwari, S. P., & Bathula, H. (2012). Ohanian's Celebrity Endorsers's credibility scale:evaluation and validation in the context of an emerging economy. *International Journal of Indian Culture and Business Management*, 5(2), 152-175.
- Gefen, D., & Straub, D. (2004). Consumer trust in B2C e-commerce and the Importance of social presence: experiments in e-products and e-services. *Omega*, 32(6), 407-424.
- Giffin, K. (1967). The contribution of studies of source credibility to a theory of interpersonal trust in the communication department. *Psychological Bulletin*, 68, 104-120.
- Gilbert , D. T., & Malone, P. S. (1995). The Correspondence Bias . *Psychollogical Bulletin* , 117(1), 21-38.
- Gill, J., & Johnson , P. (2004). *Research Methods for Managers* . SAGE Publications .
- Gil-Or, O. (2010). Building consumer demand by using viral marketing tactics within an online social network. . *Advances in Management*, 3(7), 7-14.
- Goldsmith, E. R., Lafferty, A. B., & Newell, J. S. (2000). The Impact of Corporate Credibility and celebrity on consumer reaction to advertisements and Brands. *Journal of Advertising*, 29(3), 55-65.

- Goss, B. D., Jubenville, C. B., & Polite, F. G. (2007). Applying an advertising creativity model to the NFL'S black quarterbacks and postmodern sport marketing practises. *The Marketing Management Journal* , 17(1), 65-81.
- Grau, S. L., Roselli, G., & Taylor, C. R. (2007). Where's Tamika Catchings? A content analysis of female athlete endorsers in magazine advertisements. *Journal of Current Issues and Reserach in Advertising* , 29, 55-65.
- Gupta, D. K. (n.d.). Impact of celebrity endorsement on consumer buying behavior and brand building.
- Hai-xia, L. V., Guang, Y. U., & Gang, W. (2015). Celebrity Endorsement Problem on Social Media: Formulation, Analysis and Recommendation Algorithm. *International Journal of u- and e- Service, Science and Technology*, 8(1), 357-370.
- Hair, J. B. (1998). *Multivariate data analysis*. Upper Saddle River: : Prentice Hall.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2012). Partial least squares: the better approach to structural equation modeling? *Long Range Planning*, 45(6).
- Hancock, G. R., & Mueller, R. O. (2007). *The. Annual meeting of the American Educational*. Chicago.
- Harmon, R., & Coney, H. (1982). The Persuasive Effects of Source Credibility in Buy and Lease Situations. *Journal of Marketing Research*., 255-260.
- Hassana , S. R., & Jamila, H. R. (2014). Influence of celebrity endorsement on consumer purchase intention for existing products . *Journal of Mangement*, 4(3), 1-23.
- Heider, F. (1958). *The Psychology of Interpersonal Relations*. New York: Wiley.
- Hofstede, G. H., Hofstede, G. J., & Minkov, M. (2010). *Cultures And Organizations*. New York: McGraw-Hill.
- Holden,, M., & Lynch, P. (2009). Choosing the Appropriate Methodology: Understanding Research Philosophy. *Marketing Review*, 397-409.

- Horai, J. N., & Fatoullah, E. (1974). The Effects of Expertise and Physical Attractiveness Upon Opinion Agreement and Liking. *Sociometry*, 601-606.
- Hovland, C. I., Kelley, H. H., & Lanis, I. L. (1963). *Communication and Persuasion: psychological studies of opinion change*. Yale .
- Hu, L. &. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 1-55). London : Pearson.
- Ilicic, J., & Webster, C. M. (2011). Effects of multiple endorsements and consumer- celebrity attachment on attitude and purchase intention. *Australasian Marketing Journal*, 19(4), 230-237.
- Iverson, R. D.–8. (2000). he relationship between job and life satisfaction: Evidence from a remote mining community. *Human Relations*, 53, 807-839.
- Jatto, O. (2014). *Consumer Attitude towards Celebrity Endorsements on Social Media*. Dissertation , Univeristy of Dublin, Dublin Business School.
- Jin, S. A., & Phua, J. (2014). Following celebrities -Tweets about Brands: The impact of Twitter based on electronic word of mouth on Consumers. *Journal of Advertising*, 43(2), 181-195.
- Jin, S. A., & Phua, J. J. (2004). Following Celebrities' Tweets about Brands: The Impact of Twitter-Based eWoM on Consumers' Source Credibility Perception, Buying Intention, and Social Identification. *Journal of Advertising*, 181-195.
- Joel, G., & Sekar, P. C. (2013). An exploratory study of ethical erspectives of celebrity enodrsements . *Indian Journal of Marketing* , 43(9), 5-9.
- John, D. (2015). *Usage of Social Media in Sri Lanka*. Retrieved May 2016, from Social Bakers : <https://www.socialbakers.com>
- Joseph, W. B. (1982). The credibility of physically attractive communicators: A review. *Journal of Advertising*, 11(3), 15-24.



- Kaikati, J. G. (1987). Celebrity Advertising: A Review and Synthesis. *International Journal of Advertising*, 6, 93-105.
- Kamins, M. A., Meribeth, J. B., & Ho, S. A. (1989). Two sided versus one sided celebrity endorsements: The impact of advertising and credibility. *Journal of Advertising*, 18(2), 75-8
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53, 59-68.
- Keller, K. L. (2008). *Strategic brand management: Building, measuring, and managing brand equity* (3rd ed.). New Delhi: Upper Saddle River, NJ; Pearson/Prentice Hall.
- Kelley, H. H. (1967). Attribution theory in social psychology. *Nebraska Symposium on Motivation*, 15, pp. 192-238. Lincoln: University of Nebraska Press.
- Kelman, H. (1961). Processes of opinion change. *Public Opinion Quarterly*, 25, 57-78.
- Khan, S. N. (2004). Qualitative Research Method: Grounded Theory. *International Journal of Business and Management*, 9(11), 1-22.
- Kim, A. J., & Ko, E. (2012, October). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480-1486.
- Kim, J. H., & Min, D. (2016). Consumers' Response to an Advertisement Using Brand Popularity in a Foreign Market. *Japanese Psychological Research*, 342-354.
- Kline, T. J.-M. (2000). Common method variance and specification errors: A practical approach to detection. *The Journal of Psychology*, 134, 401-421.
- Kothari, R. (2004). *Research Methodology: Methods and Techniques*. New Age.
- Korsgaard, M. A. (1995). Procedural justice in performance evaluation—The role of instrumental and noninstrumental voice in performance-appraisal discussions. *Journal of Management*, 21, 657-669.

- Kozar, J. M., & Damhorst, M. L. (2008). Older women's responses to current fashion models. *Journal of Fashion Marketing and Management*, 338-350.
- Kozar, J. M., & Damhorst, M. L. (2008). Older women's responses to current fashion models. *Journal of Fashion Marketing and Management*, 12(3), 338-350.
- Lafferty, B. A. (1999). Corporate credibility's role in consumers' attitudes and purchase intentions when a high versus a low credibility endorser is used in the Ad. *Journal of Business Research*, 44, 109-116.
- Lanluo, X., Chean, J., & WhanPark, C. (2010). Celebrity Endorsement. *Journal of Marketing Reserach*, 4(4), 1148-1128.
- Lindell, M. K. (2001). Accounting for common method variance in cross sectional research designs. *Journal of Applied Psychology*, 86, 114-121.
- Louie, T. A., & Obermiller, C. (2002). Consumer responses to a firm's endorser (dis)association decisions. *Journal of Advertising*, 31(4), 41-52.
- Maddux, J. E., & Rogers, R. W. (1980). Effects of source expertness, physical attractiveness, and supporting arguments on persuasion: A case of brains over beauty. *Journal of personality*
- Malhotra, N., & Dash, S. (2011). *Marketing research – An applied orientation*. India : Dorling Kindersley.
- Malhotra, K. N. (1996). *Marketing Research: An Applied Orientation* (Vol. 2). New Jersey: Prentice Hall.
- McCraken, G. (1989). Who is the Celebrity Endorser? Cultural Foundations of the endorsement process. *Journal of Consumer Research*, 16(3), 310-320.
- McDonald, R. & Ho. (2002). Principles and Practice in Reporting Statistical Equation Analyses. *Psychological Methods*, 7(1), 64-82.
- McGuire, W. J. (1985). *Attitudes and attitude change*. *Handbook of Social Psychology* (Vol. 2).

- Miller, G. R., & Baseheart, J. (1969). Source Trustworthiness, Opinioned Statements and. *Speech Monographs*, 1-7.
- MILLS, J., & Harvey, J. (1972). Opinion change as a function of when information about the communicator is received and whether he is attractive or expert. *Journal of Personality and Social Psychology*, 21, 52-55.
- Mitchell, A. A. (1981, August). Are Product Beliefs the Only Mediator of Advertising Effects on Brand Attitude. *Journal of Marketing Research*, 2(3), 318-332.
- Morris, C. (2008). *Quantitative approaches in Business Studies*. England: Pearson Education.
- Mowen, J. C., & Brown, S. W. (1981). On Explaining and Predicting the Effectiveness of Celebrity Endorsers. *Advances in Consumer Research*, 437-441.
- Mulaik, S. J. (1989). Evaluation of Goodness-of-Fit Indices for Structural Equation Models. *Psychological Bulletin*, 105(3), 430-450.
- Nam, K. (2015). Consumer's persuasion knowledge and perceived effect about celebrity endorsement advertising. *Social Science Research Review*, 31(1), 193-200.
- Neuman, W. L. (2011). *Social Research Methods: Qualitative and Quantitative Approaches*. Pearson.
- Nejatian, H., Forouhandeh, B., Ramanathan, K., & Forouhandeh, B. (2011). Determining Advertisement's Efficiency: Celebrity Endorsement Versus Non-Celebrity Models. *International Conference on Business and Economic Research*.
- Norman, R. (1976). When what is said is important: A comparison of expert and attractive sources. *Journal of Experimental Psychology*, 12, 294-300.
- Nunnally, J. C. (1978). *Psychometric Theory* (Vol. 2). New York: McGraw-Hill.
- Ohanian, R. (1990). Construction and Validation of a scale to measure celebrity endorser's perceived expertise, trustworthiness and attractiveness. *Journal of Advertising*, 19, 11-18.

- Organ, D. W., D. W., & Greene, C. N. (1981). The effects of formalization on professional involvement: A compensatory process approach. *Administrative Science Quarterly*, 237-252.
- Pallant, J. (2010). *SPSS Survival Manual*. Berkshire: Open University Press.
- Peetz, T. B., Parks, J. B., & Spencer., N. E. (2004). Sport heroes as sport product endorsers: The role of gender in the transfer of meaning process for selected undergraduate students. *Sport Marketing Quarterly* , 13(3), 141-150.
- Petez, T. B. (2012). Celebrity Athlete Endorser Effectiveness: Construction and Vlidation of a scale. *UNLV Theses , Dissertations , Proffesional Papers and Capstones* .
- Phillips, B., & Calcott, M. (1996). Elbes Make Good Cookies: Creating Likable Spokes-Character Advertising.Elves Make Good. *Journal Advertising Of Research* , 73-78.
- Podsakoff1, P. M., MacKenzie, S. B., & Podsakoff2, N. P. (n.d.). ecommendations for Creating Better Concept Definitions in the Organizational, Behavioural, and Social Sciences. *Organizational Research Methods*, 1-45.
- Pornpitakpan, C. (2004). The Effect of celebrity endorser's perceived credibility on product purchase intention . *Journal of International Consumer Marketing*, 16(2), 55-74.
- Priester, J. R., & Petty, R. E. (2003). The Influence of Spokesperson Trustworthiness on Message Elaboration, Attitude Strength, and Advertising Effectiveness. *Journal of Consumer Psycology*, 13(4), 408-421.
- Pringle, H. a. (2005). How marketers can use celebrities to sell more effectively. *Journal of Consumer Behaviour*, 201-214.
- Quazi, A., Amran , A., & Nejati, M. (n.d.). onceptualizing and measuring consumer social responsibility: a neglected aspect of consumer research. *International Journal of Consumer Studies*, 40(1), 48-56.

- Robin, C., Dianne, D., Kitchen, & Philip, J. (1996). Word-of-Mouth Communication: Breath of Life or Kiss of Death? . *The Proceedings of the Marketing Education Group Conference*. Glasgow: The Department of Marketing University of Strathclyde.
- Rodrigue, C. S., & Biswas, A. (2004). Brand alliance dependency and exclusivity: An empirical Investigation. *Journal of Product and Brand Management*, 13(4), 477-488.
- Roll, M. (2011). <http://martinroll.com/resources/articles/marketing/branding-and-celebrity-endorsements/>. Retrieved from <http://martinroll.com: http://martinroll.com/resources/articles/marketing/branding-and-celebrity-endorsements/>
- Rolland, S. E., & Parmentier, G. (2014). The Benefit of Social media: Buletting Board focus as a tool for co-creation. *International Journal of Market Research* , 55(6), 809-821.
- Ronner , F., & De, H. R. (2014). Social Media and Consumer Choice . *International Journal of Market Rsearch*, 56(1), 51-56.
- Roy, D. P., Stewart, S. E., & Goss, B. D. (2003). The role of physical attractiveness and gender in response to motorsports sponsorships. *International Conference for Sport and Entertainment Business* . Columbia .
- Roy, S., Gammoh, B., Bashar, S., & Anthony , C. (2012). Predicting the effectiveness of celebrity endprsemnts using the balance theory. *Journal of Customer Behavior*, 11(1), 33-52.
- Sanghyun, K., & Mi, J. N. (2012). Determinants influencing consumer's trust and trust performance of social commerce and moderating effect of experience. *Information Technology Journal* , 11, 1369-1380.
- Saunders , M., Lewis, P., & Thornhill, A. (2003). *Reserach Methods for Business Students*. Pearson Education Limited:Harlow.
- Saunders, M., Lewis, P., & Thornhill , A. (2012). *Reserach Methods for Business Students*. Pearson Education Limited.

- Sayidi, M. R. (2014). *Introduction to SPSS. Australia : SOAR Center.*
- Sekaran, U., & Bougie, R. (2009). *Research Methods for Business* (Fifth ed.). New Delhi: Wiley India (Pvt) Ltd.
- Sekaran, U. (2010). *Research Methods*. Pearson
- Shah, H. A. (2012). Impact on Brands on Consumer Purchase Intentions,. *Asian Journal of Business Management* , 42(2), 105-110.
- Shennan, S. P. (1985, August 19). When You Wish Upon a Star,. *Fortune*, 66-71.
- Shimp, T. A. (2000). *Advertising Promotion: Supplemental Aspects of Integrated Marketing Communications*. Texas: Dryden Press.
- Silvera , D., & Austad, B. (2004). Factors Predicting the effectiveness of celebrity endorsement advertisements . *European Journal of Marketing* , 5(1), 1509-1526.
- Simmers , C., & Haytko, D. (2009). Examining the Effectiveness of Athlete Celebrity Endorser Characteristics and Product Brand Type: The Endorser Sexpertise Continuum. *Journal of Sports administartion and Supervision*, 1(1), 50-65.
- Sinclair, Jollean K. , K., & Vogus, C. E. (2011). Adoption of social networking sites: an exploratory adaptive structuration perspective for global organizations. *Information Technology Management*, 12(3), 293-314.
- Sivasen, S. (2013). Impact of celebrity enodrsment on brand equity in cosmetic product. *International Journal of Advanced Research in Mangement and Social Sciences*, 6(1), 25-36.
- Sivesan, S. (2013, April). Impact Of Celebrity Endorsement On Brand Equity In Cosmetic Product. *International Journal of Advanced Research in Management and Social Sciences*, 2(4), 1-11.
- Social Bakers.* (2016). Retrieved from <https://www.socialbakers.com:https://www.socialbakers.com/statistics/>

- Speck, P. S., Schumann, D. W., & Thompson, C. (1988). Celebrity endorsements-scripts, schema and roles: theoretical framework and preliminary tests,. *Advances in Consumer Research*, 15, 68-76.
- Stever, G., & Lawson, K. (2013). witter as a Way for Celebrities to Communicate with Fans: Implications for the Study of Parasocial Interaction. *Journal of Psychology*, 15(2), 339-354.
- Stever, Gayle, S., & Lawson, K. (2013). Twitter as a Way for Celebrities to Communicate with Fans: Implications for the Study of Parasocial Interaction. *North American Journal of Psychology*, 15(2).
- Strauss, J., & Raymond , D. F. (2013). *E-Marketing* (Vol. 6). Pearson Education .
- Subhadip, R., Gammoh, B. R., & Koh, A. C. (2013). Predicting the effectiveness of celebrity endorsements using the balance theory . *Journal of Customer Behavior* , 11(1), 33-52.
- Sujan, M. (n.d.). Consumer Knowledge:Effects on evaluation strategies mediating consumer judgments. *Journal of Consumer Research*, 12, 31-46.
- Susan Rose, N. S. (2015). *Management Research: Applying the Principle*.
- Tabachnick, B. G., & Fidell, L. S. (2001). *Using Multivariate Statistics*. Boston: Allyn and Bacon.
- Tanaka, J. .. (1993). *Testing structural equation models:Multifaceted conceptions of fit in structural equation models*. Newbury Park, CA: Sage.
- Thomaselli, R. (2008). Woods Agent: No more Car sponsors for Tiger . *Advertising Age* , 79(3), 28-34.
- Till, B. D., & Bustler , M. (1998). Matching Products with endorsers: Attractiveness versus Expertise. *Journal of Consumer Marketing*, 15, 576-586.

- Till, B. D., & Bustler, M. (2000). The Matchup hypothesis: Physical Attractiveness, Expertise and the role of fit on brand attitude, purchase intention and Brand beliefs. *Journal of Advertising*, 24, 1-13.
- Tripp, C., Jensen, T. D., & Carlson, L. (1994). The Effects of Multiple product endorsements by celebrities on Consumers' Attitudes and Intentions. *Journal of Consumer Research*, 20(4), 535-546.
- Tsai, W. H., & Men, L. R. (2014). Consumer engagement with brands on social network sites: A cross-cultural comparison of China and the USA. *Journal of Marketing Communications*.
- Umeogu, B. (2012). Source credibility: Philosophical Analysis. *Open Journal of Philosophy*, 112-115.
- Vahidreza, M., & Hamid, A. (2004). A study of factors affecting on customer's purchase intention case study. *Journal of Multidisciplinary Engineering Science and Technology*, 267-273.
- Van der Walddt, D., Loggerenberg, V., & Wehmeyer, M. (2009). Celebrity Endorsements versus Created Spokespersons in Advertising: A Survey among Students. *SAJEMS*, 12(1), pp. 110-114.
- White, D., Goddard, L., & Wilbur, N. (2009). The effects of negative information transference in the celebrity endorsement relationship. *International Journal of Retail Distribution Management*, 6(1), 322-335.
- Whiting, A., & Williams, D. (2013). Why people use social media: a uses and gratifications approach". *Qualitative Market Research, An International Journal*, 16(4), 362-369.
- Widgery, R., & McGaugh, J. (1996). Vehicle Message Appeals and the New Generation Woman. *Journal of Advertising Research*, 36-42.
- Wiener, J. L., & Mowen, J. C. (1986). Source Credibility: on the Independent Effects of Trust and Expertise". *Advances in Consumer Research*, 306-310.



- Williams, L. J. (1994). An alternative approach to method effects by using latent- variable models: Applications in organizational behavior research. *Journal of Applied Psychology*, 323-331.
- Wollin , L. D. (2003). Web Advertising: Gender Differences in Beliefs, Attitudes and Behavior. *Internet Research Electronic Networking Applications and Policy*, 13(5), 375-385.
- Yilmaz, C., Telci, E. E., Bodur, M., & Isioglu , T. E. (2011). Source Characteristics and advertising effectiveness : The roles of message processing motivation and product category knowledge . *International Journal of Advertising* , 30(5), 889-911.
- Zahaf, M., & Anderson , J. (2008). Causality effects between celebrity endorsement and the intentions to buy. *Journal of Innovative Marketing* , 7(1), 57-65.
- Zajonc, R. B. (1968). Attitudinal effects of Mere Exposure. *Journal of personality and social psychology*, 9(2), 1-27.
- Zhang, H. X., & Liu, X. N. (2010). How deeply involved should celebrities be in advertsing . *Acta Psychologica Sinica* , 42(5), 587-598.
- Zikmund, W. G. (2003). Validating Instruments in MIS Research. *MIS Quartely*, 2, 147-169.
- Zipporah, M. M., & Mberia, H. K. (2014, September ). The Effects OF Celebrity Endorsement in Advertisements . *International Journal of Academic Research in Economics and Management Sciences*, 3(5), 178-188.